Troy Francis

ARCHIVE

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Best regards,

/u/dream-hunter

Founder of TheRedArchive
July 29, 2026

Anna Karenina Is One of The First Examples of Red Pill Truth

troyfrancispua · 14 January 2017 · Archived copy · Original

(Warning: this review contains spoilers of the book Anna Karenina)

In an age of Tinder, Snapchat, fast hook-ups and even faster divorces, it is tempting for many to wistfully imagine a past in which the excesses of female behaviour were tightly controlled by a strong patriarchal system, freeing men (and women) of the many difficulties that plague inter-gender relations in 2014. Students of classic literature know that things have never been entirely rosy. Leo Tolstoy's Anna Karenina, which was serialized in The Russian Messenger between 1873 and 1877, remains one of the greatest studies of hypergamy and its effects ever written.

Praised by both Dostoevsky and Nabokov as Tolstoy's greatest novel, Anna Karenina tells the story of a woman who leaves her stern, unemotional husband Alexei Karenin for dashing cavalry officer Count Alexei Vronsky, charting their ensuing affair and Anna's eventual downfall. In counterpoint we are presented with the experiences of Levin, a deeply ordinary but decent landowner (and avatar for Tolstoy) and his relationship with Kitty, a young socialite related to Anna through her brother's marriage. Both women's narratives dramatize female hypergamous desire and show its damaging effects on family life and the men involved, as well as on themselves.

The Power of Alpha

We are left in no doubt that Anna is an exceptionally attractive woman—Vronsky notes not only her beauty but also her 'elegance and the modest grace of her whole figure' and 'an excess of vitality [that] filled her whole being' when he first catches sight of her. Vronsky himself is every bit the dashing cad:

'A very fine sample of the gilded youth of Petersburg . . .awfully rich, handsome, with influential connections, an aide-de-camp to the Emperor, and at the same time very good-natured — a first-rate fellow… he turns out to be educated and very clever — a man who will go far.'

Ticking pretty much every DHV box going, it is little wonder that both Anna and Kitty soon fall in love with him—in fact, it is his raw alpha presence that is the initial motor that sets the plot in motion.

When the novel opens, Levin is on his way to propose to Kitty. Tolstoy draws him sensitively, but we see all the same that he is gauche and not at ease in society. Kitty's mother is particularly keen that her daughter favours Vronksy, who has also made his desire for her plain, even though we sense that he is a somewhat feckless, superficial man:

'In her mother's eyes there was no comparison between Levin and Vronsky. She did not like Levin's strange and harsh criticisms, his awkward manner . . . Vronsky satisfied all the mother's desires: he was very rich, clever, distinguished, with a brilliant military career before him.'

We can intuit that Kitty's mother is tingling at the thought of Vronsky, and so we see the universal effect a hard alpha has on the feminine across generations. It is also interesting to observe how mothers will aid their own daughter's hypergamous instincts (perhaps as a way of living out their own cougar fantasies). Sure enough, although Kitty is fond of Levin, she rejects his subsequent excruciatingly awkward proposal, expecting to accept his rival's instead. Levin goes back to his country estate, crushed by the refusal, but all does not turn out well for Kitty either. The grand ball where she expects Vronsky to propose comes and goes, but he spends the evening flirting with Anna instead. This causes her to become physically ill, so much so that she has to go away to a spa where she becomes interested in religion—she becomes the very definition of an alpha widow, spoiled for other men.

Female Cruelty

Anna, meanwhile, returns to her husband in Moscow, pursued by Vronsky. After the three meet when Karenin comes to collect Anna at the station, she reflects on his goodness, honesty and kindness, but wonders why 'his ears stick out so' — the first overt indication that she has lost attraction for him. It is interesting to note that Karenin is at

no point portrayed as a beta schlub — on the contrary, he is a powerful man, a high-ranking government official. What he lacks, though, is passion, and, we sense, a high sex drive. It is these qualities that Anna's hypergamous antennae locate in Vronsky. When Vronsky asks if it's impossible they might be together:

[Anna] exerted all the powers of her mind to say what she ought; but instead she fixed on him with her eyes filled with love and did not answer at all.

Having thus accepted Vronsky's love, even though she remains married, Karenin now begins to experience the full cruelty of his wife's emotional departure. How terrible—and yet how familiar to anyone who has suffered female infidelity—-the following lines are:

'He saw that the depths of her soul, till now always open, were closed to him. More than that, he knew from her tone that she was not ashamed of this … As he spoke he looked at her laughing eyes, terrible to him now in their impenetrability and he felt the uselessness and idleness of his words. '

Rollo has written somewhere that when a woman loses attraction for a man she becomes colder to him than if they had never met—Tolstoy encapsulates the phenomenon clearly here.

Meanwhile, Kitty's sister Dolly tries to explain to Levin why his proposal was rejected:

'When you proposed to Kitty she was just in that state when it was impossible for her to give an answer — she was undecided between you and Vronsky; she saw him every day, you she had not seen for a long time. I admit that had she been older . . .'

While the reference to Kitty's age is an attempt to sugar the pill, this is simply one woman's justification for another's cold-blooded behaviour. And the fact is that Kitty did give an answer—she refused Levin. What Dolly means is that Levin had forced her into a corner, making it impossible for her to vacillate for as long as she would have preferred to optimise her hypergamy. To put it crudely, Vronsky was Kitty's first choice, but she would rather have kept Levin dangling until such time as Vronsky had put a ring on it, keeping him on hand as a kind of insurance policy.

Cashing Out
Kitty

Burned by Vronsky's refusal of her for Anna, and getting older, Kitty now makes it obvious to Levin that she has had a change of heart, and they marry. Tolstoy makes it very clear that her decision is hastened by her having passed the peak of her SMV curve. She loves Levin because 'she completely understood him, because she knew it was necessary for him to love, and that all that he loved was good'—hardly a grand passion. A wedding guest remarks that she 'has grown so much plainer' , and another that she looks as though she is being married against her will—clear indications that this is a woman 'cashing out' on her remaining attractiveness by settling for a wealthy beta provider. That their ensuing honeymoon (and consummation) is described as 'shameful' and unhealthy' merely underlines the point.

Meanwhile, Anna and Vronksy elope and leave for Europe together, an almost unthinkable move, given the degree of shame that this would bring on a society women. In this way, Tolstoy emphasizes the lengths to which women will go when motivated by their biomechanical instincts. In a particularly painful scene at the opera, we see Anna shunned and scorned by respectable (and hypocritical) society women. Even more disturbing, Anna leaves not only her husband but her own son for Vronsky, a separation which does not trouble her much (at first). That a woman is capable of turning her back on even her own child in the face of powerful sexual attraction to an alpha male is a red pill truth many would rather remain unaware of.

Disillusionment
Both Vronksy and Levin end up with the women that they desire, but neither is content.

Vronsky meanwhile, in spite of the complete fulfilment of what he had so long desired, was not completely happy. He soon felt that the realization of his longing gave him only one grain of the mountain of bliss he had anticipated.

That realization showed him the eternal error men make by imagining that happiness consists in the gratification of their wishes.

Levin too becomes disillusioned as Kitty is possessive of him, interested only in trifles and hampers his ability to pursue his passion for agriculture and academia. This is a stark reminder of that most important of red pill principles: men must always ensure that women are secondary to their main pursuits, and never the central focus.

Anna's eventual suicide, motivated by Vronsky's slow emotional detachment from her, is the tragic consequence of her hypergamous instinct, and a chilling reminder of the power an alpha presence has to make a woman forsake her family, and finally derail her life. The novel is a classic examination of the dark side of female psychology and is a corrective to those who would blame the rise of feminism for all of society's current ills. While early feminist ideas were slowly gaining credence in Russia in the nineteenth century, they were by no means commonplace, and society as a whole remained staunchly patriarchal. Anna Karenina demonstrates that while feminism today may enable hypergamy, it has existed forever as a fundamental driver of female behaviour.

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How Clear Should You Announce Your Sexual Intentions With Women You're Attracted To?

troyfrancispua · 15 January 2017 · Archived copy · Original

When a man is sexually or romantically interested in a women, it is absolutely imperative that he is clear in his intent and that he communicates this to her, either overtly or covertly. If he fails to do so, the risk is that he will end up in friendzone hell, or at the very least will have to endure a lot of time-wasting before most likely walking away with nothing.

The good news, though, is that by being clear in your intent you can filter out time-wasting women, push things forward with those who are more receptive, and avoid awkward situations where the girl thinks that you just want to be friends when actually you want something more.

What Is Clarity of Intent?

What do I mean by clarity of intent? Simply that when you approach a woman that you are interested in, you must be 100% certain that she knows you are interested, rather than just stopping her for a nice friendly chat or to ask for directions.

A lot of guys get over the initial fear of the approach and become comfortable talking to girls. But these conversations fail to turn into phone numbers, and the phone numbers they do obtain fail to turn into sex or relationships. The reason for this? Because the guy didn't have the balls to really put himself on the line and take a damn risk.

Rejection

Rejection can be tough to handle for anyone, especially a beginner at game. But you must be prepared to be rejected if you want to meet women, either for relationships or for something more temporary.

Men who do not exude clarity of intent are almost always men who secretly fear rejection. But think about it this way. If you're not having sex with her after you've approached and perhaps met up with her a couple of times, then

she's rejected you anyway. The only difference is that the rejection was more polite and spread out over a longer time period. So if you're going to get blown out then why not get that rejection early? That way there's less time wasted on either side, and you can both g et on with your respective lives.

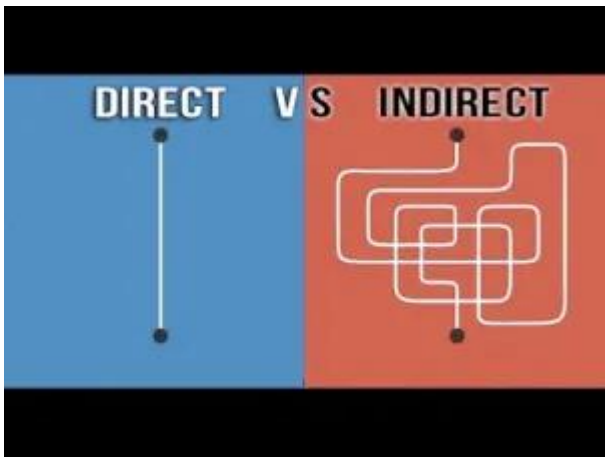
Honesty

A great many men pride themselves on being honest, but how many of them are genuinely honest in their interactions with women? Actually, I'd bet in most cases the most honest thing you can say to a girl is "I want to have sex with you, will you come back to my place?"

Social conditioning has falsely inculcated a view that human courtship needs to be a long affair, drawn out over several dates, that incorporates a lot of "getting to know you" and swapping opinions on books and bands and gourmet burger recipes. While this is a view of courtship that largely benefits women, men too have been hoodwinked into thinking that this sort of pattern is somehow more authentic, real, and yes, "honest."

This is simply not true. In most cases, the way for a man to be honest is to express exactly what he's feeling in relation to a woman and let the chips fall where they may.

Direct Or Indirect Game?



You may think that this relates directly to the age-old argument of direct versus indirect game, but that's not quite the case.

For those who don't know, direct game is going up to a girl (usually the approach will be cold) and telling her that you think she is hot and that you'd like to take her out. Indirect game is finding some sort of pretext to talk to her, like asking for directions, or where a certain landmark is, before transitioning the conversation to the personal.

To be clear, both direct and indirect game can work equally well—it depends very much on the situation. It would, for example, be inadvisable to go in full-guns-blazing direct with a girl sitting next to you right at the start of a long, transatlantic flight. But equally, if you see a cute girl and you have two minutes to talk to her before catching a train, you'd be better served by cutting your losses and going direct.

My point here, though, is that whichever method you choose, you must ensure that the girl knows that you are hitting on her. There is no value in getting her phone number and leaving jubilantly while she believes that she has simply met a new friend.

She may answer your calls; she may meet up with you. But when you introduce your D into the conversation and she's not expecting it, it will be beyond awkward.

Edge

So how do you ask directions to the train station while showing clarity of sexual intent? Well, once you get the hang of it, it's easy. You have to develop edge. You have to learn to carry yourself in such a way that you appear a sexual man who knows what he wants and has got it many, many times before.

There have been whole books written about how to achieve this, but I'll give you a few pointers here. For a start, you must develop strong, unflinching eye contact. If you think about having sex with her while you're looking at her then even better.

Your posture must be straight, commanding, masculine. You should take up a lot of space. You should be dominant. Your voice should be low and deep. Above all, you must touch her—start with a tap on the shoulder, a brush against the lower arm, and go from there. A man who gets laid a lot—and who is therefore attractive to

women—is not afraid to touch. He enjoys it.

All of these things will position you as a masculine man who is sexually-aware and competent. If you do it right, then simply by looking at her and holding eye contact steadfastly, she will know what you really want and that it's got nothing to do with directions the nearest Starbucks.

Own It

Don't be the guy who collects loads of phone numbers but never gets laid. Far better to be the guy who gets rejected by hundreds of women but ends up with a gorgeous girlfriend at the end of the year. Far better to be honest and open, and to own your sexuality and your intentions with women. From now on, when you interact with girls, really make the effort to ensure that they know you are hitting on them.

It may mean you suffer more blow-outs in the short term, but long-term, you'll definitely see that it works in your favour.

The find out more about how to communicate your sexual intentions to hot women clearly buy my book The 7 Laws of Seduction here

Read More: Post Breakup Euphoria

This post was first published on ROK

What To Do When She Stops Replying To Your Texts

troyfrancispua · 16 January 2017 · Archived copy · Original

Many guys come to me looking for answers to problems that they have with girls. While these of course vary in their details, inevitably they all point to a much bigger issue: the guy who has sought out help just does not have enough options. Rather than look for quick, silver bullet fixes for apparent situational issues with this or that girl, what the alpha is doing instead is seeking out other opportunities elsewhere.

'But she hasn't responded to my text for 24 hours'

I've lost count of the number of times guys have asked me what to do in a specific situation like this. Recently I was chatting with my good friend Nick over WhatsApp. Nick had met a cute girl in a bar, chatted her up, enjoyed a quick make-out and then taken her number before leaving. The next morning he sent the girl (let's call her Alice) a message and she responded, leading to several rounds of flirtatious WhatsApp banter. Then, just as he was about to go in for the kill and ask her to meet up with him she stopped responding. Just like that, the whole interaction was dead in the water.

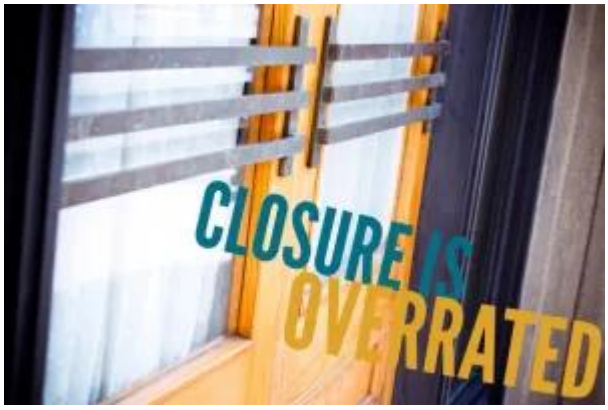
Puzzled and perturbed by this turn of events, Nick contacted me and asked me what he should do to reignite Alice's interest and get things back on track. Now, while text game is a thing, and there are techniques you can try to pull back a situation like this, in the end Nick's problem is a macro one rather than a micro one.

Whatever the Question, Abundance Is Always The Answer

So why did Alice flake on Nick? Who knows—it could be for any of a huge number of reasons, many of them entirely unconnected with Nick. Perhaps Alice actually had a boyfriend or fiancé and was feeling guilty. Perhaps she had been horrendously drunk that night and couldn't remember what he looked like. Perhaps—and this is the killer—she had already hooked up with someone new who she felt more attracted to than Nick. Or perhaps she had simply lost her phone.

The truth is, in the majority of cases such as this you will never know the woman's reasoning for sure. Nor should you want to—what do you want, closure? Dude, closure is for girls.

Closure Is For Girls



Here's the thing gents—the sexual market place is a cold, wild, barren and unfriendly place. When you interact with strangers (as the girls that you meet through pick-up inevitably are) then you run the risk of playing with emotional fire. Remember, everyone is out for what they can get, you included. You want to meet and sleep with the hottest girl that your SMV will afford. But girls have an agenda too. They also want to meet the 'hottest' guy that they can get—it's just in their case the definition of 'hot' might expand to encompass things like status, influence, wealth or even 'bad boy' indicators.

You may have been in the frame for that hour you spent talking to her and making out with her in the club, but be in no doubt that she has other options, other guys blowing up her phone asking for a date. Now, that's not to say that a clever piece of 'text game'—a smart quip or cocky-funny line—could never help in such a situation. It is just possible that, delivered correctly, such a line could indeed prompt her reappraisal of you and make you a contender once more. But realise that the cards are stacked against you and that such a turnaround is unlikely.

It's a Jungle Out There So Get Hunting

Here's the thing—what you must recognise is that the modern dating arena is a ruthless place where everyone is out for him or herself. Don't be fooled by a pleasant half-hour conversation with a girl at a lounge bar, or a make out at a friend's party. Girls especially tend to act on their feelings in the moment. OK, so when she met you at 2am after she'd drunk three Sambucas you seemed to her like the perfect guy—that doesn't mean she's feeling the same way on Tuesday morning at work. Especially after that cute guy on Tinder has started messaging her again, on that model the subway passed her his business card. Life moves on very quickly, especially for hot young girls in their prime.

In truth, the only way you can insulate yourself from the vagaries of the market and ensure that you don't leave

money on the table is by constantly filling your pipeline with potential sexual and romantic prospects. In the sexual marketplace, just like in sales, the only way you can ensure a consistent 'income' is by opening new prospects every day. Remember, the more girls you approach, the more opportunities will open up to you. And the more opportunities you have, the better the chance of you having regular sex.

Next Steps

Rather than worrying about the minutiae of an interaction with this or that girl, you want to be in the position where you have so many girls 'on the go' on text, WhatsApp, Facebook, Tinder or whatever, that you really couldn't care less if one or two drop out of the funnel every week or so. And it is only by systematically approaching every day that you will achieve this and sufficiently insulate yourself from today's sexual marketplace. Of course, once you have a regular girl who you like, or several regular girls, depending on your preference, then—but not until then—will you be in a position to slow down and adjust this strategy.

The find out more about how to communicate your sexual intentions to hot women clearly buy my book The 7 Laws of Seduction here

Read More: How Clear Should You Announce Your Sexual Intentions To a Girl You're Interested In?

This post was first published on ROK

The Number One Mistake You Must Avoid Making In Your Game

troyfrancispua · 17 January 2017 · Archived copy · Original

So often game hinges on simple logistics and momentum rather than clever tricks or techniques. Whether you *actually* get laid or not is, after a certain baseline attraction has been established, more about how you handle the pull than anything else.

In most cities today where life is both fast and pressured you have to be flexible and ready to accommodate a hook up or booty call at short notice. Failure in this area will lead to you losing lays, even when the girls are attracted to you. It is frequently the number one mistake you can make in your journey as a player.

The Shot Girl

So I met a shot girl over the Christmas period. Not when she was out working the clubs – no doubt under those circumstances she's fawned over by countless thirsty men and her bitch shield is high. No, I met her while doing voluntary work in a homeless shelter. She was cute in her fluffy jumper and jeans but her Instagram told a different story of high heels and thigh-skimming dresses.

We met up briefly a week ago. Her schedule is pretty all over the place (apart from the shot girl work she also teaches Pilates and does some modelling) and I'm busy too, so we grabbed a late-night pizza just off Leicester Square. Incidentally, I pretty much never go for food with girls on a first date and neither should you, but on this occasion I was starving. Anyhow, the chat was sparky, the vibe good. We walked to the tube station and made out. Fair enough.

There was then some text game back and forth. She gave me some bullshit about not being able to meet until the following week, which seemed less than ideal to me. In most cases you want to keep the momentum high and go for the close as soon as possible. So instead I suggested that she come over to my place on the Sunday after she'd had dinner with a friend.

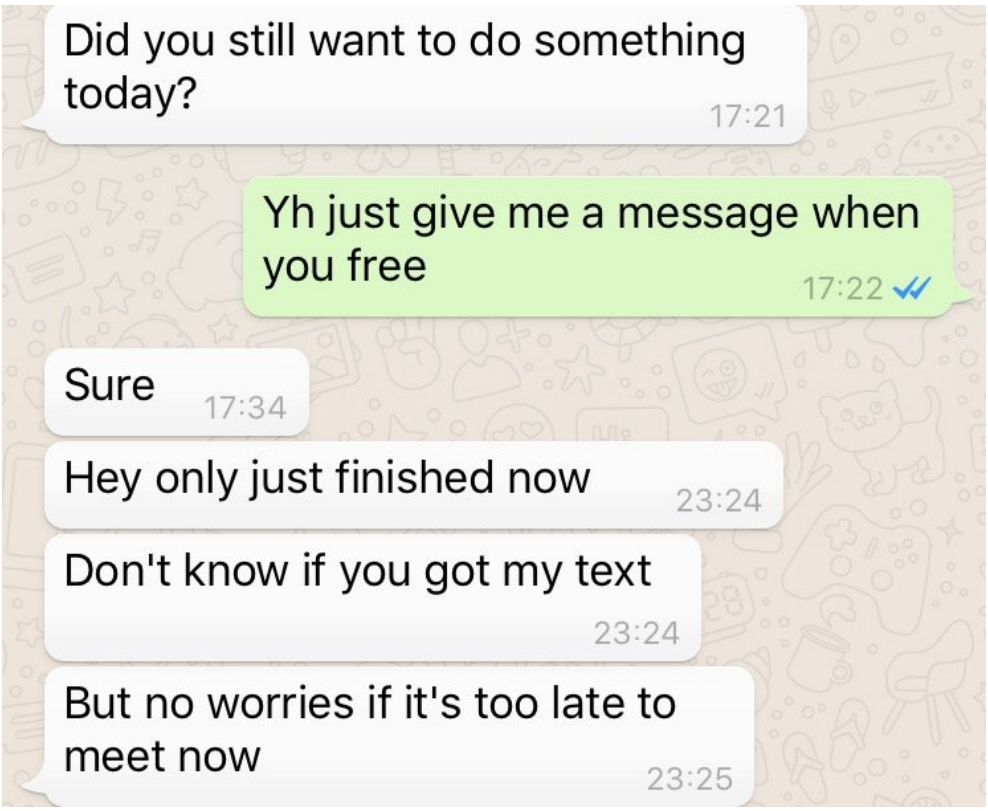
That might well have been my undoing.

Sunday rolled around. I was tired. The shot girl messaged me late afternoon to say she was meeting her friend at 7 and would I still potentially be up for meeting later? Yes, I told her. Just message me when you're free.

To be honest I didn't hold out much hope. I know how flakey London girls can be and it's quite a big ask to get one to come over to your place at night after very minimal prior interaction. Also, my fatigue was growing. Hey, I'm 40 and I currently have a busy corporate management job. Shoot me.

By 11pm I was asleep.

In the morning I woke up to these messages:



Shot Girl had indeed contacted me at 23.24.

Now, let's think about this for a moment. I had originally positioned her coming over to my place as an opportunity to sample my wonderful cooking (it's not really wonderful, or even competent, but we'll let that pass). But what girl would seriously consider coming over to a guy's apartment at 23.30 at night for any reason other than to bang? Had I been awake and able to respond to her texts it's probable that the night would have taken a distinctly more pleasurable turn.

I texted her in the morning telling her I had fallen asleep and asking her how her night had been. You'll note I didn't actually apologise for failing to respond to her – I had no reason and anyway, to do so would in my view look needy and weak.

That was a day ago – I have so far not recieved a reply. I rather doubt I will ever see Shot Girl again.

Now, perhaps I'm being overly pessimistic. Maybe I'll be proven wrong. But in my experience – which is pretty extensive by this point – if you get a girl to the point where she wants to bang *and then fail to bang her* then she will cut you off for good.

Which is why, as I said at the start, you need to be in a position to accommodate last minute hook-ups and booty calls. In London and other major cities the dating market moves fast and it is ruthless. If you don't capitalise on your trades with speed and vigour then they will either be lost, or someone else will swoop in to reap the rewards.

A final note. If you are a player over the age of 35 like me then it's essential you maintain your energy levels

through whatever means possible. No one really wants to be up all night on a Sunday before a big week at work, but on the other hand no one wants to miss out on a shag with a cute 24 year old either. Stamina and flexibility remain key and this is something I must take steps to address in future.

To find out how you can arrange booty calls with hot, 24 year-old shot girls, buy my book 7 Laws of Seduction here

Read more: What to Do When She Stops Replying to Your Texts

3 Ways Sexual Frustration Can Help Your Game

troyfrancispua · 19 January 2017 · Archived copy · Original

Sexual frustration is real and it's a problem. A guy who hasn't been laid for a few weeks or even months is really going to feel the pressure. Sex, after all, is a basic human need: arguably this is doubly the case for men, what with their higher testosterone and bio-evolutionary programming. Fortunately, sexual frustration can also act as a spur that actually improves your game. Here are 3 reasons why.

1. Sexual Frustration Forces You to Take Action

First, and most importantly, sexual frustration makes it *necessary* for you to take action. When you are in the full flush of abundance, with a lot of girls on the go, there really is very little need to approach the whole time.

I make a point of advising men to chat up girls as much as possible, but even I've fallen into the no man's land of comfort you get with a few on the go, when the thought trying to generate even more leads really isn't that appealing.

But the difficulty with this approach is that once the plates you are spinning start to dwindle, with one or more girls falling out of your rotation, if you're not careful you can end up with nothing but the Sahara of a long dry spell to look forward to.

For this reason, sexual frustration can prove a useful tool that galvanises you into action, forcing you to get up off the sofa, go out and actually talk to some women.

2. Sexual Frustration Makes You Acutely Aware of Bangable Girls

Now, I don't for one minute want to sound here like I'm suggesting you drop your standards, but . . .

Look, here's the deal. If you're used to banging 8s on a regular basis then you may not look twice at that 7 you pass in the local convenience store every day. But if she was naked on your bed all of a sudden, would you have sex with her?

I think we all know the answer to that question.

Being mega horny as a result of sexual frustration will encourage you to spot those sexual opportunities you might otherwise have missed. And you never know—that mousy girl with the glasses from the local library might just turn out to be a tigress when you get her into bed.

3. Sexual Frustration Injects Urgency Into Your Game

Finally, sexual frustration also lends your game a very useful dose of urgency.

When man have an abundance of women (or money, if you apply the same principle to a business situation) they *can* have a tendency to get lazy. OK, so you might still be approaching. But if you don't really NEED those approaches to go well then how invested are you really in what you are doing.

Caution

Now, a word of caution—desperation is not pretty and it's certainly not attractive to women, so you must ensure that you keep things in check. But a real vested interest in the outcome of your sets with girls will enhance your focus and determination and can yield great results.

So remember guys, if you're feeling frustrated right now don't resist it—celebrate instead. Get out there and use

your new found focus and determination to achieve fantastic things instead.

To find out how you can eliminate sexual frustration for good buy my book 7 Laws of Seduction here and follow me on Twitter

Read More: ***The Number One Mistake You Must Avoid Making In Your Game***

How To Stop Feeling Weird About Learning To Meet Girls

troyfrancispua · 26 January 2017 · Archived copy · Original

I'd considered writing a post about 'where I am with game' what with it being—still, just about—the beginning of 2017. I wanted to set down in writing certain vague, unexplored feelings I've been having about still being into game (or pickup, or PUA or whatever) for coming up for 13 years (and that's not counting my untutored successes with girls before).

Because make no mistake, gaming at the age of 42 feels like a very different prospect than gaming at 22.

There are a multitude of mental hoops for a man to jump through when he considers making a formalised 'project' out of meeting women. Some of these are caused by societal shaming, others are not.

Let's deal with the shaming first. Basically, it boils down to this. You shouldn't study game—it's manipulative. It's sexist. It reduces women to mere pawns in a rather grubby game.

Now let's look at the internally-generated objections. *I* shouldn't need to *learn* pickup—my natural mate gets loads of girls and he's never looked at a pickup website in his life. I'm too old for this. I should have 'settled down' by now (despite all of the red pill awareness I've accrued over the years). And—perhaps the kicker—this is *beneath* me. The continued pursuit of women, not to mention writing about it online, is vacuous, ultimately, and not really the sort of thing that I should be doing with my time.

(In another life I am writing a play and the second draft of a novel. Every word I write on this blog and ROK about picking up girls is one word less that I am contributing to my more 'serious' literary endeavours. There are counter-arguments to this, though. Henry Miller and Bukowski, amongst many others, wrote outstanding books about picking up women. Had I written Bukowski's *Women* I'm pretty sure dying happy wouldn't be too much of a problem)

The Truth

So what is the truth of the matter? Like everything it's subjective. A hard-boiled feminist would very likely say that, yes, game is reductionist and sexist. A player will think the opposite. Which of them is right? As the Trump administration ferments and we have entered this strange period where 'alternative facts' are now not just acceptable but compulsory, I guess the actual 'truth' of anything is more-or-less immaterial. So all I can offer is my own perspective—which I guess is what you came here for, so here goes.

My take on the matter is that long-term monogamy is seriously challenged in today's world, meaning that more men are single, either as a result of divorce, or because they've omitted to 'put a ring on it' in the first place (I fall into the

latter camp; plenty of my friends fall into the former). This being the case, and it also being the case that men (and women) are programmed from DNA-level up to require sex, it is becoming compulsory to engage in 'the hunt' later and later in life. Pursuit of women as one waves goodbye to the shores of youth, then, is not only acceptable but inescapable.

The dating market though—bit of a bummer, isn't it? If it were as simple as being a 'nice guy' and advertising oneself as such online or in person then *all guys would be nice guys*. However, as we are all aware, in order to have even a shot at a *date* with a high quality woman one must find ways to differentiate oneself from the market. These methods constitute what is commonly referred to as 'game'.

Now, make no mistake—every man (and woman) in the world employs some sort of 'game', or strategy, in order to get laid. For every canned line memorised from the internet by AFCs there's a woman out there wearing a push-up bra and uniquely misleading cosmetics.

To optimise one's opportunities in the sexual marketplace is human: to do it well is to muff-dive.

For some reason, though, the idea of 'learning' game—that is, sitting down to read ebooks, blogs or watch YouTube videos—remains an anathema to a lot of people, both female and male. It gives them an icky feeling. That icky feeling is so pervasive that you might feel it too, even if you are your city's most prolific PUA, your Mystery-style feather boa and cowboy hat always at the ready, your red LED belt poised to flash indiscernible text at insensible nightclub skanks.

Why Does Game Get Such a Hard Time?

As a guilty pleasure I sometimes watch the MTV show *Ex on the Beach*. We have it here in the UK and I believe it's also shown in the states (although presumably Cancun will no longer be a location once the wall goes up).

For those who haven't seen it, it's where a bunch of hot, buff young girls in bikinis go to a beach resort with a bunch of hot, buff young guys. Over the course of the series the ex-lovers of the cast members emerge, buff and hot, out of the sea. Drama ensues. A lot of people get drunk and bang. Guy's exs get banged by other guys and fights break out. More people bang.

Etc.

What interests me about this is that there seems to be zero feminist or cultural censure for these hot, buff young studmuffins talking on national TV about how many girls they have banged, the manner in which they would like to bang the girls they now find themselves surrounded by, or the enjoyment that they derived from the banging once it has taken place.

This seems at odds with the disdain that even the most innocuous game sites and books are held in in some quarters.

You Need to 'Just Get It'

The reason for this phenomenon, in my opinion, is that game as it presented on websites like this one is a *learned* skill and nothing—*nothing*—offends and repulses girls more than the idea that a man has had to learn how to achieve intimacy with them. As Rollo of *The Rational Male* has said many times, a man who is deemed sexworthy by women must *just get it*. If you don't then you are by default a beta and therefore unattractive, or at least less attractive than other men who *appear* just to get it.

Men, I think, have a similar problem, just from the opposite perspective. Many men—perhaps most men—find the idea that they don't *just get it* emasculating and shameful, to the point that even those who have formally learned game will take pains to conceal this fact from their conquests and other guys.

The reason that the fellas on *Ex on the Beach* get a pass is because they are 'naturals'—or it looks that way, anyway. They're just men who get it being men who get it. That is acceptable. Nothing to see here.

What is not acceptable is a guy who has had to study the tricks of the trade in order to get his piece of the fur pie. That guy is creepy, underhanded, dishonest, and, well . . . creepy.

The Flaw

Of course, this manner of thinking is flawed. As Roosh points out in an excellent article , just because a guy appears to be a natural doesn't mean that he hasn't learned game, just that his learning (through trial and error) was accelerated because of happy formative experiences where he was exposed to positive female affirmation early on.

For those less fortunate, given their biological imperative to get down and *werk werk werk werk werk*, what could be more natural than studying and emulating the techniques and behaviours that those naturals display? In its purest form, game could be viewed as a sort of apprenticeship where guys learn their 'trade' (seduction) by observing and copying those better than them, whether via books, videos, podcasts or whatever. And given that we all need sex to some degree or other, not to do so would actually seem the less natural route.

How to avoid that icky feeling, then? Think logically. You are optimising your opportunities in a turbulent dating

market, that's all. You are treating women with respect (or at least I hope you are). You are aware that no means no. You are gentlemanly (with a wicked glint in your eye). Rejection doesn't worry you and you are not abusive or hostile when it happens. You make an effort to leave everyone you interact with better than you found them. You are an awesome guy to be around (apart from that pesky dark triad thing). You are a force for positivity, laughter and fun times rather than basement-dwelling grudge-wankery. You're fun.

Stay logical. Maintain the fun and the laughter. Lose the icky feeling. Go out and approach.

For more on how to pick up sexy girls in the day or night check out my bestselling book here

Read More: How Your Emotions Are Holding You Back From Massive Success With Girls

5 Habits All Successful Players Share

troyfrancispua · 28 January 2017 · Archived copy · Original

Whether you are looking to attract a long-term girlfriend or wife, or you are experimenting with shorter-term liaisons, learning the art of seduction is essential. Reams of content have been written on the topic, indeed, it's possible to get lost in a tsunami of pick-up advice.

But while it can be useful to absorb successful people's techniques, a shortcut is to observe their habits and adopt them yourself. To that end, here is a list of the top five habits I've observed in men who are great with women.

1. They take every opportunity

Guys who are great with women recognize and take up every opportunity that is presented to them. In this way they are somewhat akin to entrepreneurs. They know that the market is in a constant state of flux, and that change is at the heart of opportunity. As such, like the speculators of pussy they are, they are never afraid to launch a takeover bid, regardless of the circumstances.

Game writers will often advise men that they should be approaching all the time. I would wholeheartedly endorse this. I would also add that however many opportunities you're taking now, there are always more to be had. I, for example, will try to get my first approach of the day in in the morning while I'm traveling to my office on the subway. There are so many cute girls on their way to work in London (or any reasonably-sized commuter city) and yet guys won't talk to them, rationalizing that it is too early, she'll think I'm crazy or whatever. In actual fact, I've probably taken more phone numbers and set up more dates through morning approaches than at any other time.

So next time you are out and about and see an attractive girl, be sure to approach her whatever the time or the circumstances. It is only by being present and open to all prospects that you will truly optimize your game.

2. They notice and follow up on IOIs

While most game advice is focussed on what the guy should do in order to attract the girl, the fact remains that there will be many times that girls will shoot you so-called 'indicators of interest', or IOIs, without you having done anything.

While I would never advise anyone to rely on these as a mainstay, I would counsel that you should always at least do your best to notice them, and to follow up with alacrity. Not only do direct IOIs frequently lead to sex, but also, if you fail to pursue a potentially-interested girl you may find yourself regretting it for a long time afterwards. Men, after all, are the more romantic gender. There are few more lasting self-inflicted wounds than the thought of that beautiful girl who smiled at you at the museum and who you just know you could have dated, had you had the courage to speak to her.

The successful seducer is always on the lookout for IOIs, therefore, and he'll execute quickly when he gets them, even if it means deviating slightly from his routine. For example, a while back I was on a subway train when I got strong direct eye contact from an attractive, petite and very feminine brunette—just my type. Once you've been in the game a while you will learn to distinguish a solid IOI from casual interest, but the best way to describe it is as that "rabbit in the headlights" look that girls give when they are truly smitten.

Well, she was giving me that look and I knew I had to follow up. When she got of the train I went right after her, introduced myself on the platform, took her number and then left. A drink and then several awesome sex sessions ensued later. Had I not taken the time to go after her then we would never have connected.

Remember: always be willing to go after a sure thing, and never leave money on the table.

3. They stand out from the crowd

Every truly successful seducer I have ever known has found ways to differentiate himself and stand out from the crowd. This can manifest itself in many ways, but primarily I'm talking about standing out physically (in terms of

what you wear) and standing out in terms of your personality.

While the old concept of “peacocking” is rightly maligned by both men and women these days, there can nevertheless be little argument with the fact that, all else being equal, the better dressed man will be more successful than his slacks-and-sweatshirt counterpart. A former colleague of mine who has slept with more women than anyone else I’ve ever met was particular about his clothes to the point of obsession.

I appreciate that this will immediately cause some people to question his masculinity (“what real man takes so much care over his clothes?”) but remember that narcissism is one of the three “dark triad” characteristics that are like catnip to women (along with Machiavellianism and psychopathy). Therefore, taking time to select a silk pocket square that contrasts dramatically with your blazer plus the right trousers and shoes will help your cause a lot—if you remember that your main aim is to stand out rather than blend in.

Your personality, too, should be larger than life. Don’t be obnoxious, but as a rule of thumb try to ensure that you are louder and have more to say than the other men in the group.

4. They are dominant

There can be no doubt that women are attracted to masculine men, and that means that to be a contender you need to be dominant. Now of course, the massive and blatantly obvious caveat here is that you should also be ultimately respectful and appreciate that no means no. Nevertheless, within these boundaries it will serve you well to ensure that your body language, your tone of voice and your general demeanor communicates dominance – both of the woman you are interacting with as well as any men in your vicinity.

The key thing here is to appear decisive and unwavering—even if secretly you aren’t. For example, after you’ve had a couple of drinks with a girl on a date, try getting up, taking her by the hand and simply leading her to a taxi. When she questions what you’re doing just say “we’re going back to my place to watch a movie.” Doing this will communicate that you have had similar success with women before and that you are not intimidated by her.

Now, in the back of your mind you may well be uncertain that she will acquiesce and that’s fine – just do the actions anyway and see what happens. She’s much more likely to want to go home with you if you demonstrate leadership and even if she doesn’t, she will still respect you more which will pay dividends the next time you meet.

5. They don’t apologize

Highly successful seducers never apologize—or certainly not for minor social infractions anyway. The fact of the matter is you can't make an omelette without breaking eggs. If you are the kind of guy who frequently approaches women while demonstrating leadership and a certain kind of cocky-funny humor then the chances are you're going to offend someone every so often.

Now, I'm not recommending that you should be a dick—be classy and convivial in all your interactions. But the truth of the matter is that the real seducer always ruffles a few feathers in his quest for vaginal Valhalla. If someone gets offended then make a joke but don't apologize. As long as have acted lawfully then you have nothing to be sorry for.

Remember, an apology is a submission to someone else's frame—and that is never a good look.

Want to find out how to approach and seduce sexy girls? Buy my bestselling book, The Seven Laws of Seduction. For daily game advice connect with me on Twitter

Reads More: How To Stop Feeling Weird About Learning To Meet Girls

First published at ROK

How To Make Her Your Girlfriend

troyfrancispua · 12 February 2017 · Archived copy · Original

There comes a time in the life of even the most hardened player when he meets a girl that he likes and wants to spend time with exclusively. This can be for a variety of reasons. Many men go into game in the first place with the sole purpose of forming a relationship, realising that a life of spinning plates is neither advisable or particularly enjoyable after a brief period. Others enjoy playing the field, but then considerations such as their career or business become pressing, and time spent chasing girls seems a waste.

Others still, for better or worse, meet a girl that they feel meets their requirements in a partner, one of those rare "good girls" they don't want to let go of. Finally, some get tired of the carousel and decide they want to step off for a while with a girl who is especially hot, or who gives great blowjobs.

Whatever your motive, if you want to make a particular girl your girlfriend you must consider the matter carefully and ensure that you go about it in the right way.

The Counterintuitive Truth About Relationships

As with many aspects of game, the best method for getting into a relationship with a girl you like is counterintuitive. Many men, following poor advice from magazines, mainstream websites or worse, female friends, imagine that getting a girlfriend involves having "the conversation" — that is, sitting down and "telling her your feelings," how much you like her and your plans for a happy future together.

Nothing could be less effective.

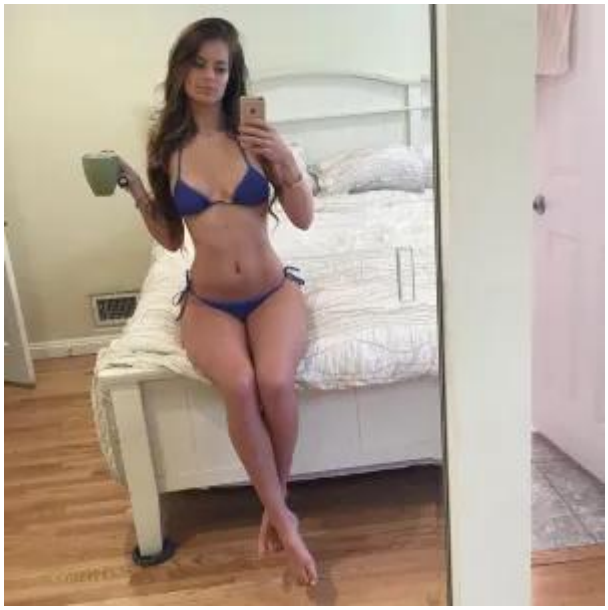
Here's the truth — if you want to be with her in an exclusive way, she has to be the one to initiate things, not you.

Making Her Want You Long-Term

As many men on forums and in the comments sections of websites like ROK point out, women have many options these days, what with Tinder and social networking and so on, and they're not afraid to take advantage of them. For you to stand out from the crowd and become the kind of guy she feels she'd like to hang on to, you need to demonstrate two attributes—that you are are a scarce resource and that you are a great provider of sex.

Why? Well, scarcity is a no-brainer and relates to game theory that is as old as the hills (or at least as old as Neil Strauss!). If you are too readily available then your value will drop in her eyes, and she'll be on Tinder chasing the next aloof and mysterious fellow. And as for sex—well, sex really is the glue that binds modern relationships together, at least in the beginning. Remember, girls like to get down and dirty as much as we do. If you're not giving her a great experience each and every time then she will be inclined to seek out someone else who will.

Maintaining Scarcity



So how do you remain a scarce resource in her world? It's really just as simple as not being too available, either in person or digitally. Very simple rules to follow include not messaging her every day, and when you do, ensuring that the length of your texts does not exceed that of hers. Don't be accessible every night of the week and never drop pre-existing plans to see her just because she's free.

At all times you should strive to maintain an air of mystery and detachment. Be a man in demand who always has something else to do. When you operate like this it's amazing how long women will stick around and how obsessed with you they will become.

Sex Comes Before Feelings

This isn't a good sex guide so I don't intend to get into a detailed explanation of how you should service your girl here, but bear in mind that each time you have sex with her you should imagine it's the last and you must put in a suitably vigorous performance. Don't be hold back on dirty talk and porn-like moves. Ideally you want her to feel

like she's getting something out of the ordinary from you that she won't get from those beta-boy orbiters in her smartphone.

Remember: sex comes before feelings in relationships. Don't make the mistake of thinking tender emotional appeals will sway her. Today's women (and men) desire increasingly visceral and intense experiences in order to stay interested. Ensure that these are what you are delivering.

The Most Effective Way To Land a Girlfriend?

Now that you are appraised of the two most important aspects of landing a girlfriend you may be wondering how best to put them into practice. Well, the slightly perverse truth of the matter is that you are most likely to wind up with a regular girl when you are busy sleeping around.

It may sound crazy, but it's true.

When you are having sex with a variety of women you will naturally display a noncommittal "distance" that is very hard to fake. Also, with sex as with everything else, practice makes perfect. Sleeping with a variety of women will help you pick up different techniques and will hone your skills.

It is only when you demonstrate scarcity and you are great in bed that girls will try to "pin you down" and make you their boyfriend. And a relationship will really only work if she has "shown hand" and pursued you, rather than the other way around. Don't make the mistake of being the beta chump who expresses his feelings too early. You will only be punished for it down the line.

Consider carefully too whether you actually want to be in a relationship. If you do, is she really the right person? Relationships can be a massive pain in the ass and can significantly affect your freedom and autonomy, so don't go into one lightly. In fact, if you are below the age of thirty, you are probably better off avoiding them altogether, at least until you have become experienced enough to truly know what you want.

Whatever you do though, bear in mind that—perhaps sadly—in a world where romance has been all but excised by societal shifts and technology, it is the committed player rather than the poetic sap who is most likely to be able to leverage a pleasurable medium to long-term relationship.

To find out more about how to land a hot girl, get a copy of my bestselling 7 Laws of Seduction

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Originally published at ROK

Fake It 'Til You Make It... But You Still Have To Make It

troyfrancispua · 25 February 2017 · Archived copy · Original

A tool that is incredibly popular in self-development is "fake it 'til you make it"—that is, affect the external trappings of success until it becomes second nature and you generate actual success. But too many people do the first part and not the second. If you pretend to have "made it" while not actively working to improve your core strengths then your results will start to decline over time until they become suboptimal.

Fake It 'Til You Make It

Rather like "Feel the Fear And Do It Anyway," "Fake it 'Til You Make It" is one of those aphorisms that really requires little explanation. As soon as you've grasped the basic concept, it can feel incredibly liberating. In the field of seduction, for example, you might start to act as though you are a man with multiple girls, even when you're just starting out and are chode-y as hell. Doing so not only works—if you give the impression you are a man in demand then women will believe it and will be drawn to you —but it also feels great. In affecting success or abundance in an area where you seek to excel you will start to get positive feedback from people that will bolster your confidence and reinforce your self-esteem.

Faking it 'til you make it has perhaps been one of the most important tools that I have utilized both in improving my skills with women, as well as in business and socially. When it became obvious to me that the easiest way to feel confident in a situation that might previously have made me feel uncomfortable—say, for example, entering a party and going around talking to large groups of people—simply pretending that I was already a confident guy made a world of difference.

In acting as if, I found that I quickly acquired the mannerisms and skills of the man i wanted to become. In doing so, as I received positive feedback from those I interacted with, so I felt corresponding spikes in my actual confidence. It was a virtuous cycle, until I no longer needed to pretend as I genuinely possessed the confidence I craved.

But Also Work On Making It . . .

Faking it is all very well, but you must also be sure that you are also spending at least an equal amount of time, if not more, working on actually making it.

I once knew a guy, Mike, who spent a lot of time out on the club circuit in London trying to impress girls by telling them he was a successful entrepreneur with a thriving company (which was always his ambition). While this approach did indeed work on occasion, and he was able to attract beautiful girls who were impressed by his apparent enterprise and commitment, he could never fully escape the sense of emptiness this approach gave him.

In the end, after having spent the best part of two years conning people that he was a self-made man, Mike suddenly found things falling apart around him. His parents were unceasingly unwilling to bankroll his lifestyle, Money was running short and he found himself in a downward spiral of alcohol and drug use as he struggled to reconcile his fantasy life with his true existence. Finally, after a particularly vicious three-day bender, he hit rock bottom.

After seeking help with his addictions, and achieving equilibrium, he immediately set about writing an actual business plan for the start-up he hoped to create. Now, through hard work and over a year later, he has millions of dollars of funding confirmed. His venture is shaping up to be a success and he no longer has to pretend. Tellingly, he has also stopped trying to impress girls and has been single for a long time.

Now that he has generated a modicum of genuine, authentic success, and is a man on his own mission, he has felt less need for external validation from girls. His project, and a sense of movement towards his higher goals, has been enough for him.

How To “Make It”

Of course, there have been countless books and articles written by self-help gurus and experts, as well as YouTube

videos and TED talks and like, on the subject of making it. If you are interested getting a better understanding of the mechanics of success then I would recommend that you check some of these out. Some resources are better than others of course, but search and you are sure to find something that resonates with you.

As there are so many different ideas about how best to achieve success (in any given field) I really don't have space to discuss them all here. There are, however, three fundamental principles which, if applied, are sure to set you on the right path. These are:

1. Decide what you truly want
2. Set goals to get there
3. Persist with massive action to achieve them

It makes sense that you should start by determining precisely what it is you want to achieve. Many men aspire to money, but some would prefer artistic success, or some other form of mastery. Decide what's important to you, rather than what you think should be important.

You should then map out the precise stages that you need to go through to get there, and then attack these with persistence and massive effort until they are achieved. Sounds simple? It is—but executing is a whole lot more challenging.

As you work on "making it" in the background, you should by all means "fake it" on the surface. But just remember that is in only by doing both simultaneously that you will truly achieve success, fulfilment and happiness.

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First published on ROK

How To Attract Beautiful Girls By Using This Fundamental Truth About Sexual Market Value

troyfrancispua · 4 March 2017 · Archived copy · Original

As a man looking to meet and attract women it is imperative that you internalise and understand this fundamental fact about sexual market value—if she's young (between 18 and 30), slim, and even a little bit attractive, her SMV outstrips yours significantly.

For this reason, the "playing field" is not even. Just because you were brought up in the same town, are of a similar social demographic, and are even of a comparable level of attractiveness, don't imagine for a moment that getting with her is a foregone conclusion. A young, pretty girl has countless options and you must develop strategies to get ahead of the pack to be in with a chance with her.

What Is The Sexual Marketplace?

Game writers have long used the terminology of economics to discuss relations between the sexes for the simple reason that it is both accurate and relevant. Make no mistake, each of us—men and women—is a product in the market with a value that can go up and down over time, or depending on buyer, location, and a whole host of other factors.

When you walk over to a woman to introduce yourself she will determine your value in relation to hers in a matter of seconds. If she decides for whatever reason that your SMV is equal or less than hers then she will reject you as a matter of course. It is only when she considers your value higher that she will consider sleeping with you.

For this reason you must always ensure that you demonstrate as much value as you can in every interaction. Put very simply, if you're a schlub like in the picture above then you ain't getting with Adriana Lima anytime soon, however many clever lines you may have memorised from the internet.

What Is Sexual Market Value?

If we accept that the interplay between the sexes forms a marketplace, then we must also accept that each person in it is a product with a value, both perceived and actual. The way this value is determined differs considerably for each of the sexes.

Let's be honest – women's SMV is predicated almost entirely on the way that they look. This isn't misogyny as much as an honest reflection of how most men think. And between the ages of 18 and 30 girls don't even have to be that facially attractive. If they are in shape then that is usually enough to ensure that they will have a cohort of thirsty men liking their pictures on Facebook and following them on Instagram.

Let's be honest—it really doesn't matter much to us men how good a girl's job is. If she's hot we'll want to sleep with her. If she isn't then she won't. And we're not swayed by fame either. I would sleep with Ariana Grande if she worked in McDonalds, but I wouldn't sleep with Meghan Trainor just because she is on MTV.

Men's SMV is more complex and changeable. Of course, men too are judged on their looks. Height also plays a big part. When you get into game you have to realise that men start from different baselines. If you're an ugly dude, then tough luck—the market doesn't care. You'll just have to accentuate your other, positive traits and work even harder at approaching in high volume than other guys. If you are short then you have to accept that this too is detrimental to your SMV and make sure that you compensate in other ways (and I speak as a man just shy of six feet tall—my success level has been great, but I'm certain it would have been even better had I been taller.)

In both cases, you may also have to accept that your prospective buyers (i.e. women) won't cut you as much slack as they would guys that they are more immediately attracted to. Sorry—it's a bitter pill to swallow, but there it is. What you must do is be smart, change aspects of yourself that you can, and approach as many targets as possible to

improve your odds in the game.

Physical attributes you can't change (or not easily). But the good news is that almost every other aspect of a guy's SMV is manipulatable, and this manipulation is really at the heart of what we call game. Your body language, your vocal projection, what you wear, the way you groom yourself, how you earn a living, what your physique is like, how you conduct yourself socially—all these are mutable and can be altered with a bit of effort. You may also find that your SMV varies geographically. A guy who can't get a BJ from a hideous troll in Atlanta could well be the toast of the town in Bangkok.

But wherever you are in the world, the most attractive trait in a man as far as women are concerned is social dominance. If you can communicate social and interpersonal dominance through your actions and behaviours then you will naturally have a higher SMV (and thus be more likely to get laid) than a man who can't.

Therefore, a man who is not classically good-looking can nevertheless radically enhance his SMV. For that we should all be very grateful.

But You Still Have To Do the Work

The point of all of this is that you have to be aware of your SMV relative to others around you and be prepared to put in the work to improve it. You have to look at yourself honestly and work out what baseline you're coming from. If you're not good-looking, or your style is bad, or your social skills are poor, then accept that you are less well situated than some other guys and that you're going to have to put in extra effort to compete.

Too many guys I come into contact with seem to think that by learning a few game tricks from the internet that they will be able to meet and attract supermodels. It doesn't work like that. Becoming good with women is a holistic process. In many cases you have to start from the ground up, taking a good long hard look at the strengths and weaknesses in all areas of your presentation and your life. You have to assess what could be bettered with forensic honesty and attention to detail and then put in place concrete achievable plans to improve in these areas. You must then take stock regularly, considering your progress each time and deciding whether tweaks to your process are appropriate.

Yes, you should come to realtroyfrancis and other sources to read articles containing game advice. In fact, hearing what others have done before you is invaluable in terms of inspiration and instruction. But ultimately you should realise that "game"—in terms of things to say to women and techniques to use—is really only the tip of the iceberg. The long "game" is about raising your sexual market value relative to those of the girls you desire—and there are no shortcuts for doing so. Get your grooming sorted, get your style sorted, start lifting and make sure that your social abilities are appropriate outside of a Minecraft internet forum.

Only brutal honesty, application, and hard work will pay off in the end.

To find out how you can have sex with hot girls on the regular buy my book 7 Laws of Seduction here and

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First published at ROK

The Power Of Laser Eye Contact

troyfrancispua · 6 March 2017 · Archived copy · Original

With the worthy exception of touch (kino), eye contact is without doubt the dedicated poon-plunderer's weapon of choice in his quest for vaginal Valhalla. It turns out that all that dating advice of yore – from magazines, problems pages, and so on – was correct in this particular way: strong, confident eye contact is exceptionally potent in producing pantie tsunamis in public places. Just not for the reasons that earlier proponents thought.

Eye contact, we were always told, demonstrates confidence. Chicks like confident men, therefore strong eye contact will get you laid (or at least a date) right? Partly. But the devil is in the detail, and and it is really the quality of your eye contact that makes all the difference. This isn't about staring random girls down like a loon – your gaze must have attitude.

The important thing about steady, sustained eye-contact is that communicates male-female polarity. To put it crudely, when you look at a woman, your eyes must tell her that you are thinking about fucking her and that you are not afraid to do so. Your eyes, in other words, must be a man's eyes, not a pussified wimp's.

Laser Eye Contact Works In the Day

The great thing about laser eye contact is that it works in all contexts—during so-called day game or night game.

In the daytime, you can use it on girls you encounter naturally, such as shop assistants and baristas. When she serves you, simply take care to ensure that you are consciously looking her directly in the eye for a little longer than is usual. Deliberateness is important—after all, you are trying to communicate, just non-verbally. If you can, you should smile lightly as well.

This can be harder than it sounds. If you're unpracticed you'll be spending so much energy concentrating on your eyes that there's a danger you'll end up looking like a grinning madman, but persevere. What you'll find when you hit a sweet spot with this is that your gaze will genuinely communicate something that she picks up on—your desire for her—in a secret and therefore sexy way.

I used this technique once over several weeks with a girl in my local coffee shop. When I eventually got her number and took her out for a drink, we slept together quickly and easily. It was as if all the communication necessary had taken place already, and so the leap to sex was far less steep than it could have been.

...Or At Night

Laser eye contact works equally well at night too. Here, though, the technique is slightly different. Rather than concentrate on one individual girl you should aim to “get into the zone” so that you are hitting every girl you see with laser eyes.

Here’s how to go about this. If you are in a club, or busy bar, then you should walk around the venue a few times deliberately aiming your eyes at those of passing girls. Again, try to smile a little as you do so, but in a cocky, slightly dismissive way.

After a while you will start to get a few smiles back, and a little sustained eye contact, and your confidence will rise. This will mean that your eye contact will then become more bold, more invasive – and much more effective.

Basically the aim of this is to banish all timidity so that you end up looking at girls like the dashing high-value man that you are (or that you need to demonstrate that you are, anyway). Once you’ve warmed up you’ll find that eye contact becomes a devastatingly effective part of your game arsenal, akin to touch in its ability to sexualise a situation and create erotic tension between you and the girls you meet.

How To Practice Laser Eye Contact

A way to practice this is to go out and maintain eye contact with as many people as you can (men and women) without relinquishing it first. Very quickly you will become more confident, and you will find women gazing at you for longer, blushing, dropping their shopping bags and walking into walls and bus-stops.

A useful tip is to think sexual thoughts as you appraise each girl. Doing so will help to get you in the zone, focus your intent and help you communicate just the right degree of slightly outlaw sexuality.

If it takes time then don’t despair, just keep going. Some guys—myself included at the beginning—find eye contact difficult, but in reality it’s one of the easiest ways to start interacting with girls with very little chance of rejection. OK, she may look away, but trust me, no one’s going to come up to you in the street and complain because you looked at them for half a second too long.

It Makes Game And Closing Much Easier

When you become good with laser eye contact, you will find that in many cases it pretty much shorts out the need for tight verbal game. Why? because the sub-communication is already down. “I am a man and I want to fuck you.” Once this is established the chit-chat on top is secondary, an exercise in comfort-building. If you have this kind of vibe with a girl, then ask for her number or take her on an instant date, and chances are she’ll be amenable: eye-contact alone has done the heavy lifting for you.

To find out how you can use laser eye contact and other techniques to have sex with hot girls on the regular buy my book 7 Laws of Seduction here and follow me on Twitter

Read More: ***The Number One Mistake You Must Avoid Making In Your Game***

First published at ROK

How To Be Seen By Women As An Alpha Male

troyfrancispua · 12 March 2017 · Archived copy · Original

Men should remember that standing one's ground—with women in particular—is a central tenet of masculinity. Far too many guys allow women to get away with irritating nonsense, or worse, borderline-abusive behaviour for fear of missing out on sex. This can happen when a man is approaching women, dating, or in a full-blown relationship or marriage.

It's not good enough. Let's all resolve this year to call out bad or disrespectful behaviour when it occurs and and not to fall into the trap of kowtowing to girls just because of their beauty.

Frame Control

A way of talking about this issue that will be familiar to anyone who has a passing interest in game is "frame control"—as it is frequently remarked, the person who controls the frame in any given interaction has the most power and will most likely get their way. Frame, defined simply, is the way in which individuals (or groups like businesses and governments) organize and communicate reality.

As a man, you should be very certain of the types of behaviour you are prepared to tolerate, as well as those that you won't. If you find it irritating when the girl you are with speaks to you rudely, is dismissive, or plays with her iPhone during dinner then you must be sure to let her know that these behaviours negatively affect you and that you will not accept them. Control the frame—as far as you relation to her is concerned—by setting out your version of reality and ensuring that it remains dominant.

It is good practice, by the way—and also only fair—that you also avoid whatever behaviours you proscribe yourself. That way, not only are you able to maintain the upper hand morally, but also you set out by example what is acceptable and what is not. Be fair-handed, in other words, but don't be a pushover. When she crosses the line you must speak up.

An Extreme Example Of Frame Control In Action

I was recently reminded of an incident that I witnessed many years ago that for me perfectly encapsulates frame control in action. I once had a friend by the name of Stevie. Stevie may have been well-groomed, but he was not the best looking guy on the planet. His eyes bulged out of his skull like a toad's, his hair was cut too short and plastered down into a (then unfashionable) side parting, and he was on the wrong side of five foot nine. However, his quick-witted sense of humour, his job in a nightclub, and his rock-solid frame control meant that he was a hit with the girls nonetheless.

One morning I went round to Stevie's apartment to find him having a huge row with this cute brunette Dora, possibly the best looking girl I'd ever seen at that time (I was 21). This girl, who Stevie had been banging for a month or so, was bawling her eyes out and screaming at him as he had not come to meet her the night before, nor had he called her to explain why.

It was Stevie's reaction to this outburst that impressed me and that has stayed with me ever since. Rather than attempting to pacify her, or to apologise for his behaviour, he stuck firmly to his guns and wouldn't concede any of her criticisms. He'd been out all night? Why not—he was a free agent, after all, and they hadn't made firm plans to meet. He hadn't called? He hadn't had an opportunity to do so. Everything was very simple—Stevie was calmly and collectedly putting forward his version of reality.

But after Dora screamed and shouted some more, Stevie held up his hand.

"That's it. I've had just about enough of this. Get out and don't come back."

Dora was astounded and so was I. Here was Stevie, a man certainly not blessed with male model-like looks, throwing a gorgeous girl who at that time I would have killed to be with out of his apartment and out of his life.

Enraged at his dismissal, Dora stormed out, but then returned again later, broke in by climbing through a window, and cut up a selection of Stevie's suits. While I would never recommend that anyone incite burglary and vandalism in a woman, there's certainly no surer sign that you've rattled her cage.

Stevie's stoic upholding of the standards of behaviour he required in a woman, even to the point where he was prepared to relinquish the relationship, drove a huge emotional response in Dora. A week of so later Stevie was in the arms of another hottie, Dora conveniently forgotten.

If You Want To Be An Alpha, Behave Like One

So how did this happen? How did an average-looking guy like Stevie summon up the brass kahunas to reject a hot girl like Dora? I think we can break it down to these three elements:

- Believing unquestioningly in his own value
- Abundance—knowing that after Dora another girl would be just around the corner
- Rock-solid frame.

But what if you aren't jacked, you're not good looking, or you don't earn Zuckerberg bucks? Well, Stevie didn't have those things either. Here's the trick. If you want to be perceived as an alpha then you must simply behave like one. Keep the three elements above in your head at all times and embody them whether you believe them or not.

With a bit of faking-it-to-make-it you will create a virtuous circle where, appearing more alpha, people will defer to you more and with time you will gain natural confidence.

As we get into the spring of 2017 remember that the true measure of a man is his ability and willingness to live up to his own standards, and to ensure that those around him do the same. This year, let's be in no doubt that we are in control of the narrative going on around us and act accordingly.

To find out more about how to boss it and get laid with hot girls get a copy of my bestselling book 7 Laws of Seduction

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First published on ROK

Developing Your Personal Brand Is The Key To Great Game

troyfrancispua · 13 March 2017 · Archived copy · Original

A lot of guys feel that they have to be a certain physical type — tall, good looking, chiseled etc. — or emulate a particular conversational approach in order to be successful with women, but this is not the case. I have recently been privileged to observe the game of two friends of mine, both very different types of men. Watching them has convinced me that there is a multiplicity of approaches to succeeding with women and that the key to optimising your own chances is working out what your selling points are and developing a personal brand around them.

Let me give you a pen portrait of both of my friends. Even in outline, you will see that they are very different.

Dave

Dave is tall with the body shape of a large refrigerator. A former mechanic, he has made enough money through a series of property deals not to have to work. A regular at the clubs and bars where he lives, he knows everyone, and anyone he doesn't know he can talk around in a matter of minutes. While good-looking, he is no film star, but without doubt he is an imposing figure with considerable personal magnetism.

His style with women is direct, but not just direct in the "I-noticed-you-and-thought-you-were-cute" way – no, this guy is off the scale. Without any exaggeration, I have heard him introduce himself to girls by speculating how their pussies taste. He is upfront about how "filthy" he is, and how he will fuck nothing less than the dirtiest girls.

Reading this you will probably imagine that he gets slapped a hell of a lot, but amazingly the opposite is true. Perhaps it is the twinkle in his eye, his sheer, unabashed audacity, or the fact that he coats his no-nonsense sexuality with a lot of charm, but I have seen girls lapping this stuff up, giving him anime eyes and melting in his presence. His "brand" is the tough guy who is unashamedly sexual, but who has a heart too.

Peter

Peter is his physical opposite. Very short – just over five foot-six – he has a slender frame and a handsome but unspectacular face topped with a floppy, Hugh Grant haircut. He is highly intelligent, a Harvard MBA who now works in finance (although he doesn't advertise the fact when he's out). He has studied game, unlike Dave who is a natural.

His method is indirect – the complete opposite Dave's. He is the king of conversation. Seriously, if you put him in a sealed room with the Mona Lisa he'd have her cracking a smile and bantering within minutes. Highly intelligent, with loads of energy and persistence, his "brand" is the super-articulate, super-social guy who can vibe everyone at the party before going in for the kill with his favourite girl at the end of the night.

Enhance Your Attributes

While I have felt dry and inarticulate next to both men while they've hogged the limelight in whatever club or bar we've been in, it it is difficult to argue that either has "better" game because their styles are so radically opposed. The fact that both are able to command the attention of women and stoke their attraction merely underlines the fact that "good game" doesn't come in one homogenous package and that in order to succeed you need to identify your own strengths and exacerbate these.

I could look at Dave and think that I need to get jacked and develop a gruff cockney accent. Or I might consider

Paul and bemoan the fact that I didn't study business at an Ivy League school. But that would be a mistake. The fact is that their game works for them is because it is entirely coherent with their individual personalities. If I tried to copy either of them I would come over as inauthentic and put off more girls off than I attracted.

Game is not about complete personal reinvention. Rather, it is about enhancing your best attributes and – most importantly – believing in them so passionately that this communicates itself to the girls you approach. So if you are an economics nerd then don't try to dumb down – instead own your knowledge and display it. Similarly, if you are a physical, sporty guy who is less interested in witty banter then don't worry – play to your own particular strengths.

What is important to realise that successful guys come in all shapes and sizes and have wildly different approaches. So don't try to live up to some imagined level of "good game." Instead, sit down and honestly list your most obvious characteristics. Then select the most positive of these and start to work out how they can be most attractively packaged.

Doing this is the first step to building your own personal brand and will ensure that you are authentically attractive to women rather than a pale imitation of someone else.

Want to find out how to approach and seduce sexy girls? Buy my bestselling book, The Seven Laws of Seduction. For daily game advice connect with me on Twitter

Reads More: How To Stop Feeling Weird About Learning To Meet Girls

First published at ROK

6 Ways You Can Motivate Yourself To Go Out And Meet Girls

troyfrancispua · 20 March 2017 · Archived copy · Original

Do you want to enjoy the playboy lifestyle, but you're not getting the results with women you'd like, or feel that you should be getting? If so then read on, because this article is for you.

One major problem faced by most players at one time or another is lack of motivation. When faced with the choice between going out into the unpredictable and potentially harsh world of the club to meet girls (or to the mall, if daygame is your thing) or staying at home and loading up Netflix, the temptation is often to choose the latter. So how do you break free of this understandable-but-unhelpful inertia?

1. Accept Your State of Mind

Look, there's no easy way around not wanting to put yourself on the line. The truth is that there's not a human being alive who wouldn't rather have life be less difficult. Unfortunately, the reality is that 90% of the time life is a struggle and you only get out of it what you put in. But you're only human, so don't beat yourself up. If you know you should be taking a particular course of action, but just can't bring yourself to do so, simply pause for a moment, take a deep breath and observe your own resistance. Don't judge yourself — simply note your feelings and try to accept them.

2. Understand That Feelings Are Temporary

Think about all the times you've felt unhappy or anxious or worried. They passed, right? Realize that whatever you are feeling now that is making you inactive will also pass, be it tiredness, depression, boredom etc. Take a few moments to project into your future and imagine yourself feeling positive and motivated again. Now make an effort to "borrow" from those future good feelings to vibe yourself up in the present.

3. Take the Next Right Step

Don't think about the bigger picture — the night ahead, the intimidating doorstaff at the club, the bright lights, the loud music, and that bitchy dime-piece you're going to have to steel yourself to approach. Instead, break down the process of going out into small, manageable chunks and simply do the next right thing. Hungry? Cook a meal. Need something to wear? Iron a shirt and pick out a pocket square. Need transport? Call a cab. Don't stress yourself out — just be sure to accomplish those small incremental actions that will get you out of your apartment.

4. Keep Your Long-Term Goals in Mind

While you are taking these incremental steps, on a meta level you need to have some sense of why you are doing so. As I've just said, you shouldn't think about the minutiae of the night ahead: what you must do, though, is keep in mind your wider goals. If your intention is to become good with women, or to achieve sexual abundance, then it follows that you must approach; and in order to approach you must go out.

All success is founded to some degree on the sublimation of temporary discomfort in the interest of a greater good — think for example of the athlete who spends many hours training while his friends are socializing so that he can compete in the Olympics. Knowing that your feelings are temporary anyway, and that taking action will have a positive impact on your higher ambitions should be enough to jolt you into activity.

5. Remember: Action Creates Momentum

Simple actions create momentum, and momentum creates results. Most of us have probably felt under par before going on to have a fantastic night at least once in our lives. Trust your own capacity to rise to the occasion once you get into a social environment. Once you've arrived at the club or the bar, the drinks are flowing, the music is playing and there are hotties all around, your motivation will naturally increase. Bear in mind that how you feel will change once you get out there, and pull forward those good feelings you know you're bound to feel. Having a couple of drinks at home and putting on some loud party music will help.

6. Lower The Bar — Sometimes Just Being Out is Enough

Remember: you don't have to be a master pick-up artist. In fact, you don't even have to be good. All too frequently, guys (myself included) will put undue pressure on themselves, as though they have to live up to some externally-defined standard. You don't. However long you've been in the game you're allowed to suck, so go out there and be rubbish. See how many times you can get blown out. It really doesn't matter — going out is meant to be fun, remember?

Every so often life will throw you a line anyway. There have been many occasions I've gone out and met a girl out who just happened to like me — not because of tight game or any particular strategy, but simply because of natural chemistry. The same will happen for you — but only if you go out. As the expression goes, you have to be in it to win it. You can't expect a girl just to turn up at your bedroom while you're playing World of Warcraft — but going

out and socializing at least means there's a fighting chance that you might meet someone you happen to click with through minimum effort.

So there you are — hopefully these tips will help you get over those tough bumps in the road where you just don't feel like going out. If these worked for you, or if you have any suggestions of your own, please let me know in the comments section below.

Happy hunting!

If you want to learn how to walk up to girls outside of your social circle and get them into bed with you then get a copy of my book 7 Laws of Seduction and follow me on Twitter.

Read More: The Simplest Way To Approach Hot Girls For Newbies

First published at ROK

Why Your Life Would Be Better If You Thought Less

troyfrancispua · 20 March 2017 · Archived copy · Original

Your life would be a thousand times better if you thought less.

Right now, you know how it goes. A decision comes up, something on the horizon. Perhaps you need to choose between two job offers. Maybe there are two girls you like and you have to decide which one to go out with at the weekend. Maybe you are in a relationship and trying to work out whether to end it or not. So what do you do?

You think.

You think a lot. You think about this thorny problem day and night. When you wake up in the morning you are firmly inclined one way. By evening, when it's time to go to bed, you have changed your mind entirely.

You talk to one friend who you know will give you the kind of answer you want to hear. He almost convinces you. Until the next day when you talk to another friend who has a different point of view.

You do what everyone tells you to do and compile a pros and cons list. That should give you an easy answer, right? Wrong. Because the problem with pros and cons lists is that even if there are more cons than pros, what if there is one single pro that is so powerful that it obviates all of those piddling little cons sitting opposite it?

So you decide to apportion weight to each of your pros and cons. Maybe you use a simple one-to-five scale. But how much to apportion to each entry on your burgeoning list?

You work your list until it gives you one answer (the answer that really, secretly, you actually want). And then the very next day you rework your list until it gives you the exact opposite answer.

It's enough to drive you mad.

In the end even you become sick of the sound of your own voice. Sick of the sound of you asking the same questions of different people with maybe a 5% variation in syntax and intonation each time.

In the end, the deadline draws near. There is always a deadline. You have to make a decision. And so you decide. This is the course you will take. You are adamant. You are strong. You are implacable, resilient, righteous, brave and alive. You are burning with anxiety that the option you have now committed yourself to is the wrong one.

Wouldn't life be better if you thought less?

Because here's the thing. All those decisions that you slaved over, that you spent countless hours applying logic to, parsing late into the night, pulling apart and remodelling like a psychotic Frankenstein—how did they work out for you?

Seriously, think about it now.

After all that thought, all that effort, all that graft, that voracious expenditure of emotional and mental capital, how many of the big decisions you've made have turned out either to (a) transform your life utterly so that you find yourself some reality TV world of Dan Bilzerian-style yachts, big-breasted girls and guns; or (b) end with you in penury, sweeping the streets, begging for a florin from passing gentlefolk?

Very few of them, I would wager.

The truth is that a great many of what appear to be the biggest decisions in our lives could be played either way. You could stay with that girl and marry her, or alternatively you could strike out alone and live a life of polyamory.

Neither of those options would prove fatal (in the short to medium terms anyway). Both of them would give you different life experiences. And who is to judge what form of life experience is richer than another, since there is no objective measure of the same?

Have a sense of your direction, have a plan, however loose. But don't think too much. Don't paralyse yourself with mindless to-ing and fro-ing, with dismal late-night conversations with friends who don't know or care what the right answer is and could *never* know or care enough anyway because they're not you.

In fact, don't talk to anyone at all.

Instead, find yourself some solitude. Sit with yourself. Meditate. Pray, even, if you're so inclined (it doesn't have to be to a god). Sit with yourself some more. Don't think. And allow the answers to rise from within you.

You see the body knows what's best for you. The body knows better than the mind, oftentimes. The truth is that whenever you ask someone for advice you already know what answer you want. Because that answer is a part of you already. It is a part of your body, as tangible as your arm or your leg.

Sit, feel, and allow the answer you seek to reveal itself to you naturally. Which it will, in time.

Trust me: your life would be one thousand times better if you thought less.

To find out more about how to think less and pull smoking hot girls buy my book The 7 Laws of Seduction

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How Soon Should You 'Next' A Hot Girl?

troyfrancispua · 22 March 2017 · Archived copy · Original

Guys will often come to me and ask what they should do about this or that girl. Maybe they're texting and she's blowing hot and cold. Maybe they've been out on a date and she's stopped replying to messages since. Or worse, maybe it's some girl they haven't even approached yet who appears to be giving them mixed messages. The answer in all of these situations is the same, and it's very simple: you should give her a couple of chances at most and then next her immediately.

As I've said time and again, the only true answer to problems with under-invested women (since that's really what we're talking about here. Do you think she'd keep Justin Bieber waiting for a WhatsApp message) is to not care because you have so many other irons in the damn fire that whether or not she sends a reply to your text is of as little consequence to you as the sex lives of the ants that live in the brickwork of your apartment.

The thing about doing cold approach pick-up is that you essentially become a day trader, playing the market. And the thing about the market is that it entails a great many factors and fluctuations that remain out of your control, and which may not even be apparent to you.

I tweeted yesterday that what appear to be the strongest numbers will often flake, while the flakiest will often convert. There is no rhyme or reason to it, apparently–except really there is: she so either not interested in you but flattered by the attention or she has something else going on on the side.

Yes, even that sweet angel who looks like butter wouldn't melt in her mouth may well be getting a good seeing to on the quiet elsewhere.

If that's the case, or if she simply isn't that bothered about you, then this is not a situation you really want to be in. So don't be. Pull back. Withdraw. Desist.

Don't waste any more time wondering what technique might work, or emailing me to ask if this or that trick might alter the status quo. No. You've already presented your pitch. You've rolled up the shutters and revealed your product—yourself—and it's been met with a resounding 'meh'.

Any attempt at re-selling after the fact will either turn off the potential buyer more if she doesn't fancy you, or will diminish her attraction for you if she does but has some reason for not engaging at the present time (a boyfriend for example).

Your energy when you are dealing with cases of low interest is much better spent developing other prospects, that is, approaching, texting, following up etc.

By all means keep the other girl in your phone and ping her from time to time if you like—you never know, after all. But don't hold out too much hope and don't waste your time on her.

A rule of thumb in game I learned the hard way is this: if you're spending more time thinking about her than she likely is about you then you will never see her naked.

Want to find out how to approach and seduce sexy girls? Buy my bestselling book, The Seven Laws of Seduction. For daily game advice follow me on Twitter

Read More: Why Trying to Bang Girls Straight Out of Rehab Is a Bad Idea

The Power of the 90 Minute Nap For the Corporate Nightgamer

troyfrancispua · 24 March 2017 · Archived copy · Original

As anyone who follows my writing will be aware, I am not a 'game' purist dedicated to any particular niche. In my view, in today's dating market, if a guy wants to optimise his results he really needs to adopt an 'always on' approach, which basically means hitting up girls in a variety of ways including daygame, nightgame, Tinder game, social circle game and so on.

In 2017 it is no longer good enough to be a specialist—you really need to be a generalist to get the highest level girls.

That said, for many guys, particularly those like me who have a full-time job and aren't currently able or inclined to jump into game full time, the prospect of going out both day and night seems nigh on impossible when you also add in the rigours of work and other commitments.

How, then, is the guy who has his corporate job expected to go out to the club after a long week and still be firing with the required degree of energy and enthusiasm?

Of course there is caffeine—coffee, Diet Coke, Red Bull and so on. But these only help up to a point. There are also other, stronger substances—but as someone who has been sober for over 15 years they are not something I use or would recommend.

So that being the case, the main energy-boosting option available to you is the good old-fashioned nap. But even naps are not without their side-effects, even though they are significantly less pernicious than heavy amphetamines.

Sleep for too short or worse, too long a time, and you will wake up feeling groggy, tired and irritable. This seems counterintuitive but we've all experienced it. And once you are in that space, getting motivated to go out and talk to girls is hard.

Here, then, is a tip that I picked up some time ago now and has served me very well since. If you want to feel great after your nap, the best duration to choose is 90 minutes, or increments thereof.

The reason for this is really very simple—90 minutes is the length of the body's natural sleep cycle and messing with that is bad news, mofos.

If you take a 20 minute nap then you are about OK—you pick up some of the benefits you require like increased alertness, greater clarity and so on. But if you sleep for half an hour or an hour then you're going to be waking up in the middle of your REM cycle which is not good. It is at that point that you suffer from 'sleep inertia', which is the feeling of having been fed some kind of tranquiliser which makes you not want to go out.

So as I say, if you want to get your head down for some shut-eye after a hard day in the office and before going to the club, then get home in time to hit the sack at around 7pm. Set your alarm for 8.30pm. You can then get up again, shower, get dressed and hit the town with maximum energy, ready to kill it. And the good news is that sleeping for 90 minutes gives your memory and creativity a shot of the good stuff too.

Do you have any tips on how to maximise your energy while balancing work with pickup? If so, share them with other readers in the comments below.

Happy hunting this weekend, chaps.

To find out more about how to pull smoking hot girls day or night buy my book The 7 Laws of Seduction

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Can You Be A Hedonist And A Stoic At The Same Time?

troyfrancispua · 27 March 2017 · Archived copy · Original

One of the key questions of my life has been whether to select hedonism or stoicism as my governing philosophy. Even today the jury is still out, and I have a tendency to flit between the two.

If, for the sake of this article, we are to define hedonism as the privileging of pleasure above all else then for much of my twenties and early thirties I was a confirmed hedonist. If we take stoicism to refer to an eschewing of pleasure for pleasure's sake in favour of embracing the grind, then I have been more of a stoic since the age of thirty.

In general this is a pretty normal trajectory, I think. After all, what is youth if not a time for indiscretion and fun? Certainly a great many people go to university not primarily to study, but to spend three years away from home drinking, partying and having casual sex. This is considered normal in our society. Then, once they have 'settled down' it is expected that they will put aside childish things and take more responsibility. What this usually means in practice is they will get a job, and perhaps settle into a long-term relationship or marriage, maybe buying a property along the way.

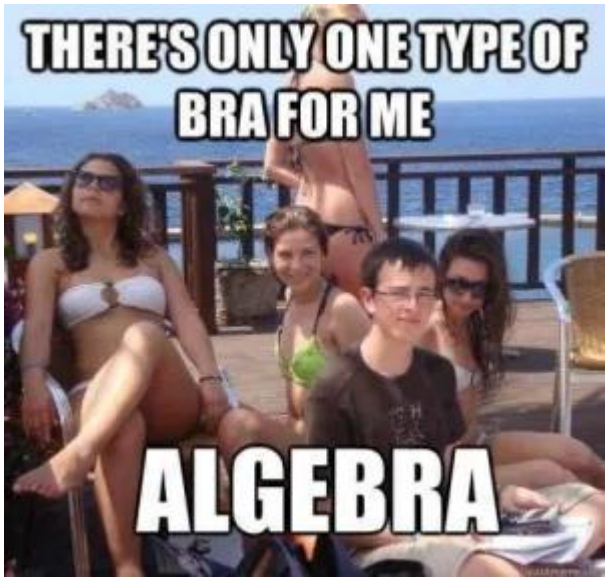
It is common, when I talk to friends that have gone down that path, for them to look back disparagingly on their 'party years', and to extol the benefits of having matured, or 'grown into themselves as a person.'

In many ways I would agree with them. Without a doubt I wasted a lot of time drinking and clubbing as a youngster that would have been much better spent writing, building a business, or otherwise endeavouring to secure my future.

As I grew older, life changes compelled me to moderate my habits, while simultaneously it became increasingly apparent that I was something of a workaholic and actually enjoy spending my time productively more than not.

At the same time it is hard for me to entirely disavow my former hedonism, for the simple reason that in many ways I am still a hedonist in spirit. But is it possible to be both a stoic and a hedonist at the same time?

Stoic *And* Hedonist?



I think most people's answer to that question would be no, and they might well be right. Purely on a practical level it is very hard to work hard on a project when you've been out at the club all night. But that being said, with a little discipline I think it is possible to balance fun with productivity.

Another point is that if you find working genuinely pleasurable, as I do, then could it be argued that you are in fact

indulging in pleasure at the same time as being productive?

A deeper, and perhaps more important question, though, it which is *preferable*: hedonism or stoicism? This is harder to answer when you look into it a little. I think it has a lot to do with what time-frame you are talking about.

Yes, on the one hand the thought of delaying gratification, working hard and living for something else other than one's own sensual enjoyment certainly seems more laudable, but by whose measure? If, like me, you are a secular person who doesn't believe in a god in the sense of an all-powerful creator, and if you sense that things happen randomly rather than as the result of any divine intervention, then you are conceding that the world and the events that take place in it have no objective meaning. If that's the case, then both placing one's own personal enjoyment ahead of all other priorities *or* working hard to try to create meaning both seem equally valid paths.

After all, if the universe is a random series of meaningless events then it seems futile to argue that hard work, asceticism and moderation are especially sensible, *unless you take pleasure from those things.* After all, you could quite plausibly be hit by a meteorite tomorrow and then your carefully structured life of privation will all have been for naught.

To be contrarian, perhaps a life of irresponsibility and excess is actually the more logical path. When people preach working hard, saving money, investing carefully and so on, it is normally on the expectation that there will be a payout at some point in the future.

But what if there's no future?

I can decide today to work on my business to ensure that I will have money in my old age. But what if that old age never arrives? What if I am killed tomorrow? Where is the value in such a strategy then.

Looking at it this way the main argument for stoicism is that it is somehow more ethical or worthy. That it is sinply a better way to spend your time than mere carousing.

Again, though, I question the logical basis for such an argument. Who decides whether one way of spending your time is inherently 'better' than another? What is the objective criteria for such a judgement? Is it 'better' to spend all day writing that all day out in the street hitting on girls? Who decides? On what basis?

In my view it is a hangover from the old protestant work ethic that used to preside in the UK and other Western countries that makes us feel ashamed about spending our time undertaking frivolous pursuits. Certainly it is hard to construct a robust argument that *proves* hedonism is a bad thing.

All of that being said, the only real measure you can bring to bear on your decisions is what you personally take pleasure from. These days I happen to take more genuine pleasure from work (writing this essay, say), than I do from spending all night at the club. On that basis, I now organise my life in a manner that prioritises work over partying. But I don't pretend to myself or anyone else that I am somehow a better person for doing so. After all, if later today I die under the wheels of a car, to whom will it really matter that I worked on this piece rather than spent the afternoon in a bar?

If anything I consider myself both a hedonist and a stoic. I am still captivated by the bright lights of London, New York, Vegas and Ibiza. I still love to stay out late, visiting the clubs and the bars and the nighttime haunts around moonlit harbours. I still love searching for girls in whatever neon quarter of the city they may be hiding. I still love loud house music, pool parties, summer beaches, cheap entertainment and the smiles on the faces of those who are enjoying it around me. I still love the mystery of dark, mysterious cities with their hidden pleasure palaces.

But I also recognise that what brings me the truest lasting pleasure is working on, and successfully completing, the tasks that I set for myself.

For that reason, I believe that balance and discipline are the greatest tools at a man's disposal, and I intend to keep using them to prolong the enjoyment of my life for the foreseeable future.

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How To Be A Modern Casanova

troyfrancispua · 28 March 2017 · Archived copy · Original

> Seducer, gambler, necromancer, swindler, Good Samaritan, spy, swashbuckler, self-made gentleman, entrepreneur, wit, poet, translator, philosopher and general bon vivant, Giacomo Casanova was not only the most notorious lover the Western World has ever known, but also a storyteller of the first order.

This, from the back of my well-thumbed copy of Casanova's *The Story of My Life.*

We all know the Casanova of legend. Even if we haven't read his memoirs ourselves, his persona is writ large in the culture. His is one of those brands, rather like Coca Cola, that is so famous that it can be grasped in its entirety just on the mention of its name.

I have a podcast called *The Modern Casanova*. My new book, an edited and updated collection of all my game writings since 2014 will also be called *The Modern Casanova*. But what is a Modern Casanova and how do you become one?

A Modern Casanova is a wolf in sheep's clothing. He exists among the herd, perhaps behaves as part of the herd, but he is not of the herd.

A Modern Casanova is infinitely aware of the dynamics of the society in which he live. He is well-versed in inter-gender relations, the politics of work, the politics of love. He knows how money is made. He is a self-promotor, a businessman, but he is an artist too. He sees the beauty in life and love even as he is aware of its inherent cruelty.

Being fully-versed in Robert Greene's *48 Laws of Power* he is careful to always conceal his intentions. He may look like other men, he may speak like other men, but he is not like other men. He is not like other men because he has taken the time to study life and to learn. He has allowed the scales to fall from his eyes.

He knows the truth, but he has not become jaded. In fact he is extremely happy, because he has found ways to undermine and disrupt the system. Through trial and error and applied study he has discovered those loopholes in the dating market, in love, in the workplace and in business that allow him to live a life of pleasure and freedom that most of the men around him, those dumb slaves to convention, could only dream of.

The Modern Casanova is a man of culture and of art. He enjoys great music, poetry, prose, architecture, travel, the foods of many nations, the women of many cultures. He is a traveler, who disdains staying in one place for too long. He is a hedonist who nevertheless tempers his more extreme impulses with a strong, stoical work ethic.

He loves the work of other creators but he does not idolise anyone. He produces more than he consumes. He writes more than he reads, he puts out into the culture more than he takes.

He is a lover of women but he sees the truth of their flaws. He does not despise them for it: on the contrary, he loves them more for what they are, but he is not taken in. He will not be tied down and forced into any kind of slavery for the sake of sentimentality of tradition. He will enjoy each woman as one enjoy's a delicious foreign dish, and then, when the time is right, he will move on to the next.

A Modern Casanova is not bound by any kind of convention.

Above all, the Modern Casanova is a free man in a world full of chains.

To be continued….

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Use The “One Strike” Rule To Improve Your Dating Life

Troy · 2 April 2017 · Archived copy · Original

When you are interacting with women, and in particular with a new woman who you’ve just met, you must think carefully, decide how much you are willing to put up with, and ensure that you are not being taken for a ride.

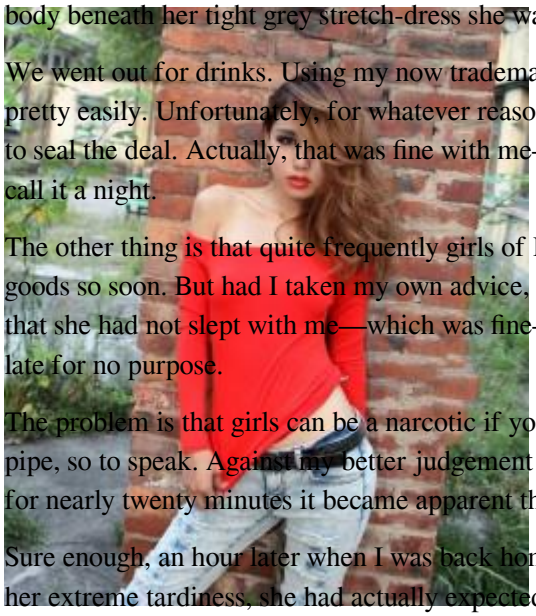
I would like to propose you adopt the “one strike” rule—that is, a rule that states you cut a new woman off immediately as soon as she makes a mistake or does something that pisses you off. Perhaps this seems unduly harsh, but I believe in today’s dating market there are good reasons for guys to adhere to it strictly.

Men should not put up with flakey behaviour. It’s annoying, it can be emotionally bruising, but worst of all it’s time consuming. That thirty minutes you spent waiting for a girl to turn up for your first date would have been better spent reading a book, sending out invoices for your business, or working on other prospects.

The fact is that we are often blinded by women’s beauty to such an extent that we forget what our real priorities are—ourselves, our livelihoods, and our health. Woman should be there primarily as a form of entertainment: the dessert, rather than the main course.

Veronica

A while ago I met a hot Moldovan girl on the subway in London. We got chatting and I elicited her phone number pretty easily. If you've ever met a girl from Moldova then you'll know how hot they can be, and this one — I'll call her Veronica — certainly didn't disappoint. With long dark hair, a round, doll-like face and an intriguingly curvy body beneath her tight grey stretch-dress she was exactly my type, and an eight at least on my scale.



We went out for drinks. Using my now trademarked 'date' formula, I got her back to my place and all but naked pretty easily. Unfortunately, for whatever reason, she didn't want to go the whole way that night and so I was unable to seal the deal. Actually, that was fine with me—I was tired, had work the next day and was more than happy to call it a night.

The other thing is that quite frequently girls of Russian or Moldovan extraction are less than willing to give up the goods so soon. But had I taken my own advice, I should have cut her off there and then. The issue was not so much that she had not slept with me—which was fine—but more that she had given me blue balls all night and kept me up late for no purpose.

The problem is that girls can be a narcotic if you're not careful. Take one hit and you want to smoke the whole pipe, so to speak. Against my better judgement I agreed to meet Veronika for another drink. After hanging around for nearly twenty minutes it became apparent that she wasn't going to turn up.

Sure enough, an hour later when I was back home I received a message from her asking if I was still out. Despite her extreme tardiness, she had actually expected me to still be there waiting for her.

I got taken for a sucker. It happens, even after many years in game. Unfortunately things sometimes don't gel with a particular girl, or logistics don't work out, or she'll turn out to have been a time waster all along. It's just the way things are. Of course, as soon as I received that last text message I deleted her phone number and never spoke to her again. The lesson is that I should have done it sooner after the blue balls incident in my room.

If a woman is difficult and unforthcoming at the beginning, then you can be sure as hell that things will only get worse as your interaction continues, whether it be over days, weeks or months. Save yourself the trouble and employ the one strike rule—ditch her early so you can work on other prospects.

Remember that one of the cornerstones of game is developing a sense of abundance. Ideally you will have other girls on the go who you can use as substitutes, but if you don't, remember how many billions of women there are in the world apart from her.

Life is too short, and time too precious to hold on to a prospect that is clearly bad from the start when there are many other out there just waiting for you to approach them.

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Book Review: Gendernomics by Black Label Logic

Troy · 3 April 2017 · Archived copy · Original

I only recently discovered Black Label Logic, economist, writer, sexual market theorist and rising manosphere star when he appeared on the Mark Baxter podcast Click on that link if you didn't catch the show—it's a great episode and as good an introduction as any to BLL's take on the red pill as any other.

I'm a sucker for great writing and I'm a sucker for a cerebral discussion of commonplace things like sex and dating. BLL, formerly an academic in his 'real life,' a philosopher with experience in research, delivers both of these in spades, both on his fascinating website and in his new book, Gendernomics.

(Incidentally, in the interests of full disclosure I reached out to BLL as a new fan on Twitter to ask him if I could review his book on my site and he very kindly sent me a review copy. I don't know him personally).

I find the notion of what we call 'taking the red pill' to be highly interesting, not least because in my own experience, coming across the relevant materials online and reading a glut of them, while my reaction felt visceral, it was less surprise and shock and more *recognition* that I experienced. *Yes,* there was a sexual marketplace where men and women traded to optimise their positions and dividends. Sure, it was slightly uncomfortable to see it written down in black and white, but surely *everyone* knew all of this stuff really, deep down?

While I was certainly a beta—and perhaps at points omega—male, I'm not sure I was ever entirely 'blue pill.'

Perhaps it was the result of coming from a broken home. Perhaps having a front-row seat watching a twenty-year long marriage deteriorate from its early days of lust and romance to its final sodden anticlimax, enmired with infidelity, bitterness and repulsion made me question from an early age the validity (or even the sanity) of that particular institution. Perhaps having no contact with my mother for over a decade made me realise how easy it can be to lose someone from your life entirely. Perhaps having three sisters and a ferocious, overbearing stepmother opened my eyes to a wider panoply of female behaviours than is usual for a young boy. Or perhaps, suffering from poor nutrition and being somewhat physically stunted at a young age, the last to be picked for the football team and so on, and of a morbidly depressive disposition, I was better placed than others to observe the coquettish cruelties that young girls can impose unthinkingly on their male peers.

Or maybe *everyone* secretly knows the truth—that there is a sexual marketplace, that you are competing against others and you will be lucky to get what you are worth—and will frequently wind up with even less—unless you learn the necessary techniques to buck the system we call 'game'.

All of this came to mind as I was reading *Gendernomics* simply because, in common with most texts imbued with deep erudition, I felt, in the best possible way, that it confirmed everything I had ever thought about the sexual marketplace but articulated it with a precision that I would never muster. Or to put it another way, I felt *Gendernomics* said everything I'd ever thought about intergender-relations a lot better than I could.

But the job of the thinker, and more specifically, the *writer*, is to reveal, through the precision of his prose, that which is just concealed, or to draw attention to those things that should be glaringly apparent to all but that remain largely unnoticed by a great majority.

I am not sure that there is another writer apart from Rollo Tomassi of the Rational Male (along with Robin Baker and Richard Dawkins and possibly Robert Greene before him) who has detailed with such unsparing rigour the vicissitudes of the sexual marketplace as BLL does here. Of course, Rollo has very big shoes to fill, but I would go as far as to say that *Gendernomics* is a better *book* than *The Rational Male.* By that I don't mean that the ideas within it are necessarily any more original or insightful, but more that BLL has been able to craft a long-form work based on them somewhat better than Rollo, whose true forte would seem to be the shorter form essay, or blog post.

What BLL achieves here, then, is the most comprehensive and rigorous analysis of human intergender relations against a the framework of economic theory that I think has ever been attempted. In fact, I don't know of anyone

else who has subjected 'red pill' thought to such stringent analysis. The fact that it emerges largely unscathed is both a testament to those manosphere writers (like Rollo) who've spent years unearthing, testing and communicating these ideas, and to BLL himself for his patient, serious and intelligent treatment of his subject matter.

BLL begins by discussing macroeconomic ideas and how these are paralleled in the sexual marketplace, which he defines as 'a medium that allows buyers and sellers of sex to interact in order to facilitate an exchange.' The problem, as he defines it, with our current set up is that whereas in centuries gone by the market was based on an optimal exchange of sexual access for goods, services and land in the case of marriage, now we have pivoted to a free market arrangement that can be likened to 'Laissez-Faire' economics.

The introduction of 'romantic love' a 'highly questionable and criteria of happiness' into the marriage equation has meant that now all bets are off, and all checks and balances have been removed and women are now essentially 'freed' to optimise their hypergamous instincts, while men are forced to compete in an unbalanced market to obtain the access they crave. This is the dating scene as we know it in 2017, where even a reasonably good-looking, intelligent man can put up a profile on Tinder and receive no matches other than from the least desirable of girls.

One passage that particularly interested me was BLL's assessment that:

> The primary resource being consumed by both men and women is time . . . Men consume resources in either a productive way *(increase in sexual market value)* or a non-productive way *(no increase or a decrease in sexual market value)*. Women consume time in that they have a limited time at their peak SMV and thus they must spend that time attempting to optimize hypergamy to the best of their abilities.

Of course, this is absolutely the case: time is everything in the marketplace, and the worst way in which a man can spend his is by investing it in a single woman who—if he is a beta and in the friendzone—will most likely never sleep with him. The alpha's strategy, in contrast, is what Rollo has termed 'spinning plates', that is, engaging in a series of concurrent, non-exclusive relationships with different women, thus mitigating his risk. This, it is shown, is the logical response to current market conditions, where the beta, by investing heavily in one woman, puts himself at considerable financial and emotional risk.

There follows a long and useful assessment of supply and demand in the market and how this has become unbalanced, with women now competing for the top 20% of men. For this reason, in order t0 properly maximise his options, a man must endeavor to raise his own SMV and 'invest and consume with careful deliberation and reasoning', for time is a 'zero sum resource': the way that you invest it is of huge importance and will have vast implications for your future happiness and security. Of course, men are somewhat fortunate in this regard in that their value begins at zero, is accrued over time and can persist into old age, whereas a woman's is inherent and begins to decline after she is no longer fertile (as far as the sexual marketplace is concerned, that is).

The second section of the book, dedicated to microeconomics, drills down further into how men might best 'add value to [their] equity by performing well in a direction that society also appreciates and that adds to his social value, his financial value or his genetic value.' Thus, a man might undertake a SWOT analysis to determine his strengths, weaknesses, opportunities and threats in order to decide how best to position himself in the market and in what areas he needs to improve. He might also consider what kind of a player he is—a 'defender', a 'prospector', an 'analyzer' or a 'reactor': perhaps a change in strategy is required if he is to really achieve the particular success he desires. He must also subject all relations in his life to strict cost accounting to ensure that they are adding a net benefit to his existence rather than detracting from it, as well as mitigating the various risks that come along with a relationship.

There follows a lengthy and fascinating passage which seeks to ground the current deterioration of the market in historical context before BLL discusses the predominant sexual strategies used by each gender and analyses the effectiveness of each.

If you are interested in male-female dynamics and enjoy seeing them interrogated and held up to scientific scrutiny

then *Gendernomics* is definitely the book for you. But if you have even a passing interest in red pill thought, the manosphere, or modern Western dating culture generally, you should also get hold of a copy. Not only does it plausibly explain *why* things are as they are, it also shines a light under the bonnet and illuminates the murky workings of the market as it currently is, and then gives you practical strategies for how best to operate in the face of such conditions.

All in all *Gendernomics* is a fascinating read and a very worthy addition to the red pill canon which will doubtless continue to be read for a very long time to come. Highly recommended.

To find out more about how to beat the current sexual marketplace and pull smoking hot girls day or night buy Troy Francis's book The 7 Laws of Seduction

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Why Incremental Improvements Are Best For Attracting Beautiful Girls And Achieving Success

Troy · 4 April 2017 · Archived copy · Original

I like incremental improvements. Or rather, what I like is taking a particular skillset and then working on it every day. This, I find, takes me to a higher level more efficiently than the 'crash course' approach where, by applying huge focus in a short period of time, you attempt to achieve mastery.

There are many things that I do every day but there are four in particular that are worth mentioning in this context. I write every day, I meditate every day, I say affirmations every day and I approach women every day.

While I love the *results* that each of these things *can* bring (but are not guaranteed to bring), doing them isn't always all that fun. But by doing them every day, by making them a habit—or a ritual—in my life, I find that I improve at each incrementally.

Practice makes perfect, true, but the *frequency* of practice is key if you want to change your life.

In one sense it's pretty obvious that if you do something each day then you will likely see improvements over time. What is perhaps less obvious, but which has become apparent to me as I have persisted with each of the practices I mention above, is that frequency takes the pressure off each individual action.

Let me explain. Say you only approach a couple of girls a year, which is the habit of most men (at best). How do you imagine you will feel as you clench your fists and screw up all of your courage ready to make that all-important bi-annual dive into the unknown?

Of course you will feel nervous. How could you not? If you only give yourself two chances a year not to mess something up then the pressure is *really* on not to mess up. Not only will you be out of practice and lack any sort of social momentum whatsoever, but you will also have a huge burden of perfomance on you.

Contrast this with the experience of a man who approaches women as a matter of course as a part of his everyday routine. This guy does have practice, he does have momentum. But even more importantly, by making approaching a daily habit he has taken *significant* pressure off himself. Because you know what, if today's approach to that cute girl on the subway goes disastrously wrong then who cares—there'll be another approach tomorrow, and the next day, and the day after *ad infinitum*.

Men often talk about the desirability of abundance in game (that is, having lots of options). But what I've found is that simply approaching regularly *even if the girls are not hooking just yet* gives you all the sense of abundance you need. For a start, it opens your eyes to how many desirable women there actually are out there (other than your one, special snowflake oneitus). Secondly, it is likely that you will get at least a few positive signals from the market, which should give you confidence that, even if not now, *soon* you will see an upturn in your fortunes.

When you build something up into a huge milestone that has to be crossed, then psychologically you are at a disadvantage. If, on the other hand, it's just one of those things you do habitually then after a while you will hardly even think about it.

This is also true of writing. Would-be writers talk a lot about the fear incited by the blank page. What happens if you sit down to work only to discover that you have writer's block?

Actually, these days I hardly ever get writer's block *because I sit down to write every day*. Strangely, while you might imagine that a greater frequency of work would dry up the well of inspiration, if anything the opposite is true. Not only do daily writing sessions seem in some way to connect one more deeply with one's subconscious, thereby uncovering new content for further work, but again, writing every day takes the pressure off what you are doing.

I don't mean to suggest for a second that I am anything less than obsessed with delivering the highest quality possible to my readers. At the same time, though, when a site is updated daily (and sometimes more than once a

day) it stands to reason that not every single article is going to resonate with every single member of the audience. Which frees me up enormously to experiment, trying out different kinds of content from 'How To…' pieces, to memoir, to reviews, to philosophical musings to self-help and more. And if one day an article fails, for whatever reason, to hit the mark then both you, my dear reader, and I can relax in the knowledge that tomorrow is another day and with it will come a fresh Troy Francis article.

Another point, which I will leave you with, is this. I'm not trying to be the world's greatest pickup artist, or the world's greatest writer. That doesn't interest me. What I'm trying to do is be someone who gets laid and who writes. There's a big difference, and what it has to do with is the ego.

If I can successfully remove my ego entirely from the processes of pick-up and writing, then what will remain is someone who practices both crafts consistently every day. I won't worry about rejection and I won't worry about the odd bum sentence, or superfluous article, and so my mission—to *do* rather than to *be*—will continue unabated rather than faltering in the face of temporary rejections and failures.

And in the end, who do you think is more likely, statistically speaking, to be successful? The man who is consistent, or the man who periodically stumbles and retreats?

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The 5 Biggest Mistakes I've Made In Game

Troy · 5 April 2017 · Archived copy · Original

When I consider my journey in the game there are some moments I'm amazed at and proud of and a good many more that make me cringe. Fortunately a lot of the mistakes I've made are avoidable and luckily just for you I list five of the most glaring ones below

1. Not starting soon enough It's a cliche but it's true – I really wish I'd got into game a lot earlier than I did. So many of my youthful failures could have been avoided had I been just a little more savvy, a little more aware. The only excuse that I have is that when I was in my late teens and early twenties there wasn't the whole wealth of pickup textbooks, blogs, YouTube videos and forums that we have today. You do not have the same excuse—if you want to get good with women then learn some theory at the same time as getting out there and approaching.

2. Leaving money on the table If I had a pound for every time I've had the opportunity to sleep with a girl but I've passed it up due to negligence, tiredness, laziness or an inability to see the obvious then I'd have a large collection of pounds right now. If a girl get makes it obvious that she is interested then for god's sake do you and her a favour and progress matters accordingly

3. Failing to approach 'those' girls I wrote an article about 'those' particular girls who tug on your DNA last week. As I said then, whenever I've come across one of 'those' girls and failed to approach I've regretted it. If you see a girl who fits your type so closely that it's like she's just stepped out of your subconscious then you *must* approach her.

4. Getting into ill-advised relationships Every so often even the most seasoned player will meet a girl he likes and will be tempted to step off the pickup merrygoround for a little while. While that's fine and I'm not having a dig at relationships *per se*, nevertheless you should be honest with yourself about what you really want. Too many times I succumbed to relationships with girls out of a need for affection or comfort without really wanting to be with the girl. This was unfair both on her and on me. Be in a relationship or stay single – both are fine but just be clear what you want and don't mess people around. Also, don't remove yourself from the market when other opportunities will doubtless be available.

5. Not being sexual enough Without a doubt the key element to game is developing a sexual vibe. It's that more than any line or technique that will get you laid, and it was a lack of sexual edge that meant I squandered so many of my chances early on. Sexual vibe is the most difficult part of game to teach as it really only comes through experience, but acquire it you must. I'll be writing more on this topic in future though.

So don't say you haven't been warned! Try to avoid these five common pitfalls in your game and you'll be ahead of a good 80% of average guys. Enjoy!

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How To Talk To Girls

Troy · 6 April 2017 · Archived copy · Original

I was recently at a dinner party in London, held by a friend of mine. The guests were mostly male but there were a couple of girls there too—an inebriated Kentuckian who left before the meal and a reasonably attractive Swedish girl Jina, a flatmate of our host's.

Also at the party was a friend of mine, Ed. I've known Ed for a long time, and let me tell you, he's nothing if not a skilled player. One of the dirty secrets of the pick-up 'community' is this: you might think that all your favourite YouTube guys and bloggers are the ones getting the most action, but they're not. In London there's a whole upper tier of alphas out there who are quietly cleaning up with the city's hottest girls without feeling the need to 'create content' around it or teach other men.

Ed is one of those types. He's married now, but previously he was an animal out on the streets of NYC, pulling prodigious quantities of hot young things for many years before finally settling down.

At the dinner party I watched him interacting with Jina and was struck by how effortlessly panty-wetting his presence was. Jina—who has a boyfriend, apparently—was clearly turned on and attracted as he hit the right spot (conversationally) time and again.

Now, what a lot of guys still don't understand is that it really is less about *what* you say than the manner in which you say it. So many blokes come to me and ask me what lines they should use, what they should talk about and so on. But in the sphere of visceral sexual attraction, or vagina-delighting (or dilating) dalliances, sexual presence trumps conversational agility every time.

Of course, I don't mean to say that there is *nothing* to be learned about conversational skills as there absolutely is: **storytelling** is very important. The ability to vibe by using **statements and observations** is critical. So too is **spiking** up the conversation with sexually suggestive comments.

Without a doubt all of these things are very important: the good news, though, is that they are not too difficult to learn.

What is perhaps harder to acquire, but which aces everything else is **a dominant, sexual presence.**

Here's the thing. Was Ed's conversation with Jina—and here I am referring specifically to the words that were used, to the dialogue that passed between them—particularly impressive? No, it was not. Did Ed utter some unique combination of Noel Coward-esque and Wildean witticisms that turned Jina's head with their sheer brilliance and sheen?

No.

In fact, Ed's 'banter' (as we Brits like to say) was pretty low level (although Ed is a highly educated man). He asked her if she would give us all a massage. He asked her if she had a boyfriend. When she said that yes, indeed she did, but he lived in another city outside of London he stood over her, rested his hands on the table at which she was sitting and demanded to know why she had had to seek sexual fulfillment outside the capital. Were London's men not good enough for her?

No, she said—they didn't want to commit.

So you want to lock one down? he said, and started teasing her about that.

And so on.

I think I'm fairly safe in saying that coming up with any of this stuff is not likely beyond the ability of most average guys. Because of Ed's delivery though—his strong, deep, commanding voice, his challenging eyes, his physically dominant posture and his air of quietly-amused teasing—it was plain to see that Jina was digging it.

Proof, if it were needed, was when Ed suggested she give the men in the room massages.

'The others, maybe. Not you though,' she told him.

OK. Why do you think a girl telling a guy she *won't* give him a massage could possibly be a good thing? *Because in doing so she revealed her hand by acknowledging that she saw Ed as a sexual threat.* The subtext was this: *'I could massage all these other guys here because they're safe. They're not going to try anything. But not you. You have that devilish, player thing in your eyes, and I know if I get physical with you things could escalate pretty quickly.'*

It's just like what they say about the school playground—it's the boys and girls who tease one another that fancy each other, not the ones who are nice.

'Nice' is a quicksand, a bog that you must avoid at all costs. Far better to be the guy at the party who she couldn't trust herself to massage because he's got that naughty, bad boy thing going on, than be the nice guy she might let take her on forty-five dates before finally deciding she doesn't want to have sex with him.

So when you think about talking to girls, what you need to realise is that *what* you say really isn't as important as the way in which you say it. Because believe me, it's not the men who are the most verbally dexterous who are cleaning up with all the sweet pussy in this town: it's the alpha guys who don't say anything particularly intelligent but who possess that glint in their eyes that communicates they know exactly what they're going to do to her later in the bedroom who win the game.

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Why Being Ridiculously Self Confident Is A Great Way to Attract Girls

Troy · 8 April 2017 · Archived copy · Original

In the end, game, with women and in life, is about nothing less than challenging the dominant narrative that surrounds you.

And you thought it was just about chatting up a few girls, right?

Perhaps I'm getting a little deep and reflective for a Saturday evening. But the more I consider the matter the more it seems to me that the very essence of game in its broadest sense is about a refusal to accept the *status quo* and a willingness to impose your own frame on the world around you.

In some senses then game is a violent act. Of course I don't mean physically violent. I mean violent in the sense that it is disruptive. That it represents a point blank refusal on the player's part to accept a mediocre life.

Imagine you are a short, not particularly good-looking guy who is skinny and not very good socially. Imagine, too, that you came from a relatively poor background and therefore have no advantages as far as money is concerned.

What are you meant to do then? Society reckons you should put up and shut up. Accept your lot, get an unattractive girlfriend (if you're lucky) and work a backbreaking, uninspiring job.

But why should you accept that? Or to put it another way, if you are willing to accept that then you're basically acknowledging that the system is right, that you are mediocre and that all is right with the world.

Personally I have never been able to tolerate, even for a second, the perception that I am in any way ordinary. I believe this tendency has helped me considerably in both my game and and in my career.

By having an over-inflated self-image I've been able to bulldoze through certain obstacles that might have stood in my way otherwise.

Does that mean that objectively I think I'm god's gift? No, of course not. Objectively I'm a man working on improving his situation like anyone else. In fact many are much further along the line than me.

But an unshakeable core belief in my own abilities, in my own uniqueness has been very beneficial, I think. Call it narcissism, call it delusional, call it arrogance, the fact is that as a tool it works well and is particularly effective when picking up girls.

I am not for a moment advocating that you become so delusional that you lose your grip on reality. No, you need to develop a kind of dual vision where you are simultaneously aware of your weaknesses but are also so infused with reckless self-belief that you forge on anyway.

Mind over matter is an incredibly important, powerful concept. We have seen people do amazing things – Paralympians performing unbelievable feats, ugly dudes getting great with girls, people making fortunes against the incredible odds.

Understand that objective reality doesn't really matter and is a debatable concept anyway.

What you must do is challenge every narrative which is designed to put you down or in a box marked 'not good enough.'

Whose rules are you playing by anyway?

There is not just one game going on, there are many games. Therefore why play a game where the rules are rigged against you?

Make up your own game. Play by your own rules.

You should walk around a room like you own it even when there are people who are negative about you within it

You are not playing by their rules as that is a game you can't win. You are living to your own standards and if others can't accept that then to hell with them.

This is a complex topic that I'll be returning to in future, but hopefully this gives you a sense of my thinking for the time being.

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Game for 40+ Men Pt 1: Why Learn Game If You're Over 40?

Troy · 11 April 2017 · Archived copy · Original

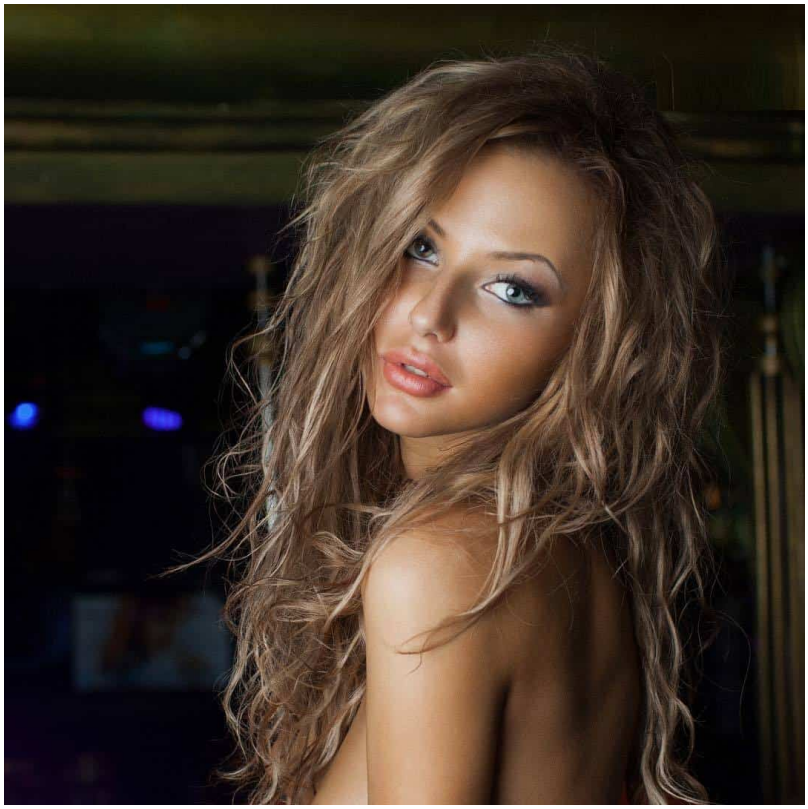
I have been planning for some time to write a series of articles about game for men who are in their 40s for two reasons—firstly, I fall into that age group myself and so I can speak from first-hand experience, and secondly, I don't see a whole heap of high-quality game content targeted specifically at men of my age.

When you think about it, most of the game material that is out there is aimed at young beginners and it's created by men in their twenties or thirties. The best of it undoubtedly has application for guys who are older, and this I consume. But as with anything, it's hard to communicate with real authenticity unless one speaks from direct experience, and younger guys simply haven't yet seen game through the prism of the fifth decade like I have.

The reasons for this are, I think, pretty self-explanatory. When you get down to it, game tends to be a consuming interest for young, horny men looking to sleep with as many women as possible. And since the pick-up explosion of the last decade most—but not all—men who were its most enthusiastic exponents have either settled down, got married and had families, developed other interests or simply disappeared from the 'scene' altogether, presumably to pursue careers in other areas.

There is also, of course, a strong societal pressure for this to occur as after a certain age (probably mid-thirties) guys are expected to 'settle down' and 'do the right thing' by getting shacked up with a woman and siring a couple of kids. Most of my friends have done this and I am not knocking them for it. Certainly, if you have a strong urge to have children—and a lot of guys do, perhaps most, seeing as it's our biological imperative to do so—then this is the most common route to take.

Marriage



For me, though, the notion of 'settling down' is problematic for a number of reasons. For one, I don't especially want children. I have never been particularly paternal and for various reasons that are doubtless rooted in my somewhat less than serene childhood the notion of 'family life' makes me feel claustrophobic and queasy. For another, I am nothing if not ruthlessly ambitious and there are many things that I want to achieve which I don't feel

would be possible with a wife and screaming kids in tow. And on top of this, even when I remove my 'manosphere' hat for a moment and try to look at marriage as objectively and fairly as I can I can't help but feel that the whole institution is flawed beyond belief.

Put it this way: I've only got one life and it's already halfway over (if I'm lucky and live to an average age, of course). I've lived through a number of privations and seen some difficult times. Now, in the last couple of years, I've reached a point where a a degree of freedom might be attained. Perhaps I can even be able to smash out of the matrix and escape the corporate machine for good. And I still feel young! Imagine that?

So why the hell would I want to bury myself under family commitments and debts *now*?

Of course, it is ironic that it is at precisely this point that I find myself seemingly most sought-after by women hoping for commitment and marriage: certainly it was the relentless pressure for the same from my ex that caused me to eject from that particular relationship during the winter just passed.

But don't let me give you the impression that any of this is glib or easy. Do I feel pangs of sadness that my nature, so intractably individualistic, so arrogantly contemptuous of anything it perceives as mundane, appears to be leading me down a path where family and marriage will be foregone for the headier pleasures of profit and dissolution? Yes, I do feel some sadness about that. But I console myself with the thought that it is not as though everyone who is married or who has children is ecstatically happy, and so my avoidance of that state is perverse. In fact the opposite appears to be true in most cases.

"To enjoy the decline, or to start a family, that is the question," notes Illimitable Man in his excellent article 'The Choice'. In a later section called The Patriarch he expands thusly:

> If a man is to marry, there is **reasonable fear** the fresh legal supremacy his woman enjoys will disrupt the balance of power that previously maintained their relationship. The informed man is all too aware the legal privilege of the modern wife can be used to force him into domestic servitude, and that legally speaking, the marriage hangs on a thread tied to a hovering sword that follows him wherever he goes.
>
> From the moment he has said "I do", a dangling sword of Damocles stalks him, scrutinising his every action, primed to strike. Too many mistakes, and the sword falls, divorce initiated, financial and emotional chaos wrought.

(My emphasis in bold)

This is the problem in a nutshell—and I should point out that I regard the potential 'emotional chaos' wrought by marriage as serious, if not more serious a consideration than any financial penalty incurred.

n other words, I wouldn't want to give the impression that I am holding off from marriage simply because I am a curmudgeonly Scrooge eager to keep grasp of his equity (although would not be entirely inaccurate). No, I would also rather avoid the huge and emotionally-scarring devastation that divorce, separation, the loss of children and so on can render in a man's life. I just don't know that I have it in me—or have the inclination—to be intimate with a woman for seven years before the vicissitudes of her emotions cause her to have second thoughts and leave me with nothing.

Why would I make myself vulnerable, why would I risk wasting so many years, when I have so many other things I want to do?

Where Game Comes In

All that being said, where does that leave me as far as women are concerned? Well, I still want to be around women. I still want a sex life. I still want their affection and their company. And I don't want to pay for the pleasure for the rest of my life. So I still need some measure of game.

Game, therefore, is not just for the guy in his twenties who's living in a flatshare in Clapham or Bushwick. With the prevalence of divorce and with the growing number of guys who, like me, have chosen to avoid marriage, it is a skillset that's increasingly required at all times of a man's life.

In a series of articles about 40+ game this week, then, I want to explore some of the key questions that naturally arise here such as: what are the best game techniques a guy in his 40's can employ? Where are the best venues (both physical and digital) for him to run his game? What kinds of women should he target, and what special considerations does he have that a younger PUA doesn't?

Join me tomorrow when I'll be outlining some key watch outs for guys gaming in their 40s. In the meantime, if you're in the game at 40+ and would like to share your experiences and tips then please do so in the comments below.

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Game for 40+ Men Pt 2: 7 Key Watchouts For Men Getting Into Game

Troy · 12 April 2017 · Archived copy · Original

Continuing this series about game for guys aged over 40, I thought it would be useful to talk about some of the key watchouts a man in his 40s getting into game should consider.

A point I need to make upfront is that clearly people are coming at this from different baseline levels. If you're a guy in his early 40s who's been single his whole life, keeps fit, is into fashion and makes sure he's well-groomed and youthful looking then it stands to reason that your experience is going to be markedly different to the guy who's just been divorced, is overweight and prematurely aged due to the unfortunate turmoil he has experienced.

Certainly I would urge every man reading this, whether over 40 or not, married or unmarried, to stay in the best physical and mental shape possible. This is not to please or impress your wife, but rather to nurture your own physical and mental health and to ensure that your sexual market value remains valid. Whether you think divorce unlikely or not it's important to look after yourself so you're prepared for any eventuality.

If you haven't been able to maintain your general health and aesthetics as well as you'd like though, don't worry – it just means you have a little catching up to do. What you need to understand from the off is that there is a fertile market of attractive young women out there who are more than amenable to dating an older guy.

This is why lying about your age—as tempting as that might seem—can sometimes backfire. I remember once letting a girl believe I was in my early thirties only for her to tell me 'I prefer guys older – my last boyfriend was 42.' In fact a surprising number of the hotter girls I've come into contact with have at some point or other dated a guy in his forties. There seems to be a certain fascination in it for them – after all, a guy of that age has a story to tell and is likely more interesting and (from a dark triad perspective) more exciting to them than someone their own age. My ex, in her twenties, used to tell me there was something she couldn't work about about me, and that's what really got her hooked. With age comes the benefit of knowing your own mind, being more discerning and less needy, not revealing everything too soon and therefore being more of a challenge. So the demand is definitely there, it's just a question of positioning yourself effectively.

All that being said, there are of course a number of factors that are specific to the 40+ gamer that perhaps don't apply to the fresh-faced, youthful pickup artist. I list them below.

1. Energy and Desire

I put this first because for me this really is a big one. As much as I hate to admit it, I just don't have the same amount of energy as I did when I was in my twenties. Or at least, I am much more aware that my energy is finite and that it needs to be directed principally to the things that are most important in my life. And these days increasingly that is work.

The other issue is with desire. How can I put this? Being completely honest I'm not sure that I chase sex with quite the same vigour as I did when I was 21, or rather, it is no longer my default inclination to do so. That's partly because after 20 years + of chasing tail I've been with more girls than probably most men have in a lifetime and I've seen both the good and bad sides of that. Perhaps I feel that I've proved myself sufficiently already. Or perhaps my T needs some attention.

Whatever the reason, though, in order to get really great results with women you need to find ways to foster that fire, that determination to get laid no matter what. I've had to find ways to do this and I'll share them with you in a future article. But suffice to say, take an honest look at yourself and identify whether you really want it badly or whether you're just idly looking at porn thinking 'oh, wouldn't that be nice.'

Because make no mistake, if you want to really fly at this you need that fire in your belly and a determination to

succeed.

2. Bitterness and baggage

This is aimed largely at guys who've been in marriages and long-term relationships that have gone sour. Whatever you do you cannot allow residual negativity to in any way interfere with your interactions with new prospects.

When you're out approaching new (younger) girls you need to maintain a positive demeanour at all times. The last thing she will tolerate is a long boring hard-luck story about how your ex ripped you off for every penny.

Draw a line. This is a new adventure, and through it you will access new reserves of youth. Act accordingly.

3. Looks

A big one this, and, as I said at the top, guys are going to be coming at this from different baselines. The bloody obvious rule of thumb, though, is this—if you look like her aging, creepy uncle then she's not going to sleep with you. I can't really be any more straightforward about this, nor emphasise this point any more strongly.

I can't tell you precisely what you need to do because every man is different and—more importantly—I can't see you. But take a long look in the mirror and be honest with yourself. Then get a second opinion. Then a third. Then take the steps you need to take to improve every aspect of your look to the very best of your ability.

I'll write more on this in future, but in the end it really is that simple.

4. Dress sense

As above, really. Take a long look at what you're wearing, and get other opinions, ideally from girls of the age you are looking to attract. Get store assistants to advise you. Gay guys can be helpful here too.

Basically you need to pull off the somewhat difficult trick of looking cool without dressing too young. You don't want to look like a kid at a Calvin Harris gig on his first spring break, but at the same time, again, looking like Sean Spicer on the his weekend slops isn't going to cut it either.

5. Having a youthful perspective

This is more of a meta concern and again is really deserving of its own article. This will partly come naturally when you start to date younger girls. Before that, though, what you need to do is make sure that you socialise with younger people generally. Be aware of trends – movies, TV shows, websites, music, clubs, DJs, comedy etc. Again, this isn't about pretending to be young as that's only going to come across as inauthentic. However, you do need to be engaged with the contemporary. Interested at least. You must ensure you are speaking the same language as those you seek to interact with.

6. Societal shaming

Another big one. As guys get older a lot of societal shaming attaches itself to them from some quarters if they're still out on the dating market. The most common question is 'why aren't you married,' but if you are dating younger girls then you are likely to come in for some flack about that too.

My advice here is simply to keep in mind that desiring a healthy dating life is entirely normal, and that as long as you are treating the women you sleep with well and with respect then you are not doing anything wrong.

Beyond that my strategy as far as acquaintances and work-colleagues are concerned is to keep my cards very close to my chest. I simply don't talk about my dating life or the girls that I'm seeing. Remember, the less ammunition you give people the less able they are to attack you.

7. Clubs and bars: yes or no?

Finally, a big query a lot of guys have is whether or not, past 40, you can still hit the bars and clubs in search of girls. The short answer to this is yes, you absolutely can, BUT there are certain principles and techniques you need to internalise in order to optimise your success in these milieu. But again, you'll have to wait for those – I have comprehensive articles on the different types of game for 40+ guys coming up here very soon.

I hope these watchouts have proved interesting and that this series is beginning to help and inspire you as a 40+ gamer. As ever, I'm keen to hear your feedback and also your tips and techniques, so please do let us know your experiences in the comments below.

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Game For 40+ Men Pt 6: The Brutal Truth About Game for Guys Over 40

Troy · 16 April 2017 · Archived copy · Original

OK then, now it's time to take the gloves off. For the last five days I've been putting out articles telling guys in their 40's about how great game is and suggesting the best strategies they can employ to be successful. But today I want to talk about a few of the factors that make game for a 40+ year old hard. I want to be as honest and straightforward as possible about how it really is here, so strap yourself in and let's go.

The thing that makes being over 40 really bad for game is that, well, you're over 40. This impacts in a number of ways, but perhaps most significantly, it impacts on you psychologically, making it harder for you to approach and close the deal.

Why? Well, the reasons are perhaps obvious. For a start, unless you are extremely lucky the likelihood is that you will most probably look over 40. Now, even though I look younger than my age it's still pretty obvious to girls when I walk up to them that I'm no spring chicken, and often many years older than they are.

How much does that actually matter as far as the girl's concerned? Being honest it's hard to tell and the jury's still out. I think the most accurate answer it that it really depends totally on the girl in question. Some girls—actually a lot of girls, I'd say—who are in their twenties are totally fine with dating (or at least sleeping with) a man in his forties. It happens all the time, and as I said in an earlier article, a great proportion of the hot girls that I've met have at some point or other banged a 40+ year old.

That said, it doesn't stop you being conscious of it when you approach.

Martin Amis once wrote something along the lines that after 40 something strange that wasn't there before suddenly appears: the past. In the arena of pick-up something similar occurs: suddenly another weasel that hadn't occurred to the guy before comes into view. Now as well as worrying about how tall you are and whether your hair colour / style is right and whether you are cool enough for her, now suddenly you must also worry about whether or not you are too old for her.

This, it goes without saying, is a pain. As much as I preach the gospel of supreme over-confidence in all situations both on this website and on Twitter, the truth is that I am not impervious to the usual concerns about my eligibility. In fact, if anything I'm probably overly conscious of them, which is why I have had to work so hard at the personal reinvention that has spawned my writings and this website. So the last thing I need is one more damn thing to worry about.

This fear is of course exacerbated by the persistent 'creepy old man' meme that is present in the culture. I mean really, who wants to be *that*? No one. Except that I am not creepy and and neither are most men. Desiring a healthy sex life is a very different thing to being creepy.

To compound this there is a certain (muted) quantity of social shaming out there for unmarried men in their 40s. Admittedly it's not as persistent and virulent as that experienced by unmarried women but nevertheless it is present.

I recall a particularly obnoxious blog post written by a Ukrainian girl I dated that damned all unmarried 43 year-olds as immature mummies boys who were too emotionally and / or sexually stunted to get a woman, or incapable of holding onto one. I also remember my ex's surprise when she discovered that I was unmarried, and her complete incomprehension of the fact that this might never have been an ambition of mine.

This issue, then, might also always be at the back of your mind when you approach: will she think I'm a weirdo since I'm not married with kids? (Even though of course objectively that is ridiculous).

Another factor which I've touched on earlier in the series but which bears repeating is energy. The truth of the matter is that energy dissipates as you get older and your focus narrows. While previously it used to be fun standing

around in nightclubs until the early hours talking nonsense with girls in an effort to get laid, increasingly now it feels like a waste of time you you apply cost-benefit analysis and think about the work you have planned for the next day and how tired you're going to feel in the morning.

This is exacerbated if you're taking crap from the girls you're hitting on—which is almost inevitable since all girls shit test or at least answer back when they're being hit on since it's in their DNA. And if you are a relatively successful or accomplished man then it's only natural that you'll start to question why you are putting up with this when they girls in front of you are so clearly not accomplished and not successful, and perhaps have very little else about them other than their youth and beauty.

Unfortunately, though, it is that youth and beauty that we are drawn to, and so we must continue to jump through those hoops which seemed so much more accommodating in our twenties than they do now.

The hard truth is that, having eschewed the conventional path of marriage and kids, or having been married and then divorced, we must proceed to play a game identical to the one we played in our youth—and we must actually compete with those younger than us—if we would hope to enjoy continued sexual access with attractive women.

For how long this remains worth the effort is a call that each man must make for himself individually. But with fewer people electing to marry these days and with many marriages ending prematurely in divorce anyway it will inevitably be an issue faced by more and more people in the future.

All of that being said, I don't want this to be all doom and gloom. As I've said, if you're in shape, well-groomed and well-versed in game there's absolutely no reason why you can't continue to get good results for a long time to come.

In order to test this hypothesis I contacted a female friend of mine, a very attractive Spanish girl, to get her take on dating men in their 40s. Here's what she said:

> My first guys were all over 40. Attraction is different they are more in control, you feel secure and stable which girls like. They let go during sex more which is great. I mean, I can't generalise, not all older men are like that. I can't speak for everyone but for me, sex was very relaxed and really good, no messing around, no pretending. One of my lovers can do things that nobody else has ever been able to do to me. Again, it's just one person, but I'm sure it has to do with the fact that he's older and he has practice and he doesn't give a fuck. But they do what they want with you. You don't wanna be with an older guy who's an asshole, those are the worst. I'm lucky they still love me and care about me, genuinely. I think the guy needs to be aware that the girl is vulnerable, and be genuine, not just there to mess her head around, but other than that it's totally cool.

Interesting, isn't it, to see this from a female perspective? As a guy you might feel powerless approaching a younger woman, as though she holds all the cards, what with being hot and everything, but actually that's not necessarily the case. In fact, my friend's quote underlines more her concern about the older man's ability to manipulate.

Now, I'm certain that my friend is referring to guys she has already mentally designated as alpha, so you'd have to clear that hurdle first (although you'd have to anyway). But that aside, the power balance may well not be as weighted towards the girls as you might think and I am definitely aware, from my relations with girls in their twenties, how much 'hand' I have held relative to them simply because of my age, greater experience and increasing tendency not to 'give a fuck.'

So if you feel inhibited about approaching as a 40+ guy but you really want to get great results with younger women then realise that not only is it entirely possible, but actually you might have greater leverage in the equation than you think, and this is something you should pay heed to. While I'm certainly an advocate of developing so-called 'dark traid' characteristics (given that most men are if anything too nice) it should also be said that with power comes responsibility and you don't want to go around hurting people unnecessarily. As the old Mystery adage went: always leave them better than you found them.

To find out more about how to pull hot girls day or night at 40+ or any age buy my book The 7 Laws of

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Why You Should Avoid This Fundamental Mistake With Women At All Costs

troyfrancispua · 17 April 2017 · Archived copy · Original

A fatal error that too many men make in their pursuit of women is arguably not related to ‘game’ at all, but rather to social interaction. The error is this: failing to approach and interact when you see a solid indication of interest (IOI).

Whether you are looking for a girlfriend or simply to achieve more experience with women, when you are sure that a girl likes you then you absolutely must approach and talk to her. Doing so will not only most likely yield a sexual or romantic benefit, but it will also improve your self-confidence as a man.

Recognising Indicators of Interest (IOIs)

The first step, then, is for you to learn to recognise when a woman in genuinely interested in you. For the newbie this is perhaps easier said than done. For one thing, IOIs can be extremely subtle as women are not given to telegraphing their interest too overtly. We are all aware of the cliched actions that are meant to signal female attraction (hair-flicking and so on), but here is a handy list of the most likely IOIs you will encounter:

- Sustained eye contact
- Double take eye contact, where she looks at you, looks down, and then looks again as she passes
- Moving to stand near you even if she’s not looking at you
- Talking loudly to draw attention to herself
- Flushed skin
- Dilated pupils
- Light, non-sexual touches, such as on the arm of the elbow
- Her feet facing towards yours in a standing conversation
- If seated, and her legs are crossed, her knees pointing towards you
- Her paying more attention to what you have to say than anyone else in the group
- Her initiating conversation with you, or asking questions
- Without a doubt, the most important indicator is eye contact, in all its glorious forms. Like most players I’ve had to grind it out over the years and put the work in converting initially skeptical girls with my scintillating wit and downright dirty flirtation, but once in a while I’ve had success handed to me on a plate. On those occasions, I

could tell instantly that the girl in question was attracted to me simply by her eye contact.

What you should be looking out for is hard to describe but easy to spot. It's that 'rabbit caught in the headlights' look, when a girl appears simultaneously surprised, curious, and almost shocked, as though she is seeing someone she half-recognises that she wasn't expecting to run into.

If you are the lucky recipient of such a glance then you must act quickly and go and talk to her.

The Hungarian "Rabbit In The Headlights"

Here's how I met Eva, a former girlfriend of mine. Eva was cute, slim-but-curvy, worked in a bank in the financial district in London and taught Zumba part time. She also had a great ass.

I first clapped eyes on her on the subway as I was going home from work one day. For whatever reason—perhaps because I'd been out talking to a lot of women at the time, and so had that post-game glow about me—she spotted me and fixed me with the most obvious "rabbit in the headlights" glance I've ever seen. Now, I had to go out that night and so I was in a hurry. Still, I could see that this was a gift from heaven and that I had to approach her. Unfortunately the train was packed and I couldn't get near, so I waited until the next stop (Sloane Square) where I saw her get out.

Thinking quickly, I jumped off the train to and hot-footed it in pursuit. The station was busy and so I followed her at a slight distance until she'd passed through the ticked barriers. Summoning up my game courage (because unfortunately approach anxiety never really goes away, no matter how many times you've done it), I ran in front of her in true London daygame style. She clearly recognised me but fixed me with a slightly stern look, clearly not having expected to see me again. I then spat the following piece of world-class game.

"Hey. I just saw you on the train and I thought you were really cute and so I just had to come and say hi. My name's Troy."

We shook hands and started talking. She was quite frosty at first, telling me she was on her way to a yoga class. I said that I didn't want to take up too much of her time and held out my phone, telling her to punch her number in, which she did. We then went our separate ways. The whole interaction took maybe three minutes at most, and it wasn't particularly sparkling, but it didn't matter. The look she'd given me had been unmistakable—I knew she was into me. My job was simply to approach her and not mess up. Everything else would fall naturally into place.

Sure enough, the next week we went for a drink. Pretty soon we were kissing and I'm not being self-congratulatory (because believe me I get plenty of knock-backs too) when I say that she was as turned on as I've ever seen a girl on a first date. Her face was flushed and she was moaning as she kissed me. She didn't come back to my place that

night (like a good EE girl, she made me wait), but when we did finally have sex it was every bit as hot as I knew it would be.

... And All Those Times When I Didn't Follow Up on IOIs

To reiterate, the point of that story is not to self-aggrandise, but simply to demonstrate that by following up on a very obvious IOI I was able to initiate a very pleasurable experience for me and Eva. Had I not acted then we would never have spoken and consequently never got together. Even when a girl is strongly attracted to you, in most cases she won't do anything about it and so it's your job to initiate.

I'm not saying I never drop the ball. There have been many times that I've failed to follow up on IOIs, and I've always regretted it. And as the saying goes, rejection is better than regret. It's always better to get blown out than not to approach at all and wonder how things might have worked out. Because while you will forget rejections pretty quickly (I can barely remember them the next week) you will remember "might have beens" for years.

Here's just one example. Around eight years ago I was in an upscale club in London with some friends, on the prowl. As we walked across the dance floor a quite stunning girl clocked me and gave me the "rabbit in the headlights" look. Given how attractive she was I was not quite able to believe she'd checked me out, but one of my mates confirmed it, saying "did you see the way she looked at you?" Fear and hesitation prevented me from approaching her immediately, and by the time I had plucked up the courage to do so she had disappeared into the crowd. I never saw her again.

The fact that I still remember this fleeting incident despite having met many other girls since should tell you something.

When The Universe Presents An Opportunity You Must Always Take It

When you see that “rabbit in the headlights” look, or are otherwise getting solid IOIs from a girl, then you must take the bull by the horns and approach. Life can be pretty hard and things generally aren’t handed to us on a plate, so when they are we should be both thankful and proactive.

By the way, don’t fall into the trap of thinking that responding to IOIs “isn’t really game.” Sure, there’s the old concept of “fools mate” which denigrates going after obviously-interested women.While it’s true that you can’t rely on meeting strongly interested girls all the time as a strategy, life’s really too short for you to concern yourself with such things. And anyway, if you are getting obvious IOIs out there then it is likely because your holistic “game” is strong in terms of your appearance, body language, fashion, frame and so on.

So don’t make the fundamental mistake of leaving money on the table—when a girl makes it clear she’s interested in you, approach her. Go in strongly and confidently and tell her that you find her attractive and want to get to know her. If you don’t, you’ll only regret it afterwards.

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First published at ROK

London's Naked Sex Parties Are Great But Will YOU Get Laid?

Troy · 22 April 2017 · Archived copy · Original

"I love cock. I'm just . . . I don't know what to do with myself. There's just so much cock."

I'm standing in the changing rooms in a sauna in central London talking to a woman in her thirties who has apparently imbibed a lot of something narcotic and wants to imbibe a lot of something rather more meaty. Welcome to Killing Kittens, a regular 'upmarket' naked sex party where single guys and girls (as well as couples) come to drink champagne, splash around in the jacuzzi together and then fuck publically in this labyrinthine subterranean space.

The invite says wear a suit, so I'm in a sleek black number with a white shirt and Alexander McQueen pocket square. The invite also says you have to wear a mask, so I have on this silver thing I bought in a joke shop for a fiver. It's still pretty early (10pm) so I buy a drink at the bar and then wander around, enjoying the anonymity, checking out the crowd.

So the guys are mainly in suits, or at least trousers and shirts. The women are in dresses, flimsy nightdresses with the lingerie beneath visible. At the moment everyone is hanging around the bar, which is decked out stylishly enough. Behind it they have video screens playing old 1950s movies, which is a nice touch. People greet one another, stand and talk for a while and then move on. It's all very polite and English and looks more like a professional function than an orgy.

If you walk beyond the bar area then you get to the sauna. Here, behind a dividing screen is the huge, shared jacuzzi. Early on there aren't many people in it, just a couple of (fairly ropey) women who are already drunk and overexcited. Beyond it, as you walk over the damp and latticed floor, you will find a small network of interconnected corridors with tiny private rooms dotted around them. It's very dark. Muted house music plays. It's too hot for a suit and so over the course of the evening guys strip down to their boxer shorts or get naked while the girls run around in lingerie. It is in this area where the bulk of the fucking happens later.

Killing Kittens is a company owned and run by women—the CEO is a lady called Emma Sayle—and, according to its website puts on parties for 'the world's sexual elite' (although looking around the venue tonight if this is the elite then the sexual rank and file must be pretty, well, rank.) Because of their female-first ethos they have a number of rules that are nominally anti-game, most notably the one that states that women have to approach men. Fortunately no-one seems to take a blind bit of notice of that, with guys introducing themselves to girls like at any other club event.

KK generally run parties for couples, and so the idea is that you turn up with a girl and then you and her get it on with other pairs. If you can find a cute girl who's open to that then you will have a lot of fun.

Tonight, though, is a singles party and the only KK event where single guys (carefully vetted via the website first) are allowed to attend. It's not cheap. My ticket cost eighty quid. I think a couples' ticket goes for one hundred and twenty.

Essentially you're betting that eighty quid on getting laid, since that is really the point of coming here. Here's the thing. In spite of what the PR says, the ratio of *hot* girls to guys at these events tends to be very poor and weighted significantly in the girls' favours. So while KK will keep the numbers balanced and ensure a reasonable male-to-female split, the quality of those females is not consistent.

And don't be naive—you will not be without competition. These parties are dominated by tall, built guys who are good looking and who know how to get girls, and get them they do. And because of the dearth of cuties, the best-looking girls get to pick off the top 5% of men. That's not to say you won't get any action but rather that you shouldn't imagine that it's a free-for all. In fact, if you want to observe the ruthlessness of the sexual marketplace at its most vicious and brutal then go to a sex party. Here, unadorned hypergamy rules. The hot guys get lavished with

attention which those perceived ugly, weak or substandard are cruelly ignored.

Tonight the pickings are slim. One girl and her friend are lavishing me with attention, trying to take of my Ralph Lauren shorts, but I've never been one of those guys who will shag anything to get a notch and they're really not up to scratch. Instead my wing and I walk into one of the antechambers where a porn movie is playing on the TV screen (two girls and a guy on a beach) and two girls are making out in real life on the couch in front of us.

We stand watching this attractive spectacle for a while, enjoying the view of a naked blonde crouching before her lover and licking pussy with expertise and aplomb. Beside us, other men are watching too: men in their forties with expensive shirts, expensive watches, slicked back hair. They are the kind of men who look like they should be on yachts.

I talk to one hottie for a while, a slim blonde from Essex. The vibe is good, there is touching, but then her friend gets bored and drags her off to the bar. I wander around, weighing up my options. There's nothing else here of any great quality. Nevertheless, I feel good. After a busy period where my game has been muted and I've felt jaded it now feels like I'm back. My confidence is high, my voice is strong and I am challenging and dominant. This is all good. I take a sip of my drink and survey my surroundings. This is where Troy Francis *should* be, after all. In a late-night bar in the city surrounded by naked women and sex. I take in the sleaze and the seediness: it makes my soul feel good.

A while later my wing and I leave. Outside I get chatting to a cute Lithuanian girl, a waitress at the bar next door. She lets us in and we get drinks. Now we are surrounded by more girls. We have momentum from the sex club and the women can smell it on us. Drinks and kisses follow and I pull a Welsh bird on a hen night as well as getting the Lithuanian girl's number. My nightgame persona, the dangerous cad persona, is back.

The main thing you have to do is get out of your house and into the city. Once there you have to get out of your head and into your body. In night game over thinking is fatal. You have to be in your body. It has to be natural. It has to flow. But I will write more about this another time.

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Good Girls And Bad Girls Are The Same Girls

Troy · 23 April 2017 · Archived copy · Original

Liliana is Hungarian. She is a professional young lady who works in international hospitality. Her job involves a lot of travel between Budapest, London, Berlin and Prague and so every week or so Liliana packs her grey pencil skirts and cream blouses in her suitcase and boards a flight. On the plane she is busy checking figures, calculating profit and loss for the various sites her company operates, scrolling through Excel spreadsheets. She's one of those good girls.

On her days off, Liliana loves to keep fit. Earlier this year she ran a half marathon, and she trains regularly. Her Facebook profile has pictures of her with her hair tied back, in a lycra t-shirt and grinning, holding up a medal.

When she is not training she loves nature. Country walks. Lakes and mountains. The sea. Animals, birds and butterflies. There are pictures of all of these on her wall too, along with the wonderful architecture she has seen in Rome, Berlin, Lisbon, London…

There are very few pictures of Liliana herself, either on Facebook or Instagram. Those there are show her in sensible clothes: raincoats and walking boots. Jumpers and woolly hats. There is one full-length picture of her to be found, taken in Spain. Here, she is wearing a sensible a knee-length skirt and a vest with straps. She looks pretty but not sexy. Like any other normal tourist girl. An MBA who likes to go on cultural city breaks at the weekend.

A good girl.

A month ago, Liliana was at a private party in Budapest where she crouched on all fours, naked, and allowed men to use her as a table for their drinks. She likes being spanked, being paddled, caned and whipped. She was recently in Rome for a BDSM conference where she attended seminars on Japanese rope bondage techniques. Her ex boyfriend used to piss on her. She enjoyed it.

I meet her at Torture Garden, the London fetish party. She is wearing a black latex skirt and a black leather bra. Around her neck is a choker with a whip attached to it. She has black high heels on. Great legs, with that wonderfully-proportioned feminine body that many Hungarian girls have.

She is here alone, dancing to techno on the main floor, surrounded by the usual collection of beautiful people, latex and rubber enthusiasts, night people. Girls in underwear. Guys in gladiator sandals and leather harnesses. Girls gyrating around poles. People fucking on podiums.

I approach. We talk a little. Dance close. I pull her hair. Go in to kiss her.

'No – I am not like other girls. I am not an easy girl.'

But she dances close to me. I touch her and she doesn't pull away.

'I need to go to the bathroom. I will see you later,' she says after a while.

'I'll meet you – we can explore the other rooms together.'

'No. I told you that I am not fast like this. I am not like other girls here. I don't want you to waste your time. You should meet another girl.'

So she goes to the bathroom, but then I see her again a little while later at the bar anyway.

'Hello.'

She is friendly, warm and open

'You want to go upstairs to see the other rooms?'

This time she agrees, and so we walk through a dark room where pierced cyberpunks in platform boots dance to

Joan Jett and on to a smaller space where they're playing Elvis. There are old-time burlesque videos being projected onto a screen. In a cage, two girls are taking turns to pour champagne into each others' mouths.

'And is there a playroom here?' she asks me. 'Not to play, I mean, just to watch.'

Bingo.

'Let's go.'

The Couple's Room

I lead her through the PVC-clad throng to the outside smoking area where the infamous Torture Garden 'Couples Room' is. As I said in my last article about the club, your aim when you come here (assuming you have come solo, to game) should be to find a girl and to get her into this room as quickly as possible. Rather like passing 'Go' in Monopoly, it is only once you have penetrated The Couple's Room that the game really begins.

'Why is the queue so long?' she asks after a while.

'I guess people are taking their time.'

'Is there a St. Andrew's cross in there?' she asks.

'Er, yeah, I think so.'

It occurs to me then that perhaps the sort of 'playroom' she is expecting—somewhere set up for bondage practices such as spanking and whipping—is somewhat different to the place I am taking her, since the Couple's Room is basically just for no-frills sex. It also occurs to me that we have not kissed yet, but we will be expected to in order to gain admittance.

Oh well.

Finally we get to the front of the queue where, as expected, the attendants tell us to kiss. Fortunately Lilianna turns to me and puts her tongue in my mouth without delay.

'You are a tricky English guy' she says admonishingly but smiling. 'There was no choice!'

Now, though, the physical line has been crossed and so we kiss some more. Then I lead her into the gloom of the Couple's Room.

Here there are the usual sex sounds—ecstatic cries and loud slaps—over trippy chill out music, and the combined scent of sex, rubber and patchouli oil. In the half-light you can vaguely make out bodies and movements as the

grasping and grappling and gasping continues.

'Oh. It's more than a swinger's part than a playroom,' Liliana says. 'It's not what I expected. But it's OK.'

I lead her over to a space near the wall where we make out some more. Now my hand is one her ass, squeezing it through the latex. I start to peel up her skirt a little.

'I told you. I am not like these other girls here. So your night will be wasted.'

'Not wasted,' I say. 'You're kinda fun.'

We kiss harder and heavier and I start slapping her ass hard on one side. She sighs and moans and bites my lower lip.

'I like symmetry', she says. I don't understand for a second and then I do understand and so I turn her around and slap the other ass cheek hard too.

'That's better. I don't like marks on just one side.'

Now her hand is on my cock, which has somehow been released from my trousers. As I kiss her and bite her lips, slapping her ass still, she strokes it harder and harder, until she suddenly she kneels down in front of me.

I come, and she kisses me softly. Then, standing up, she asks me to hold her phone while she searches in her bag for tissues.

'If I knew you better I would lick it up,' she says. 'I like to do that.'

'That's OK – my sperm is very clean,' I say.

Good Girls And Bad Girls Are The Same Girls

There are no good girls and bad girls, there are merely girls in different situations, different contexts. Take the purest 'good girl' you can find, put her in the right environment and she will behave like a harlot. There's nothing wrong with that: it's just the way things are.

What *is* problematic is the way that men hold onto this purity fantasy about women. You may think she's a little angel but she's not. She has a conventional side and a sexual side like every other girl on the planet. She is an animal (like you are) and if unchecked she will act on her animal instincts (like you will). This is not something to fear or to rail against. Rather, it is something to celebrate, because once you are aware of the truth you can operate accordingly to your advantage.

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Excuses Are For Losers! The Secret of Success Is Right Here

Troy · 25 April 2017 · Archived copy · Original

Listen, if I hear one more whiny, bullshit excuse about why you can't pick up girls, why the city where you live is no good for game, about how girls are bitchy, how this one special girl didn't respond to your text message, how your ex wife is draining all your cash from you, how your boss is a sadist freak then I'm really going to lose my shit. Why? Because excuses are for losers.

Here's the truth of the matter. Your circumstances are no good? Well guess what—neither are mine! Neither is anybody's. We all have flawed logistics, poor visibility on the future, money concerns, and problems with girls.

If you have problems you are not unusual: you are alive.

That doesn't give you an excuse to be a martyr about it.

So you walked up to the hottest girl in the club, said hi and she laughed in your face? It stung, right?

Good!

So your boss is an asshole who says he's going to put you on a PIP for poor sales figures this month.

Good!

So your ex wife is making your life a misery with her constant demands and threats?

Good!

So your business, which started extremely well, is now going through a bit of a dip and revenue isn't where you want it to be.

Guess what? Good!

Look, no one ever said life was easy. In fact, let's be honest, most people who ever comment on life say it's bloody hard. Because it is.

I've been through hard times. Terrible times. A difficult childhood. Terrible shyness and acne in adolescence. No sex life. A drink and drug problem by age 21. Clinical depression. A failed university course. A series of crappy, dead-end sales jobs. A terrible relationship with a girl who cheated on me. Rejection by hundreds of women. Debt and legal problems.

None of that sounds much fun, does it?

Well, it wasn't.

But all the way through all of that I hung on to two things: a sense of humour and an absolute unshakeable core belief in my own ability to be successful at whatever I put my mind to.

Yes, that's right. For some reason, whether or not it's purely delusional, I've always been absolutely certain that I can succeed in whatever I put my mind to. Why? Because I am confident in my intelligence, my ability to learn, my persistence and my capacity for hard work.

Put me on a plane and drop me in any city anywhere in the world and I guarantee that I will find a way to make money and to get girls. I'll be comfortable within a month. I'll be prosperous within a year.

I have slept with more girls than most men I know. I say that not to boast but as a simple statement of fact. And moreover, these have, in the main, been very attractive. I have rarely, if ever, lowered my standards just for a shag.

How do you think this happened? Do you think that I'm so handsome, rich and jacked that they just fell in my lap? Of course not. I've had to grind it out in the pickup trenches, trawling the streets and the bars and the clubs for

years. Because as well as having slept with more girls than most men I know, I've also been rejected more times too.

In business I have persisted even when others have tried to push me back down. Knowing my value I have continued to pursue my goals even when other thought I couldn't achieve what I'd set out to. And despite the negative opinions of others I have succeeded.

How has this happened? How have I won out in these areas against all expectations? Simply this—I've maintained my self-confidence and I've embraced the grind.

The grind is the really important thing, you see. You've got to have the grit to grind it out, day after day. When you don't feel like it, when you're ill, when suddenly other things seem to take precedence. Even then, you've got to stick to the script and grind it out.

Excuses are for losers. Because success in any field, be it with women, with money or in a sporting or artistic pursuit, happens incrementally.

If you're looking for the secret, the silver bullet, then this is it: consistent, massive action taken over time.

There are no shortcuts. And there should be no excuses either. Why? Because once you know the secret then you should no longer have the time to make excuses. You should be taking action instead.

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Why Positivity AND Machiavellianism Are Essential For Game And For Life

Troy · 27 April 2017 · Archived copy · Original

Something about my article yesterday troubled me. After I'd written and published it, and received some feedback, I found myself wondering if it wasn't just a little too dark.

If so then I want to provide the antidote to that here, because if this site has one key mission it is to help everyone—myself included—to live a happy, useful, fulfilling life.

However to my mind there is a dichotomy at the centre of self-help and it is this: while positivity is absolutely essential both for success with women and in life generally, the truth is that *some* of the character traits of highly successful individuals are more negative than not.

The question, then, is how we can utilise some of these traits to improve our own life experience while not getting tied up with the sort of negativity that they might entail.

One issue, to my mind, is with the self-improvement industry itself, which seems to be almost solely populated by cheesy, 'be all you can be' Californian gym and green juice freaks. This approach grates, particularly on the more removed and ironical British sensibility. We all want to improve our lives, so there should be as many types of teachers as there are students.

A bigger problem, though, is that a lot of feel-good advice ignores the fact that positivity itself isn't the full story as far as efficacy is concerned.

Yes, it is valuable to go out into the world feeling good about yourself. And yes, it is good to treat others well and honorably and fairly – *most of the time.*

I myself, as a result of my former addiction to alcohol and other substances, now work a daily programme that demands rigorous honesty and a willingness to look at my part in each interaction that I have.

This works very well for me, and most of the time I feel better about myself the better I treat others—and that includes the girls that I approach and date.

But—and there is a big but—the playing field is not even, since not everyone is playing by the same rules. In fact, most people are playing by a rule book that is instinctual and is mainly based on self-interest. And that is just regular people, never mind the psycopathic, Machiavellian narcissists that you will likely run into in business and romance alike.

How are we meant to deal with such people, and more importantly how are we meant to operate in a world where such characteristics are not merely feted but rewarded too?

It is my view that there has to be a middle way between turning the other cheek and being a complete asshole. I will refine what I mean by this in later articles as I work it through more fully for myself, but essentially the goal is to use dark triad characteristics selectively when they suit your purposes, without getting consumed by them.

The issue for most guys, and myself included at one point, is not that we are bastards but that we are too nice. And yet life proves again and again that 'niceness' is not merely ineffectual but a quality with the power to repulse others.

The important thing is for each of us to keep our own ambitions, needs and desires central, to rigorously identify these and pursue them relentlessly. Because guess what—that's what everyone else is doing. I will not go out of my way to harm anyone and I will treat other pleasantly and with respect if they do the same to me.

However, If someone is then unreasonable in standing in the way of these objectives then I will have no scruples in acting in whatever Machiavellian way I see fit to defeat them.

I will also not hesistate to use such means to further my own interests in those areas—such as work and romance—where I judge it is *likely* that others are also using less than transparent methods.

My intention is not to be dishonest in achieving my ends, but rather to even up the playing field so I'm able to get my due in a world where those who operate by the book are frequently disadvantaged.

At the same time I recognise that there is a flaw in this approach, namely that one can become, if one is not careful, the kind who is perpetually on the offensive, labouring under the slightly paranoid assumption that 'the rest of them are all doing it so why shouldn't I?'

I don't think there's any easier answer to this except to approach each individual situation with as clear a mind and eye as possible and to decide on the nature of one's engagement based on as objective an assessment of the circumstances as possible. It also helps to have a number of close, trusted friends with whom one can share one's perspective and acquire measured feedback.

As a general rule I will treat everyone that I meet well until they give me cause to do otherwise. If I say I will do something then I will do it. I will never rip off a client or customer and will always aim to overdeliver. But in the arenas where corruption is rife and I judge that those with more power than me are operating against me unfairly—or are likely to do so—then you can rest assured that the gloves will come off.

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Read More: How To Date A Hungarian Girl Who's Obsessed With Kinky Sex

En Paris

Troy · 28 April 2017 · Archived copy · Original

In Paris it is all rainy streets and street cafes and espresso and pastries.

The city is very beautiful but the main thing about travel is that it makes you all the more keen to regroup, to return and to get on with what you've really set your mind on to do.

I'm in Paris visiting K, the Colombian girl. We're having a good time but above all Paris makes me want to write. There's too much writerly history here.

We were just in Shakespeare & Co., the famous bookstore. Celine, Bukowski, Sartre, Rimbaud, all those guys.

The issue the writer faces is that writing takes time and girls tend to be a time suck. And yet they also provide great inspiration, so maybe it all works out.

I'm told that Nietzsche died unmarried, alone and crazy. He did however write a hell of a lot of books and become world-famous.

After all, what is more important to you as a man. The cloying pleasures of sentimentality and romance followed by the deadening servitude of domesticity, or your commitment to some bigger cause – your business or your art?

If you chose the former then I hope it works out for you, but right now, in Montmartre, I'm with Nietzsche and the boys.

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Is It Easier To Pull Younger Or Older Women And What Should YOU Do To Optimise Your Chances With Both?

Troy · 29 April 2017 · Archived copy · Original

Blackdragon has a great piece on the benefits of dating younger and older here. But is it actually easier to pull younger or older women? Reading the article got me to thinking about some of my own recent experiences.

As with most things in game, the answer is somewhat counterintuitive in that it is on balance easier to pull younger girls even though these are also generally the most coveted. The caveat is of course that you have to know what you're doing, as well as be well-presented, in good shape etc etc.

Just to clarify terms here, for simplicity's sake when I refer to young women I'm talking about those aged between 18 and 27. Older women are any aged over 27, although of course I'm more than aware that there are vast differences between a 28 year old and a 40 year old. But 27 is a good dividing line since it is at around this point that most girls start to wake up and smell the coffee and become a little more serious about their dating lives.

So if the sexual marketplace is based on demand and supply and, broadly speaking, there is greater demand for younger (read: 'hotter') women under the age of 27, then how can it make sense that this demographic is often the easier to target.

The answer is simply that women's priorities shift sharply in their later twenties—in fact, the shift can be alarming in its severity in some cases. Becoming aware that time is no longer on their side and there is a limited window of opportunity available for them to find a potential babydaddy, so the selectivity process must become a lot more stringent. Suddenly hookups and experimentation are out (or at least they're curtailed) in favour of serious relationships with commuted partners.

Now, an anomaly of the dating market that actually works in many men's favours (depending on their objectives) is that it's a lot easier to pass the test as a potential one-night stand than as a potential boyfriend. Imagine auditioning to be some woman's husband. Think of all the hoops you'd have to jump through, all the standards you'd have to reach.

In contrast, the bar for being a secret, dirty one-night shag is commensurately lower. After all, she doesn't have to tell her friends about you. She doesn't have to introduce you to her parents. And she certainly doesn't need to worry about your provisioning ability.

So given that most girls under the age of 27 are more in the market for hook-ups than anything else (and in fact are often turned off by men who present themselves as providers) it can actually be *easier* to get them into bed, with a little bit of game, than their older compadres.

Just one example, this girl Chrissy I know. So Chrissy is Greek and she's now 36. She is, however, still very youthful-looking and attractive with her olive skin, a slender but curvy figure and full black hair. I banged her a couple of times a while back and then did a disappearing act on her as I was dating other girls.

Just recently I've been back in touch with her to see if there's any possibility of a rematch, being in the mood for a little Mediterranean repast. Regrettably though, it seems that I won't be getting a look in. Why? Because although she is still strongly attracted to me she knows that I am not a 'serious' prospect, and she's said as much.

Given that my previous modus operandi was to meet her for sex and then disappear for weeks at a time she knows my game and realises that I am unlikely to hang around and play happy families with her. Therefore sex is off the table, for at this crucial stage in her life what value would a casual fling with me have for her? None – and in fact it would disadvantage her as it would likely only get in the way of her search for a more serious partner.

In contrast there was little difficulty in my pulling that twenty-something Hungarian girl back to her hostel toilets last week. Why? Because she is still in a place in her life where she wants to be experimental and fun.

It's important to bear this in mind when you are going about your game. If you are looking for brief, fleeting liaisons rather than long entanglements then you might just be better off targeting younger paramours with whom to share your erotic exploits.

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Read More: How To Date A Hungarian Girl Who's Obsessed With Kinky Sex

Why You Must Beware Of Nice Girls

Troy · 1 May 2017 · Archived copy · Original

Beware of nice girls. Just as there is a problem with nice guys, so there is a problem with nice girls too.

You need to be wary of girls who are too nice straight off the bat. For every girl who pulls the stone-cold bitch act to deflect unwanted attention from men, there is another girl who uses effusiveness and niceness as her tactic.

This is a minefield for the inexperienced guy. If a girl is nice to him at all he holds a celebration party with all his friends, assuming that he's in with a chance. He isn't in with a chance. The girl was just nice. She was nice perhaps because she was brought up well and is polite, but she was also nice because she is a people-pleaser and doesn't want to have to endure the awkwardness of rejecting this guy to his face.

This is why when you are doing game, either in the day or the night, you will, in between the usual fast rejections, get a few girls who seem interested and will happily talk to you for ten minutes and sometimes a lot longer.

The chode will fail to realise that while he may have gelled socially with this girl there is no sexual spark. And without a sexual spark you are merely having a pleasant chat, nothing more.

Some girls do this deliberately. Perhaps she is hot and used to being hit on and so she has developed appearing friendly as a defence mechanism. Or maybe she is one of those hippy types who are incredibly open to meeting new people 'because the world is such an amazing place when you say yes to life'. Or some bullshit.

Or maybe—and this is most annoying of all—she is deliberately employing 'niceness' as a rejection technique because, let's face it, what can the guy really do? He can hardly complain or get butthurt as she pays him attention and appears to go along with his agenda.

Whatever her reasons or her approach, you need to learn to recognise over-effusiveness when you see it and weed out these girls as quickly as possible.

The truth is that women like attention, and some of them will play you for it if they think they can get away with it. A classic example is the girl who currently has a boyfriend. She'll go out for lunch with you, have drinks with you, flirt with you. But as soon as she's broken up with the boyfriend and so the path is open for you two to get together for real she disappears. The truth is she was never really interested in the first place. She just liked the attention.

The way to get round this? Whenever a girls is being suspiciously nice to you, you need to spike things up. Stare at her breasts, comment on her legs and ass. Drop in some real flirtatious shit, some real caveman shit.

Put your cards on the table. Tell her you want to take her on a date, you and her. Man to woman. Or, if you're out for drinks, tell her you want to take her home with you. Try to kiss her. Fuck it if you get the cheek, just wait a few moments and then try again.

You need to do everything you can to get her off that fence she's sitting on. She needs to tell you yes or no, straight up. If it's no, then fine—at least you didn't waste any more time. And if it's yes then congratulations, you've just cut through her bullshit and moved things that step closer to sex.

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Is Cocaine The Secret Drug Of Choice For Seducers?

Troy · 2 May 2017 · Archived copy · Original

In London in the night-time you will see them. The men with serious faces. They are dressed in dark jeans and blazers, leather jackets or parkas. Some of them are in bands. Others work in finance. Many are criminals. They are the cocaine men.

These men hang arounds the clubs at 2am, standing by bar, yelling at the barman to get the fuck on with that bourbon and dry already. These men are rude and they don't give a fuck.

They talk about themselves incessantly. They are completely and utterly in love. With themselves. They are utterly convinced of—and enamoured of—the singular beauty they possess, their irrefutable genius, their titanium hardness. These men fuck more cute young girls than you can even picture. They are the dark triad men. The cocaine men.

Is coke the drug of choice for seducers? Undoubtedly. Just think about the competition for a moment. Alcohol? It's OK for a bit but then it makes you slow and worse, needy. Weed? Give me a break. Weed is the drug of dough-bellied Homeland fans, not deadly and effective seducers. MDMA? It just makes you hug people.

Coke takes the dial on the dark triad amp and turns it right up to ten before ripping it off entirely. Psychopathy? Sure. You don't give a shit about anyone else on that stuff. Narcissism? Is that even a question? Some of the greatest moments of my (former) existence have been spent with merely a gram and a mirror as company. Machiavellianism? Well, coke is a stimulant. It wakes you up, it makes you sharper and it focuses you very narrowly on your particular interests. As such it usefully fosters down and dirty scheming.

I haven't taken cocaine, or any other non-prescribed drug, for over fifteen years (because I am in recovery for addiction.) As such, while I visit the same clubs as the coke men and I hit on the same girls, I am not experiencing the same world as them.

In one way I envy these men, because for fifty quid and a line of powder up each nostril in the toilets these guys naturally and easily acquire those characteristics—supreme self-confidence, arrogance, cockiness, narcissism, a lack of empathy for others, and ruthless cunning—that are magnetically attractive to women and which the rest of us have to acquire naturally or imitate.

When I think about the type of game that really works—and I'm not here talking about doing palm-reading or Strawberry Fields over a frappuccino in Starbucks but rather creating panting, pantie-wetting excitement in the women with whom one interacts—it becomes obvious that this type of game is almost a perfect simulacrum of the effects of cocaine on its imbiber.

Of course, it goes without saying that this website is anti-drugs and I am not suggesting for one moment that the aspiring player should take cocaine to improve his chances with women. As I've said, I don't take drugs or drink alcohol myself and I've seen too many peoples' lives ruined through addiction to make any such recommendation.

Nevertheless, it's important to understand the playing field on which you are engaged. If you are doing nightgame in a big metropolitan city like London or NYC and you are not a cokehead then you should bear in mind that others around you probably are and that as such they have something of an unfair advantage.

Hot Girls Like Cocaine Too

The other thing to remember is that a lot of hot club girls like coke too. Like, *really* like it. And if you are holding then it will get you a very long way. If you read my account of Torture Garden in London in March you'll see that one girl pretty much offered to go home with me in exchange for coke. I didn't have any, and I wasn't about to play the game of pretending that I had. But, ethical questions aside, perhaps I should have done.

While carrying around an illegal substance is not the type of game that I prescribe, we can nevertheless acknowledge that it works for a good many men. For myself though, what interests me more is whether the effects of cocaine can be induced without actually taking the stuff.

While practically the answer to this is no, nevertheless there are a couple of things that I do to up my dark triad quotient that really work. The first is lifting weights. Yes, I know, blah blah blah. If another men's website tells me I need to lift weights I'll be inclined to drop one on my head. Nevertheless, the nearest I've had to a natural assimilation of a drug rush is doing a heavy weights session just before prior to going out. I did it before a daygame session the other week and collected seven phone numbers in ten approaches. Why? Because my testosterone was firing, I went for what I wanted, took know bullshit, was full of confidence to the point of arrogance and was generally just riding out a dopamine high. The same was true last time I did nightgame. Guys, if you're not lifting weights before you go out then start now. It really works.

The other thing is affirmations. I saw a great post on Reddit today that said 'Constantly remind yourself that you are better than anyone else…if you are constantly telling yourself that you're better than everyone else, you will start to believe it and other people will too. 95%+ of people are going to more or less believe everything they're told' (ROITHSCHILD_GOON_1913). I really couldn't have put it better myself.

I won't reveal all my affirmations here as they are personal to me, but a word to the wise—don't think that affirmations are only about hippy dippy positivity memes. Why not say affirmations that are dark triad-related? I've been going around saying 'I am fucking awesome' for so long now that it's made a groove in my cerebral cortex that can't be removed. And that really helps me walk into a room where I don't know anyone and assume I'm the shit. Arrogant? Yes. Delusional? Maybe. Effective? Most definitely.

Remember, when you have a clear goal then do whatever works to achieve it. Cocaine is a highly-addictive, mind-altering substance that will wreck your life. Narcissism, Machiavellianism and . . . let's say a lack of empathy rather than psychopathy, which in any case can't just be 'picked up', will get you a long way. Learn how to utilise these and you will naturally benefit.

P.S. If you really want to skyrocket your 'sex-cess' then of course, it helps to have **money**. Fortunately, I have a solution for you.

If you'd like an hour's FREE Skype consultation with me and you are interested in building your own money-making niche websites, head over to Kyle Trouble's **PRO NICHE SITE** course, check it out, and reserve your place before the end of this week (19th August 2018).

If you book through my link before the deadline then you will get that free hour's coaching with me for gratis—the RRP is £200, so you really are getting a great deal, on top of Kyle's already excellent course.

SIGN UP FOR PRO NICHE SITE NOW. (And claim your free 1hr training with me).

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Sometimes Life Is Just A Bloodbath And You Have To Deal With It The Best You Can

Troy · 3 May 2017 · Archived copy · Original

Sometimes life is just a bloodbath and all you can do is struggle through the day, take the savage blows and and get to bed without doing yourself or anyone else any serious damage.

Anyone who cannot see the bestial nature of life is not living it to its full.

As I've said before, a recognition that life, when you get down to it, is nasty and brutish (if not necessarily short) *as well as* beautiful is the essence of the red pill.

Yes, strictly speaking the red pill applies its focus solely to intergender sexual relations. But for me, a red pill perspective should penetrate the thin veneer of social nicety to the swarming mass of twisted, murderous, animal impulses and counter-impulses that grapple beneath.

I recorded a podcast this morning talking about the need to stand up for yourself when it really counts. Only you can decide what constitutes the 'really counting' part, but if there's a principle involved, or someone or something important to you, then yes, you have to fight.

What I didn't say was how very wearing the fight can be sometimes.

Had a battle today. Can't go into details here. I was psyched up, enjoyed giving the other guys slugs until, spinning woozily like puffy-eyed boxers before me they capitulated and gave me what I wanted—but with a nasty side-dish of revenge.

I won and I lost at the same time. Well, no, scratch that. I won. But how exhausting it is, how wearying, to watch people so desperate to take you down that they will tell lies about you in writing. How dispiriting to feel so resented and despised that they will stoop to every low, mean and dirty trick.

I got what I set out to because I was clever and ruthless and Machiavellian and I swallowed back any remaining empathy I have and I did what I needed to do.

I felt elation for an hour or two and now the low the junkie feels when the very last hit has evaporated from his body. Now the aftermath.

When you have to fight then you have to. But don't underestimate the toll it can take physically, psychologically, mentally, spiritually.

I found myself wondering whether it is a good thing that I have become so hard and jaded that now this is familiar territory for me. And whether every fight takes something away from you that can never be replaced.

Sometimes life is just a bloodbath and you have to deal with it the best you can. Reflect, relax, rest, recuperate. Undertake spiritual practices. Forgive those who have wronged you. Do the next right thing. Never show weakness, never give up. All that shit.

This, after all, is what it is to be a man.

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5 Things You Should Do Every Single Day To Feel Great

Troy · 4 May 2017 · Archived copy · Original

Here are five things that I do every day that improve the quality of my life immeasurably. If you're not doing these yourself then I recommend that you try them out starting today.

1.Read

Above every other form of media you must read. What I really mean is books—you must read several pages from a good book everyday. It doesn't matter if it's fiction or nonfiction as long as the writing is of a high quality.

I have read for my entire life and it has developed every part of my persona from my inner views to the way I interact with others. Essential.

2. Walk

I don't drive (I live in central London so I don't have to). Instead I walk everywhere, sometimes many miles a day. So should you too. Not only is walking great exercise, it's also a great way to think. Some of my best ideas come to me when I'm walking and not thinking of anything in particular.

3. Write

I have written *something* every day for as long as I can remember. Whether it's a blog, a diary, a novel, a play or a treatise it doesn't matter. Sitting down at the desk to write is for me a form of meditation, a way to calm down and organise my thoughts. It is also an art, one of my life's greatest pleasures, and one of the hardest things to perfect. Above all though, it keeps your mind active and razor sharp. If you're not writing already then try it for a month and see how you get on.

4. Pray & Meditate

I'm not religious, in fact I'm agnostic, but I still pray and meditate every day. Sounds hokey? Well I'll take that because it works. Every morning I ask a higher power to direct my thoughts and actions in the right direction. Then I take five minutes to sit quietly and meditate by staring at the wall and clearing my mind.

Don't ask me why doing these things helps me but it does. It's a bit like resetting the compass on your phone. If every morning I can ensure I'm headed in the right direction I operate a lot more effectively in the world.

5. Say Affirmations

This is another one that sounds hokey, but my God does it work. I have to credit Mike Cernovich and his excellent book *Gorilla Mindset* for getting me onto affirmations. I started doing them probably ten months ago and it's been a daily practice of mine since. The effects have been extraordinary. My confidence has felt sky high as a result and I'm slowly reshaping my brain by, instead of telling myself garbage about how crap I am, telling myself how awesome I am instead. Seriously powerful stuff.

I hope this brief list has inspired you to try some of these things for yourself. I'm keen to know how you get on so please do leave a comment below telling us, or letting us know the daily habits that you swear by.

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The Number One Thing You Must Do When Talking To A Hot Girl

Troy · 5 May 2017 · Archived copy · Original

There's one thing that you must always do when you interact with a hot girl, especially if you're in Western city like London or NYC and that is *'flip it.'* I've been giving girls 'the flip' since I got serious about game back in the early 2000's and it has never let me down yet.

You will probably be aware of the old concept of 'negging', a term popularised by the book *The Game* which detailed the pickup techniques of Mystery and associates of his like Tyler Durden (now of RSD). If not then negging refers to the notion of belittling superficial elements of a girl's appearance or presentation, not so much to make her feel bad as much as to 'even the playing field' between the two of you.

Negging was much reviled at the time, mainly by women, and even today when pick-up artistry is mentioned most people think of a guy in a fuzzy top hat and lots of flashy jewellery 'negging' girls in nightclubs.

Negging is really now an outdated piece of game technology best consigned to the history books. Many of the negs popular back in the day were either crass and insulting or merely ineffective. Asking a girl whether her nails are real, for example, is more likely to get you pegged as her new gay best friend than as a potential sex partner.

Ambiguity

That being said, the notion of negging did contain a grain of value for the aspiring poon pirate and it is this: the successful seducer will always ensure there is a degree of ambiguity around his desire for the girl he is targeting, at least in the initial stages of their interaction.

'The flip', then, is a refreshed and somewhat toned-down version of the old-school neg. It is less theatrical, less performative, and more easy to implant into everyday encounters.

'The flip', as the name suggests, is where you proffer a vaguely complimentary statement one moment, only to cast doubt about whether you really meant it or not the next.

Because it is a subtle technique, the flip relies as much on the delivery as it does on what you actually say. So a very

simple flip I use all the time is to say something like ‘Hey, you’re cute—kinda’. Of course this comes over as a mild tease and it normally raises a surprised laugh from the girl. But what is more significant than the words themselves is the way you look at her.

Basically, perfecting your smirk is hugely important. A cheeky half-smile with a quizzical look and raised eyebrows is key. You want your look to convey that (a) you’re laughing along with her at what you’re saying and (b) you might just be serious—both at the same time.

For the lovestruck lass, time spent with that hot sexworthy guy is a head-spinning, disorientating, knicker-drenching experience. And guess what—such an effect isn’t born of bland consistency and certainty.

You might also try ‘Hey, great to see you. Well, maybe not great…’ Any formulation of this kind where a beta ego-fluff is posited only to be snatched back at the last moment will get her snatch nice and lubricated.

Always remember that the player is a marginal, peripheral, mysterious figure whose hallmark is his very mutability, his chameleon-like ambiguity.

Approach directly and with confidence but always with the subcommunocation that this prize of devil-may-care masculinity may not fall as easily into her lap as she hopes.

Give it a go. Let me know how you get on as you utilise ‘the flip’ to keep your motives and intentions opaque. Without a doubt you will find your pussy-appropriation increasing exponentially over time.

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Maybe You Need To Go Walking Alone To Think

Troy · 7 May 2017 · Archived copy · Original

There are times when you just have to go off by yourself to think. The first time I realised this I was eighteen years old. I'd just finished college. It was our last day. The next step was university. All my college peers were off celebrating somewhere. I was alone, because I've always liked being alone and also because there were these kids in my economics class who used to bully me. I wanted to avoid them.

We were allowed to leave early that day. I didn't want to go home because I had a stepmother who used to bully me too. I wanted to avoid her. So instead for some reason I decided to go on this long-ass walk from where the college was to a neighbouring town several miles away. I plugged in my headphones, put on some Depeche Mode and set off.

Now, I was a depressive kid (Depeche Mode being the giveaway) and so my thinking was not upbeat. I don't now recall years later, the exact substance of my reflections on that day, but I do know that I looked back on my past, which saddened me; and looked forward to my future, which made me fearful and overwhelmed.

No definitive conclusions were forthcoming. No distinct plan of action emerged. Nonetheless, in spite of my desultory mindset there was one thing of which I was sure, of which I had always been sure. That even as I dug down into the depths of my own misery, somewhere deep inside me was an atom of strength, microscopic but harder than diamond, that would endure. I knew then that whatever happened, that however hard things got, I could rely on myself and I would get through.

I probably walked for four hours or so. My route was not particularly inspiring. It took me through the hinterland of one quiet suburban town to another. It was raining softly but it was a bright afternoon. Through the drizzle I looked at the neat houses I passed with family runaround cars parked their driveways and I felt excluded. Here was *normal life.* Would I ever be a part of it? Did I even want to be?

In the end the rain got harder and the sky grew darker and I gave it up and when home.

As unspectacular as that may sound, the memory of that particular walk has stayed with me all these years later. Why? Because it was something I did alone, just for myself. And in doing so I reminded myself of my fundamental strength, my resilience.

Today I went on a similar walk, this time on Hampstead Heath in London. I switched off my phone and for nearly four hours I walked around alone. This time I didn't put music on and I wore dark glasses. I tried to avoid others where I could—if I saw people coming towards me I would turn and take a different route.

The reason? Well, I am at a moment of great change in my life. There are changes afoot, sparked by a situation taking place in my professional life, that could see seismic shifts taking place affecting every element of my existence from where I live to the type of work that I do to the kind of life I will have.

I needed to get away from everything. I needed to be alone and to think.

I walked, I sat, I thought deeply, I took notes.

The bucolic surroundings, the solitude, the walking. They all had their effect. I'm not claiming to have sorted out my entire life, but I got some insights, some glimmers. Slowly, over the course of the walk, an appropriate direction started to become visible to me.

I may need another walk to crystalise this. In fact I think a lot of next week may need to be dedicated to quiet contemplation. i have some big decisions to make, and some big changes to make. But here's the thing. The answers are within me, and I know that I can trust myself. It is my responsibility to dig down and find out what those answers are. Walking and solitude provide a great way of meeting them.

If you have a big decision to make, a big life-change coming up then try it. It's the psychological equivalent of refueling and as such it is essential.

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7 Tips For No-Strings Sex

troyfrancispua · 10 May 2017 · Archived copy · Original

For many men, scoring no-strings sex with a hot girl is the pinnacle of game. The hotter the girl and the easier the sex, the better. This is not to say that guys don't want to get into relationships or to foster a deeper connection at a later stage, merely that certain times, uncomplicated mutual release is preferable to the complications of anything more involved.

But how do you go about meeting a chick willing to sign up to be your fuck buddy and how do you manage the relationship when you do? The following tips will help.

1. Pick the right girl

The reality is that some girls, depending on their life stage and circumstances, will have a greater desire or propensity to be fuck-buddies than others. Your task is to target the right ones.

In general, younger girls — those in their early twenties — are more carefree, less concerned about their biological clocks, and thus more inclined towards casual relationship. Also — and this is key — girls who have just come out of relationships can be particularly keen. This is because, having just been through the emotional turmoil of a relationship, the last thing they want is to get into another one, but that doesn't mean that they don't want sex.

Girls are horny creatures, and they love to fuck. You simply need to position yourself as the right guy at the right time.

2. Set the "fuck buddy" frame from the start

You must set the correct frame from the start — that is, you must NEVER position yourself as a potential boyfriend, and you must make it clear — covertly — that this is all about sex and nothing more. What this means in practice is that if she tells you that she already has a boyfriend, you should say something like "I'm not looking to steal you away from him," thus identifying yourself as a lover rather than a provider.

You must also escalate to sex on the first date, or at the very latest on the second. This is not about courtship and her assessing your suitability as a potential partner, but rather about quickly establishing a mutually-satisfying source of uncomplicated sex.

3. Don't act like her boyfriend

How you behave the first few times you meet will determine how she views you, and in which box in her life she compartmentalizes you. If you steadfastly avoid doing the kinds of things a boyfriend would do — i.e. taking her for dinner, suggesting weekends away, cooking for her etc. — then she will soon see what the deal is.

You should quickly get to a position where you send her booty-call texts at short notice telling her to come over with no preamble. Don't contact her too frequently in between meetings, keep text messages short and logistical, and don't ask her whether or not she's seeing other guys.

All of this is not to say that you can't have fun with her too: I often take my FB for a few drinks to relax us, and chat to her about what's going on in her life before going home to fuck, but there is a very clear covert understanding that the real purpose of our meeting is the sex rather than the socializing.

4. Don’t break the fourth wall

Don’t be explicit about what’s going on. Women are masters of covert communication, and you should be too. Saying something like “isn’t it cool how we just meet up to fuck and there’s never going to be anything more between us” not only lacks class, but it also risks triggering her anti-slut defense hard-wiring.

Once the true nature of your association is externalized, it might just perish. Far better just to chill and say nothing: she knows what’s going on well enough anyway.

5. Exercise 100% discretion

The fact is that even in 2017 many young women are afraid to appear to be sluts in front of their friends by having sex with guys they barely know, or on a casual basis outside of a relationship. Therefore, you must demonstrate through your every action that you are a 100% safe pair of hands who won’t blow her cover and will keep your relationship a secret.

Quash any desire you mighty have to brag to your friends about fucking her — particularly if you have acquaintances in common. If it gets back to her that you’ve been talking then the goose may just stop laying those golden eggs. Ask yourself what is more important to you – the validation you get from your friends or the sex itself.

I have an FB who works for the same organization as I do — we’ve been meeting for several months. In that time, I haven’t told a single one of my colleagues about the situation. We hardly speak or even look at one another at work. An outside observer would have no inkling that we even know one another.

What is even more interesting is that I don’t think she’s told anyone either (even though a close personal friend of hers also works there) which demonstrates the degree to which women will hide their secret sexual liaisons. This is how the “secret society” works — women have sex with those they regard as alpha sexworthy figures and literally no-one else is any the wiser.

Show that you too are a secret society member and that you understand this and you’ll be reap the rewards.

6. Make sure the sex is good

It goes without saying, but if the main thing you are offering her is sex and you want her to keep coming back for more, then you must ensure that the sex is good, or at least better than may be available to her elsewhere. I don’t intend to go into a sex tutorial here as there are plenty of sources available online, but what I would say is make sure you’re in good physical shape — do compound weights in the gym and do some form of cardio — and then fuck her like it’s your last time each time you see her. That should keep her satisfied and hungry for more.

Another benefit of the FB arrangement is that you can explore more advanced sexual fantasies together such as threesomes, fetish clubs and so on. Do this: not only is it fun, but you will also keep her intrigued. Show that you are a man before whom she can reveal all of her deepest sexual desires and that you are non-judgmental and accommodating — this will pay rich dividends.

One other thing: although frowned upon by many, watching porn is the sex education that many of us never had. It can really help — just don’t get carried away and let it demotivate you in other areas.

7. Accept that she may be fucking other guys, and that one day she will stop fucking you

Because you are not putting pressure on her about whether she is seeing other guys or not, then the fact is that she

might well be — particularly in today's fevered and hyper-sexual hook-up culture. Don't ask, and don't sweat it, and just make sure you always use condoms. In the end it doesn't really matter if she's banging other dudes or not you're getting what you're getting and that's fine.

Finally, understand that FB relationships are not built to last: they are defined by their inherent obsolescence. This is just the nature of things: learn to accept it and to enjoy what you have for the moment. Don't get emotionally attached — learn to compartmentalize. Some girls are keepers, or at least potential-keepers, while others are transitory companions. You are in a sweet spot so don't sweat it.

This is not to say that an FB can't be converted into a girlfriend of course, but unless you really like her then if you have a sense of abundance then this shouldn't be necessary anyway.

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To Pull Hot Girls You Must Make Every Interaction Physical

troyfrancispua · 10 May 2017 · Archived copy · Original

Game, like any other discipline, is all about pushing your boundaries. You must never reach a comfort zone. If you do, then you are not hitting your full potential, and you must deliberately seek to make yourself uncomfortable again in order to keep getting the best results you're capable of.

I'm talking in particular about pushing for the close. Guys, you must always push for the close. If you're not doing so — and you're not experiencing a number of harsh blowouts along the way—then you are doing something wrong and you should look at your strategy and rethink.

One problem for men first getting into the game is that, once they've got over their initial, sometimes crippling fear of approaching and interacting with women, they enter a honeymoon period where the simple fact of getting favourable responses from women feels so awesome that they don't push for the close for fear of messing up.

Psychologically, it makes sense. If you're in a bar talking to a cute girl and she's responding well and giving you positive signals then that feels good. You are getting validation—perhaps for the first time—from a female you have just approached. Your cerebral receptors are rewarded with a warm, fuzzy feeling of achievement. Awesome — why would you want to mess that up?

But here's the thing. Your goal is not to get positive female validation in bars. Your goal is to have sex. Therefore you must always push forward, even if doing so gets you blown out.

Think about it like this. How much value would you place on having sex with a girl? In the context of pick-up, it would have to be 10 out of 10. After all, sex is the endgame. Now, how much value does a nice conversation with a polite female have? On the same scale, maybe 2/10 or 3/10 at most?

Fuck nice conversations. Go for the close. What does that mean in practice? It means escalating, both verbally and physically.

When you're in the bar or club, ensure that when you are interacting with girls, there is no doubt that there is a sexual subtext. I don't mean to say that you should show your hand too early by being overt, or telling her she's beautiful, or anything chodey like that. But what you must ensure is that she knows you're hitting on her. You can accomplish this through the course of a set with the following tools:

- Strong eye contact
- Physical proximity
- Touch (what game geeks call 'kino')
- Flirtatious and suggestive or downright sexual banter
- Leading behaviour
- Making out

Too many guys are content to have safe, friendly conversation with the girls that they meet, take contact details, and assume that what they've done counts as a pull. While I would always encourage anyone to rack up all the phone numbers they can collect for the simple reason that you never know 100% which lead is going to come off, I would also counsel that unless you are loading your sets with sexual spark, and making yourself stand out from the horde of chodes that surround most semi-cute girls, then most likely you are wasting your time.

Let's consider the final two elements on the list—leading, and making out. The two go hand in hand, and they are often at the outer limit of new guys' comfort zones.

Leading

Leading is actually very simple. After you've been chatting for a couple of minutes (or even sooner, if you think you can get away with it), put your hand out for the girl to take. then say "we're going to the bar," or "come on, we're going out for a cigarette," or "come over here — there's something I've got to show you."

Then take the girl to wherever you've indicated. Voila — you've now successfully isolated, and you can continue gaming away from her friends in comparative privacy. If your target resists, or makes an excuse not to come with you, then don't worry—simply carry on chatting and try again a few minutes later.

Making Out

Of course, you should have been building up for the make-out throughout the interaction by initiating kino from when you first met her, pulling her close, pulling her hair playfully, and, assuming all's going well, kissing her neck and ears.

The quicker you can do this stuff the better, as you are raising her buying temperature while simultaneously showing that you are simply "one of those guys" who is sexual and comfortable with it. Once you've established this, then the notion of sleeping with you will seem a lot more natural to her and less of a conceptual leap.

Remember: Girls hate to feel awkward and they will disqualify anyone who makes them feel it as "creepy." A lot of

game is about avoiding awkwardness.

So, when you've got her alone, the easiest way to initiate a make-out is simply to put out your hand, cup her cheek gently with it and pull her head towards yours, angling her gently so that your lips are level and approaching one another. Then kiss her.

If she turns her head—a fundamental fear that stops many guys even making a move—then don't sweat it. Just smile, say something like "cool, I was aiming for your cheek anyway," and just keep talking.

Then try again. Believe me, if she's still there and she hasn't walked off yet, then persistence is key and it will pay off.

The Bottom Line

Let's be clear: just because you have isolated and made out with a girl doesn't mean that she will sleep with you, or even remember you after a couple of shots when the DJ has dropped that new Avicii cut. But think about it like this—if she won't even make out with you, then she how can you possibly expect her to sleep with you?

In this sense, a make-out is a decent marker of attraction, and so in a club situation it's something you should always be aiming for at the very least.

Of course, once you have made out then you should escalate again, by trying to get her back to your place for post-club "drinks."

Always push to make the interactions you get into physical. Again, to stress the point, even when you are successful in this it doesn't mean you will get sex. But I speak to too many new guys who get excited about phone numbers from girls with whom they have had no physical interplay at all. The reason? Most likely they were to reticent to push forward for fear of spoiling the nice friendly conversations they'd been having.

Don't let this be you—remember, it's always better to get a slap round the face then be friendzoned.

To find out how to pull hot girls day or night buy my book The 7 Laws of Seduction

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First published at ROK

How To Go Out To A Club Solo To Pick Up Girls

Troy · 29 June 2017 · Archived copy · Original

Glyn, a cool guy who I often chat to over at Twitter asked me if I frequently go out to bars and clubs alone, if so how I managed myself, and whether I walk around all night.

It's a good question, and one I've not really addressed in article form before. The answer to the first part is yes, I do night game alone on a fairly regular basis, in clubs at least.

I don't tend to do bars alone that much, since it seems to me that it's far easier to melt into the crowd in a club, and so your being alone is less noticeable.

I'm not saying that running solo is anything to be ashamed of, by the way, or something you need to go out of your way to hide. At the same time it's always been my policy to limit those factors that women might potentially question or have an issue with. After all, why make the job harder for yourself than it already is?

The advantage of a busy club is that there are so many people there that no one really knows who's with who, and generally no one really cares, either.

Another advantage for clubs for me personally is that if the music's good then that provides an additional element of entertainment.

After all, I've been going to clubs for the music since I was 18, long before I ever got into game, or would even dare to chat a girl up.

And because I no longer drink, I prefer the environment to be at least a little bit stimulating. True, a bar can be too, but unless it's very busy I feel you can look a bit like Billy-no-mates, which is never a good thing.

(Yes, I'm aware some readers will advocate being the life and soul of the party and befriending people in the venue, other guys etc. I do this to an extent, but my approach is far more sniper-like. I prefer to emerge from the crowd, do my thing and then disappear again. With the girl, ideally).

So when I write about night game here I am usually talking about clubs. To answer the second part of Glyn's question, yes, if I'm solo in a club I tend to keep moving, walking around the place over and again throughout the night.

There are a few reasons for this. Firstly, I believe that momentum is very valuable and if I stand in the one place (or worse, sit down) then I tend to lose it very quickly. Walking keeps me alert and in a sociable mood.

Secondly I am addicted to scoping out venues, seeing who's there. Over the course of a night in a club you will find many new people coming in. I make it my business to be aware of them, paying particular attention to the hot girls, of course.

A third advantage of walking around is it enables you to pick up on IOIs. The truth is that many girls are at the club to meet guys (or at least they're not averse to it). By walking around you may notice some prolonged eye contact from a particular lady, constituting and 'easily win'. This is far more likely to happen when you are mobile than if you are slumped in a corner.

A fourth advantage of walking around is that if you do it right you can give the impression that you are indeed the life and soul of the party.

I will *always* start socialising as soon as I can once I'm in the club to acclimatise myself. I'll start with small, easy steps and build up from there.

For years my strategy was to walk around high-fiving girls. It takes minimal investment, it doesn't look like you're hitting on anyone and it also sneaks a little bit of physical contact in there as well.

Recently when I've been going out I've stopped doing that. Instead I tend to look girls in the eye, smile, and say hello as I pass—but in an arch, lightly flirtatious way.

Sometimes this will lead to a conversation on the spot. Many times it won't, but it's good groundwork for later since when you approach her again it will seem more warm than cold.

As with daygame, what I find is that this 'warm up' oils the wheels and makes me far more voluble and confident as the night goes on.

Often my first few 'proper' interactions—when I'm actually engaging girls in conversation—can be stilted and a bit awkward since I'm still not at warp-speed, game-wise. I've learned not to worry about this too much. You can't make an omelette without breaking eggs.

What I've found is that as the night goes on I ease into it and become more daring, more cocky, more funny and more flirtatious incrementally.

It's perhaps no coincidence that this is in step with the girls, who are also becoming relaxed in the environment (perhaps by having a few drinks) and more open to approaches.

A typical night for me is to suffer a couple of blowouts early on and then to enjoy a couple of 'nearly on' interactions where the girl clearly likes me, or is at least amused by me, but for whatever reason it doesn't stick.

Then, later in the evening and fully in the groove I will often meet a girl who is attracted to me (often but not always. There are no guarantees in the game, remember).

This will generally lead to making out, and then it's a question of determining logistics, which basically either means can I get her to come home with me tonight or (in the case of certain parties) can we have sex in the venue.

If neither of these things are possible then I will always take her number or Facebook details (or whatever). Guys who say taking phone numbers in clubs doesn't work these days are wrong. I've slept with plenty of girls whose numbers I've taken through nightgame. Sure, your chances of seeing her again drop dramatically once you've both gone home for the night, but I was taught to treat pickup like sales. Go for the best deal first (sex), but if that's not available then you should at least give yourself a fighting chance of following up another time.

If girls ask me who I'm with, or where my friends are, I tend to gesture vaguely behind me and say 'in there somewhere. It's crazy in here tonight.' This isn't strictly lying since I often go to places where I know people, and anyway, we're all just friends who haven't met yet, right?

This is the thing that guys worry about most when they consider going out solo ('will it look weird?') and they really shouldn't. The fact is that if you give a passable excuse then most girls don't care who you came with or if you're now alone and it won't prevent you from pulling.

Another technique is to partner up with another solo guy in the venue to handle 'two sets' or groups of girls. Often this will happen naturally anyway – many times I've got talking to a girl who's friend is being chatted up by someone else and me and the other guy become default 'wings' for the next hour or however long it takes.

You can't trust every guy of course, but generally there's a tacit understanding between men about what we're all trying to achieve and guys will help you out as long as you're cool.

Nights vary wildly in quality. Sometimes I make out with several girls but get no sex. Other times I have sex with a girl really early on at the venue and then get nothing for the rest of the night. Other times I'll meet a girl who is really into m but it's far too early in the night and I end up losing her for whatever reason. Sometimes I leave empty handed. Other times everything goes to plan.

It really is a crap shoot out there. But then I guess that's why they call it game.

3 Ways To Be More Consistent Picking Up Beautiful Girls

Troy · 4 July 2017 · Archived copy · Original

Yes, we all want to get good at meeting and attracting beautiful women, and perhaps after some practice we develop a modicum of skill at it. Maybe we strike it lucky and manage to get a hottie or two into bed.

That's great, but if you're anything like I was in my early days of game, then your results will be wildly inconsistent. One month you might score a whole bunch of dates and several lays with high quality girls, but then the next you'll get nothing but worn out shoe leather and a sense of despondency.

This was me, but fortunately I was able to improve my consistency with game over time. Here are three tips for what works well at doing this based on my own experience.

1.Approach Every Day

It's been said a thousand times before, but really I can't emphasise this point enough. Meeting and interacting with girls, just like writing or playing a musical instrument, is a skill, and like all skills, you need to practice it regularly to get good.

Daily approaching has many benefits. Obviously the more approaches you can do per day the better, but if you can only fit one in then don't worry, it will still pay off.

When you approach on a daily basis and you are committed to doing so then you will find that your anxiety reduces exponentially. In part this is due to exposure to your fear and incremental improvements in your ability, but it's also just because if you know you're going to be doing this consistently then the bar is a lot lower. This one approach isn't life or death—it's just one of many. Repetition makes you less susceptible to rejection and more resilient.

The other thing is that daily approaching builds *momentum*, which is massively important in game. After you've done five approaches in a row then you'll be *on fire* for the sixth. This is true not just for a single session: it also carries over into the next day too.

2. Stick To What Works

Men are problem solvers and innovative thinkers. As a result, we have a tendency to want to find an infinite number of ways to skin the same cat when actually there's no need. As far as game is concerned, the best advice I can give is for each man to discover what works best for him and then to stick to it.

This goes for the type of game you do. I always recommend *holistic game*—a blend of day game, night game, online game and social circle game—simply because by adopting it you'll cover all bases and set yourself up for the best return. But if you're killing it with day game and you hate clubs then don't change just for the sake of it. Find the method that works best for you and stick with it.

Similarly, there might be certain lines or spikes that you use when you meet girls that always seem to be effective. I have my own favourites. 'Hey bad girl,' 'You look dangerous' and so on. Again, if it ain't broke then don't fix it. Remember, even if you've delivered the same line thousands of times it's the first time she's heard it.

You have to be like an actor going on stage with the same script each night prepared to bring it to life for a new audience with renewed passion each time.

3. Troubleshoot The Weaknesses In Your Game And Eradicate Them

What are the weaknesses in your game? If you don't know then you need to find out and then work to eradicate them.

One solid way is to get a wing to go out with. If he's any good then he will observe your game and be able to alert you to problems or missing pieces you may have.

Another strategy worth pursuing is taking a dictaphone when you go out and recording your interactions with girls. By doing so you should be able to figure out for yourself if you are talking too fast, coming across as too needy, ejecting too soon, or saying things that sound stupid.

It's also worth regularly reading game advice to check that you're on the right lines. Luckily for you this website is updated every day! But use other resources too. Ensure that you are getting a constant stream of advice from people who've been gaming longer than you have.

Another option is to invest in a coach to pinpoint your major game weaknesses. I'm available for Skype consultations and face-to-face coaching: get in touch for more details. Sometimes just talking your game over with someone experienced can make all the difference.

Once you have an idea where you're going wrong then you can make a concerted to cut out any bad habits and lean in to your skillset.

If you follow each of these suggestions then there is no doubt you will see a significant improvement of the consistency of your game over time.

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The Key To Success With Women? Controlling Your Emotions

troyfrancispua · 5 July 2017 · Archived copy · Original

When a man gets into game it is natural that his first concern is with the emotions of the women with whom he interacts. You spit a bad line on your approach and she's angry. You tease her too hard and she gets upset. Or you settle into a relationship but she is jealous and you fight.

In all of these cases the primary concern is the manner in which she reacts to whatever you're doing. "If I could only change the way she feels," the man thinks, reasonably enough, "Then all will be well." But regardless of what you want from your relations this is the wrong way of looking at it. For a man to get good with women it is his own emotions that need to be controlled first, not hers.

Fear

The most common emotion that men encounter in cold approach pick up is fear—that and anxiety, shame, and sometimes even depression. This, as we all know, is rooted in what we call "approach anxiety." You spend hours reading tips on pick-up on forums and websites and then when you steel yourself to actually try it you might get rejected rudely or simply snubbed.

For obvious reasons this creates a negative spiral of bad feelings. You have put yourself on the line in the most fundamental way and your looks, height, style, demeanour or alpha status or some combination of all of them are found lacking. The cruel smack of the sexual marketplace has shattered whatever ego protection you built up beforehand.

It is little wonder that many men tiptoe over the line into approaching, only to retreat again when the going gets tough to the safety of forums where they can safely deny the efficacy of game in a mutual circle jerk that assuages nothing.

Fear of approaching thus deters many men who could have gone on to achieve success, but who instead drop out of the market prematurely, a clear example of a negative emotion having an adverse effect.

But positive emotions can equally upset one's equilibrium. The man who is on a good run in game can feel like he is flying. The effect is literally narcotic because guys who go hard can end up sleeping with a great many more women than they were designed to and certainly more than their fathers or grandfathers ever did. This releases adrenaline and endorphins into the system that can become addictive over time.

The Dark Side Of Game

Herein lies the dark side of game. The rush that follows a successful approach or close is frequently replaced with moments of meaninglessness, loneliness, and a general questioning of the whole process. If a man has simply amassed a catalogue of one night stands then as pleasurable as these may have been, he might well find himself pondering on the overall pointlessness of the whole endeavour. In this instance, it is ironically a level of success that might encourage him to quit, the ups and downs of the game proving too much for him.

As with all elements of life, an ability to marshal one's own inner resources is what is important. This is not a self-help seminar – I'm not here to give you easy mantras or to be an online cheerleader encouraging you to go out and approach. But what I would say is that it is vital that you consider the endgame every time you walk up to a girl, or get snubbed, as you undoubtedly will from time to time.

This particular approach, this particular girl doesn't matter so much in the big scheme of things. Learn to view game as a process — you come in at a certain level and spend time building a skillset which will with application lead to greater things. You shouldn't allow individual troughs to get you down too much.

If you fall into the latter camp, and are finding the highs too high and the lows too low, I would suggest that you should incorporate regular "time out" sessions into your routine. One of the most important elements in my life is the strong group of male friends that I have. We get together frequently to talk. Yes, women will come up in those conversations, but they range much wider, taking in our respective ambitions, work lives, and hopes for the future. It is the grounding influence of male friends that has helped me through the emotional ups and downs that game almost inevitably provides.

Become Grounded

It is only when you have truly mastered your own emotions that you will become the kind of man who is grounded, and as such attractive to women. Flightiness caused by untreated emotional disturbance is a major turn off for girls. If this is something you are experiencing a lot, then perhaps it is time to sit down and truly assess where you are going and what you actually want from game, and life.

While chasing women can be a lot of fun, it is no replacement for the solid foundations that immersion in meaningful work and male friendships engender. Disregard these at your peril.

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First published on ROK

The Personality Trait That May Be Hurting Your Chances With Women

troyfrancispua · 7 July 2017 · Archived copy · Original

One of the chief difficulties with entering into the project of self-improvement, as is often (rightly) recommended to men who are hoping to improve their prospects in life, is that constantly working on and thinking about oneself can cause an excess of self-awareness that is often counterproductive.

In the arena of seduction in particular too much self-awareness is a pussy repellent that drives women away. As many men who get into game (myself included) are ex-betas who study up on alpha behaviours to get girls, it is perhaps inevitable that a certain degree of cerebral naval-gazing surrounds the practice.

Realise, though, that even if your natural inclination is towards self-analysis, the archetypal alpha jock from high school who pulled the cheerleader was unlikely to have troubled himself too much with introspection. Therefore you should make an effort limit or conceal this aspect of your persona, at least in the early stages of an interaction.

It's Just Not Sexy

The truth, gentlemen, is that too much self-awareness just isn't sexy. However much you might like to think of yourself as a deep and fascinatingly unique character, to girls you will more often than not come across as unconfident and weak.
A classic fictional example of this can be taken from Woody Allen's movie Crimes and Misdemeanours, which I wrote about in more detail for ROK here in 2014. Here Woody plays Clifford Stern, a classic Allen creation who is beset with fear, neurosis and self-doubt. In the film he falls in love with Mia Farrow's character Halley Reed, a TV executive, only to lose her to the brash, unthinking alpha Lester (played by Alan Alda).

The are many differences between Clifford and Lester, not least Lester's higher status as a top-flight producer against Clifford's struggling would-be documentary-maker, but the most marked in terms of personality is Allen's crippling self-awareness set against Alda's careless social dominance.

Get Out Of Your Own Head
Ideally, when you are approaching women you should not be "'stuck in your own head." You should not be considering what she might be thinking about you. Ideally, you should walk up to her without a single thought in your head. Why?

Well, think again about the high school jock. When he approached the cheer leader was he worried her opinion of her? No of course not—it wouldn't have occurred to him that she wouldn't have liked him, and even if it had, he wouldn't have cared because he wouldn't have had the required level of introspection to get cut up about it. He is able to do this because he lives in the moment, and so should you too.

Remember—the problem many men have is that they second-guess the basis of the rejections they imagine they might get from girls before they've even happened. This is not merely counterproductive, it's actually insane.

So if you are the self-aware type, what should you do? Below are five tips that you might find helpful.

1. Drink Alcohol

Bit of a trick one, this, as I don't drink alcohol these days, although I used to. But many men do, and with good reason – it temporarily silences those voices in their heads and alleviates their self-awareness.

There are quite a few people serious about gaming who claim that it's better not to drink if you want to get really good. While I agree with this to a certain extent – and you certainly don't want to be using alcohol as a crutch of any kind – my view is that as long as you're not somebody with a propensity towards dependency, a couple of drinks will do no harm and will get you into a social mood, which is all-important.

2. Do Physical Exercise
It's an obvious one, but it works damn well. After you've done some heavy compound weight training, in particular for big muscle groups like the legs, the resultant release of testosterone will make it all but impossible for you to remain in your head for long.

3. Act Without Thinking
It's easier said than done, but many situations in life don't need to be considered too painstakingly, as whatever you do will lead to an experience, and experiencing something is always better than stasis. And with that said, it is always better to go for the decision that will make your life more, rather than less, interesting.

So if the decision is whether or not you should approach that girl in Starbucks, then of course the answer is that yes, you should. Whatever interaction you have with her, whether it's a quick rejection or a coffee that eventually leads to sex and a relationship, you will learn something and your life will have been made more interesting as a result.

For this reason it's sometimes better not to think too carefully before taking a leap. Simply take a deep breath, think about which option will make for the best story afterwards and go for it.

4. Write Morning Pages

This is a tip from a book called The Artist's Way by Julia Cameron. In the book, Cameron presents a course to help the aspiring artist or writer unlock their budding creativity. In practice, most people seem to skip all of it and just focus on doing morning pages. These are three pages-worth of freehand, unstructured automatic writing. Yes, that's right, just sit down at a desk and write for three pages without thinking about it.

The benefit of doing this is that it will clear your subconscious of niggly, annoying thoughts and obsessions, in the short-term at least. By getting them out on the page and leaving them there you'll free yourself up to enjoy your day without the 'interference' of a too-busy self-hectoring mind to bother you.

5. Be A Good Actor
In the end, if you are an extremely self-aware person then that is unlikely to change overnight. Therefore, perhaps the most foolproof short-term fix is to be aware of the problem and to act like you don't have it. Any given situation you find yourself in, imagine how the alpha jock would act and then do the same thing yourself.

OK, you may not be being congruent to your true self in that instant, but needs must supersede genuineness from time to time. This is about faking it to make it. You can be as self-aware as you like the rest of the day — when you are standing in front of a pretty girl you want to impress, drop the Woody Allen shtick and act from the gut.

Do so enough times and it will become natural, and that will only increase your success rate in both romantic matters and most other social interactions.
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First published on ROK

Why The Corporate World Is F*cked And Being Apprehensive About Anything Is A Waste Of Time

Troy · 8 July 2017 · Archived copy · Original

I start a new corporate gig on Monday. I'm not particularly looking forward to it. I've been out of that environment for a couple of months now and it's been great. Plus we're now approaching high summer in Europe, the girls are all wearing butt-revealing cut-off denim shorts and there are a lot of people doing very little but drinking and partying in the continent's cities and on its beaches.

I on the other hand have to get suited up and start work at a large, international publishing company, putting in hours to make someone else money while enduring whatever office politics and other nonsense the job throws up.

Over the last two months I've been doing a lot of work on my business and it's paying off: things are looking pretty good. Not quite good enough that you would objectively say this is a great time to jump into full time self-employment, though. Plus I have financial commitments to sort out as well.

I'm nearly there—nearly financially free. But I'm not over the line yet. Which means I have to suck it up, put on my best corporate smile, shake hands and pretend to be a normal person again for a while.

If I'm honest I've been feeling a little apprehensive about the job for the last couple of days. In part this is because switching from being a free agent who doesn't have to put up with any bullshit to being an indentured white-collar slave once more will doubtless be a shock to the system.

Also, I'm not actually that sociable. Or at least, I don't particularly like socialising with groups of people with whom I have very little in common, and that is core to corporate work, unfortunately. In London, people who work in offices all tend to be married with families, or young, single and out drinking the whole time. I am neither married with a family (nor do I have any interest in domesticity) or particularly young. I also don't drink alcohol.

All of which means that I am inevitably an outsider from the start—an outsider who doesn't want to belong. And that's not even taking into account the ways in which my experiences and views as I express them here set me apart from your regular office guy or girl.

The Corporate World Is Fucked

That's not to say that there are *no* upsides to this new job. For a start it's with one of the world's most prominent online publishers, a field that directly relates to my side gig. On the internet everyone is using the same tools (pretty

much), from multimillion-dollar organisations to solitary bloggers. Any insight into how the big boys 'monetize content', as we say in the trade, is useful.

Plus the money's pretty good.

But let's be totally honest here: the corporate world is *fucked*, and certainly my particular sector, media. The internet has capsized so many industries from music to book publishing to newspaper and magazine publishing, and in advertising in particular, something like 70% of all digital ad revenues go to Facebook and Google.

The publishers (website owners) fight for the remaining 30%, but increasingly that budget is spent programmatically. What this means is that the market now doesn't care about your lovely cookery, music or politics content, or whatever. It only cares about reaching the largest possible relevant target audience at the lowest price. So ad spots are brought across multiple websites by a computer through a real-time bidding mechanism that drives prices down as far as possible.

This is a disaster for the industry, meaning that the same senior executives who ten years ago were quaffing champagne in world-class restaurants,their wage packets bolstered by the huge margins they were able to charge on their inventory, are now sitting in meetings earnestly discussing their Snapchat strategies in an effort to court disinterested millennials to their weathered, flaccid titles.

Companies are tens of millions of pounds of revenue down year-on-year. On the ground, this doesn't bode well for the footsoldiers (like me). When money is tight then cost-cutting follows quickly. Indeed, the company that I'm about to join announced last week that it may be shedding up to 40 staff in its latest restructure.

So I'm heading back into the jungle. It seems a remnant of a wistful, sepia-tinged bygone age that anyone ever thought corporate work was the 'safe option' when this shitshow is what is on offer now. Add the uncertainty caused by Brexit into the mix and I'd probably be better off flipping burgers for some grease palace chain.

So I'm apprehensive. My plan is to give this six months while I get my house in order before I make my escape.

Apprehension Is A Waste Of Time

Of course, in reality any apprehension I feel is wasteful and unnecessary. Feeling anxious about the future is based in fear, and fear is a character defect.

The truth is that the only 'reality' is that which is in front of us right now. The past and the future do not exist. To try to predict the future or to regret the past is a misdirected use of energy.

Also, we need to learn to trust our future selves. I have lived long enough, and been through enough, to realise that *I* am enough. And whatever life throws at me I will deal with—one day, one hour, one minute, one second at a time.

Life sometimes is about making compromises, about doing things we don't particularly want to for the bigger picture. And resistance in life comes about in many different ways, some of which we can cope with better than others. There is physical resistance, social resistance and our own mental resistance.

The key is to be flexible. To go with the flow. To enter into the stream of life and not try to control things to much in the moment. Then, at our leisure, we can survey our situations and contemplate. It is at this point that we must make the big decisions, take those huge risks, that will ultimately change our lives around entirely.

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What Travelling In Europe Taught Me About Cultural Conditioning

Troy · 9 July 2017 · Archived copy · Original

Our actions, the way we think and the way we perceive reality are all strongly influenced by cultural conditioning. Perhaps this seems obvious, but spending just a month outside London in Europe really brought this home for me.

As regular readers will be aware, I've been outside of the UK for the last few weeks. Now to be fair, I've hardly been on a retreat to rural Tibet, or meditating on a mountain in India. I spent most of my time in Berlin (itself a major city) with a few days in Ibiza (a party island) and at a music festival in Estonia. So I'm not writing this from the perspective of someone who has really disengaged from Western culture.

Nevertheless, Berlin remains a very different proposition to London.

You see London is a global metropolitan hub. I've visited New York many times and it seems to me that, while NYC has taller buildings, the lifestyle in both places is very similar. That is, you work a crushing corporate job, try to live somewhere close to the 'action' (probably in Shoreditch or Brooklyn) buy fashionable clothes, adopt a snarky, superior attitude, read snarky, superior websites, go to trendy bars and restaurants to gripe about colleagues and friends, and indulge as much as possible in hookup culture.

There are other common features too but I hope you're getting the point.

Berlin is a little different. Yes, it has expensive, fashionable shops, bars and restaurants. Yes, it is the capital of Germany, now—post-Brexit—the most powerful country in the EU. Yes, many regard it as one of the coolest cities in the world (a Colombian girl I was talking to there told me that for her the most important cities are "Berlin, New York . . . and maybe London") and yes, the effects of gentrification are undeniably visible.

But the overall feeling is very different to London. It is inculcated in the culture. The graffiti all over every wall tells its own story. That would never be allowed in London. In Berlin people are proud of it—it reflects their tolerance. Everything is shabby, whereas increasingly in London everything is polished, even in previously shitty areas like King's Cross. Because of the low cost of living a lot of people don't work, or seldom work, or are creatives—writers, musicians, artists. That used to be true in London and Manhattan too. Not anymore—no-one can afford to be a starving artist in those places now.

I felt shifts in myself the longer I spent in Berlin. I was noticeably less concerned about my appearance, and about the things I was wearing. In London people are very status-obsessed and so the way that you look matters. People judge you on the kind of sunglasses you have. In Berlin no one gives a damn.

Dating Culture

The dating culture seems different in Berlin too. Basically, girls are a lot more friendly. As I've previously observed, it's not a great city for game, but even so, I was getting a lot more IOIs and good responses from (non-German) girls that I do in London. I contrast the way in which the hot Belarusian girl in Berlin opened up to me immediately, with the way an attractive but inferior English girl effectively shut me down when I spoke to her the other night here. Admittedly I probably have some exotic value as a foreigner in Berlin, but I do believe that the more relaxed atmosphere there just encourages people to be nicer to one another.

Most importantly, I was able to consider the direction of my life more calmly in Berlin and to understand what was more important to me—freedom and the time to write rather than money and status. I had always wanted to live in a major city since i was a child (I was brought up in the suburbs) and there are huge advantages to doing so. But there are also downsides. What became very clear to me as I travelled back into London last week was the fact that there are a lot of 'sheep' here who are unthinkingly following the conventional pattern of job-consumerism-marriage-mortgage-kids and not having a particularly fun time doing so.

For me, I want something different from life and my time away from the UK helped to crystallize that in my mind. I only hope that, as I return temporarily to the corporate world tomorrow I don't get sucked into the machine once more and lose sight of that.

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How To Live Like A Rich Man (Without Being Rich)

Troy · 12 July 2017 · Archived copy · Original

Most people don't actually want to be rich, they just want the experiences that the rich guy has. In today's world this is achievable without huge reserves of money, since the internet has opened up huge possibilities to us.

Tom Torero has often said that AirBnB is like having your own international property portfolio, while Uber is like having your own worldwide chauffeur-driven limo service. This is absolutely true. Moreover, in an age where air travel is (in relative terms) extremely cheap, then travel is no longer reserved for a select few: it is open to anyone who has the nous to make a little money.

I am becoming increasingly interested in minimalism, which seems to me a philosophy perfectly for men who want to enjoy the world without the trappings that mainstream society says that we need.

I actually need very little. I need somewhere to sleep. I need a laptop to write, work, and watch movies on. I need a Smartphone to contact people, send messages, find locations, record podcasts etc. I need some clothes. I need a Kindle for books (although I can read on my smartphone). I need some basic hygiene and grooming products. I also, of course, need money for food. But beyond that I don't need much more.

The thing about life is this. We all see the same sky. We all feel the same sun. We all hear the same sound when the sea crashes against the shore. The fundamentals of life are very similar for all of us, regardless of money.

When I went to Ibiza recently, I stayed in a cheap apartment. To what degree did my experience differ to that of the rich guy? At first sight, significantly. He was probably on a yacht, surrounded by beautiful girls. Perhaps he stayed in one of the island's 5-star hotels, ate in one of its Michelin-starred restaurants. Maybe he took a VIP table when he went to Pacha.

But we need to think about experience on a granular level. I didn't go on a yacht but I saw the same sea, the same beaches. I could, had I wanted to, probably have paid to go on a yacht trip, and there are certainly plenty of boat parties available where I could have been surrounded by hot girls had I so desired. I saw beautiful girls, just like he did. I had sex (through game) just like he did.

Personally I don't care very much where I stay. I don't particularly like hotels, even 5-star ones. But the point is that in general when I'm travelling I tend to use my room to sleep, perhaps work in, and little else. Having Philippe Starck furniture around makes zero difference.

I love delicious food, of course, but personally (ands perhaps my palette is unsophisticated) I don't register so much difference between the food produced by the best restaurants I've been to and something I could pick up much more cheaply in a small deli. I once ate great lobster at an elegant establishment in Ibiza, for example. But I've had equally enjoyable meals at small, much more inexpensive places there.

I have been in the VIP area at Pacha as well as on the dancefloor and, in my experience, the dancefloor is a lot more fun. You can hear the music better and you can move around more easily, thus getting access to an array of hot girls. In VIP you are confined to one place, the sound is poor, it's difficult to dance, and you are less likely to interact with other groups because of the way it's set out.

My point is that we should think about *experiences* first, not how expensive something was. Because really when all is said and done it is the experiences themselves that we will remember, that will touch our souls.

I've been lucky enough to stay in some very expensive hotels and to enjoy my fair share on upmarket events, restaurants and clubs. I can't say that any of them particularly stick in my memory. Whereas I do remember a great many times in much less-vaunted milieus, where the nature of my experience on a granular level was enough for it to be retained in my memory.

I would much rather be rich in experience than in money. Money comes and goes, and it's useless when you die.

Experience, meanwhile, not only remains with us, it actually shapes us and changes us as people.

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How To Pick Up A Hot Girl At The Gym

Troy · 19 July 2017 · Archived copy · Original

Several guys have asked me recently about gym game—is it possible, is it advisable, and if so how best to go about it? To answer the first two points, yes it's possible and yes it's advisable—depending on the set-up in your particular gym.

Like most men who are reading this—I hope—I go to the gym regularly, and have been for many years. Given that all the gyms I've been a member of have been unisex I've encountered a lot of attractive girls doing so. And being into game, I haven't wasted the opportunity to approach many of them.

Let's deal with objections first. The most common reason I've heard guys give for not doing gym game is that they go there a lot and may see the girl again. It's a variation on the 'don't shit where you eat' rationale.

Actually, I think there is some validity in this. If you are really serious about your gym programme, which you should be, and you train at a venue where the customer base is small and you run into the same people time and again, then fair enough, it shouldn't be your first port of call for pickup. Your focus should absolutely be on your physique and fitness first.

However, the truth is that most gyms have a fairly transient membership, especially in large cities. After all, the 'new year' effect is well known: you January recruits hogging the benches, free weights and machines for a month or so before they give up and things return to normal once more.

But this doesn't just happen after Christmas. Gyms make a great deal of their money from people who take out membership subscriptions and then only attend once.

Perhaps as a consequence of this, in London at least, there have been several occasions where I've spotted a cute girl working out, and then used the excuse that 'I'll see her again another time' not to approach. Inevitably, these girls have disappeared never to return.

It is down to the individual player to judge the degree of churn in his gym of choice, but you should at least be honest with yourself. I go to a fairly low-cost gym with branches all over the city. People can join up for a month with no commitment. And the population in London is transient, what with students, tourists, foreign workers and so on. As such the reality is that it is unlikely in the extreme that if I hit on a girl and she rejects me it's going to have any major impact on my exercise regime. And even if this *was* a concern, I could always switch up things and visit at a different time of day.

You also need to consider what the worst that can happen is. If you approach her, she blows you out and then you see her again next week then so what? Just smile and go about your business.

Actually, precisely this happened to me recently. I attended some morning circuit training classes where I spotted this sexy Spanish girl in yoga pants. After the class I approached and got talking to her. I told her she was cute and I'd like to take her out sometime. She said she was flattered but she had a boyfriend who she was living with and they were going to go travelling together soon. And that was that, until I saw her again several weeks later. When she spotted me, far from it being embarrassing she broke out into a huge smile and came over to say hi.

This is an aspect of 'rejection' that isn't acknowledged enough. Just because you approach a girl and it doesn't go anywhere doesn't mean she will automatically hate you *as long as you didn't act in a creepy way.*

And that really is the key to gym game: don't be creepy. Actually that applies to any kind of game, but it's particularly important in a situation where girls feel more self-conscious because of what they're wearing, not having make-up on and so on.

How To Approach

In terms of how and when to approach, I've tried all kinds of things. I've approached girls on exercise bikes, on treadmills, on the mats, on rowing machines and so on. Surprisingly, quite a number of these approaches have worked. I met long-term girlfriend on a running machine at Virgin Active in Kensington, and I met a very busty young Moroccan girl who was doing weights in a Fitness First in Victoria.

My preferred method these days is to hold off until she's finished whatever exercise she was doing. People always walk around in gyms so there is usually a good moment, you just have to be vigilant and ready to go. Chatting to her by the water fountain, the vending machine or outside the exercise class works well.

What to say? I always keep it simple and direct. Avoid the old trick of 'advising' the girl on her form, or how to properly execute a lift. It looks cheesy and hell and she'll see right through it.

Instead, my strategy is pretty much the same as with any other form of daygame—I go up, introduce myself, chat briefly and then take her contact details. Once I have her phone number or Facebook profile then she is 'in the pipeline' and I can progress with text game.

A typical gym opener I'd use then would be a simple 'Hey, I was over there on the bench press and I couldn't help notice you're pretty cute, so I had to come over and say hi.' Of course, you should deliver this with a cheeky smile and a twinkle in your eye. You want her to intuit that you're a ladies man who has done this successfully before.

With any luck she will be flattered and laugh, which will buy you a little conversation time. This you should use to lightly tease her. 'So are you training for the Women's Powerlifting Championships', or similar works well.

Once you've been chatting for a while say something like 'Look, I know you're busy getting muscles bigger than Madonna and I've got to shoot. Let's exchange numbers and talk high-protein diets and skull-crushers over drinks later in the week'.

Once you have her number (and it's always worth carrying your phone with you in the gym for this purpose) politely excuse yourself and get on with your workout. Don't look back at her in an effort to check out her ass as she leaves. Just return to the weights bench and ping her later.

As always, discretion is key. If someone else was watching the two of you then they shouldn't be able to guess that you were hitting on her. And, as always, cheekiness, humour and concision are your friends.

P.S. If you really want to skyrocket your 'sex-cess' then of course, it helps to have **money**. Fortunately, I have a solution for you.

If you'd like an hour's FREE Skype consultation with me and you are interested in building your own money-making niche websites, head over to Kyle Trouble's **PRO NICHE SITE** course, check it out, and reserve your place before the end of this week (19th August 2018).

If you book through my link before the deadline then you will get that free hour's coaching with me for gratis—the RRP is £200, so you really are getting a great deal, on top of Kyle's already excellent course.

SIGN UP FOR PRO NICHE SITE NOW. (And claim your free 1hr training with me).

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Yes, You Can Be An Introvert And Become Extrovert

Troy · 24 July 2017 · Archived copy · Original

I frequently read posts on seduction forums where guys bemoan the fact that they are introverts. “If only I was like on of those extroverts”, is the subtext. “Then I would be self-confident and able to walk right up to girls and tell them they’re cute, flirt with them, pull them. But no. I’m one of those damned introverts. So I can’t do those things.”

This is flawed thinking. I’ll tell you why—I was a *classic* introvert growing up and these days I can walk into pretty much any social situation without fear.

That sounded like one of those cheesy marketing lines for a “GET AMAZING CONFIDENCE NOW!!!”-type products, didn’t it? Well, it isn’t. It’s a simple statement of fact. And if I can make that transition then so can you.

Solipsism

What do I mean when I say I was an introvert? Well for a start I was *extremely* bookish. I was also terminally shy. Finally, I was bad at sports—in fact, I had very little interest in sports at all. I was also physically small (as a result of childhood illness). That, as you can imagine, is not a great cocktail for meeting friends and influencing people.

The problem is that things like this build on themselves and create negative reinforcement. When the other kids at school saw what I was like they either teased me for it, or simply ended up avoiding me. If you are a socially inept person then you are by definition hard to communicate with on an easy level. That shit cuts both ways. Yes, you find social interactions hard, but equally, those with whom you are seeking to interact will find dealing with you difficult too.

Introverts are solipsistic. Even if they have supremely low self-confidence—as I did—in some way they believe that the world revolves around them. After all, if you don’t think on some level that you are *incredibly significant* then would you be so bothered about what other people think of you?

What we forget is that others too are nervous, others too can feel intimidated by social pressure, albeit not to the same extent as us. And those people are not going to want to talk to someone who’s even more difficult to be social with than others.

My situation got slowly worse—at my own doing. As my fellow pupils came to see that I was a terminally shy, difficult person to be around they began to avoid me. This in turn made me feel even worse about myself. And so it went on.

These days things are very different. I am still an introvert in the classic sense. That is, I draw energy from being on my own rather than being in a crowd. So if I have to attend a big social event then I will do so and I’ll enjoy it—for a few hours. After that I will need to withdraw into my own company to recharge.

Introvert to Extrovert

But if you met me you might well imagine me to be an extrovert. I can talk to anyone I want to, look then in the eye and have a great conversation with them. My voice is loud, my gestures large (introverts are quiet and small to avoid drawing attention to themselves). I tell jokes and laugh a lot. If I’m in a club I’ll dance—even on a raised area. I can walk up to girls, couples, even groups and open them. I have—over many years—managed to mitigate my external signs of introversion sufficiently to make them almost invisible.

Can anyone do this? Yes, I believe they can. I go into my history in great detail in my new book *How To Be An Assh*le*, where I describe precisely what I was like before and how I changed it. But essentially it comes down to this: you have to take the spotlight off yourself, realise that no-one really cares, and stop giving a damn what other people think.

Easier said than done, perhaps. But as with most problems in my life, I solved it cognitively—through logic. I

changed my mind, in other words, and then acted accordingly. The feedback I got from the world improved and so a positive loop was initiated.

You can do exactly the same thing.

In my first book *The 7 Laws of Seduction* I have a line 'There's no such thing as consensus'. It's true. This was a huge lesson for me. Say you decide to wear a crazy Hawaiian shirt to a party. You walk in and the first guy you meet looks you up and down and says 'That shirt is gross.' If you are a sensitive person you might be horrified. You might think, "well, if he doesn't like it then it's sure as hell that no one else does either." Then you will spend the rest of the party skulking around not talking to anyone, trying to keep the shirt hidden beneath your jacket.

But what that guy said is not consensus: it's merely his opinion. Other people might think the shirt is cool. Others still might admire you for having the balls to wear something like that and admire you. Either way it doesn't matter—you can wear what you want. But it was a significant breakthrough for me when I came to understand that not everyone thought in the same way. It is never you against the whole world. Rather, there is you and then there are billions of other *individuals,* all of whom think differently.

Once you understand this it becomes easier for you to push the envelope socially. You realise that it's OK to raise your voice. It's OK to tell that dodgy joke you're not sure is funny or not. There is no consensus. Everyone thinks differently. Some will think you're great, others won't. So what then? You might as well assert yourself, your personality, your vision of the world. Because everyone else will. And you have just as much right to exist and flourish as they do.

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How Not To Waste Your Life And Die A Loser

Troy · 26 July 2017 · Archived copy · Original

Understand this, if you are lazy and fearful then your life will never transcend that of the ordinary man.

Perhaps you are OK with that. Perhaps an ordinary, mediocre life is all that you want. If so then that's absolutely fine. But my message is not for you. Because I am unable to countenance such an outcome for myself. All of my strivings, both in game and career, are about escaping the ordinary, the mediocre and the dull at any cost. And that ambition forms the basis of all of my content.

I don't believe that anyone aspires to an uninteresting life. As children we are all explorers, adventurers. The human spirit is strong. It craves novelty. But that is slowly dissipated by the narcosis that the trappings of modern life provides.

Facebook, YouTube, Instagram, Snapchat, Tinder, TMZ, The Daily Mail, Hollywood movies, advertising. All of these things in tandem have created the mindless, artificial universe in which we now live.

Western consumerist society may be aspirational, but it makes us aspire to the wrong things. We want to buy cars, clothes and jewellery to impress other people.

This is bullshit. We should be building things and having experiences to impress ourselves.

This is hardly new news. Most people, even the most diligent cubicle worker bees, would probably agree when pressed that a few possessions are not sufficient recompense for a life spent in corporate drudgery.

This idea has been common currency for years, and certainly since Fight Club came out in 1999.
And yet so few people, even those who acknowledge it, actually do anything to change the course of their lives. The majority still get corporate jobs, still over-leverage themselves with credit (including mortgages), still get married young and still live predictable lives.

Why is this so? Laziness and fear.

Part of laziness is lack of imagination. Most people—despite the plethora of information that is now available to every one of us free through the internet—seem unable to dream up an alternative path for themselves. And even if they can, going it alone or doing anything outside of the norm requires work—hard work.

Most people do not want to spend Saturday morning writing blogs posts or shooting videos or sending out emails to their subscriber base. They would rather sit on the sofa and watch the football or catch up on that week's reality TV.

And then there is fear. There's a girl I used to work with. She was 24 at the time, she's now 30. Six years ago, she told me she wanted to quit and travel around Australia and New Zealand. Today she's still in London getting drunk on her pay check, doing cocaine and chasing unsuitable men.

She is an intelligent, capable woman. She could be doing a lot more with her life but she is locked into the metropolitan grind by her fear. The alcohol and drugs—meant to shroud her disappointment in herself—merely exacerbates it.

The good news is that you are the master of your own destiny, whether you believe it now or not. Fear is an emotion that can be controlled. Laziness is the result of bad habits that can be changed.

Think about how you would feel if you got to the end of your life without achieving any of your dreams. Then think about how much it would sting when you reflected that this had occurred because you'd never even tried.

Don't be lazy. Don't be afraid. If you are lazy you will hate yourself for it when you no longer have the energy to be active. And the fear that you feel now in making changes to your life will be nothing compared with the fear you will feel when you realise that time is running out.

Ruthless Self-Analysis Is Essential To Achieve The Freedom You Crave

Troy · 1 August 2017 · Archived copy · Original

Ruthless self-analysis is essential to achieve the freedom you crave. Why? Because it is only when you fully understand yourself and know what it is you really want that you will be in a position to get it.

Self-analysis doesn't sound that hard and it isn't, but the world around us makes it difficult. Why? Because there is too much white noise blocking everything else out. In a world where YouTube, Facebook, Instagram, Snapchat, 24 hour news, WhatsApp and so on all compete for our attention, it can be really hard to listen to that inner voice trying to tell us what's up.

But that inner voice is vital—far more so than whatever video has just popped up on your Facebook feed, or that latest Instagram Story your girlfriend posted. So important is your will, or your 'directing mind', as Marcus Aurelius calls it in his *Meditations*, that failure to listen to it and follow its counsel will affect your health and could even kill you.

Is that melodramatic? No, I don't think it is.

The truth is that human beings have a very strong inner drive based on the kind of life we would like to live, the skills we have to offer and the value we can bring to others. We are also driven to live life on our own terms and to our own design.

You can ignore that drive all you want. You can suppress it with alcohol, drugs, TV, sex, shopping, social media and games. But it won't go away. And every day you live without following your true north–your purpose–will be another reminder that you sold out. That you are living a lie.

I firmly believe that a life led this way is corrosive and damaging. I myself have lived such a life for many years. I have been aware of this fact, but I have used the distraction techniques listed above to try to forget about it. To 'treat myself' to take my mind off an existence that has gone wildly off course.

No more. Now, finally, I have put in train changes—big changes—that will alter the course of my life forever.

These are not actions I take lightly. I'm not a man who takes decisions on a whim. But because I have subjected myself to ruthless self-examination over the last few months, these actions now seem obvious. *Why wouldn't I do that—and why didn't I do it before?* I'm thinking. While previously I might have been afraid or uncertain, now I'm excited and hungry for change.

How to conduct ruthless self-examination? It's incredibly simple, but you need to take action. That action is this: *you must get as far away from all familiar external influences as you can.*

I don't care where you go. I don't even care for how long. Maybe you want to go to Tibet and meditate on a mountain for a week. Alternatively, just a few hours in the countryside away from the hustle and bustle of the city can be sufficient. The important thing is that you commit to getting away, by yourself, with no other agenda than to think deeply about yourself and your life.

You can listen to music if you want. You don't have to try to focus your thoughts. But you must get away and you must be alone. Walking helps. Just put your head down and lose yourself in your thoughts. There should be no agenda, no outcome, no 'deliverables'. You should instead aim to lose yourself in a meditative state. For it is here, in deep communion with yourself, that you will find the answers you need.

Repeat this exercise as many times as you want. Do it in different places. Try long and short iterations. Do what you have to do. Do what feels right. For it is only once the answers have become clear to you and your future direction is mapped out that you will be in a position to pivot, and make those changes in your life that will bring you freedom.

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Make Your Life Better By Writing A Gratitude List

Troy · 8 August 2017 · Archived copy · Original

In life it's very easy to neglect all the good things that we have in order to dwell on the negatives. This can definitely be a fault of mine, even though I am interested in self-development and strive to live a life that brings happiness to others as well as myself.

A way to combat this type of thinking is to write a gratitude list each night before going to bed (or each morning if you prefer) setting out those things that you are grateful for. This may sound like a woolly, hippyish exercise in positive thinking that has little purchase in the real world. But studies have shown that compiling such a list regularly can help to rewire our brains, making our outlook sunnier. It is also purported to reduce stress and other mental health issues.

"Generally, it's a really positive idea because people feel like they're taking control, "says Professor Jackson of Birmingham City University. "They're not being told what to do, and it's also not like some forms of therapy where the therapist won't tell you what to do – they just kind of give you hints and you have to work it out for yourself.

"With this, you're doing it yourself, in your own time that's convenient to you; you feel as though you've got control and autonomy over the whole process."

Here, then, is my gratitude list for today:

1. My friend and mentor John, who I met this evening to work through some issues related to my 12 step recovery programme, and the life changes I have planned that are coming up.
2. My Apple Mac laptop. I carry it everywhere. It is where I run my business, entertain and educate myself and where I keep in touch with family and friends.
3. My corporate job. As much as I rail against it, it is paying the bills for me right now as I transition into a new way of life.
4. The Internet. It has totally opened up my life, teaching me so much and enabling a whole new way for me to make a living.
5. Coffee. I absolutely love black coffee. Yes, caffeine may be one of life's evils but at this point I really don't care. Coffee gives me that boost I need in the mornings, plus I love the taste of it.
6. My family. I had a wonderful weekend with my father and two of my sisters. I am so grateful that they are in my life and that we have a great relationship. I am grateful that my father supports me in my decisions and is able to advise me on both life and business matters.
7. My gym membership. My gym has branches all across London, which means I can work out close to home or in the city centre. There is no long-term commitment over a month so I'm not tied into a long contract. It is simply and inexpensive but contains everything I need for a great workout.
8. *Think and Grow Rich* by Napoleon Hill. I'm reading it at the moment after a false start some time ago and I'm getting a load of value out of it. Despite its somewhat antiquated style a lot of its advice is bang on and 100% relevant to me today.
9. The ProBlogger Podcast. As a blogger, I've been listening to this podcast by Darren Rowse for over a year now. I tune into each new episode every Monday without fail. Darren has a warm manner, a relaxing Aussie accent, and he has influenced me hugely.
10. The Minimalists Podcast. The Minimalists are Joshua Fields Millburn and Ryan Nicodemus and their show covers everything related to the Minimalist lifestyle. I'm quite new to their work, but the podcast is becoming a staple for me. The guys are entertaining, but their message, around intentional living, is serious and, like Darren, they are influencing me greatly at the moment.

That's my list for today. What are you grateful for? I'd love to know—post your list in the comments section below.

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Don’t Pretend To Be Something You’re Not, Pretend To Be Something You’re In The Process of Becoming

Troy · 14 August 2017 · Archived copy · Original

I was arrogant and sure of myself and maybe it wasn’t justified quite yet. But I had an excuse. I knew my potential. I had rock solid, immovable confidence in it. I knew what I could be, what I would be. And in a way I was already it—it’s just the rest of the world couldn’t see it yet. But I could. And that was what mattered the most.

In general debt is a bad thing, but it’s not always bad if it allows you to make something wonderful. And in the same way you can borrow money you can also borrow confidence from your future self. You can leverage your potential, drawing huge self-esteem against it, and use that to improve your life now.

I was aware of this in my twenties, even as I was unable to articulate it. In my twenties I was a fall-down drunk. I screwed up a promising academic career and flunked out of university. I slept on mattresses in bare rooms with car blankets nailed to the wall for blinds. I was shy and socially inept.

But even in this dark period I had confidence in myself.

Why? Because I knew my potential. I knew what I could be, what I would be. And I knew that all of *this* was only temporary. That one day I would sort everything out, transcend and become great. It had to happen. My talent was too bright, my vision too unique.

If that sounds arrogant, well . . . yeah. But that arrogance, that self-assuredness saved me. And I mean that in a very real way. You see I was on my knees . I was killing my brain, I was destroying it. And yet somehow, deep inside, I was certain that this wouldn’t be the end of my story. Of my ‘journey’, as people say these days.

So I would often act in a way that subtly seemed to suggest I thought more of myself than perhaps might have been warranted. And that was OK: no-one ever pulled me up on it, although they may have noted it privately.

And here’s the thing: I never felt guilty about it, and I still don’t to this day. Why? Because I never *once* pretended to be something I wasn’t. I only ever acted in a way that refected what I was in the process of becoming, what it was inevitable that I would become.

It’s OK to leverage your potential. It’s OK to pull confidence forward from your future self. But only allow yourself to take a loan of that confidence which is valid.

You will know the difference, don’t fool yourself.

Finally, most importantly of all, you must always be working to justify that confidence. For just as with any loan, a day or reckoning will arrive when you’ll have to pay it back.

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Here's Another Reason You May Not Have Thought Of Why Corporate Work Is A Huge Time Suck

Troy · 15 August 2017 · Archived copy · Original

Corporate work is a huge timesuck: this is not breaking news. Everyone is aware of this fact. Instead of spending your time doing something you love, or even something that you are kind of 'meh' about—but at least it's *your* something on your own terms—corporate work demands of most people that they do something they are considerably less than 'meh' about on terms dictated entirely by the corporation.

As a stop-gap or in order to make money while working on a side-business this might be tolerable, but over the long term it is not a good deal for any human being.

Realising this, corporations have for the last decade or so become increasingly concerned with 'culture', that is, with the so-called 'shared values' of the company. In order to 'embed' these and to ensure that everyone remains superficially 'happy' at work, it also often comes with perks like a fridge in the office, fruit days, chill-out areas, bring-your-dog-to-work-day, table football and ping-pong. Beyond these delights you also get staff nights out, Christmas parties, summer balls, awaydays, flexible hours and so on.

When people take pot shots at the corporate world what they most frequently complain about are the long hours, the often unpleasant and overly-political atmosphere, the stiflingly-PC HR policies, the many meetings and the boring, soul-destroying work. And they are right to do so, for each of these things is heinous and substantially degrades the quality of an employee's life.

But today I'd like to complain about something you may not have immediately thought of: the fun stuff Because all that zany, team-building, you-don't-have-to-be-mad-to-work-here-but-it-helps, sociable stuff is also soul-destroying for any right-thinking person, as well as being a colossal time-suck.

Baby Shower

Just one tiny example of this: tonight I had to give up my evening to attend the 'baby shower' of a woman who I've known for just over a month. For a start, what the hell is a 'baby shower' and when did it become a thing? And second, why on earth does some lady I work with getting knocked up mean that I have to give up my Tuesday night?

(The lady herself is very pleasant, by the way—this isn't a personal thing against her, but rather against a trend that is all-too common in London workplaces these days).

Being an introvert, I am not particularly sociable—while I like people and enjoy shooting the shit in small doses, I gain more energy from being alone. And if I am going to hang out with a group I'd far rather they were friends that I'd selected myself rather than a rag-tag of folks I barely know from a job I'm only working to pay the bills.

Be A Team Player

So why didn't I refuse to go? Well, I could have done. No-one would have said anything. After all, the dinner was outside of work hours. But here that pesky notion of culture raises its ugly head. Perceptions would be created. Tongues would wag. 'Troy—not much of a *team player*, is he?'

Above all else, you must be seen to be a *team player* prepared to *go the extra mile*. And refusing to go to the baby shower of a well-liked manager would look a little too much like a snub to the business as a whole to be worth the risk at a time when I need to keep the money coming in before I pivot to full-time self-employment.

When you consider taking a corporate job, realise that in 2017 it's not just about the 40+ hours you have to sit looking at spreadsheets in the cubicle. You also have to factor in the (mandatory) socialising that will doubtless accompany them. And if life is too short to spend most of it working in an office then it is definitely too short to

spend your free time knocking back Espresso Martinis with a bunch of people you hardly know and would never be friends with were you not paid for that dubious privilege.

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Viktoriia The Stripper

Troy · 16 August 2017 · Archived copy · Original

She said I looked like Daniel Craig. I said she looked like she needed a good spanking.

She said I had a lot of imagination. I said these days it was important to be creative.

She said she had many hidden talents—particularly in the bedroom. I said I bet she did.

She said she was an innocent girl. I said her eyes told me she loved rough sex.

She said she'd had a threesome with a guy—a friend—and another girl last week and she'd had the biggest orgasm of her life. I said the biggest so far.

She said I'd brushed my hand against her breast. I said she'd brushed her breast against me on purpose.

She said I was wild, like an animal. I said you don't know the half of it yet.

She said she got horny fast. I said I wanted to see that tight little dress on the floor, fast.

She said she always had sex on cocaine because it made it feel hotter. I said however you like it, baby.

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Maxing Out My Sociability

Troy · 18 August 2017 · Archived copy · Original

Today I maxed out my sociability. I had a business breakfast with two female clients. I had a business lunch with two female colleagues, a female client and two male clients. I then chaired a 12-step recovery meeting of about 50 people. Then I went to dinner with a male friend and flirted with three waitresses at our normal Friday night haunt.

For an introvert that is a lot.

Whenever I've taken the Myers Briggs personality test at work I've always come out as ENTJ. I believe that to be inaccurate. The truth is I've always manipulated my responses to make myself appear more extrovert than I really am. Because I work in sales it feels like that's what my employers would want.

Really I am an introvert—if you accept the definition of introversion as a state where one draws more energy from being alone than being with others.

I enjoy company, but in general I prefer my socialising to be strictly contained. I always want an escape route. I don't like to get stuck in any situation where I'm out with people for a long time and I can't get away. I have to be able to pull the plug at any time and retreat into my own solitude.

Strangely, I managed to get very good at game in spite of this tendency. Perhaps my introversion enabled my analytical nature. Perhaps being analytical helped me to troubleshoot and score more girls. Whatever the case, the important thing to note is that introversion in itself does not stop you meeting girls and it shouldn't be used as an excuse.

If you need time alone them by all means take it. But don't make the mistake, as som*e* guys do, of using your nature as a get-out clause. We are not constrained by our personalities: no matter what baseline you start from you can be successful if you are persistent and determined.

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How I Started Taking Prozac To Get Over My Depression

Troy · 19 August 2017 · Archived copy · Original

There was a plastic carrier bag of vomit in the cupboard beside my bed. It had been there for over a week. The stench of it thickened up the air in my room.

I was in bed. The sheets were dirty, of course. They'd remained unwashed for many weeks. I was half-awake but I was in a stupor, lying there willing myself to remain under, because to get up was unthinkable.

The important thing was to avoid consciousness. The truly important thing was not to rouse myself sufficiently so that I had to feel anything.

This level of existence—semi-consciousness—I could just about handle. Anything more than that—getting up, talking to people, having to *do things,* was hell. Not only was it hell, I just didn't want to do it.

I hadn't asked anyone to be born. I hadn't put my hand up for life on planet earth. And yet here I was, alive against my will.

If it was easy to die then I would have died, of course. If you could just fill out a form, click a button or something. But death was difficult—-and more importantly, it was painful. To slash my wrists. To take a piece of rope and tie it around my neck and hang from the ceiling. To take so many pills that my liver would shut down.

The end result—eternal unconsciousness, eternal darkness—was welcome, but the road there was too frightening. I would avoid pain at all costs. And the least pain came to me when I lay in bed under my thin duvet cover, hiding from the world.

I hadn't asked for any of this and yet I was here. And I was angry about it. Very angry. I was nineteen years old and I'd just left home.

They say that depression is anger turned inwards and I have had huge issues with anger—at myself, at my parents, at the world. I am also incredibly defiant. That is as a result of what in recovery meetings for drugs and alcohol they call *terminal uniqueness,* or thinking you're special.

If you're really angry and you also think you're special then you're going to be defiant. But if you're also afraid—and fear is *always* at the root of anger—then the only person you're going to be able to turn that anger against is yourself. So you self-sabotage.

I really thought, on some level, that if I stayed in bed all day, that if I missed classes and *deliberately* sabotaged my own life then I would somehow be 'getting revenge'.

It makes no sense. Who was I hurting? Me, and no one else. But I felt utterly incapable of taking any action. I couldn't talk to people. I was living in a house full of guys (shared university accommodation) and I was too shy to speak to them. So I locked myself in my room and stayed in bed for weeks at a time. I'd just left my parents' home. I'd been miserable there so I couldn't be back (my stepmother hated me) but equally I didn't have the strength to move forward either. I was stuck.

I read about Prozac. There was a two-page spread in *The Sunday Times*. This was in the nineties when Prozac first came out and everyone was talking about it. The article described a drug that made people feel not just well, but 'better than well.'

I also read (perhaps this was in the book *Listening to Prozac*) that the root cause of a lot of people's problems was fear of rejection. Not just sexual rejection, but any kind of rejection. Social rejection, rejection from bosses overlooking you for a pay rise, from college professors preferring someone else's answer to yours. But if you could erase all fear of rejection then you'd be able to do pretty much anything. And Prozac would allow you to do just that.

There was a doctor's surgery on campus. I made an appointment, and sat under bright lemon strip lighting until he saw me. I told him I was depressed and asked for Prozac. He said no. He said I should see how things went for a month and then come back if I was no better.

I wanted the drug, so I made up my mind that things would be no better. A month later I went back and saw him again. This time he prescribed me Prozac. Two tablets a day—forty milligrams. A heavy dose.

I took the pills. For two weeks or so nothing happened. Then, slowly, this feeling of lightness started to come over me. Levity. My fears started to lift. Subtly, I began to give less of a fuck. A month later I had a bulletproof shield around me. I didn't give any fucks at all.

You see this was years before I tried any kind of talking therapy, before I tried any self-help. For me the idea of talking about my problems was stupid and weak. I only trusted chemicals: the stronger the better.

To be continued . . .

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PODCAST: The Endgame Of Game

Troy · 19 August 2017 · Archived copy · Original

I've just uploaded a new episode of The Modern Casanova podcast called The Endgame of Game. You can listen to it here

Game is now reaching middle age with many of the original players in their late thirties, forties or even older. Does that mean a generation of men who won't settle down and will continue to chase girls forever? Or does it mean men who will relinquish their former convictions in favour of the 'safe' route of marriage and kids? And which path is right for you?

’When You’re Dead You’ll Regret Not Doing What You Wanted With Your Genitals’ – An Interview With Dr Ernst Gräfenberg

Troy · 6 October 2017 · Archived copy · Original

Readers who follow me on Twitter will doubtless be aware that I often retweet the mischievous, erotic, literary and sometimes cryptic utterances of a shadowy internet figure who calls himself Dr Ernst Gräfenberg (the pseudonym is taken from the man who first discovered the G Spot).

While Dr Gräfenberg is not a pickup artist or ‘game’ or ‘red pill’ personality, he is nevertheless a great writer with his own unique take on masculinity.

His website Casanova (Lost Wanderings) charts his florid experiences with strippers and prostitutes—those who used to populate London’s Soho, and latterly those in Brussels, Berlin and Vienna. His three volumes of travel memoirs *Autismus, Lotta (Journals)* and *The Cold Icy Air of Mountains (Journals)* all continue to chart these themes.

While the pickup world is generally agnostic at best about such entertainments, taking a step back it is undeniable that they are a central element of the male experience for many and are therefore worthy of examination.

In a way what Dr Gräfenberg’s work achieves is not far from what I aspire to myself, for he presents a highly poetic vision of the unleashed male sexuality, and of male freedom in general.

At the heart of his writing is the conflict between a powerful desire to be free of the bourgeois ,institutions of marriage and family in favour of sexual adventure, and the corresponding loneliness that such a quest can entail. This is something that I relate to strongly, as I’m sure many of my readers do.

Now that Dr Gräfenberg’s three books are available in paperback as well as Kindle editions on Amazon, I interviewed him to find out more about the man behind one of the most consistently-fascinating Twitter accounts in the Western Hemisphere.

Posting my questions to him via Twitter DM, we got into the weeds about the Berlin-Brussels-Vienna triumvirate of naughtiness, writing, his view on the game, pulling strippers, becoming iconic on social media and the constricting nature of relationships.

1. Your blogging seems to me like a cross between Lord Byron and Sebastian Horsley. How would you describe what you do to someone who's never read you before?

I am always writing. Barely an hour of my waking life goes by when I am not writing down my thoughts, observations, feelings, fears, etc. And it so happens I like to spend my spare time in the fleshpots of Soho, when there were some, and then as Soho died in the fleshpots of Europe. Inadvertently then my writing from about 1999 onwards has become a record of the fleshpots of Europe and Soho, the porn cinemas, strip clubs, brothels, floozie bars, etc. A way of life that is dying out so one presumes a hundred years from now people might read my journals and be amazed that such places ever existed. Unless things have gone full circle by then, and all these places have risen again. I tried and failed to write fiction, as it always feels too fake, so I realise I can only publish my diaries and my travel diaries. I want to be a recorder. Hold myself on the edge of existence, and record. Like the moth reporting from the flame, even as its wings are burning around it.

2. In a way you are a travel blogger of sorts, but you focus on only three destinations: Brussels, Berlin and Vienna. Why those three cities in particular? Why not branch out, i.e. Amsterdam, Prague, Budapest etc?

I first set foot in Europe in October 1999 with an Interrail pass in my pocket for a "grand tour", and starting from Brussels I headed to Munich, then to Vienna, then to Berlin, so those 4 places just emblazoned themselves into my soul and psyche, like being branded with a hot iron. Throughout my teenage years I loved the classical music and literature and art of Europe, and therefore Vienna and Berlin in particular were the meccas—I wanted to make pilgrimage to Beethoven, Mozart, Schoenberg, Berg, Webern, George Grosz, Otto Dix, Thomas Mann, Robert Musil, etc etc etc. My favourite films were films like Bad Timing, The Night Porter, The Third Man, all set in Vienna. Fascinated by Freud, Karl Kraus in Vienna etc. For me travel was 99% pilgrimage to my great heroes and it just so happens that 99% of my great heroes lived and worked in Vienna or Munich or Berlin (also the route that Hitler took of course). So even now to walk literally in the footsteps of my great heroes takes me back to Vienna, Berlin, Munich. Brussels is lovely as it is just 2 hours away from Central London, and such a lovely quiet, cheap city with some wonderful erotic delights. And beautiful curvy women (Baudelaire did not agree).
I have no heroes that came from Amsterdam, Prague, Budapest etc. So have never felt drawn there like a moth to

the flame. Whenever I have branched out e.g. to Budapest, Stockholm, Oslo, Venice, Frankfurt, I have always just yearned to rush back to my familiar haunts in Vienna, Berlin, and Munich. I am a creature of habit. I know what I like and I like what I know.

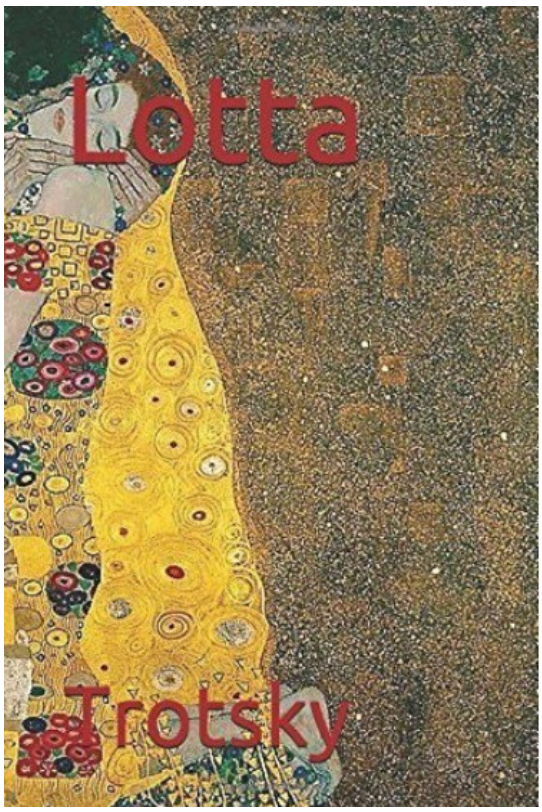
Later in life if I have the money and time I would love to venture further, so many pilgrimages I need to make – a million in Paris alone, to cross the Rubicon—the literal Rubicon—in Italy like Julius Caesar did, to visit the Milvian Bridge where Emperor Constantine had his conversion to Christianity, to visit the Reichenbach Falls where Sherlock Holmes & Moriarty had their epic struggle, etc etc.

But fetish depends on repetition, so I cannot stop keep going back to Vienna, Berlin, Munich, Brussels. They are my four Stations of the Cross. My four Cities in the Autumn Stars (title of a book by Michael Moorcock who opened my mind up when I was 15 to everything I now love. If I had to take one book to my desert island it would be Moorcock's The English Assassin. Life changing).

(3) I love your writing because you seem concerned first and foremost with language, its poetry, even though you deal with what might be considered tawdry subject matter. How would you respond?
It is in the tawdry places that I have experienced the sexual joy that made my life worth living; such pleasure that makes the top of your head blow off. How can you not love the women (and men) you find in those places. Strippers and "whores" (I do not use the term pejoratively and I do not mean it so) have given me such pleasure, I will revere all of them always. They have made my soul and spirit and flesh sing. What else could I say that about?

(4) We differ as I write about game and pickup and you are more interested in stripper and hookers. However, there is a similarity in that we are both concerned with the narcotic power of sex, and with male freedom. Do you think that's accurate?

Yes, that is accurate. Strippers, pornography & prostitution are an opium, and I am a willing addict. It is a fantasy world, a dream world, and the real world seems grey in comparison. Do what you like with your naughty bits, as I think Orton said to Kenneth Williams. When you're dead you'll regret not doing what you wanted with your genitals.



5) Have you ever attempted day game, night game or indeed strip club game? If so, what results did you achieve?

A combination of morbid shyness, horror of rejection, and not being particularly handsome apart from my beautiful eyes combine to make game not for me. However, your ground-breaking work has had me recently thinking I am something of a mini-master of “anti-game”. Anti-game meaning doing nothing, but quietly letting a girl know you are attracted, and then retreating to your corner; the mystery gets the better of them and then they are lured in to coming to you, then you have them, hook, line and sinker. So many beautiful girls get hit on all the time by rogues like yourself, maybe it fascinates them when someone does NOTHING to act on his obvious desire for them.

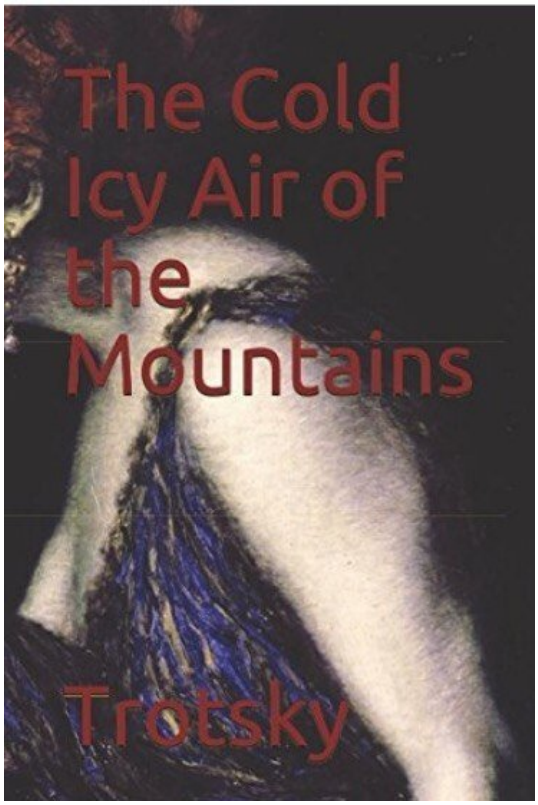
I always think of the kakapo night parrot; there are only about 50 of them left, mainly because the male kakapo is the only creature in the animal kingdom that has a mating cry that is actively repellent to the female of the species, that is why there are so few of them left. I feel very close to the kakapo.

6. Can you give readers and tips on how to pull strippers, either at the club or elsewhere. Also, any tips on how to get freebies from working ladies?

See my previous answer on anti-game. With anti-game, let them know you like them and then walk away. If they are interested they will come back to you. It usually helps if they hate what they do, are not making enough money to survive, and are looking for some half-decent chap with an income who might help them out financially and rescue them from their sordid life. Focus on the strip clubs where the girls don’t seem to be making much money haha. Low-hanging fruit of great ripeness. Some of the great beauties of the age have let me know they were interested in me, and I have no idea why. Certainly not for my money. My ex-wife would say they need to go to Specsavers.
Alternatively, and at one and the same time, don’t beat around the bush. You can be very sexually direct in strip clubs and floozie bars; that is a relief. If you would like to f—k them say so; in that environment they are unlikely to be offended.

Working girls? If you treat them with real tenderness they sometimes respond with real tenderness; same as with

anybody else.



(7) Your Twitter feed is extremely entertaining, with continual references to those detractors who are apparently 'out to get you'. Do you sometimes fear for your life?

I wouldn't say I fear for my life, no. Though it wouldn't surprise me. Like Byron I think said, any attacks on him gave a rebound to his spirits. Real or imagined slights are a great source of power. Anyone who insults you or tries to destroy you has shamed themselves; therefore you have the upper hand over them forever more. I like to lure my detractors out of the woodwork so they stand exposed. As I always say, as soon as someone attacks you, then you have got them where you want them. They have made their fatal mistake. Now you can play them like a piano.

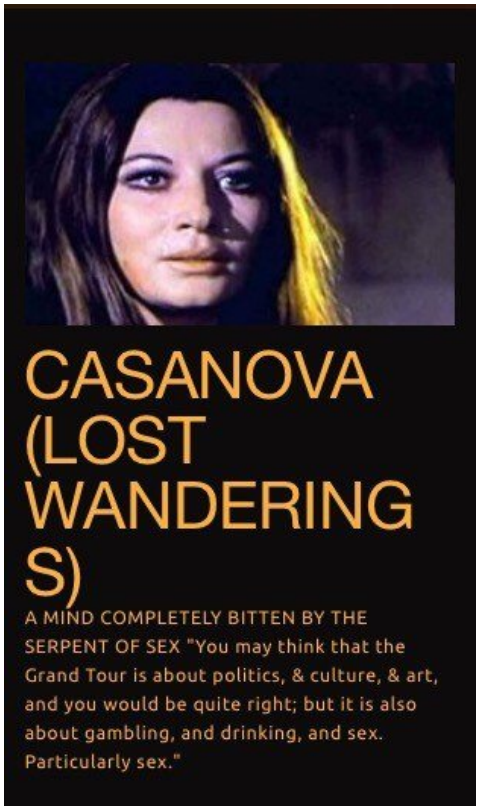
If you have no detractors, you must be doing something wrong.

(8) Your three travel memoirs are now out in paperback on Amazon. What's the thinking there? Are you seeking to commercialise your work more? Would you like to reach a bigger audience.

For me it was just the thought that if I die all my writing was locked on my computer and no one else would know the password so my life's work would be lost forever. Therefore the wonder of Amazon means I can just put it on the record, so it is now permanently there available to anyone who might be interested. I have no commercial motivation as I do not believe anyone would be interested in it; it is really just about putting it on the record, in the sincere belief however that it will be of great interest AFTER my death.
I always think above all of Pepys—when he was writing who on earth among his contemporaries would be interested in any of it. Quotidien stuff most of it; but now of course, 400 years later it feels like gold diamonds oil coal. That is the thing I believe strongly—if I write a paragraph now, while the ink is still wet it feels like it has no value. When I return to it a year later it has acquired a real value. When I read stuff from 5 years ago it seems even richer. Like dead fish and dead leaves have no value whatsoever now, over the centuries they get squashed and magically turn into oil, coal, gas, etc etc. What has no value now always turns into massive value given enough time.

Pepys' diaries turned into gold after 400 years. I believe my work now, even if published in paperback on Amazon, has interest to hardly anyone; I equally believe 400 years from now it will be an EXTRAORDINARY record of life

in the fleshpots of turn of the century London and Europe. I am writing for posterity and in that long time scale I am convinced of my worth and the value of my “work”.
Of course if by some miracle it became popular now, that is a bonus! But I will not give up the day job.



(9) Do you have any tips and advice for readers who might want to write themselves?

Get a nice Moleskine notebook, and jot down a thought or two when it comes to you; close the notebook & go on with your life. Next thought that comes to you, jot it down in your notebook; close the notebook & go on with your life. By end of year or end of notebook you will look back and it will be an incredible rich resource. Again, like coal/oil just the sheer passage of time will give value to what seemed of little value when the ink was still wet. So fill a second notebook, then a third, then what an amazing treasure trove it has already become.
10) Similarly, any tips for those who are trying to build an online brand—-or personality cult?

Not a clue. Be naughty. Become a scandal. A bad reputation is a good reputation, etc.

11) Have you ever thought of trying the ‘digital nomad’ lifestyle, where you make a living solely off your writing and travel with the proceeds?

I don’t make any money except pennies from my writing, so I would not get to the end of my road. Would be lovely. I have no desire to own my own home; my dream is to live for a few months in Brussels, then go and live for a few months in Vienna, Berlin, Munich etc. If someone would pay me to do that, they are welcome to do so.

12) You have often said that the ice is melting across Europe. Can you expand on that for new readers? Plus is there any hope for today’s debauched gentleman traveller?

Well, it is about the closing of all the great naughty places where I had some of the highest nights of my life, erotically speaking, therefore spiritually speaking. Those “high nights that persuade us to put off suicide”. In London there is now not a single porn cinema, in Soho alone since 1998 I have lost the Astral, Soho and Sunset Cinemas. Carnival Strip. Boulevard Strip. The strip pubs closed down one by one, Queen Anne, Victoria, Flying Scotsman, White Horse, Robert Peel, etc. In Brussels, California peep show and videokabins gone, Paradise peep show and videokabins gone, Cine ABC gone, the street girls of the Alhambra outlawed, etc. In Berlin Stuttgarter

Platz, the 10 clubs I used to enjoy back in 2004 now reduced to 2. Indeed, the club where I lost my Berlin virginity has gone. The club where I lost my Vienna virginity is gone.
So the obvious analogy is with climate change; whether you believe it is man-made or is just the natural cycle of the planet, it is obviously happening. The glaciers are melting, the polar ice caps are shrinking, the mountains are losing their ice. Therefore I make the analogy with the great polar explorers, great erotic explorers. Great erotic explorers to the great ice fields and the poles and the great icy mountains of Eros, but now the ice is all going.
Hope? It is dispiriting when with each year that passes another of my favourite places closes. And as fast as I discover new ones that I did not know of before, within a few months they have closed down as well. But there are still some places left, you just have to enjoy them while they are there. Just have to travel more and faster.

The debauched gentleman traveller is a man who really knows the difference between a bosom and a buttock, and will never tire of seeking them out.

13) Another question, very important: What is your opinion on marriage and relationships for men? You were married at one point yourself? What happened?

I have always been a wanderer, in the German Romantic Caspar David Friedrich sense, but then I became so cold and lonely, weeping for someone real and warm and permanent. Then when by some miracle I found that person, I immediately missed my wandering. I always want the opposite of what I have got.

My wife used to joke a woman assures her man he can have his freedom at the start but then bit by bit tightens her coils around him like a boa constrictor. If you submit to this constriction, it makes you incredibly sad every day; if you insist on your freedom it makes her incredibly sad every day. Even if I did indulge my freedoms, such as travelling back to Europe on my own sometimes, I felt such incredible guilt and shame from the SECOND I left the house and started my journey, and such worry that she was going to be OK without me there to “look after her”, so I derived no pleasure from indulging those freedoms whatsoever. I missed her too much.

So I spent the whole time twisted up in these knots, and I discovered being totally in love with the other person did not make those knots easier, but even harder.

I discovered that for me a real relationship is like climbing Mount Everest or going to the Moon, something you should definitely do once in your life, but once you’ve done it there is no point doing it again. What she was though for me was a monkey off my back. I had suffered depression all my life but the love she gave me blew away that depression forever. She cured me of it. On my deathbed my best memories will be of her and how loved she made me feel.

Read Dr Ernst Gräfenberg’s three memoirs Autismus, Lotta (Journals) and The Cold Icy Air of Mountains (Journals)

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George Orwell Describes Perfectly Why I Write

Troy · 27 November 2017 · Archived copy · Original

It is hard for me to think of an author who has had a greater influence on me throughout my life than George Orwell. When I was a kid I read *Animal Farm* and then all of the essays very early on. I remember wanting to read *1984* for ages, and my dad telling me that it was too grown up for me. Finally, aged about 11, I sneaked a copy home from the school library and devoured it.

Books like *The Road To Wigan Pier* and *Down and Out in Paris and London* made a huge impression with their visceral descriptions of working-class life and destitution, and a lesser-known novel like *Keep The Aspidistra Flying* remains a favourite.

These days it is almost a cliche to love Orwell, and, while he's one of the greatest political thinkers to have come out of the UK last century, he is not the greatest prose writer when you compare him to Nabokov, Joyce or even Henry Miller (all rough contemporaries). When I last read *1984* I found the plot somewhat hammy and wooden, like a dodgy old black-and-white spy movie. However, that book taught me more about politics than anything I've read before or since, and it is still essential reading if you want to understand what is going on in the world today.

Orwell's essays and journalism are also fantastic and if you haven't dived in then I'd highly recommend that you do so. I keep meaning to buy a complete collection again—I probably will now that I have my Kindle. But one of the books I rescued from my old apartment was a small Penguin collection of about five of his short nonfiction pieces which I've been rereading recently. It contains 'Politics and the English Language', which includes his oft-quoted advice for writers, as well as 'The Lion and the Unicorn and the English Genius', an analysis of England written in the 1940s that had me laughing out loud with its contemporary relevance:

> The insularity of the English, their refusal to take foreigners seriously, is a folly that has to be paid for very heavily from time to time.
>
> And:
>
> England is the most class-ridden country under the sun. It is a land of snobbery and privilege, ruled largely by the old and silly.
>
> And:
>
> A family with the wrong members in control—that, perhaps, is as near as one can come to describing England in a phrase.

But the essay that drew me in in the first place, and which I want to discuss here, is called 'Why I Write'. In it, Orwell identifies four reasons why people choose to be writers and then measures himself against them. I'd like to consider them now in the contex of my own writing.

1. Sheer Egoism

> Desire to seem clever, to be talked about, to be remembered after death, to get your own back on grown-ups who snubbed you in childhood, etc. etc. It is humbug to pretend that this is not a motive, and a strong one.

Check. Of course blogging didn't exist when Orwell was alive, although journalism and the personal essay certainly did. But I've been plugging away at writing for pretty much all of my life, and certainly since I was a very young child. My mother bought me a typewriter when I was four, and she remembers me sitting at it for hours, tapping out stories in the garden.

For about a decade I tried to write novels. I have three of them, plus various unfinished pieces and a bunch of short stories, sitting in the cloud somewhere. Of course, it's extremely hard to get published by a legacy house these days,

but I kept at it, approaching literary agents and even taking an MA in Creative Writing in an effort to impress the industry.

While I got a lot of praise and encouraging words from those agents, I haven't yet managed to break through that particular glass ceiling. But at the same time, as my writing for ROK began to get noticed, and then this website started to grow, there came about a fundamental shift in my priorities. Because what I was searching for through those legacy publishers—an audience—has now come to me online, and it's growing fast. So I effectively bypassed the gatekeepers and found my own way to connect with people.

As you'll be aware if you read this site regularly, I post an article every day, as well as writing my books in the background. What is that if not sheer egoism? Here I am, sitting down each morning, knocking out a thousand words or so about some girl I slept with and expecting that the world be interested. Insanity!

Of course, I'm being a little harsh. The reason I write about my own experiences is primarily to help others. I can only talk with authenticity about things I have experienced personally, so I do that, but I always try to pull out lessons that have a relevance for the reader.

Nevertheless, writing everyday about oneself every day in sometimes flashy prose can be considered as nothing if not egotistical.

2. Aesthetic Enthusiasm

> Perception of beauty in the external world, or, on the other hand, in words and their right arrangement. Pleasure in the impact of one sound on another, in the firmness of good prose or the rhythm of a good story. Desire to share an experience which one feels is valuable and ought not to be missed.

Yes to all of the above. Actually, 'the impact of one sound on another' is *the* fundamental thing that draws me back to the keyboard to write time and again. It's the tiny addictive spark that has me hankering for more.

Once or twice in every writing session I will come up with some arrangement of words that pleases me: because of the image I've created, because of the way they look on the page, because of the way they sound. It is here where for me the real joy of writing is located.

'Desire to share an experience which one feels is valuable.' This happened just the other day when I met Doreen, a lady in her seventies whose husband had died, in a pub in North London. It was a simple conversation that lasted for maybe ten minutes or so, but it made an impression on me.

The next morning, when I awoke, it was still alive in my head and I felt I had to share it with people, not least because the simple, straightforward love that Doreen described for her husband seemed in stark contrast to the negativity that many have about marriage these days.

Bringing the meeting to life in prose, describing the pub and Doreen and our conversation as vividly as I could was primarily an aesthetic pleasure—capturing real life in words is the thing I love most of all, and something I discovered a few years ago when I used to write about nightlife and sex for VICE under an assumed name.

3. Historical Impulse

> Desire to see things as they are, to find out true facts and store them up for the use of posterity.

I think consciously about this one less, but yes, there is certainly a desire in me to write about society and in particular inter-gender relationships as accurately as I can.

I am not quite egotistical enough to imagine that my writings will be used as historical sources by 'posterity', I am more interested in analysing things that happen to me and that I observe to try to understand the present—to 'see

things as they are'.

4. Political Purpose

> Using the word 'political' in the widest possible sense. Desire to push the world in a certain direction, to alter other people's idea of society that they should strive after . . . no book is genuinely free from political bias. The opinion that art should have nothing to do with politics is itself a political attitude.

This one applies to me the least. Unlike others who write in my niche, I am not interested in pushing a particular worldview on my readers, or even 'arresting the decline' (if you believe that there's a decline to arrest, that is.) My interest is aesthetic. At root I am a disappointed romantic, and I take an almost perverse pleasure in describing how the world no longer tolerates romance.

At the same time, I am also an adventurer, driven by my compulsions around sex, writing and so on, and I want to document that. Of course, the bread-and-butter of a site like this is pickup tips, and my primary ambition is to help other men achieve the kinds of sex lives and freedom they desire. But I also want to offer an honest portrayal of what the bachelor (or Modern Casanova) lifestyle is like for a man in his forties, warts and all. As far as I'm aware, no-one else is really doing this, or at least not with my honesty, so I think I offer something unique.

Of course, as Orwell nearly says, no writing is 'genuinely free from political bias' and, by not offering any particular solution to the societal problems I identify, other than 'more game', I suppose I am presenting an 'enjoy the decline' message.

But it's not as simple as that. I am essentially a libertarian and I believe that people should be allowed to do as they wish. I am also firmly of the belief that the only thing you can really influence is yourself and your own behaviour, and the little world that surrounds you.

As such I am not about to encourage people to hit the streets with placards any time soon. Instead, I am interested in what personal freedom we can each carve out for ourselves using the tools of game, location-independent business and self-development.

Orwell said that each of the four factors would apply variously to different writers depending on their own personal quirks. Perhaps surprisingly he said that 1-3 applied to him most and 4 the least. While we think of Orwell almost entirely as a political writer today, he says that had he not lived in a time of such upheaval he would probably have ended up a much more bucolic, descriptive writer.

I would say that I too am driven mainly by reasons 1-3. But then at the end of his essay, Orwell chooses to reiterate his own baser reasons for writing, and it is hard for me to deny them for myself either:

> Looking back over the last page or two, I see that I have made it appear as though my motives in writing were wholly public-spirited. I don't want to leave that as the final impression. All writers are vain, selfish and lazy, and at the very bottom of their motives there lies a mystery. Writing a book is a horrible, exhausting struggle, like a long bout of some painful illness. One would never undertake such a thing if one were not driven on by some demon whom one can neither resist nor understand.

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Dating For The 40+ Man

Troy · 28 November 2017 · Archived copy · Original

Below is an extract from my soon-to-be-released new book on game and dating for the 40+ guy….

******

So you hit 40—congratulations. Or maybe you passed that particular milestone a few years ago. You reached a summit in life: up here the land looks different while remaining strangely the same.

What to do?

You still love women. You don't want to throw in the towel just yet. You got into game, pickup, years ago, and it feels just a little bit . . . immature to you now. Maybe you've been married. Or in a long-term relationship with a girlfriend. Perhaps you've had a kid or two. Life has changed shape since your twenties. You have a serious job. You work many hours to earn decent money. People rely on you. You have responsibilities.

If you have the girlfriend, maybe you're wondering whether you should leave her and give playing the field another shot.

If you're married, then maybe you're heading for divorce (if you haven't got there already). Or perhaps you're already there. In that instance you want to know what your options are with girls.

Alternatively, it could be that you have had a few relationships but remained a bachelor like I have, not having met anyone you've been inclined to marry, worried about the risks of marriage for men these days, or simply keen to spend as much of your sexual market equity as possible in the time you have available to you.

Whatever your scenario, you fear obstacles. Because the dating scene out there has changed radically. The means of meeting people are different. Back when you were at university it was a case of grabbing a beer and hitting on the nearest girl in the club. These days there are multiple dating apps, the likes of Twitter, Bumble and Happn. There are social media platforms: Instagram, Snapchat, Facebook and so on. Messaging services are new—WhatsApp to name but one. Remember when you had to pick up the phone and actually call a girl?

The cultural climate has changed radically too. If you were young in the UK in the 1990s then you will recall the rise of something that was called 'lad culture': basically a proliferation of magazines such as Loaded, FHM, Zoo, and bands like Oasis, Blur and others. It was a time when we all got high on cigarettes, alcohol and cocaine, when lads were lads and birds were birds.

Although a lot of that laddishness was intended as ironic at the time, these days it has all-but been swept away by a tide of political correctness and feminism. It would appear—from the mainstream media at least—that if you even open a door for a woman these days you risk being outed on Twitter as a vile, sexist pig.

Maybe you have been dating women all the way through these changes, as I have. In that case you will be aware actually, on the ground, things haven't changed quite as much as one might fear. If so, you will no doubt be glad of a fellow-journeyman's testimony. Another voice out there in the dark, whispering around the campfire, telling you how he's doing it.

But if you've been out of the game for some time, as many men in their 40s have been, then all of this will naturally be intimidating and new to you.

To compound the problem, the women that you are primarily attracted to have not changed all that much since you were in college. You still pause online to look at pictures of the twenty-four year-old swimwear model because, well, she's hot. Just because you are nearly twice her age and old enough to be her father doesn't change that.

This makes you somewhat uncomfortable, since society and the culture tends to demonise men who date younger

women, despite the fact that many girls like older guys, and biologically it is entirely natural for men to want to date women who are fertile, healthy and capable of bearing children. And, like it or not, that means young.

The good news, though, is that your taste palette for women has also widened. Now, girls all through their thirties look great to you too. In the past, the thought of dating a 35 year-old would perhaps not have appealed greatly (unless you are one of those guys into MILFS, which I never really have been). These days, increasingly, girls in their thirties and even early forties look great to you, along with the young, twentysomethings.

This is a huge benefit to the would-be seducer, since it means that his pool of options is significantly larger than it was when he was younger. For me personally, the pool of women I would date now is huge compared to how it was twenty years ago. In fact right now I am sleeping with a 22 year old girl and another who is 35. Both are sexy and fun, and I enjoy my time with them equally.

Nevertheless, this is an important issue to keep in mind, since the key issues men into game in their 40s face are not so much logistical as they are psychological. In other words, it is not that the techniques of 'game' itself change so much—attraction is still attraction whatever age the girl happens to be.

Rather it is the psychological and social constraints that a man in his forties feels that must be dealt with effectively if he is to be successful.

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In Your Darkest Hour

Troy · 3 December 2017 · Archived copy · Original

In your darkest hour, when you are most alone, when you feel friendless, when hope is little more than a memory, there is only one thing you can do: carry on

There is a saying. It goes 'when you're going through hell, keep going.'

It's all you can do.

Whatever lifestyle you choose there will be times when you wonder what the hell you are doing. When everything feels wrong, somehow. When you kick yourself for making the worst possible choices.

If only you'd taken that easier, softer way.

The way forward is uncertain. The time that you have expended, the exertions you have made, the money you have spent: all seem as though they have been wasted.

It is at times like these that you are at your most vulnerable. It is at times like these that you will be tempted to reach for the nearest comforting female body to draw close to you, to help you assuage the pain.

But this will be a mistake. When we engage with a woman in a point of weakness, things rarely end well. Suppose, for example, some bad thing has happened in your life. Maybe you lost your job. It is tempting for you to call up your ex-girlfriend. If only she'd come around and comfort you it would fill up that hole inside. It would quell your sadness. It would make you feel OK again.

But stop and think for a moment. You split up with your ex for a reason. Running back to her now just because things feel tough won't actually help with your present situation. At best it will merely put a sticking plaster over the top. More likely, though, it will cause greater complications down the line, as you find yourself once more ensconced in a relationship you previously sought to leave for good reason.

It's not just people we reach for. In times of stress we can also be prone to abusing drugs, alcohol, shopping, gambling—a whole host of substances and behaviours that might feel good for a moment or two, but which will inevitably lead to more problems down the line.

What we should actually be doing is talking to friends. What we should actually be doing is reading helpful, instructive books. And what we should be doing above all is relying on a higher version of ourselves to help us through our difficulties.

I say 'higher version of ourselves' advisedly. Some people like to call this a higher power. Others call it god. But this makes many others uncomfortable. And I am not a religious person, so it would be disingenuous for me to use that word anyway.

But most of us could handle imagining a version of ourselves that is just a little older and wiser than us. One that's just a little bit calmer, a little bit more together. One who takes things in his stride and doesn't let temporary crap pull him down.

It is this figure that we must rely on, and it is this figure that we can trust. Because you see whatever it is that is happening to you right now, *you can handle it.* It may not feel like it. You might feel overwhelmed. You might feel like you are about to implode. But trust me, you can handle it.

In your darkest hour, don't reach for people, places and things to fix you. It may ease the pain for a while, but it won't save you. What will save you is a growing trust in and reliance on that higher version of you that sits above everything, is calm and kind and just nods his head when troubles come, smiles and says 'We've got this covered.'

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How To Dress When You're A 40+ Man So Women Will Go Crazy Over You

Troy · 11 December 2017 · Archived copy · Original

Below is an excerpt from my upcoming book on game for 40+ men. Here I discuss fashion, and some general principles that I observe when choosing clothes.

******

Although style in theory incorporates your overall 'look' I'm talking about fashion here and keeping this separate to grooming, which is about your hair, skin, beard and so on separate.

While my tastes have changed over the years, certain things for me have remained constant. Fundamentally I believe that when a man enters the room he should make an impact. This is absolutely not about 'peacocking' or any nonsense like that. This is about wearing decent, well-fitting clothes that ensure you will create a strong silhouette and command attention.

I wrote an article some time ago about men's clothes and what they should wear in which I argued that two key elements should always be present. These were **power** and **mystique**.

Addressing the idea of power, I wrote the following:

Remember, game is all about communicating value, and what better value is there to display than power?

Now, before people get the idea that this is all about wearing Armani suits and Tag watches, remember that power can mean a variety of things. Yes, there is the power that comes with wealth and influence, either political or commercial. But there is also the muscular power of the male body. Or the creative power of the rock musician, or the sporting power of the pro-athlete.

Have a look at what you're wearing now and ask yourself honestly whether it makes you look powerful in any way. If you're wearing a baggy old polo shirt, some chinos and a pair of old sneakers then the answer is probably no. I'm not suggesting you have to jettison these for a blazer and pocket square, as that may not be your thing, but what you must do is ensure that your clothes tell people that you are a together individual who possesses power of some kind.

In other words this is not necessarily about wearing an Armani suit and an Hermes tie, but it is about ensuring that your clothes fit exceptionally well and that you achieve that sharp 'silhouette' I was referred to earlier.

I went on to say this about mystique:

Which leads on to the second point – never be generic. You should instead always try to ensure that your clothes look just a little bit different, just a little bit unique, to communicate a little mystique. This is different to the old concept of peacocking in that you shouldn't allow it to take over your whole outfit. Instead, you should just add little splashes of colour or detail—such as a designer pocket square, or cufflinks, or an unconventionally-cut coat—that mark you out as an individual rather than a neck-bearded loon.

Women love a man who is hard to pin down. If you're an open book then you are not creating enough attraction. So try to bear this in mind when you are choosing clothes and incorporate little touches that make her wonder about you.

This is notionally closer to the idea of old peacocking concept, although I try to avoid anything quite so crudely straightforward as that. Basically what I advocate—and the rule that I try to live by myself—is not to be generic.

What you seriously want to avoid is being a basic jeans-and-a-hoodie kind of guy. Not that there's anything wrong with jeans, as long as they are well-fitting, and even a hoodie can look good if it's teamed with a blazer or a smart jacket. But the point is that you don't want to look like the kind of guy who just rolled off the couch after an afternoon watching the football.

Men's wardrobes are of course composed of staple items that are common to all. So for example I have trousers, jeans, blazers, shirts and t-shirts in mine, as well as shoes and overcoats, and you probably do too. This is unavoidable, but what makes us stand out, and a trick that we can pull from the female handbook, is using accessories smartly to create a better outfit.

Examples of this vary, and some will be to your taste more than others. But I'm talking principally here about things like cufflinks, pocket handkerchiefs, ties, jewellry (rings, bracelets, neck chains etc). There are also those items that introduce a splash of colour like fancy socks, colourful trainers (i.e. Nikes) and even embroidered designer baseball caps.

There is also the trick of mixing up formal and casual notes. I have already mentioned wearing hoodies with blazers. Another option is the ever-popular jeans-with-a-blazer look. I am also still a big fan of wearing suits with a t-shirt instead of a shirt. If the t-shirt is black or white and the suit is dark then you can achieve a very impressive Italian-type look without breaking the bank. You might also opt to wear (clean and good quality) trainers with such an outfit, again blurring the smart-casual lines.

What you should always do, though, is to ensure that there is some element of surprise in your wardrobe. That you are not merely beige and vanilla, as so many other guys are.

How Much Should You Spend?

In terms of how much money you should spend, I have long been of the opinion that high street stores serve just as well as the designer labels for most basic outfits. I once heard it said, for example, that no t-shirt should cost more that $20 and I would still say that is a reasonable rule of thumb. I have owned designer clothing in my time as well as that from low-cost stores like H&M, Zara and Primark (although Zara rubs up against high end these days) and they've lasted me for years, while some of my designer items have looked tarnished and old after a season.

My expenditure on clothes therefore breaks down something like this. I don't spend much at all on t-shirts or underwear. I will spend more on shirts, as they have to be well-fitting and well-made, and not crease too easily. I will also spend a bit more on jeans, as they need to be quite hard-wearing. I will spend proportionately more on suits and blazers, as these must be well-designed and well-cut to look good. I will also spend more on shoes, again because they need to be hard-wearing and to last, and on coats, because in the winter I tend to be wearing my coat a lot and so it is the key thing that people will see.

Indeed, if you look at that summary you will see that in general the things that are most visible to others are the items that you should invest more in. So for example I would spend proportionately more on a coat than I would on trousers because, frankly, more people are likely to notice the coat. At the moment I have a very nice coat from Reiss which is made of pure wool and has a furry black collar. It cost several hundred pounds, but I wear it with t-shirts and a black snood from Primark because, well, no one is able to tell. Plus the obvious quality of the coat gives the illusion that the other things I am wearing are of a similar standard.

As with game and business, when it comes to style perception is more important than reality.

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A Simple Tip to Aid Your Productivity

Troy · 27 December 2017 · Archived copy · Original

I had the train journey from hell today. Eight hours on from Cornwall to London in an absurdly packed carriage.

By rights the journey should take five, but what with billions of people (seemingly) escaping the provinces for London there were severe delays.

I was lucky enough to get a seat—many didn't, and I felt for them—but even as I was sympathetic it was far from ideal having people standing in the aisles talking.

Clearly, eight hours is a huge chunk of time which would have been best spent working. However, the train was so packed that I couldn't even get to my case to take out my laptop and anyway, what with all the commotion around me my concentration was shot to pieces.

There was one thing I could do, though, and so I did it. I took out my Kindle and started to read. Fortunately I'd loaded it up with new books the day before, so I had plenty to choose from.

I started with *Jab Jab, Jab, Right Hook* by Gary Vaynerchuk. If you're not familiar with Gary Vee and you are—or aspire to be—an entrepreneur then you should definitely check out his stuff. This particular book is about social media content marketing, how to use various different platforms including Twitter, Facebook, Pinterest etc., and the importance of giving loads and loads of value (jabbing) before asking for a sale (the 'right hook'). It's an easy read, has some great ideas and is highly recommended.

I then turned to a copywriting book called How To Write A Good Advertisement by Victor O. Schwab, which was recommended by The Wall Street Playboys. This is a classic book on writing copy to sell things that was originally published in 1942. I'm about 40% of the way through it. So far, so good. The tone is old-school, but the advice is still sound.

My point is that there are times when, for whatever reason, you simply won't be able to do everything that you set out to do. But what you must ensure is that you do *something.* Do something, *anything*, as long as it moves you forward towards your goals.

As an ex-girlfriend once said to me, if you can't write, then read. It made sense to me then, and it makes sense now. And in the same way, if you can't go to the gym, then run for twenty minutes. And if you can't do that then get down on the floor and do 100 press-ups.

If you can't spend a whole night in a club chatting to tens of girls you can at least approach one in line at the coffee shop.

There is always something you can do. It may not be the heavy lifting that's required to build an empire, but you can do something, and you can do it today. Right now.

So next time you're concerned about your productivity, and you are worried because you're prevented from giving it your all, then don't be afraid to do something small.

It all adds up, after all.

For more on this topic, watch the video below that I made for my YouTube channel. It's the lastest in my Troy Daily series: daily vlogs on game, success, entrepreneurialism and everything in between.

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Why Planning For 2018 Right Now Will Make You A lot Of Money In The New Year

Troy · 28 December 2017 · Archived copy · Original

If you haven't already then you must start planning for 2018 right now. There's not a moment to lose.

Why? Because January 1st 2018 is too late.

Planning then is like preparing for a race when the starting gun has already gone off.

And what good is that?

People complain about the period between Christmas and New Year. I've complained about it myself, and recently too, but the fact is this time is absolutely idea for planning for the coming year.

Since I got back from Cornwall yesterday I've been holed up in a tiny Airbnb studio in Central London, plotting and planning for 2018.

Apart from hitting a 12-step meeting earlier and going for coffee with a friend, followed by a short run, I've been hard at it all day. And the work that I've done may very well be some of the most important I have undertaken in months.

In fact, the work that I've done today will make me *a lot* of money in 2018.

This isn't get-rich-quick bull. I very much believe in the old saying 'fail to plan and plan to fail', if for no other reason than that there is so much research that suggests that if you write down goals you're far more likely to exceed them than if you don't.

I am not some super-organised nerd who likes everything on a spreadsheet. Man, I'm shit at spreadsheets. In my corporate career I attended umpteen Excel training sessions. I've forgotten all of them.

If you put me on the scale of EU Brexit negotiator Michel Barnier organised versus Brit-Twit David Davies, I naturally come out somewhere on that scale next to Pete Doherty. I'm all over the place.

But. I didn't work in that corporate world for nearly two decades without learning anything. And one thing you can't fault the corporations for not doing is planning. Annual, quarterly, monthly, weekly and daily planning and monitoring goes on everywhere. Actually, they go too far and do too much of it. And too much analysis leads to paralysis.

But if you don't have a very clear vision of where you are going then how the hell can you expect to get there?

Today I've written down very detailed plans for most of next year, including cash flow projections. Of course, these can change. They can be tweaked or they can be altered entirely. But at least they are there, written down, ready for me to start executing.

In my soul I am a creative. All I want to do is be like Francis Bacon and get up in the morning and throw paint at a canvas.

But planning doesn't reduce creativity. In fact, if anything it frees it up. Brainstorming plans today I've come up with some exciting ideas that I would never have thought of otherwise. And now I have a structure within which to execute them. I know what I'm doing in January, February etc., right through until late Summer 2018.

I am relieved of the responsibility of having to think on the fly. Rather than waking up on Jan 1st wondering what I should be doing, I already know. I just have to sit down at the laptop and begin.

I have also spent a lot of time looking at financials. What I want to make and what I need to make. I've looked at past results and then, being overly pessimistic on purpose, put together a projection for the year. It looks good. In

fact, it looks great.

Again, it may need to be altered radically. But that's OK. At least I'm going out with a map. At least there's some sort of structure. And the fact that I created it myself sitting at a desk with a pen and a pad makes it all the more satisfying. And exciting.

Because that's what's really great about being an entrepreneur. It is just you against the world (unless you have a business partner. But you know what I mean). It's up to you to make it happen, and it's up to you to work out how you're going to get where you want to go.

There's no boss anymore. There's no-one else who's going to step in and help you out, or take the work off of you. It's all on you.

Goal-setting is real. In The Power Of Habit, Charles Duhigg describes an experiment conducted by a British psychologist on patients recovering from hip or knee surgery. Rehabilitation after such operations is arduous and many fail to complete it. The psychologist gave out notebooks to five dozen patients asking them to fill in their weekly goals. She then compared the recoveries of those who filled in goals with those who didn't. The patients who had written down their plans started walking again almost twice as fast as those who didn't.

It seems amazing that writing things down can be so powerful, but it is. It sits alongside techniques like affirmations and visualisation that feel hokey, but have actual, real-world utility.

So I'm glad that I have spent today planning: I will be continuing tomorrow and I encourage you to do the same. Because 2018 is going to be an enormous year for me, and it can be for you too, with girls and in your businesses life.

But all of us have to put in the work, no exceptions.

For a collection of my best writing on game from the last five years, get a copy of How To Get Hot Girls Into Bed on Amazon.

For exclusive additional free content every week join my subscribers list here.

For daily updates follow me on Twitter

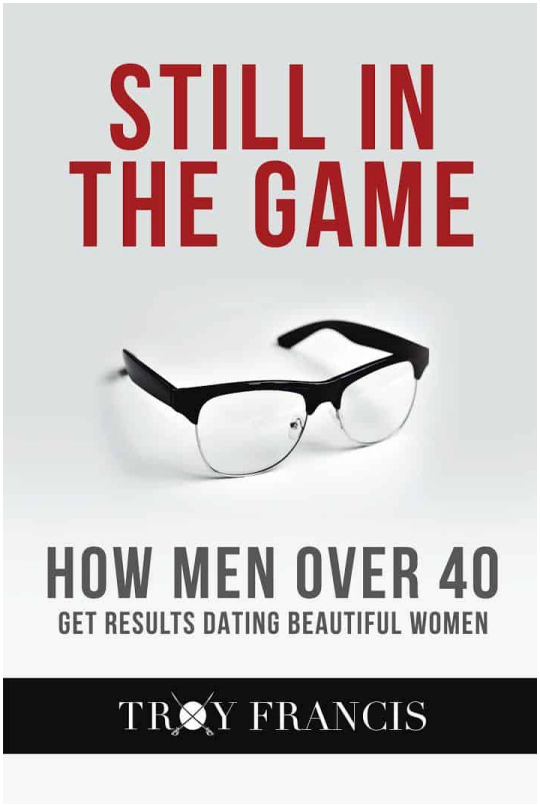
‘STILL IN THE GAME’ Kindle Version Available On Amazon NOW!

Troy · 11 January 2018 · Archived copy · Original

My new book STILL IN THE GAME – HOW MEN OVER 40 GET RESULTS DATING BEAUTIFUL WOMEN is available on Amazon NOW (a day early!)

Kindle version available now, paperback to follow soon.

Click here to get your copy NOW



Thanks to everyone who’s supported me through the writing of this – I hope you get a ton of value from it. Keen to hear your thoughts in the comments, Twitter, FB or on email.

Cheers,

Troy.

STILL IN THE GAME Is Out Today And This Is What It Feels Like To Publish A New Book

Troy · 11 January 2018 · Archived copy · Original

Publication day for a new book is always a little strange. This is the fifth time I've experienced it and I don't think I'll ever get used to it.

You see the process of writing is very solitary. Most of the time I'm holed up in a room on my own somewhere. The location doesn't really matter , it's just me and the Mac.

STILL IN THE GAME was mainly written in London, but parts of it were were created in Berlin and St Petersburg too.

Wherever I lay my Mac, that's my home.

So you spend all of this time planning the book and then bashing out word on the computer. Then you sit and revise and edit it.

It is only at this point, after the book has been solely in your own consciousness for ages, that you finally let another person in. In my case that person is my editor Chad. He's based in the US and I've worked with him on two books now.

When the manuscript is finished to the best of my ability I send it over to him to knock it into shape.

But here's the thing—Chad's a line editor, not an editor who gets involved on a conceptual level. Or at least, that's what I pay him to do. So while he may occasionally give me a little suggestion about this or that, and he will often put a red pen through some of my more flowery pronouncements, in the main he just takes my work and makes sure it's fit for human consumption.

(Every writer needs an editor. There are so many minuscule little errors you can make and you really need another set of eyes on it to weed them out).

Then there is the to-ing and fro-ing of the edits themselves. Chad will send me a word file with amendments on it that I can either accept or reject. I go through the whole manuscript deciding whether or not each of his suggestions is right. Most of the time they are, but sometimes I disagree for whatever reason, and then I reject.

I send the whole thing back to him and he does another pass on it. Then he sends me back the file and I go through it once more.

Simultaneously, the designer is working on the cover, making tweaks based on my suggestions.

Then, once the text is finalised there is the job of formatting it for digital download (on Kindle, tablet and iPhone) as well as for paperback. Chad also handles this. He sends me the formatted files over for me to check for any errors or oversights.

Again, we go back and forth with this several times.

As you can imagine, it takes time. And all the while I still haven't had any feedback on the content of the book itself.

And that, of course, is the really important thing.

You see I take the writing of my books (and these articles) very seriously indeed. I want to put out the best quality writing in this space. I want to write publish the rawest, most authentic daily men's content out there to help guys achieve personal freedom by revolutionising their dating and working lives.

And so I put my heart and soul into these books.

I want to share something real, something that brings value to people's lives. And it's always nerve wracking wondering if I've hit target or not.

Hoping that my words have connected, that my work has done the job I hope it's going to do, the one that I've set out to accomplish.

But I will only know that for sure when readers come back to me and let me know what they think.

I know that I've hit that mark before. I know that my previous books have helped people, changed them even. I hope that happens with STILL IN THE GAME too.

But in the end all I can do is keep going, keep writing, keep sharing my story. Keep being honest and cutting myself deep to tell it like it is. I'm already 9,000 words into the next book. That's the way it has to be. I never want to stand still. I only want to go forward, giving as much value as I can.

But it's an exciting day when a new book comes out. I'm proud of STILL IN THE GAME and I very much hope you enjoy it. And I want to thank you for supporting me this far, whether it's by buying a book, listening to a podcast, watching my videos or dropping me a message. Or just turning up here to read this blog.

It means a lot to me, and it encourages me to keep doing this, so again, thank you.

And If you're interested in STILL IN THE GAME and you'd like to learn more, here's some more information.

Cheers,

Troy

STILL IN THE GAME

So, you reached forty. Or maybe you haven't quite yet.

But you'll get there soon enough.

And when you do—whether that's now or in a couple of years' time—you'll need to know precisely what you need to do to get results with the girls you want to date.

Perhaps you've been married. Maybe you're divorced, or a split looks imminent. Maybe you have kids.

Maybe the dating scene is a dim and distant memory to you.

Or perhaps you've been playing the field for a while, but you'd benefit from the experience and insights of a player in his forties who regularly dates beautiful girls all over the world.

After all, when you were at university it was all so easy—you'd simply have a few drinks, go to the bar and meet a girl.

These days there is Tinder and Bumble and Happn, not to mention all the social networks like Facebook, Instagram and Snap.

Everything seems so complicated.

Plus as a guy in his forties you're still interested in the same kinds of girls you always were: hot young things with a bit of sass and feistiness.

That picture of Emily Ratakowski never fails to perk you up.

And you don't see things changing any time soon.

But where will you meet the kinds of girls you like? And how will you make it so that you're attractive to them? And how will you relate to them?

Most importantly, how will you get over the mental barriers that you will inevitably face as a 40+ guy out playing

the field?

STILL IN THE GAME answers all these questions and more.

– Understand the challenges, issues and hidden traps that any player in his forties and beyond will face out in the field.
– Read Troy's own personal story, revealing the secret truths about how he came to avoid the regular path of marriage and remain a player into his forties.
– Learn exactly how you can break out of the 'matrix' of conventional thinking to free yourself up for a life of sexual and romantic variety.
– Go deep into the mindsets that you need to develop so that you are rock-solid in your confidence about meeting girls.
– Find out how to remain young without looking like a dick, and how best to relate to younger women.
– Discover the precise structure of game that Troy uses right now as a 40+ man to meet beautiful women.
– Consider relationships and the conflicts that they can bring, and how best you can negotiate these.
– Take a no-bull look at the downsides of the player lifestyle.
– Eradicate your fears about the endgame. Do I have to ask where all of this is going? Will I still have to be hitting on girls when I'm seventy? Or can I find huge excitement, happiness and contentment through the player lifestyle?

Let's face it. There's a ton of game advice out there but the vast majority of it is aimed at younger guys. And as STILL IN THE GAME makes clear, the principles of attraction are the same whatever your age. There are no silver bullets.

But the main thing that holds guys in their 40s back from success is not so much game techniques as much as the mindsets that they hold.

If you can just make a few subtle tweaks to your mindset then you will immediately start to make huge leaps forward in your dating life.

STILL IN THE GAME will teach you how.

If you're a 40+ guy who wants to meet, attract and date beautiful women click here to get a copy of my brand new book STILL IN THE GAME

VIDEO: This Is Exactly What's In My New Book STILL IN THE GAME

Troy · 11 January 2018 · Archived copy · Original

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Hell Is Other People In A Corporate Job

Troy · 12 January 2018 · Archived copy · Original

Whenever anyone leaves a corporate job by choice there's normally a whip round and they're given a card and some sort of leaving gift.

After the presentation has been made, and the person's boss has mumbled some platitudes about what a great worker they were, it is the turn of the deserter to make a speech saying goodbye.

On such occasions, presumably feeling it rude to say 'thanks losers, I'm out of here', the leaver will normally utter a few words that culminate with something like 'the best thing about working here is the people.'

(In other words, *the work was boring and repetitive, soul destroying and meaningless, but my fellow human beings made it just a little more bearable to have to ship up here every day*).

I would both agree and profoundly disagree with this.

On the one hand, without a doubt, I have made some great friends through my time in the corporate world. There are of course some supremely intelligent, gifted and kind people who just happen to have had the misfortune to have wound up with corporate jobs.

That just leaves the other 99% . . .

I'm joking, of course. Most people who work in offices are not inherently *bad* people any more than any other group you might care to mention. Yes, you get a few sociopaths—and as we know, these people tend to rise quickly to senior management positions—but in general corporate life presents one with a microcosm of wider society. Meaning that its inhabitants are neither good nor bad, they just *are*.

That doesn't mean they are easy or pleasant to work with though. For one thing, having been out of it for a little while, I am more convinced than ever that the corporate structure *itself* corrupts people rather in the way that a totalitarian state will, making informants, snitches, and mini-despots out of otherwise normal people.

These people likely wouldn't behave like this in a different environment. At home they are doubtless entirely different. Their friends and relatives probably wouldn't recognise them from the way they act at work.

But that doesn't help the poor unfortunate sucker who has to put up with them.

You see corporate work is *so* pressured now, *so* bloodthirsty, as formerly stable and profitable industries are thrown down the toilet by the effects of the internet and the growing threat of automation, plus macro-economic factors like the falling pound, that is is less a Darwinian survival of the fittest scenario and more a mandingo fight to the death.

Under such stress even the sanest and most reasonable people can begin to lose their humanity and start acting in ways they would previously have deemed unacceptable.

Perhaps even worse, though, is the crushing conformity that rules every corporate environment these days.

I'm not talking about political correctness here, by the way, although that is without a doubt a major part of the modern office.

No, I mean the way that everyone is expected to think the same way and to broadly live the same kinds of lives.

Having worked in offices in London for over a decade I can report that the main topics of conversation remain football, what you did at the weekend, how smashed you got the other night, childcare, property prices and weddings.

That's it.

And given that my interest in each of these subjects hovers somewhere below zero, I can tell you that much of the last ten years was pretty dull.

Banter

So it's not the office politics that I object to so much—you have to be tough to work in the corporate world, yes, but then you also have to be tough to be self-employed. There is no free lunch, and while I was certainly on the wrong side of corporate politics on several occasions I always fought back, and often had a lot of fun doing so.

What really irks me about corporate life—and the reason I will never return to it, *can* never return to it—is the dismal conformity that is forced on each and every employee. For an introvert like me who needs his own space it is especially challenging.

Because in the modern 'caring, sharing' world of work where there is a 'team night out' or someone's birthday / engagement / leaving / starting drinks to attend almost every day of the week there really is little escape.

And the conversation (or 'banter') at these events is always exactly the same. Instead of art, *The X-Factor* is discussed. Instead of poetry, it's reality TV. Instead of philosophy, it's the difficulties of commuting in from suburbia. Instead of literature, it's football. If you deviate from the script, even a little bit, then you might be tolerated, but you are also looked at with some suspicion. You are an oddball, an outsider, *someone who thinks they're better than everyone else.*

In the end it became intolerable for me to inhabit this world of faux-blokey chuminess that masks the increasing desperation and fear that its inhabitants experience. I could not allow my personality to be diminished and boxed-off any more. There was no option for me but to get out, or inevitably at some point I would have imploded.

I have always despised groupthink and I have always hated being one of the crowd. This is a blessing and a curse and I'm not saying it makes me better than anyone else, it's just a fact. But the sad truth is that when you look around a corporate workplace, most of the people there don't want to be there. Most of them are only there because they have children to bring up and a mortgage to pay.

I have neither of those things (I used to have a mortgage but I got rid of it), and so, as a former colleague of mine used to tell me, why the hell would I work that kind of job?

Of course you don't have to go and work in an office because you have a kid. There are a myriad of other ways to make money. But as soon as you do put a ring on it and start popping out babies your pool of options shrinks. And a couple of years ago, as a bachelor without a family, it became apparent to me that mine was pretty broad. It was only a matter of time before I struck out on my own. I should have done it a lot sooner.

The most important thing to me, above getting girls or money or a fancy place to live or anything else, is freedom. And the ultimate freedom that any of us can achieve is the freedom to do what we want with our time. I have no problem at all with hard work—and in fact I'm working harder now than I ever did in my corporate days—but I want it to be on my own terms. I want it to be meaningful.

I got there. I'm working hard, but I'm working for myself. It feels meaningful. And most importantly, I'm not pretending to be someone else anymore. And that is more important to me than anything else you could mention.

That is a freedom I will fight to the death to preserve.

If you're a 40+ guy who wants to meet, attract and date beautiful women click here to get a copy of my brand new book STILL IN THE GAME

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Most People Who Want To Be Creative Today Are Dying Under Fluorescent Lights

Troy · 16 January 2018 · Archived copy · Original

Everyone wants to be a creative these days.

That's why Soho offices with bean bags on the floor and white boards on the walls and pool tables in the corner, and free beer on Fridays, are filled with earnest millenials in designer trainers and thick-rimmed glasses tugging at their beards and harrumphing over this or that brand's 'market positioning' strategy.

It's why girls work in sub-*Devil Wears Prada* conditions as interns or stylists at fashion magazines, or retail brands.

Every one of these people is a creative by proxy. They near to the heart of creativity, but they are like flies on honey. They benefit from the act of creativity, by being near to it.

But they are not the proud, beautiful beas who are doing the actual creating.

I don't blame these people, for I did exactly the same thing myself. For many years I worked 'in media'—actually in commercial advertising roles—because I wanted to be a creative.

But surviving and thriving as a creative is hard. And because I didn't have the balls to go down that path at that time I did what most people do, and got a job as close to the honey as I could.

But this is bullshit and it will drive you mad and make you suicidal if you let it.

The reason that Soho should really sink under the weight of all the alcohol that is drunk here is that none of those people doing those jobs are really happy.

No one actually wants to be an 'account director', or a 'project manager', or a 'head of commercial solutions' or whatever.

They want to paint, or sing, or write, or act. Or, you know, do *something* that might actually express something real about themselves. That might actually touch another human being in a way that is meaningful.

Instead they fill in spreadsheets and give powerpoint presentations, and die slowly beneath fluorescent lights.

I know. Because I was one of them.

If this is you then here is a call from the other side—get out. It doesn't matter how you do it, who you have to bribe or kill. Just get the hell out.

This is more important than any other aspect of your life. It's more important than building your fortune. It's even more important than meeting girls.

Make a plan, execute it, and get the hell out. For nothing is worth more than the freedom to speak with your own voice, and to say what you really want to say.

Do it. Do it now.

I'm deadly serious.

Do it.

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Why You Have A Problem With Acceptance

Troy · 24 January 2018 · Archived copy · Original

I could never accept anything, you see. This is a problem.

I believe that all human happiness—as far as it can be attained—is predicated in acceptance.

If you could accept everything that ever happened to you then you might not be happy all of the time, but you would at least be content. Because whatever happened, you would just say 'meh, yeah OK, I accept that. It's cool'.

This is where those who have religion are fortunate. Because when you are religious, you simply say 'this is God's will.' Whatever occurs, however negative, is God's will and therefore it was meant to happen.

Like it or not, the dissolution of organised religion over the last two centuries or so has caused a lot of the societal and psychological problems we face today. But to get back on topic, without religion, people have less of a reason to say 'this was meant to be'.

I in particular have a big problem saying that anything is meant to be. This has been a force for both good and ill in my life.

A lack of acceptance leads to resentment, big time. And there are times when, through lack of acceptance, I become irrationally resentful. Say, for example, I am standing in a London Underground subway car and it hasn't moved for five minutes. Under my breath I will be muttering 'get the fuck on with it'. I will be cursing the driver.

Yes, I know that I am not the only person on the train being inconvenienced. And yes, I know that there is probably some rational explanation for the hold up. But I can't just *accept it* and wait. I have to work myself up into a frenzy of anger and anxiety, even though this will do me no good and it won't change the situation one bit.

If you zoom out a bit, the same is true for larger issues in my life. If a girl I am with leaves me for someone else there is *no way* I am accepting that. I don't care about looking at it rationally, or seeing her side of things, or being empathetic or any of that bullshit. If she chooses someone else over me then she is dead to me. I will never speak to her again.

I cannot accept slights in a working situation either. If someone comes at me and criticises me in a way that I think unjust then I'm coming at them with both barrels blazing. Seriously. I would rather bankrupt myself with legal fees fighting (and I nearly have, in the past) rather than accept someone's poor impression of me.

Death, too, I cannot accept. I cannot accept the idea that one day my parents will die. That one day I will die. It makes me unfathomably mad, as though those things will happen to me only and no-one else.

I cannot accept anything. It is incredibly childish. Someone recently called me 'totalitarian'. I rather liked it.

But the problem is that a lack of acceptance leads to resentment. And resentment, according to the book *Alcoholics Anonymous* "is the "number one" offender. It destroys more alcoholics than anything else."

Resentment is at the root of alcoholism and other addictions because the addict gets so screwed up with impotent rage at whatever has pissed him off this time that he has literally no option but to drink or use. It is no coincidence that the Welsh poet and alcoholic Dylan Thomas wrote this:

> Do not go gentle into that good night,
> Old age should burn and rave at close of day;
> Rage, rage against the dying of the light.

Alcoholics and addicts are constitutionally unable to accept the *status quo*. But neither are writers, poets, dreamers, entrepreneurs and pickup artists.

Pick-up artists are so unwilling to accept what might have been their 'natural' status in the sexual hierarchy that they will approach thousands of girls, and in some cases uproot their entire lives, to enjoy as many varied sexual experiences as they can.

Pick-up is at root a 'fuck you' to the *status quo*. The world says 'here is your place, your looks, your intelligence, your charm. Here are your sexual prospects'. But the pick-up artist does not accept the world's offer. The pick-up artist would rather suffocate the world with jet fuel travelling to foreign lands for foreign pussy time and time again, than meekly accept his lot.

Alcoholics, pick-up artists, poets, writers, dreamers and entrepreneurs cannot accept anything. Neither can I. And although this trait has caused me untold trouble in my life to date, it has also been the driver for much of my success, and for that I am grateful.

If you're a 40+ guy who wants to meet, attract and date beautiful women click here to get a copy of my brand new book STILL IN THE GAME

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I Am Fucking Awesome

Troy · 28 January 2018 · Archived copy · Original

I am fucking awesome.

Am I really, though? It's a matter of opinion, I guess. Subjective. How is awesomeness measured anyway?

There is not, as far as I'm aware, a universally-agreed scale.

But none of that matters. The important thing is that I go out into the world believing to my core that I am fucking awesome.

You should do the same thing.

There are far too many people out there who think we're not awesome. I should know—I've met a hell of a lot of them. But are *they* right?

As I've said, there is no universally-agreed scale.

This is why you get people who divide opinion. A lot of people think Donald Trump is fucking awesome. A lot of people don't.

Who's right?

The fact is that no-one is right about anything because in the end we are a bunch of basic bitch animals roaming around a planet that will be destroyed utterly by fire at which point all trace of our activities and accomplishments will be eradicated from the universe forever.

And after that the universe will be destroyed too.

In that context, being 'right' about something is small beans.

In the West we pretty much agreed that there isn't a god some time ago. But we haven't yet come up with a replacement, other than maybe Kim Kardashian or Kanye West.

Without having to adhere to the rulebook that god bequeathed us we are rudderless. Life is absurd.

But then you knew that already, didn't you?

This is why I am fucking awesome. Because no-one can say I'm not. I'm sorry, conservatives, but postmodernism won. One person can look at my website and say it's a pile of garbage. Someone else can say it's a work of art.

Who's right—neither? Both? Who really cares? The people who like it like it. And everything is temporary anyway.

Life is absurd. But you can take advantage of that. Recognise that there is no rule book anymore. Recognise that individual people's opinions don't matter. The world is big enough for you to find your own tribe, the girls that like you, people that will love you. The internet will help you connect with them.

And when you interact with the world from a baseline of awesomeness then the world will bequeath many gifts to you. When you interact with it from a place of weakness and doubt it will destroy you.

I am fucking awesome. And so are you. And for today that is enough.

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Should You Argue With People On The Internet?

Troy · 10 February 2018 · Archived copy · Original

I have one very simple rule when it comes to arguing with people on the internet—I don't do it. It's a time suck and it does nothing whatsoever to advance me or my mission.

Of course, I talk to people online the whole time. I try to respond to every comment on this site, plus every Tweet, email and Facebook message I get. The internet is a social space, and we're all sharing things, so that's totally cool.

I also don't mind when people disagree with me. Why shouldn't they? I have a point of view and so do they. Just because I write something here doesn't mean it's correct. People are welcome to express their opinions and I'll answer them. I might even end up changing my own view.

That's healthy and it's part of the reason we are all online in the first place.

What I avoid doing these days is getting into long, protracted fights with people about arcane points. There's no benefit in it and it doesn't serve me or my readers.

If we disagree on something that fundamentally then it's likely we're never going to agree. So perhaps I'm not the ideal writer for you to be following. That's OK: there are plenty more out there.

There are coming up for four billion people online in 2018. I can't appeal to all of them, and I wouldn't want to either. All I can do is set out my stall for those who are interested. There is little value in me getting into huge rows with people who dislike my style, or think I'm wrong about this or that. How does it help either of us?

The other thing is that I'm very much playing a long game as far as content creation is concerned. Once I've written one article then I'm on to the next. When I've published a book I'm already working on the follow up. My stance on things is already out there. So while I'm happy to get into debate with people to a certain extent, I will cut it off after a point *unless* we are having a discussion that seems like it could be beneficial in some way.

But generally this is not the case. The internet is one big Rorschach test. People come to it with their ideas, fears, frustrations and prejudices. Sometimes they will drive these home aggressively. In many cases it's not about reaching a consensus at all, simply cheap point-scoring and one upmanship.

In the past I've got into my fair share of online bustups. These days I'd rather simply agree to differ and move on. My overall mission is more important to me than winning an argument with a person I've never met, after all.

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Introvert or Extrovert?

Troy · 11 February 2018 · Archived copy · Original

The terms introvert and extrovert are bandied around a great deal but I'm not sure how useful they are. I'm basically an introvert—I certainly was when I was a kid—but years in the game, as well as years of working in sales, have forced me to develop extrovert tendencies.

These days I can walk into a party and introduce myself to people, speak in front of large audiences, appear on YouTube and so on without breaking a sweat. But it's not my preferred mode.

A lot of the time I spend alone working. When I go out into the world to 'mix' with other people it tends to be in very narrow, constrained circumstances. Generally speaking this means that I will either meet people for one-on-ones, or I will go to public places where not a great deal of talking happens.

Today, for example, I went to Rio's Spa in North London to meet a friend of mine. We spent most of the afternoon chatting about business and politics and so on. And although we were surrounded by other men and women, I hardly said a word to anyone else.

I also like to exercise, of course. So I go to the gym. But here, although similarly surrounded, I rarely speak to anyone.

Or I run, a totally solo activity.

I also go to recovery meetings. While I have a lot of friends who attend these too, they are also very prescribed: in fact fact often I will go, sit and listen and then come away again without having spoken to anyone.

In theory I could go for several days without speaking to anyone at all.

Then there's my 'game' persona. Yes, I do go out and talk to women—a lot. But even here I would argue that my encounters are very . . . *specific* in their intent, and in their execution. That's not to say that they lack improvisational quality, but they are certainly premeditated and designed to achieve a particular result.

Being self-critical, most of the way I relate to others is self-serving. By that I mean they have something that I want (sex, influence, sympathy, experience) so I seek them out to obtain it.

I feel bad about this sometimes, although I do wonder how many other people are the same way.

But I am making myself out to be a bad friend when I'm not. I am very loyal to friends. I will go out of my way for them. I will be available and help out where I can

But I am not naturally a big party guy. That doesn't mean I can't bring the party when necessary (I've been to Ibiza about twenty times!) It's just that it's not my default setting.

How does this impact on my ability to meet girls?

I've been able to do enough work on myself in the last twenty years that I am able to get by very well. I can act the extrovert. I can approach, I can dominate groups, and even AMOG other guys from time to time.

But my feeling is that if I were more gregarious my results would be even better than they have been. There are advantages to hanging with a pack, particularly one of well put-together guys, that gives one a halo effect in the sexual marketplace.

But that said, I would prefer to follow my own inclinations than to try to transform myself entirely. So if you are an introvert then don't despair. My best game sessions have all been solo. And Tom Torero among other well-known players recommends going out solo.

As long as you are able to get out of yourself enough to hold a basic conversation then all will be well.

Whether you're a newbie with interested in BDSM, an experienced player who's looking for inspiration or just a guy who loves the thought of cute girls in PVC, leather and lingerie then Fifty Shades of Game Vol 1. will open your eyes to even greater sexual opportunities in a scene that fascinates many but is closed to all but a chosen few. Let Troy be your guide as you penetrate this hot, sexy, exciting world.

To pick up your copy of Fifty Shades of Game Vol 1 at the ridiculously low price click here to pre-order now.

Your Comfort Zone Will Kill You

Troy · 22 February 2018 · Archived copy · Original

Your comfort zone will kill you. So kill your comfort zone.

Why ‘Creativity’ Is a Misnomer In The Corporate World

Troy · 28 February 2018 · Archived copy · Original

Like modern politics, the corporate world is crammed with terms that either don’t mean what they are usually intended to mean, or mean something else entirely.

An example of this is ‘creativity’. In the corporate workplace this word is chucked around with the same giddy abandon that monkey chuck feces around their enclosures at the zoo. And it has approximately the same value.

Most people want to believe that there is a degree of creativity (and autonomy) in their corporate work because most people want to be ‘creatives’. Unfortunately, though, the strictures of the corporate workplace make real creativity almost impossible.

I used to work in advertising. I was employed by a large media owner. Part of the job was to come up with creative concepts for how advertisers could speak to that media owner’s particular audience in its particular tone of voice.

At face value this sounds like a pretty creative gig, and yes, to some extent it was. But the reality of it was that one’s application of creativity was severely hampered by two immovable sets of red lines: those of the client, and those of the media company itself.

This wasn’t a case of painting the Sistine Chapel ceiling. There was no blank canvas. Say the client was selling deodorants. While you might be able to sit down with a blank sheet of paper and come up with some pretty wild ideas that pertained to the product, if they didn’t also suit the character of the media company’s assets then they wouldn’t be allowed. Either that, or your wild ideas would be rejected by the advertiser as being too ‘out there’ for their brand.

In either case true creativity would fall victim to the commercial constraints of the players involved. And worse, there would sometimes be other voices—creative agencies, PRs and so on—who would work to stifle any remaining flame of invention.

For this reason most of the work that would end up being commissioned was of the blandest, most unremarkable quality imaginable.

This is not to say that creativity is *never* possible is the arena of commerce. It is—it’s the degree of ‘true’ creativity which is at risk, and in the end this is down to how risk averse the key decision-makers are.

Yes, once in a blue moon you’ll see an advert like the Cadbury’s gorilla one, where the concept is zany, memorable and has little to do with what is being sold. But in the main stakeholders are cautious. Targets must be met, and dividends paid. And no one wants to be one who went out on a limb when profits fall.

This is why if you want to be truly creative you have no choice but to work for yourself. I can put what I like—within reason—on this blog and I don’t have to ask anyone for permission. Yes, I have to attract readers, and so if I put out an off-topic, ten-article series on model railways I’d be shooting myself in the foot. But at the same time, it is also up to me what audience I want to go after. I get to make that decision and to fashion my content accordingly. And while so far the money I am earning is dwarfed by my former salary, the freedom that this brings me is priceless.

My latest release Fifty Shades of Game Vol 1 reached number 11 in Germany, 12 in the UK and 28 in the US Amazon ‘Sex’ charts this week and is getting five star reviews:

> ***Troy Francis once again takes the role of an experienced teacher, this time into the edgy realm of kinkiness and how to reap all its benefits – Alexandre (Five stars *****)***

To pick up your copy of Fifty Shades of Game Vol 1 click here

Individuality

Troy · 19 March 2018 · Archived copy · Original

If you cannot be faithful to your own individuality, you cannot be loyal to anything.

This Is Why It Is So Important You Are Honest With Yourself

Troy · 23 March 2018 · Archived copy · Original

The most important thing is that you see yourself clearly: self-honesty is key.

There'll be times when you judge it prudent not to be entirely honest with others. I don't recommend you lie, but there are situations when the playing field is not equal. When it is advisable that you keep certain cards close to your chest, or use misdirection to put your opponents off the scent.

A simple example of this is not letting people know how much you earn. You might earn a lot, but you don't want others to realise it so you can avoid their jealousy. Thus you give them the impression that your income is lower than it really is.

Or perhaps you are out on a date with a girl to whom you are really attracted, but whose politics you vehemently disagree with. At this stage in the game there is nothing to be gained from blurting out your views. So you keep quiet, or even allow her to believe that you two are in alignment.

This is what PR men call 'perception management'. You are—consciously—filtering what you put out for public consumption. You are controlling your own narrative. Which is not only prudent, but essential for everyone sometimes.

But what you must never do is fall into the trap of believing your massaging of the truth. Deep inside yourself you have to know what is real and what isn't. You have to see yourself and your situation clearly.

But it isn't always easy. Sometimes we are so busy that we hardly have time to see the wood for the trees. Other times we have a vague feeling that all is not well but we don't want to verify it, so we shield ourselves from the truth. We might use alcohol, drugs, workaholism or other distractions to stop us from being honest with ourselves.

It is essential that we take stock regularly. Ideally we should do it every day. But if that is too ambitious then once a week is OK. When the quarter is ending, like now, we might find it valuable to take time to assess our progress against our goals to work out whether we are achieving them or not.

For me, continual self-assessment is crucial. I may not always do it, but it is crucial nonetheless. I can be very cunning. I can hide the truth about my situation from myself. And that is no good. Denial is a comfortable but ultimately destructive state. The most important thing is that I see myself clearly and take appropriate action where necessary. Awareness, and constant vigilance, is key.

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NEW PODCAST! How To Handle Haters

Troy · 28 March 2018 · Archived copy · Original

In this episode I discuss how to handle haters when you have a personality-led brand.

Fundamentally you must always give value to your audience. Is there a way you can use this situation to help the people who follow your stuff in some way?

Listen to the episode here now –

Remember to sign up to my email list for weekly free, exclusive content, articles, book giveaways, and news: eepurl.com/cJgd3D

Indulgence or Reward?

Troy · 29 March 2018 · Archived copy · Original

We all have to learn the difference between reward and indulgence. And this goes for our social interactions are well as the way we treat ourselves.

When dealing with a girlfriend, or with a business contact, or even just a friend, we need to be careful not to indulge 'bad' behaviour. By that I don't mean morally or ethically bad behaviour, necessarily. I just mean behaviour that does not benefit us in some way.

For example, say you are at the bar buying drinks for a girl who is persistently rude to one of your friends throughout the night. To continue to buy drinks for her under these circumstances would be to indulge her in this poor conduct. If you want to continue buying her drinks then that is up to you, but you have to understand what you are doing.

A better strategy would be to stop buying her drinks, and tell her plainly that the way she is acting is upsetting to both you and your friend.

If she changes her behaviour, and apologises to your friend, then you might decide to purchase her another drink as a reward.

The same idea is also relevant for how we treat ourselves. We all need food to survive. That much is obvious. But what is better for us—chicken and vegetables, or cream cakes? One is a nutritious reward to our body for its hard work. The other is clearly an indulgence,

The examples I've used so far are extremely obvious. But often this dynamic can be a lot more subtle. If I choose to read a few chapters of my favourite book after a hard day's work, at what point does that stop being a reward, and when does it become an indulgence? If I read until three in the morning and make myself late for work the next day then arguably that is an indulgence.

Every time you take an action designed to make you or someone else feel good, take a step back instead and consider whether the action is a reward or an indulgence. If the former, then that's fair enough. If the latter, then consider whether or not indulgence really is the best course of action to take right now.

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I Know It's Over

Troy · 30 March 2018 · Archived copy · Original

They say that one's taste in music doesn't really change after one's teenage years. That the artists you were introduced to then will be the ones that you listen to for the rest of your life.

Certainly it seems to be the case that as I get older I am less influenced by new music, and I still return time and and to the same four or five bands I have always loved.

Of course, it is a cliche that older people say '*music is rubbish these days. They don't make 'em like they used to.*' And so on. Whether it is true that the music of 2018 is objectively worse than that of 25 years ago, across the board, I couldn't really say. But one thing that does seem true is that mainstream pop (that is, the stuff that charts) is *significantly* more generic and safe than it was in the 80s and 90s.

Yes, there was pap then too (Jason Donovan? Milli Vanilli?). But you also had bands like The Smiths, Soft Cell, Depeche Mode, and later Suede, Blur and Pulp taking genuinely inventive material (both musically and lyrically) onto kids TV shows. I just don't see that happening today.

Brett Anderson from Suede, when once discussing Morrissey, said something like 'he's not just *one* of the greatest lyricists: he might be *the* greatest lyricist of all time.' And so he might. No one that I can think of in all of pop music has done with language what Morrissey has.

Take 'I Know It's Over', a standout track from The Smiths' 1986 album *The Queen Is Dead.* Is there anyone else who would sing a line like 'Oh mother, I can feel the soil falling over my head'? You'd be hard-pressed even to think of another song that contains the word 'soil'.

Morrissey has expanded the lexicon of popular music, and he remains a genius despite his increasingly unpopular views. And if you're wondering how I roll on a quiet Saturday night when I'm not out and about then here's a nugget from tonight's playlist.

Yes, this song kicks every manosphere 'man up ' sentiment in the crotch with its snivelling, abject desperation, but fuck it, I love it anyway. You know when Hemingway said 'All you do is sit down at a typewriter and bleed'? Well this is what he fucking meant. No one else has the balls to bleed like Morrissey does on this song, to peel their skin off in front of their audience like this. This is a bedroom wail that no one else was supposed to hear, released for millions. It's almost embarrassing but you can't stop listening to it. This is 'getting real'. It's not pretty and it doesn't make anyone look good, but hits like a knuckle duster in the face. This is *writing*.

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Anxiety Will Rob You Of The Greatest Moments Of Your Life If You Don't Fight It

Troy · 31 March 2018 · Archived copy · Original

Back in 1999 I was sitting on the beach in Miami with my then-girlfriend. It was our first time away together, and only the second international trip I'd taken as an adult. We'd flown in to JFK from Manchester and spent about a week in Manhattan before taking a red-eye south. I had no cash at the time so I'd hit up a loan shark to cover the trip and impress my girl.

Well, it was six years before I discovered game. Still, rookie move. Don't try this at home.

So there I am, sitting on the beautiful white sand of that beach, with this gorgeous (or so I thought at the time) brunette sitting next to me. You'd imagine I'd be having the time of my life, right?

Well, I wasn't. There was this clenching, painful feeling in my stomach like a fist clenching and unclenching. Far in the distance, near when the sky kissed the sea, I could see a white yacht. Indistinct figures were visible on it.

I wish I was one of those people, I thought to myself.

And then I saw a guy in a pair of ripped chinos, with the kind of rough sunburn you get from working all day, every day in the sun. He was picking up old cans and bottles from the sand. *I wish I was him*, I thought. *That guy doesn't look like he has the sort of problems I have. His life is easy. Why can't I just become him? Come on God—a one-0ff glitch in the rules of the universe wouldn't make much difference would it?*

I wanted to be anyone but myself. Why? Because I was worried about something that I might have failed to do back in my shitty job in Manchester.

Did I put that order on the system had become *maybe I didn't put that order on the system* had become *I forgot to put that fucking order* on the system had become *they know I didn't put that order on the system and I'm going to get fired as soon as I get back*.

Who knew—at that moment—the reality of whether I'd actually put the order on the system or not? Certainly not me. And the funny thing is that somewhere deep down I thought that in all probability I *had* put it on. Or at least that if I hadn't it would have been sorted out by someone else with no harm done.

Fucked Up

But my brain works in a fucked-up way. It catastrophizes things. Whatever is going on I imagine the worst possible consequences (with no reference to anything that's actually happening). And then—and this is the killer—even when the rational side of me knows that the likelihood is that things will be ok, my head—the tyrant—won't allow me to relax in case I 'tempt fate'.

That's when the shortness of breath starts. I don't know why meditation people tell you to focus on your breathing. When I get anxious suddenly my breathing is all I can think about. And the more I think about it, the more jagged and faltering it becomes. Then I have to gasp for breath, because I feel like I'm about to suffocate.

And now my heart beat is like someone thumping on the inside of my chest, and I am slick with sweat, and I have to keep swallowing because I'll get drowned in saliva otherwise. And there are prickles down the back of my spine like pins and needles. And my hair follicles are itching like I'm some cartoon character whose hair is standing on end.

Let that sink in for a moment. My hair is actually *standing on end* on a beach in Miami under golden sun with my girl in a tiny bikini next to me on the sand because I'm worried I may *possibly* have fucked something up at a job I hate anyway.

This is anxiety. It will rob you of the greatest moments of your life if you let it.

It crippled me for a great many years, and I'm still prone to it now. I have found some ways to cope, though. Running is great–amazing, actually. Gym work too. Heavy lifting. Meditation (fuck listening to the breathing, though) and attending 12 step meetings helps me a lot. Also writing, too. Oh yeah, and having a daily routine.

I'll share more about how I deal with anxiety another time, but I'm interested to hear your experiences. Is this something that's troubled you? If so, how you dealt with it? Leave a comment below. You might just help someone else out.

(Photo: Study after Velázquez's Portrait of Pope Innocent X by Francis Bacon, taken at Tate Britain, London).

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PODCAST: How To Be Charismatic

Troy · 1 April 2018 · Archived copy · Original

'People who are charismatic are unafraid to be themselves consistently in public regardless of negative feedback.'

In this new podcast I talk in depth about what makes people charismatic. What does charisma mean? Who is charismatic and who isn't? And how can we achieve charisma ourselves in our social, romantic and business relationships?

Listen to the Ep. 33 of The Modern Casanova Podcast now.

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VIDEO: How I Became Ridiculously Handsome And Charismatic (Part 1)

Troy · 1 April 2018 · Archived copy · Original

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VIDEO: 3 Ways People Try To Box You In

Troy · 3 April 2018 · Archived copy · Original

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Be Your Own Centre

Troy · 7 April 2018 · Archived copy · Original

When I was younger I used to party a lot. There was one particular club in Clerkenwell, East London that I was fond of. Every week they would put on a hard techno party. I was there every week.

So obsessed was I with this particular venue that even when I moved two hundred miles away to Manchester I would travel down by train each weekend to attend.

That went on for a couple of years.

But the obsessive behaviour didn't stop there. When I was in this club, on the dancefloor, I was absolutely fixated on being where the 'action' was. I would dance with one group of people for a while, but then I'd look over somewhere else, see another group, judge them 'cooler' and go to hang near them instead.

I had to find the centre of the action. I had to find that sweet spot where only the 'best' people gathered.

Later in life, this desire to find the centre extended to cities, and countries. For a long time I was obsessed with NYC. Also Ibiza and Berlin. And throughout, my addiction to London has continued unabated.

But actually, when I take a step back, I see this for the nonsense that it is. People are just people. There *is* no cool centre. It never existed, except in my imagination.

Today, thanks to the internet, I could be sitting in a tiny village at the end of the earth writing this and it wouldn't make any difference. No one would even know. Functionally location matters less than it ever did.

More importantly, though, is to understand that the search for a 'centre'—as though if I found it I would be made whole somehow—is fallacious. It is really the search for identity by another name.

You can't forge an identity through the people you surround yourself with. You have to forge it yourself. You have to arrange your life so that you are the centre. And once you do that, then people will be drawn to you, not the other way around.

If you want to learn more about my thoughts on being your own person, being assertive and not taking crap from others then pick up a copy of my book *How To Be An Assh*le* on Amazon. It's one of my best, I think.

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6 Tips For Avoiding Burnout

troyfrancispua · 10 April 2018 · Archived copy · Original

Any endeavour you undertake in life, whether it be writing a novel, starting a business, or learning to get good with girls will require that you make a massive effort in order to be successful. Be in no doubt – massive effort is a great thing. A man must have a mission in life and true happiness comes when you work hard at it. But a very real consequence of having a singular vision is burnout and this is something you must strive to avoid.

The Need For Massive Effort

The requirement for "'massive effort" will be familiar to anyone who has read or listened to business and sales gurus such as Grant Cardone. Cardone in particular writes very inspiringly about the topic in his book *The 10X Rule*, which I would recommend not only to those who work in sales, but anyone who has an interest in improving their life generally.

Cardone's premise is that in order to achieve any given goal in today's frenetic, fast-paced business environment, you need to give every aspect of your endeavour 10X the effort that you might originally envisage.

Such a degree of dedicated effort, for Cardone, is the difference between success and failure. But there is another strand to his theory. To be truly successful you must also ensure that you set your goals ten times higher than required. So if, for example, it is your ambition to make $10,000, you must make it your goal to earn $100,000.

This is a familiar concept. By aiming high, even if you don't end up pulling in the whole $100,000, you are likely to finish up with a whole lot more than had you shot for less.

The Appeal Of The "Work Hard" Ethic

The idea of putting in enormous effort to achieve goals will be familiar to many. From Michael Gladwell's famed 10,000 hours theory, which states that mastery of any discipline only comes about after 10,000 hours' effort have been expended, to Angela Duckworth's book *Grit*, which describes how success is a product of pushing doggedly through setbacks, there is no shortage of writers and thinkers telling us to put a rocket under our ass if we want to achieve anything worthwhile.

I wholeheartedly agree with them.

For me, there are two important elements to working hard—first, that it will indeed raise the probability of your achieving success, and second, it is good for the soul. As David Deida notes in his seminal The Way of the Superior Man, men in particular need a mission in life that is unconnected with women. Whether it is a movie script, a sport or a microbrewery business, you need to have something that obsesses you that you are inspired to work on day and night. Not only are you more likely to be successful through sheer intensity of effort, but also you will lead a happier life.

My mission is writing. I write journalism for other titles and have written novels and non-fiction books. Writing for me is both a business and an art.

The work itself is pleasurable—that's not to say that I am ecstatic every time I sit down at the keyboard. As anyone who has tried it knows, writing is hard, frustrating, and time-consuming. It also requires you to make thousands of micro-decisions every second, which can leave you filled with self-doubt.

Nevertheless, I can honestly say that I love it. Writing gives me a sense of flow and freedom that few other activities do. I love the poetry of language, and the challenge of wrestling with it on the page, of marshalling it for my own purposes. I have sat indoors writing while the sun has been high in the sky and others have been out enjoying themselves and these stints have been some of the happiest times of my life.

But, Burnout Is Real

Having said all of that, burnout is real, something that was brought home to me recently by the experience of a close friend.

This friend of mine had spent countless hours working on his start-up to the exclusion of almost everything else. He would work from early in the morning until late at night, determined that his dream would become a reality. All was going well and he was on the verge of securing a multi-million pound venture capital injection. But he was stressed out and found it hard to sleep at night. He visited his doctor to no avail. Then, over a single weekend, everything unraveled and he was admitted to hospital suffering from exhaustion. The damage to his mental health was great enough that he has been compelled to take time off and put his business plans on hold.

His story causes some difficulty for me as someone who would otherwise unreservedly advocate massive, determined effort in pursuit of your goals.

But just because burnout is possible, I wouldn't advise anyone not to work hard. Instead, I would caution you to be aware of the dangers, and to temper your efforts with a few simple strategies.

1. Keep in mind the bigger picture.

Okay, so your business, novel, or sporting achievement is incredibly important to you. But try to keep things in perspective. Even if it doesn't work for you this time, it's not the end of the world—you will always have another chance, even if you have to amend or tweak your goal slightly. Work hard on the tasks in hand, but don't let them consume you—try to take a "whatever happens is for the best" approach. This is much more healthy and takes the pressure off so you can do your best work.

2. Write A Gratitude List And Believe In Abundance

Every night you should write a list of five to ten things you are grateful for. This could be anything from your education to readily available food to having a place to live and work.

It sounds so simple as to be asinine, but remembering—and actually writing down—all the things that make your life great is another useful way of putting things in perspective. It may seem like the end of the world when you've sent out 100 prospecting emails to potential clients and no one's responded, but the truth is there is still a lot in your life to be thankful for.

At the same time, you should also believe in abundance. Again this may seem a little hokey and new age, but always remember that another person's success will not preclude yours. So if it's your aim to get good with girls and a friend is successful every time you go out then don't be jealous—instead, congratulate him and realize what is possible, and that there are literally billions of women out there. Some of them will like you too.

3. Stay In Contact With friends And Family

An obvious point, but one that you need to remember. Your family and close friends are your bedrock. You need to maintain regular contact with them no matter how busy you get. If you have to, schedule time in your calendar to call your mum and dad. This is something I don't do enough and I should.

You are not alone on this planet—maintain regular contact with those closest to you and be grateful for them.

4. Help Others

This sounds counterintuitive but the best way to help yourself, particularly if you're going through a period of stress, is to help other people. Doing so will take you out of yourself and remind you that you are not the centre of the universe. This could be as simple as mentoring someone, or volunteering to help people who are ill or otherwise disadvantaged.

This is not some happy-clappy pseudo-religious dogma, but a very practical way for relieving stress and living a good life. Try it.

5. Keep It In The Day

We live our lives in increments punctuated by sleep, and no human being can live more than one of these at a time, so learn to live 24 hours at time. The past is gone—whatever has happened cannot now he changed, so don't sweat it. The future is beyond your control, subject to a myriad of unforeseen factors. So it's not worth worrying about.

Instead, do yourself a favour and focus on what is in front of you right now. Keeping it in the day is a great way of narrowing your focus to the one thing you have at least some control over–the present.

6. Hand The Outcome Over

You may succeed, you may fail. Of course, you would rather succeed, and I would encourage you to do everything you can to make that happen, but in the end some events are out of your control. So try not to tie all of your happiness to a specific outcomes. Ok, if you don't get that publishing deal then you'll be disappointed, but as I said earlier, you'll always have another shot. The success or failure of an entire lifetime is rarely founded on a single outcome, so don't take things so seriously. Instead, hand it over to the universe, your higher power or to a god, if you believe in one, and concentrate on the work in hand instead.

Remember, if you're fixated on a particular goal then great, but don't let it consume you. Try the simple tips I've outlined to get some much-needed clarity and distance. If you put the work in on the tasks in front of you then the results will take care of themselves.

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First published at ROK

Why You Should Do Everything With 100% Commitment

troyfrancispua · 11 April 2018 · Archived copy · Original

A sure way for people to fail at opportunities in life, business, and in dating is by half-assing it — that is, deciding on a course of action but then not following through with sufficient commitment.

This is something you should avoid if you want "deep" experiences that transcend the superficial. Whenever you do anything, you should give it all you've got in that moment to ensure that you live in the most visceral, meaningful way possible.

Live Each Moment With 100% Commitment

Last summer I traveled to the south of France to see a good friend of mine get married. Now, this man is not naive and is fully cognizant of the pitfalls that can befall the unwary. He has also been very successful both in business and with girls.

Five years ago he met a girl who had all the characteristics he desired in a long-term partner—good looks, and also a sweet, feminine nature as well as traditional values and the desire to raise a family. Wanting kids himself he proposed and they hired a beautiful chateau in the French countryside to tie the knot.

The ceremony was attended by this guy's player friends from NYC as well as a great many affluent individuals from Europe and the US. Throughout, dressed in a snappy velvet designer suit, my friend was ebullient and played the role of the dashing bridegroom with complete conviction.

When we talked about it afterwards he had something interesting to say.

> It's not that I don't have my doubts about marriage, Troy. Of course I do. But I want a family and I've chosen to stick with this girl. Now, things may not turn out the way I want them to. But you saw me up there making my speech. I committed 100%. Even if you think that doubts may arise in the future, to get the most out of life you should own everything you do entirely. If you change your mind somewhere down the line afterwards, at least in that moment you've experienced whatever that thing was on a deep level.

If you're going to do something then you might as well do it like you mean it. That way you'll get more out of the experience than if you just go through the motions.

If you want to be a player, then be a player—go out as often as you can and interact with as many girls as possible. If you like a girl and you get into a relationship with her then have fun being her boyfriend and don't get hung up on whether walking around theme parks hand-in-hand wearing matching sweaters is cool or not. If you want to start a business then take a deep breath, commit, and give it everything you've got.

In each case you should keep giving all you've got until such time as you change your mind and decide to take another course, or until the situation for whatever reason becomes unworkable (i.e. your business goes bust or things turn sour with your girl).

Life is characterized by uncertainty and it can often be difficult to know whether we've made the right decision or not. Should you leave the firm you work for? Should you take that new job? Should you move to Eastern Europe? Should you start your own business or form a relationship with that particular girl? In each of these cases there are too many unforeseen variables to calculate which call is the "right" one.

Instead of worrying, though, it is far better to embark on a course of action and proceed with 100% commitment as though you are *absolutely certain* that what you are doing is right. Of course, you should always take advice, but beyond that, by committing to the thing entirely you will enjoy a far greater depth of experience than you would by simply dipping your toes into the water.

And remember, nothing is forever. If things don't work out, you can always change tack down the line.

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First published at ROK

You Will Always Face Criticism

troyfrancispua · 12 April 2018 · Archived copy · Original

One of the drawbacks of life is that wherever you go, and whatever you do, there is always someone who will be critical of you. It would appear that this is an immutable law of human existence. It applies from when we are very young, and are subject to unkind words or bullying in the school playground, to when we are adults and people are ready to take issue with our appearance, our personal choices, or our work. It is the measure of character how well a person able to deal with these negative voices and to continue on their course anyway.

I recently attended a UK fiction writer's convention. There were a lot of industry professionals there—literary agents, publishing editors, and so on. The delegates were aspiring authors from all over the UK. As you might imagine, this self-selecting group included many who could politely be described as eccentric—a few cute girls, yes, but also a legion of post-wall human bomb-sites trying to peddle memoirs about their boring lives; and blank-eyed, clinically-insane men who bellowed inanities at no-one in particular through their spittle-flecked beards.

But I digress.

A dispiriting aspect of any kind of writing (and fiction writing in particular), is that it is a very subjective business. Every week, I get comments on my articles that are highly complimentary, and comments that are critical of my point of view or choice of subject matter or whatever. Opinions, it has been said, are like assholes—everybody has one.

Most of the attendees at the convention had written novels and were looking for critical feedback with a view to getting a publishing deal. And let me tell you, there is nothing more depressing than sitting down with someone to discuss your 80,000 word manuscript for them to say that, in their opinion, you should have made someone else the main character, and therefore the whole thing will need to be re-written. "*I think you should have done it like this*," and "*You've still got a lot of work to do*" are phrases guaranteed to strike grey gloom into the breast of anyone who's spent two years or more working on a book.

But these are merely *opinions*. Publishers and the public alike are just human beings. Many of the delegates I spoke to at the conference were looking for a magic bullet, for a secret, for someone to tell them how to make their book perfect and sellable. But no such advice exists, because once you've acquired minimum entry-level talent, there is no definitive consensus among readers about what is good or bad. I have received wildly different feedback on the same manuscript from different readers. And there are published books that obviously went through an editing process that I think are terrible, while others think they are great. Who's right? Maybe we both are.

What we should do, I found myself saying to people that weekend, is to consider any constructive criticism carefully, make our books as good as we possibly can to our own standards, and then send them out to one hundred agents and publishers each. Given that individual taste is unpredictable, by approaching a large number of people we would give ourselves the best possible chance of finding someone with whom our work resonated.

After all, it's been said that you only need one yes to make a career, and a few yeses to make a whole life.

I hope the wider relevance of this is becoming clear. There will always be someone who will be critical of you. I have been criticized by malevolent employers, only to be praised to the heavens by others. I have been disliked and disparaged by some people, and I've been thought good company and charismatic by others.

Criticism, when it is constructive, can be very valuable. But all too often it is a weapon used by those who are jealous of us or insecure in themselves to limit our potential by making us doubt ourselves. This is compounded by the fact that human beings seem programmed to most desire those options least open to us. So if a girl rejects a guy he wants her more. If a company won't employ him, he beats himself up for losing out on his dream job. This is no good for anyone.

It's a truism, but you can't please everyone all the time. As you go through life you will receive negative feedback.

You will encounter people who don't like you or your work. This is normal. But rather than trying to court those people, why not make yourself and what you have to offer as good as you possibly can, then spread your net wider and seek out those more readily receptive? These are the people that will support you and make your life fulfilling and prosperous. Never be afraid they are not out there—remember, the world is a very big place indeed.

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First published at ROK

The Most Important Trait That Leads To Success

troyfrancispua · 13 April 2018 · Archived copy · Original

Whether your aim is to get more dates, get fit or start your own business, the single most important trait you should strive to develop is consistency. Not only is consistency the key to success in every area of your life, but it is also one of the core elements of all entrepreneurial, sporting or artistic achievement.

First, let me set out precisely what I mean by consistency and what I don't. The dictionary definition the word the way I'm using it is as follows:

> A steadfast adherence to the same principles, course, form.

'Principles, course, form'—*results*, you notice, are not mentioned. This is absolutely key. You need to be consistent in your actions. Results will follow, but in their own time. You can't force them. Your focus should always be solely on putting in right action every day—that is, consistently carrying out the same actions in pursuit of a clearly defined end goal. What you shouldn't do is try to jump straight to the goal itself. This is counterproductive, and any success you do achieve will be short term and illusory, built on flimsy foundations.

When men seek advice online it is often because they are unhappy with some element of their lives, frequently their success with women. Here they discover a community of guys who are interested in self-development and are actively working to improve themselves. Excited and inspired, the less consistent will join expensive gyms and hit them up for a month or so, or they go out and approach three or four women before giving up and returning to the comfort zone of their bedrooms. There, despondent, they will rationalize that self-development doesn't work or isn't for them, before sinking into a depression even more acute than before. This, of course, is fundamentally the wrong way to approach anything.

In part, this pattern is undoubtedly due to cultural influences. We are inundated with articles on how the internet has an adverse effect on our concentration spans. Whether or not you buy this is up to you (I'm personally ambivalent), but coupled with an emphasis on quick and easy fame and 'success' through reality TV and cheap celebrity, it is undeniable that the message is that you don't have to work hard or consistently to achieve your goals. This, of course, is entirely false. In fact, the formula for success in any endeavor is as follows:

Consistency + momentum = success

And the good news? Consistency itself *creates* momentum. But you need to put the work in.

Let's take meeting women as an example. If your aim is to improve your dating life then take a minute to work out how many women you have approached this week. Many, some, or none? Perhaps you alternate between a high number of approaches on the weekend, and none during the week. Or perhaps you steeled yourself to make that one big daygame approach and it went badly, so then you retreated into yourself, afraid to try again.

If you want to get really good with women, and achieve a lasting skill set, then you should make your habit consistent. Decide on a realistic number of girls you can speak to per week and stick to it.

When you operate with this mindset you will find that slowly, over time, you will see incremental gains. Some of your approaches will be horrible—you might say something stupid, or not open strongly enough, or whatever. It doesn't matter—make a mental note and go on to the next one. You will start to feel great satisfaction knowing that you are working hard to better yourself, regardless of your results. This will strengthen your consistency. Over time you will see your interactions improve exponentially.

And time in the trenches is very important. Andrew Robinson, author of *Sudden Genius? The Gradual Path to Creative Breakthroughs* writes:

Psychologist John Hayes in 1989 [discovered a rule] soon endorsed by other psychologists . . . that a person must

persevere with learning and practicing a craft or discipline for about 10 years before he or she can make a breakthrough. Remarkably few breakthroughs have been achieved in less than this time.

Einstein's first insights into relativity were in 1895, ten years before his Theory was published in 1905. Stravinsky's *The Rite of Spring* was written in 1912, a decade after his apprenticeship to Rimsky-Korsakov in 1902. Picasso's *Les Demoiselles d'Avignon* appeared in 1907, ten years after he began training as an artist in Barcelona. This is not to suggest that it will take you ten years to get a date with a cute girl — far from it. But genuine mastery in any discipline takes real time, effort and application.

For a contemporary sporting example, look at the way Kobe Bryant trains. Kobe has won 5 NBA championships, 2 Olympic Gold Medals and he has a net worth of over $200 million. How did he attain this impressive level of success? Through consistent, focused practice. According to one trainer, he would begin conditioning work at 4:30am, run and sprint until 6am, lift weights from 6am – 7am and then make 800 jumps shots between 7am and 11am—all before official Team USA practice!

If this sound intimidating then that is entirely understandable, but realize at the same time that it is Kobe's near-crazy work ethic and consistency that has put him where he is today. Don't let stories about hard work put you off—if anything they should inspire you. Why? Because you can work hard too. Mark Cuban, billionaire owner of the Dallas Mavericks has this to say:

> In sports, the only thing a player can truly control is effort. The same applies to business. The only thing any entrepreneur, salesperson or anyone in any position can control is their effort.

The same goes for meeting women, getting jacked in the gym, becoming a better writer or any other endeavor you can think of. And the way to maximize the effort you make is to consistently put in the right action on a daily basis.

Last year I wrote a novel. Every morning I would get up at 5am before work and write for 90 minutes before showering, putting on my suit and heading off to into the corporate wasteland. I would also write in the evening and at weekends. Some writing sessions were terrible. My prose would sound cliched, stilted and lifeless. No matter—I just kept tapping away at the keyboard, filling up pages with words. My only aim was to get to the end. Finally I finished. I read it back—I had a novel that contained some terrible passages, some okay passages and a few that I as very happy with. A long period of editing and rewriting fixed the flaws and, while it's still work in progress, I now have a book that I'm proud of. But it didn't happen overnight—it was born out daily work which created incremental improvements over a long period of time.

Visualize whatever it is you want to achieve then work out how you're going to get there. Break the process down into small chunks and then do something every day that will get you a little closer to your goal. Don't think too much about the endgame—simply congratulate yourself on taking action *today*. After a while you will find that you are building up momentum and that you are enjoying the process.

If you have a bad day then so what? Don't sweat it. You're doing this *every* day. There will be natural peaks and troughs. Tomorrow will be better. Keep going no matter what. In time you will see your technique improve. Perhaps your conversations with girls will last longer or you will start getting makeouts or phone numbers. These successes will spur you on and encourage you to take more action. You will enter a virtuous cycle. Most importantly, you will start to feel that true inner contentment and happiness that comes from working on getting good at something that is important to you, rather than the shallow, illusory happiness that is offered to us by modern culture.

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First published at ROK

Why Most Self-Development Advice Is A Pile Of Garbage

Troy · 14 April 2018 · Archived copy · Original

Let's face it, most self-development advice is a pile of garbage. But why is that? And what can you do if you want find good mentors who know what the hell they're talking about?

On Wednesday the dancer, fitness instructor and writer Alexander J.A. Cortes sent out a GREAT email to his subscriber list, which I am fortunate enough to be on.

(If you don't know Alexander then you should definitely check him out on Twitter where he tweets as @AJA_Cortes.)

Anyway, this email was about the 29 things Alexander had discovered during his 29 years on the planet. There was some gold in there for sure. But one thing that struck me in particular was something he wrote near the top:

*"I did not want this to be a typical life lessons article of "*I learned discipline is important and not caring what people think feels good!"

That's been done before, and you regular readers know that I hate what I consider "self-evident" teachings that should not need to be said. If you are relying on me to tell you that working hard is crucial for success, you've got ISSUES to sort out."

Of course, he's 100% right. The problem with the self-development space is that, for one, it is entirely unregulated, and so anyone can set up shop and promote themselves as a guru.

All you need, after all, is a laptop and a Wifi connection.

But a low barrier to entry is not in itself a problem. Actually the reverse is true. I personally have gained such an extraordinary amount of value from people whose content I've come across online. Many of them likely wouldn't have had a platform before the internet. And for that I am truly grateful.

But what does no one any favours is people jumping on the bandwagon and giving generic 'advice' that is clearly just a carbon copy of things they've read elsewhere.

Classic examples of this are:

– You've got to work hard (as Alexander mentions above)
– Lift weights
– Read more books
– Get up early
– Have a morning ritual
– Meditate

. . . and so on. You get the idea. Not that there's anything *wrong* with any of thse suggestions. They are all essential and you should absolutely be doing all of them. It's just that . . . well, we've heard them all before. Many, many times. And if the person proposing them doesn't even put his own spin on it then there's really very little value in churning them out once again. They are, in Alexander's words, 'self-evident teachings'

Which leads me to think about what I personally find valuable in self-development advice. It all comes down to one word: authenticity.

Basically, if someone is authentic—that is, if they've been through the ringer and you can taste the blood, sweat and tears in every fucking word they write—then I can normally identify with them on a baseline, human level.

And identification is important. Actually it's *huge*. The vast, vast power of writing (and also video and podcasts, but let's keep this about writing for now) is that it enables you, in an almost uncanny way, to experience what another person is thinking, and what they are feeling in their body.

And when you identify with someone—when that 'fuck yes, me too!' feeling goes off like an electrical charge in your skull—then you suddenly feel connected. As David Foster Wallace once said, we read principally to feel a little less alone (or words to that effect anyway).

The difficulty I have with many of the self-development 'gurus' I encounter on Twitter and elsewhere is that I simply don't really *believe* them. I don't get where they're coming from, or buy into their studied 'I'm a don and I'm going to teach you how to be one too' pose.

If you hit me with something that has a unique voice, that feels halfway fucking genuine, then sure, I'll buy it. But if you're giving me reheated 'bro' tips that have been circulating since 2009 then I'm likely to be sceptical.

So how do I know who to trust? Simply, I can hear it in the prose. I can feel it in the writing. Guys like Alexander, Ed Latimore, Christian McQueen, Goldmund, James Altucher, Delicious Tacos, Ernst Graf . . . I dunno, the list goes on. I don't need to see credentials from these guys. I don't need to watch infield videos of them doing their thing, or read testimonials from their satisfied customers. Their words alone are enough. They are the real deal.

Now, suppose one day I found out that someone I looked up to was a faker (that has never happened to me before, but it could do of course). How would I feel then? I'd be disappointed, for sure. I would probably think a little less of that person for misrepresenting themselves. But would I be devastated? No. *Because they would already have have taught me so much that I would still have derived huge value from their work.*

After all, they say 'those who can, do—those who can't, teach'. But if someone is a really effective teacher then does their ability to 'do' really matter all that much?

I am not saying that you shouldn't do due diligence when get into someone's work. Of course you should Google them, find out what other people think of them and so on. But in the end the ultimate test—and really the only test that you can apply—is on the quality of their work. If their work connects with you like a friendly hand reaching out in the darkness, if you feel something real in their words, if they are showing you a world that *seems* authentic and believable, then it most probably is.

I've said elsewhere that we all need to become confident in our ability to assess sources. With so much information thrown at us all the time it's essential we develop a quality filter, so we can distinguish the fake news from the real. And actually, I reckon your ability is probably pretty good. Mine too. Sure, we might get duped one day. But by and large we know who we're dealing with and we can tell if they're for real or not.

That is a valuable skill. So trust your instinct. It's probably right. Most importantly, think hard about the stories people tell you when they back up their claims, or when they explain how they formulated a specific piece of advice. Does it ring true? Does it sound like something that could *actually* have happened? Or does it sound like crap? You'll be able to tell, probably. After all, real recognises real.

By the way, if you want some real talk from me then pick up a copy of my book *Still In The Game*. It tells you everything you need to know about dating for guys who are in their 40s, or approaching them.

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How To Stand Out The RIGHT Way

Troy · 17 April 2018 · Archived copy · Original

Just recently I've been really enjoying Seth Godin's new podcast Akimbo.

For those of you who aren't familiar with Seth, you need to check out his work. He's a famed marketer, whose books, including *The Dip* and *Purple Cow,* are some of the best and most innovative in the business advice space. He's certainly been a huge influence on me.

Anyway, Seth's recently started this new podcast. It comprises 30-minute episodes with him talking about a different issue connected with contemporary marketing, media or entrepreneurship each week. It's simple, all-killer no-filler stuff. There are no interviews, just Seth.

Perfection

In a recent episode, called Quality and Wabi-Sabi, Seth talked about perfection, and how it is unattainable. You can never achieve perfection. You try to fashion the perfect sphere, and it won't be perfect—not quite. You try to write and record the perfect song, but you won't. Not even if you're Bob Dylan. There will always be mistakes and little imperfections that slip through the net.

At the same time, consumers are increasingly seeking out artifacts that aren't perfect. This, according to Seth, is why sales of vinyl records and real books have been on the up in recent years. Yes, you can get perfect digital manifestations of both in the form of streaming and ebooks. But it turns out that we rather like slight imperfections. We rather like something to be flawed—it makes it more personal for us somehow.

This is an extremely important concept, and one we should keep in mind both in our business and personal lives (or both together, if you happen to be building a brand based around your personality).

Authenticity is key.

Now, in a dating scenario that doesn't mean you should 'just be yourself'. It's a little more nuanced than that. After all, if 'yourself' is a chode with few social skills and a boring personality then of course you need to work to improve those things, just as you must ensure your dress sense and grooming etc. are also top notch.

But what you should avoid is trying to be *too* perfect, so that you're basically a clone of some idealised person. Your *essence* is valuable. Your *quirks* are what make you. You stand out because of them. You are special because of them.

If you try to iron out all the wrinkles in your personality then all you will end up with is a very well-ironed but rather dull personality. And that's no good for anything.

Yes, work on self-improvement every day. But don't, whatever you do, lose those things that make you unique. Instead, you should accentuate them—because they are your biggest differentiator and thus your biggest assets.

If you want to find out more about radically differentiating yourself from others then pick up a copy of my book How To Be An Assh*le. It gives you all the tips you need about standing out from the crowd.

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Here Comes The London Sun

Troy · 18 April 2018 · Archived copy · Original

I never realised before that I suffer from SAD—seasonal affective disorder. This is when the winter, the cold and dark, makes you feel depressed. And in a way I'm not sure that I do. It's more the other way around—it's more that sunshine and heat makes me ridiculously, irrationally happy.

There's a mini-heatwave going on in London at the moment. Today the temperature hit the mid-seventies. Tomorrow it is forecast to go even higher. The sun is out, the air is clear, the skies are bright, girls are dressing in skimpier clothes, and everyone seems to be in a good mood.

Earlier on I was walking through a part of Camden that I'd never visited before, just beaming to myself. This woman passing by noticed, smiled and we said hello. Now, while London is not the steadfastly unfriendly place that people make out, it is certain that little bit of bonhomie wouldn't have taken place in icy January.

There is something about the sun that sends me just a little bit crazy. I am suddenly filled with enormous, reckless, energy. I am far more likely to do something stupid, like book a last minute ticket to Ibiza or Vegas. *To hell with the money! You can't spend it when you're dead!* My ability to control my finances goes out of the window, so in thrall am I become to my heightened mood.

It is hard for me to determine whether this is the narcotic effect of the sun elevating my state above its natural baseline, or if my mood is below par during the winter and the sun merely acts as a simple corrective. Perhaps it's a little bit of both. Regardless, I am certainly much happier being alive on this planet as a human in my body being when it is hot.

Perhaps this is why I love Ibiza so much. I have a strangely split personality in that on the one hand I live in Suede album in the darkened council estate bedrooms of London or Berlin, but on the other it is clear that what I actually crave is the bright, outdoor life.

(Ibiza will no doubt be on my travel list this summer—I am still working through possibilities for my itinerary right now.)

Perhaps, though, there is something to be learned from this. If my mood—and therefore energy and motivation—are really so amplified by the sun, then maybe I should do what others do and chase it throughout the year. That might mean a couple of months in Thailand in January and February, for example.

Since I am now theoretically a digital nomad, perhaps that lifestyle would work better for me. My cleaving to London is a natural consequence of my love for this city, plus my addictive personality, which makes me pathetically nostalgic for people, places and things. But life shows us the way, if we choose to take heed of our senses, and perhaps it's indicating a new way for me.

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This Is Why You Need To Be Tolerant

Troy · 20 April 2018 · Archived copy · Original

You haven't got time for resentment.

You haven't got time for friction.

You haven't got time for beefs.

You haven't got time for any of this stuff. Are you crazy?

If you have got time for those things, or think you have, then you really need to have a look at your priorities.

Time, you see, is a serious business. Deadly serious. If there is one thing in the world I would give everything to get more of it is time. But it is the one thing you can never get more of, no matter how much money you've got.

This is why tolerance of others is so absolutely vitally crucial to your health, business and general wellbeing.

There are some people who have a problem with the word tolerance. Not because they are racist or hold extreme opinions or anything like that. But simply because, having been taught that they should be a 'boss', they get the idea that they should take zero crap from anyone, ever.

I know this, because I have been one of those people. I still can be, sometimes, if I'm not careful. You should see me on the London Underground at rush hour. If you read my mind then you wouldn't find much tolerance there. All those slow people clogging up the escalators!

But this attitude of mind, this ability to pick up resentments against people who have not done anything intentionally wrong and mean me no harm, is wasteful. It wastes my time. It wastes my energy. It wastes my mental capacity.

Far better simply to adopt an attitude of tolerance. I don't have to go crazy about every little thing. Why should I? All I need to do is let it go. Hand it over, smile, and forget all about it.

Feeling resentful of other—innocent—people is like a drug, you see. We can spend all day feeling righteously angry about others and not having to look at our own behaviour or progress as a result.

But that's no good for anyone.

So cut the resentment out of your life. Drop it utterly, and be tolerant instead. Try it for a week. You'll feel better for it, I promise. And in doing so you will also start to attract far more positive energy back from others into your own life too. So it's win-win.

If you enjoy writing like this and would like exclusive DAILY content from me via the most thought-provoking and motivating email list around then click here now.

Why You Can't Afford Not To Be A Rebel in 2018

Troy · 22 April 2018 · Archived copy · Original

If there's one thing I've learned in the last decade it's that you can't afford *not* to be a rebel.

The days of quiet conformity are done.

I'm sorry if you're a quiet, conformist type. Maybe I was at one stage too. But not anymore.

What changed in the last decade? A lot, but let's focus on the financial crisis. 2008 was a shitstorm that swirled across the planet, fuelling mass-scale job-losses, foreclosures, business-failures, defaults and all sorts of economic hardship.

Ten years later are we back on our feet? Well . . . *maybe*. But what with the Brexit, the economic woes of places like Italy and Greece, Trump's trade wars, sanctions on Russia and so on, it certainly doesn't feel like a great time to be cracking open the Dom Perignon.

And on top of all of that we have the growing threat of automation. Robots are being developed right now that are so powerful that soon they will do a better job of being you than you. As a result, many jobs will become obsolete. It's a no-brainer isn't it? Why would a company pay you to perform a function when a robot can do it perfectly well for a fraction of the cost?

This is why bucking the system, telling the man where to go and setting up your own business is no longer an eccentric, 'risky' thing that only a few do. Now, it is fast becoming the *only* logical response to the the current socio-economic backdrop.

Now, being a rebel not so much a possibility as a requirement.

Fortunately, we live in an era where all the tools are laid out for us to promote ourselves globally and sell our products and services to the niche audience that buys into our particular vision.

Even better news is that by 31st December 2017, 54% of the world's population was online – that's over 4bn people! You only need to get a minute percentage of those to buy your product to make a huge amount of money.

So when I talk about being a rebel, what I'm really talking about is rebelling against received notions of what a 'career' is. Some of the most successful people these days are what the author and podcaster Chris Ducker calls 'Youpreneurs' – that is, people who have established a brand based on their personality which they monetize in various ways.

Examples of famous Youpreneurs are James Altucher, Gary Vaynerchuk, and Joanna Penn (of The Creative Penn). All these people put out content (podcasts, videos, blogs, book etc) which showcase their personalities and their messages. And because their audiences love them they also willingly buy their products.

It is eminently possible to rebel against conformity by becoming a youpreneur. In fact, it's not only possible, it's fast becoming essential.

The fact of the matter is that *everyone* benefits from having a distinctive personal brand online. Even if you still want to work for a company, if you are well-known as an expert in your field then you'll be worth more money to your prospective employers.

Rebellion is no longer the preserve of the few. It is now your very best option. So when will you throw caution to the wind and rebel?

By the way, a reminder that my brand new book about strippers and strip club game is out **tomorrow!** Click here now to get it for the special introductory price of 0.99 (it will go up in price very soon!)

That Time I Became Jesus

Troy · 25 April 2018 · Archived copy · Original

A little ‘trip’ down memory lane today. The following is an extract from the new book I’m working on at the moment about how to achieve happiness.

In the incident I describe I’m certainly not happy . . . but it was one of the stranger occurrences of my younger, more dissolute life, in my party years!

Let me know what you think.

There was this one time I became Jesus. I don’t mean like I was walking down the street, thinking ‘hey, I’m Jesus!’ I mean that in my head I actually *became* Jesus, just for a little while.

It was in Manchester, in the North of England, where I’d been living for a while. It was a rough town. At the time they used to call it ‘Gunchester’, so that gives you a pretty good idea.

Every Saturday night / Sunday morning I used to go to this party called Danceteria. It was held at a beat-up venue, an old pub that was literally built into the bus garage.

The party started at about 4am. It attracted the most deviant crowd you can picture: drug addicts, hookers, gangsters, drag queens, party girls, criminals and strippers.

It was my kind of place.

The music they played was hard techno, so no-one was sober. In fact it was a kind of interactive video-game where you had to guess what kind of mind-rotting drug the person next to you was on.

That was fun.

One night I took a couple of tabs of LSD on top of my normal cocktail of MDMA and amphetamines. It was a pretty wild night. I don’t remember anything about it. Obviously.

Sorry for the unreliable narrator schtick but I was off the planet as you can imagine. But I do recall what happened afterwards.

The club kicked out at about 12 noon (it would then reopen again late on Sunday afternoon) and I went back to a friend’s place for a chillout party. We got there first, and as I was waiting for him to get changed I put the TV on.The British religious show Songs of Praise was on (basically a church service filmed for telly every week). As the choir sang and the music swelled I looked down at my hands. There was blood coming out of my palms.

Shocked, I stared, widening my blurry eyes. Surely there was some mistake. But no. Now I could see the wounds more clearly. I could see the dark residue of rust around the soft, bloody centres, where the iron nails had penetrated my skin, flesh and bone. I could see the thick blood oozing slowly from those craters, thick and brilliant like gelatine.

I had become Jesus.

I was fucking insane.

I crawled home later that night and managed to sleep it off.

The next day when I woke up the stigmata had gone and I wasn’t Jesus any more. It was one of the worst comedowns of my life.

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By the way, a reminder that my brand new book about strippers and strip club game is out **now!** And it hit **number one** in the Sacred Sexuality chart on Amazon earlier! Click here now to get it for the special introductory price of 0.99

This Is How To Take In Self-Development Advice Efficiently

Troy · 26 April 2018 · Archived copy · Original

A quick tip for today about how to take in self-development advice most efficiently.
If you're anything like me you're probably inundated with self-help tips every single day. From morning until night, as soon as I open Twitter, or check my emails, or look at Facebook, I am inundated with advice and techniques, ostensibly to make my life better.

How to deal with this deluge of self-help talk? And how to avoid missing the wheat for the chaff?

Very simply, here's what I do. First of all, I skim the advice that greets me until I see something that resonates. For example, on Twitter I'll scroll through a whole heap of Tweets before I pause on one or two that I like enough to 'like', and maybe retweet.

By now, you see, I trust my antennae enough to know when something is right for me and when it just isn't.

Then, having selected a few nuggets that I particularly like I will mull over them for a while. And if I still like them enough I'll put them into practice.

For example, a couple of years ago I was persuaded by one well-known online figure to try affirmations. I'd been aware of them for ages, of course, but the way he presented them really made it seem like a good idea. So I tried them, and found them to be hugely beneficial. I still use them to this day.

But there are other techniques that I have tried, like cold showers in the morning, for example, which simply haven't done anything for me. These I have discarded.

And that is the key. Take what works for you, and leave the rest. If you did everything that all of these different voices advises then you would have no time for anything else. It would become ridiculous. It is far better to go with what strikes you on a core level, and which turns out to be beneficial based on personal experience.

By the way, a reminder that my brand new book about strippers and strip club game is out ***now!*** *And it hit* ***number one*** *in the Sacred Sexuality chart on Amazon earlier! Click here now to get it for the special introductory price of 0.99*

6 Ancient Wisdom Tips for Avoiding Burnout That Every Man Should Know

troyfrancispua · 30 April 2018 · Archived copy · Original

Any endeavour you undertake in life, whether it be writing a novel, starting a business, or learning to get good with girls will require that you make a massive effort in order to be successful. Be in no doubt – massive effort is a great thing. A man must have a mission in life and true happiness comes when you work hard at it. But a very real consequence of having a singular vision is burnout and this is something you must strive to avoid.

The Need For Massive Effort

The requirement for "'massive effort" will be familiar to anyone who has read or listened to motivational speakers like Tony Robbins, or business and sales gurus such as Grant Cardone. Cardone in particular writes very inspiringly about the topic in his book *The 10X Rule*, which I would recommend not only to those who work in sales, but anyone who has an interest in improving their life generally.

Cardone's premise is that in order to achieve any given goal in today's frenetic, fast-paced business environment, you need to give every aspect of your endeavour 10X the effort that you might originally envisage.

Such a degree of dedicated effort, for Cardone, is the difference between success and failure. But there is another strand to his theory. To be truly successful you must also ensure that you set your goals ten times higher than required. So if, for example, it is your ambition to make $10,000, you must make it your goal to earn $100,000.

This is a familiar concept. By aiming high, even if you don't end up pulling in the whole $100,000, you are likely to finish up with a whole lot more than had you shot for less.

The Appeal Of The "Work Hard" Ethic

This idea of putting in enormous effort to achieve goals will be familiar to many. From Michael Gladwell's famed 10,000 hours theory, which states that mastery of any discipline only comes about after 10,000 hours' effort have been expended, to Angela Duckworth's book *Grit*, which describes how success is a product of pushing doggedly through setbacks, there is no shortage of writers and thinkers telling us to put a rocket under our ass if we want to achieve anything worthwhile.

I wholeheartedly agree with them.

For me, there are two important elements to working hard—first, that it will indeed raise the probability of your achieving success, and second, it is good for the soul. As David Deida notes in his seminal *The Way of the Superior Man*, men in particular need a mission in life that is unconnected with women. Whether it is a movie script, a sport or a microbrewery business, you need to have something that obsesses you that you are inspired to work on day and night. Not only are you more likely to be successful through sheer intensity of effort, but also you will lead a happier life.

My Mission

My mission is writing. Aside from contributing to ROK I have several blogs, write journalism for other titles and have written novels and non-fiction books. Writing for me is both a business and an art—it is my intention that 100% of my income will come from my writing (in whatever form) within the next twelve months and I am working to make that a reality now.

The work itself is pleasurable—that's not to say that I am ecstatic every time I sit down at the keyboard. As anyone who has tried it knows, writing is hard, frustrating, and time-consuming. It also requires you to make thousands of micro-decisions every second, which can leave you filled with self-doubt.

Nevertheless, I can honestly say that I love it. Writing gives me a sense of flow and freedom that few other activities do. I love the poetry of language, and the challenge of wrestling with it on the page, of marshalling it for my own purposes. I have sat indoors writing while the sun has been high in the sky and others have been out enjoying themselves and these stints have been some of the happiest times of my life.

But, Burnout Is Real

Having said all of that, burnout is real, something that was brought home to me recently by the experience of a close friend.

This friend of mine had spent countless hours working on his start-up to the exclusion of almost everything else. He would work from early in the morning until late at night, determined that his dream would become a reality. All was going well and he was on the verge of securing a multi-million pound venture capital injection. But he was stressed out and found it hard to sleep at night. He visited his doctor to no avail. Then, over a single weekend, everything unraveled and he was admitted to hospital suffering from exhaustion. The damage to his mental health was great enough that he has been compelled to take time off and put his business plans on hold.

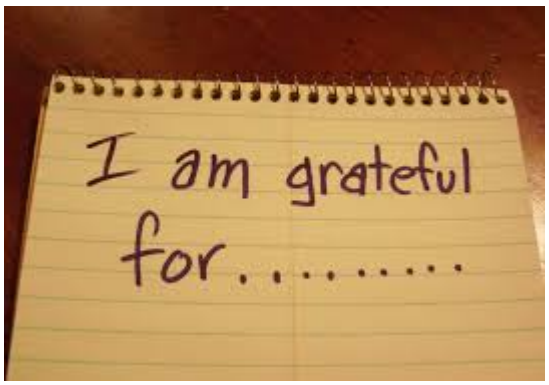
His story causes some difficulty for me as someone who would otherwise unreservedly advocate massive, determined effort in pursuit of your goals.

But just because burnout is possible, I wouldn't advise anyone not to work hard. Instead, I would caution you to be aware of the dangers, and to temper your efforts with a few simple strategies.

1. Keep in mind the bigger picture.

Okay, so your business, novel, or sporting achievement is incredibly important to you. But try to keep things in perspective. Even if it doesn't work for you this time, it's not the end of the world—you will always have another chance, even if you have to amend or tweak your goal slightly. Work hard on the tasks in hand, but don't let them consume you—try to take a "whatever happens is for the best" approach. This is much more healthy and takes the pressure off so you can do your best work.

2. Write A Gratitude List And Believe In Abundance



Every night you should write a list of five to ten things you are grateful for. This could be anything from your education to readily available food to having a place to live and work.

It sounds so simple as to be asinine, but remembering—and actually writing down—all the things that make your life great is another useful way of putting things in perspective. It may seem like the end of the world when you've sent out 100 prospecting emails to potential clients and no one's responded, but the truth is there is still a lot in your life to be thankful for.

At the same time, you should also believe in abundance. Again this may seem a little hokey and new age, but always remember that another person's success will not preclude yours. So if it's your aim to get good with girls and a friend is successful every time you go out then don't be jealous—instead, congratulate him and realize what is possible, and that there are literally billions of women out there. Some of them will like you too.

3. Stay In Contact With friends And Family

An obvious point, but one that you need to remember. Your family and close friends are your bedrock. You need to maintain regular contact with them no matter how busy you get. If you have to, schedule time in your calendar to call your mum and dad. This is something I don't do enough and I should.

You are not alone on this planet—maintain regular contact with those closest to you and be grateful for them.

4. Help Others

This sounds counter-intuitive but the best way to help yourself, particularly if you're going through a period of stress, is to help other people. Doing so will take you out of yourself and remind you that you are not the centre of the universe. This could be as simple as mentoring someone, or volunteering to help people who are ill or otherwise disadvantaged.

This is not some happy-clappy pseudo-religious dogma, but a very practical way for relieving stress and living a good life. Try it.

5. Keep It In The Day

We live our lives in increments punctuated by sleep, and no human being can live more than one of these at a time, so learn to live 24 hours at time. The past is gone—whatever has happened cannot now he changed, so don't sweat it. The future is beyond your control, subject to a myriad of unforeseen factors. So it's not worth worrying about.

Instead, do yourself a favour and focus on what is in front of you right now. Keeping it in the day is a great way of narrowing your focus to the one thing you have at least some control over–the present.

6. Hand The Outcome Over

You may succeed, you may fail. Of course, you would rather succeed, and I would encourage you to do everything you can to make that happen, but in the end some events are out of your control. So try not to tie all of your happiness to a specific outcomes. Ok, if you don't get that publishing deal then you'll be disappointed, but as I said earlier, you'll always have another shot. The success or failure of an entire lifetime is rarely founded on a single outcome, so don't take things so seriously. Instead, hand it over to the universe, your higher power or to a god, if you believe in one, and concentrate on the work in hand instead.

Remember, if you're fixated on a particular goal then great, but don't let it consume you. Try the simple tips I've outlined to get some much-needed clarity and distance. If you put the work in on the tasks in front of you then the results will take care of themselves.

Interested in reading more about the stress-free way to meet and attract beautiful women? Buy Troy's bestselling book, The Seven Laws of Seduction. To learn more click here.

Read More: ***Three Ways to Attract More Women into Your Life Today***

First published on ROK

10 Podcasts You Should Be Listening To Right Now

Troy · 3 May 2018 · Archived copy · Original

The activity that has changed my life more than any other in the last few years is undoubtedly listening to podcasts. The podcast has of course come of age in that time: now a great many people put them out and standards are very high. And sticking in the headphones for an hour or so is an incredibly efficient way to take in new information and perspectives on specific subjects relevant to one's life and business.

In case you're not aware, I have my own, a weekly show called The Modern Casanova Podcast which you can listen to on iTunes and SoundCloud, where I talk about game techniques, girls, living a location independent lifestyle and so on. Check it out.

That said, this is not primarily about plugging my own show, but rather, it's about sharing 10 of the podcasts I listen to, and that influence me.

Here, in no particular order, are my top ten favourites.

1.The James Altucher Show

Hedge fund multimillionaire, writer, self-help guru, cryptocurrency expert, chess master standup comedian and all-round genius James Altucher is a great listen (and you should check out his blog too).

His podcast ranges across genres with guests as diverse as Coolio and Sir Richard Branson, but the underlying topic is always high achievement. How have each of these people managed to have reached the top in their respective fields?

2. The Tim Ferris Show

Most of you reading this will be aware of Tim from his groundbreaking book *The Four Hour Work Week*, which was responsible for starting the digital nomad revolution pretty much single handedly. He has also written *Tools of Titans,* a deep dive into the strategies used by some of the most successful people in the world.

Tim's show is along similar lines to James's, although their styles are different. Great interviews entrepreneurs, artists and business leaders and fantastic, applicable advice.

3. The Dating Abroad Podcast

Kyle Trouble fronta this great podcast about meeting women abroad. It's packed with interviews with guys who have successfully dated in locations across the globe including Russia, Ukraine, Poland, Norway, Peru and many more.

4. Remaniacs

If like me you're a Brexit junky then Remanics is a highly-amusing, highly-informative podcast about the absurdities of the UK's proposed withdrawal from the EU presented by journalists Ian Dunt, Dorian Lynskey and Peter Collins. Includes prominent guests such as Lord Adonis, Vince Cable, Nick Clegg etc.

5. The Tom Torero Podcast

Readers of this site will likely be familiar with the British daygamer Tom Torero. His podcast is the most consistent and solid daygame podcast there is. Tom is a great articulator of game wisdom and drops gold every week. Includes occasional guests from across the pickup scene.

6. The Adventures of Barbarella

For a female perspective on the game and girls stuff tune into my friend Barberella's great show which covers everything from female ejaculation to Harvey Weinstein to the friendzone

7. ProBlogger

If you have a blog or do any kind of content marketing this show is gold dust. Darren Rowse, who runs the ProBlogger website, is a fantastic presenter, and he always comes to the mic armed with great tips and suggestions. A huge influence on me and the direction of RealTroyFrancis.com

8. The Self Publishing Podcast

Presented by Johnny B. Truant, Sean and David, this is a show aimed at self-published authors hoping to achieve a thriving indie publishing career. This, alongside Mark Dawson's Self Publishing Formula show, has been a huge help to me as I've put out my books.

9. The Sharpe Reality

A red pill podcast presented by my main man Donovan Sharpe, this is an excellent show about dating, pick up and red pill themes, not least because I've been on it twice already!

10. The Minimalists

I'm a big fan of the Minimalists Josh and Ryan. Their show is just so damn comforting, from its down-home intro music, to the guys' homespun-but-dead-on advice about simplifying and improving your life through minimalism.

So there you have it: a whistle stop tour of some of my favourite shows. Do give them a listen and let me know what you think. Also, if there are any other podcasts you like not mentioned here let me know in the comments section below.

If you're a 40+ guy who wants to meet, attract and date beautiful women click here to get a copy of my brand new book STILL IN THE GAME

For daily VIDEO updates subscribe to my YouTube channel.

What To Say When You First Approach a Hot Girl

troyfrancispua · 13 May 2018 · Archived copy · Original

If there's a question that gets asked of game writers and coaches more than any other, it's this:

What is your pick-up line?

Yeah, for real. Dude thinks that all it takes to bag a hottie is this one incredible, indestructible sentence. This phantasmagorical formulation of words that is at once so compelling, so magnetic, so sexually alluring, and so erotically suggestive that the girl will instantly remove her underwear and beg him to sex her.

Unfortunately this is a misconception.

In game literature, the opening line you use is normally referred to as (for obvious reasons) 'the opener.' While it is helpful if this opener is powerful in some way, or witty, or relevant to the context in which you find yourself, the truth is that *it doesn't have to be any of those things.*

Think about this. In my life as an international Modern Casanova I have approached thousands of girls. In a pick-up career which has been fuelled by a somewhat addictive natures and which has spanned nearly fifteen years I have naturally chatted up a lot of women.

Of those women, a proportion (small, as is the way of these things) have been interested enough to come out on a date or two with me. Of those, a (smaller, natch) proportion have come back to my abode to enjoy a spot of carnal pleasure.

So over the years I've notched up a great deal of experience both in what works and it what doesn't work when it comes to approaching girls.

The infinite wisdom that I can now share with you, my lovely reader, as a result of all of those years of toil and dedication, that decade-and-a-half of feverish experimentation?

It really doesn't matter what you say.

That's right. It really doesn't matter that much.

The most important thing is not *what* you say to initiate a conversation: the most important thing is that you say *something*.

Think about your aim for a moment. You want to sleep with this girl, right? OK, well let's take it back a few steps. Are you likely to sleep with her without talking to her and her talking to you? Unlikely (OK, not impossible, but certainly unlikely in most cases).

That being the case, you need to have a conversation with her. Now, that could happen organically. Perhaps she will come up to you and start talking to *you* . . . .

. . . . .

. . . . .How's that working out for you? No, in the *majority* of cases women do not initiate conversations with men, *even* those few men they are extremely attracted to.

As such, it falls on your shoulders, my friend. You need to man up, swallow your fear and *say something to her*.

But here's the good part. As I've already mentioned, it really doesn't matter what you say. And even better than that, what you say doesn't have to be at all impressive.

Yes, you read that right. It is not necessary for you to blow her away with your verbal dexterity straight off the bat for her to sleep with you.

I now want to share with you a tool that I have found extremely helpful in my pick-up career and I'm sure you will

too. It's this: *lower the goddamn bar.* Seriously. Lower the bar.

Instead of trying to think of golden things to those girls you see in the morning on your commute into work, instead of crafting sublime openers that turn to dust as quickly as you devise them, instead, concentrate on putting one foot in front of the other and walking towards the girl.

That's right. Walk towards her.

'But I don't know what I'm going to say!'

Good. Walk towards her anyway. Then when you are standing in front of her, smile and say something like this:

'Hi, I'm Troy.'

That's it.

You don't need anything more than that. Not to approach. Not to open.

Now granted, when she responds you will need to form a follow up. But that's not what this article about—this article is just about the opener. And once you've said 'Hi, I'm Troy' then congratulations, you have just successfully opened a conversation with a woman, a stranger who you don't know but to whom you are attracted.

Remember, just doing that will put you in the top 5% of men on the planet.

Go out and try it today. Try it ten times. I'm confident that you will have at least four decent conversations as a result, and you didn't even have to go to the trouble of having to learn a 'pick-up line'.

Sometimes we really love to over-complicate those things that are most simple.

To find out more about how to pull smoking hot girls night or day buy my book The 7 Laws of Seduction

For daily updates follow me on Twitter and Insta

Read More: How To Have Sex With a Hot Girl at A Fetish Club

How To Find Your True Passion In Life

Troy · 15 May 2018 · Archived copy · Original

What follows is an extract from the new book I'm working on about happiness. In this section, I discuss how to go about finding out what your true passion is, and what you should pursue to inject meaning into your life.

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In a way I was lucky—I always knew that writing was my thing. As I've said, I'd written stories since I was a kid, and I'd grown up surrounded by—and gorging on—books of all kinds. So in a way, writing should have been a no-brainer for me, and indeed it was when things finally clicked into place.

But that is not to say that there wasn't trial and error. There was a lot. For a start, I had developed other interests over time. I have always loved music, for example. When I was at school I used to play piano and keyboards. If I'm honest it wasn't my core skill, but it was something that I enjoyed. Later on, when I got into the club scene in London and Manchester I developed a love for electronic music, and I fell in love with the idea of producing tracks myself. To that end, I took a course at an academy in Manchester to learn how to use the production programmes Logic and Reason. Again, I wasn't especially good, but I had a lot of fun doing it.

When I came out of my drunken haze, my aspirations were somewhat confused still. As a professional drinker I had become enamoured of a fairly superficial idea of nightlife and wanting to be part of the glamour of it. Foolishly, the idea of sitting down and writing had started to seem a little staid to me, particularly as the opportunities of blogging and the internet hadn't really penetrated my consciousness fully at that point yet (and weren't as realised as they are today).

So it took awhile for me to find my way back to what I was always destined to do, and perhaps that will be the case for you as well. And by the way, I don't mean to imply that there is anything wrong trying out different disciplines like music, painting, a sport, a type of business or whatever. Diversifying what you do is incredibly helpful—indeed, it's probably essential in determining where exactly it is you're meant to end up. But at the same time, if each one of us is honest, there is probably one core thing that we are naturally good at, that should, by rights, become our defining passion. And that is the thing we must all try to find.

Look, if you're a polymath then that's fine. I don't want you to feel limited—quite the opposite. This is about freeing you up. But if you're one of those people who is yet to uncover their true passion then here's what I advise.

First off—and I have to credit James Altucher for this—you should think back to your childhood. What you were into then. The things you loved to do. The things that enthused you. Now, is there some way that you can enjoy those things today?

Say you were massively into baseball. You watched every game and you played every chance you got. But now you're 35 and you're not in quite the same shape as you were when you were 17. OK, being realistic perhaps you may never make it to being a professional basketball player. But is there something else you could do that is connected in some way? For example, could you coach basketball? Could you write a book about your favourite players, or your favourite team? Could you start a podcast, or a YouTube channel talking about the latest baseball news or offering training tips. Could you interview some of your favourite players and create content that way? Could you start up a local league for disadvantaged kids?

Even if the exact thing you were interested in is not open to you for whatever reason, that doesn't mean that you can't do something that is connected. Better still, if you can combine two things that you really love, like baseball and writing, then all the better.

Look to the past, but you also look at what is in front of you right now. For example, I cast around a lot trying different kinds of writing until I looked at the life that I was currently living and used that as source material. At the time I was dating a lot and that provided me with a large number of experiences and a lot of inspiration. Once I

started to write about my experiences of dating then things clicked into place and I found an audience. Over time my focus shifted and I began to write more about topics such as self-development, work and entrepreneurship. But it was in that initial marriage between my childhood skillset and my contemporary interest that led me to create meaningful work that resonated with a large audience for the first time.

If you are still uncertain about what your calling is after you have considered your early life—and Altucher recommends you make a list of everything you can remember that you enjoyed to determine whether there's anything that can be revitalised now—then another route is simply to try out a lot of things. I'm not suggesting you become a dilettante—and always keep in mind that the idea is to quickly narrow things down—but try spending a couple of months simply experimenting with different activities.

As I've said, I took electronic music production classes. I also went to improv classes, I've been to boxing classes, I've been involved with running groups and a variety of other things. And in part it was working out what I was not so good at that enabled me to see what remained.

After all, your purpose—the way in which you personally choose to create meaning in your life—should be something that comes naturally to you. By that I do not mean you should find it easy. Writing is not easy, even if you have some spark of talent for it. Neither is playing the violin, or fencing, or making great YouTube videos. Everything worthwhile is difficult. But there are certain things you will have a greater affinity with than others. And it is those that you should gravitate towards.

Another way to tell whether you are good at something is simply through observing how others react to you when you do it. If you get a good number of people telling you over time that you are skilled at something—-that you are a good singer, or high-jumper, or make-up artist, then you should listen to those folk because they are very likely right.

I'm not talking about one-off compliments here, by the way. Those might be made simple for politeness' sake. I'm talking about when you get people consistently, over time, telling you you're good at something. When you start to notice that happening, that's when you need to sit up and take notice.

Finally, be very honest with yourself. Is this particular activity really you? Or are you pursuing it for some other reason? Say, for example, you are a terrible singer but a brilliant flower arranger. You might find yourself pushing on with the singing because it seems like the more exciting option, when actually you'd be far better off sticking with flower arranging. Yes, the rewards might not initially appear as potentially stratospheric, but who's to say? You might end up becoming flower arranger to the stars, flying across continents to arrange flowers for major show business and political events. In almost all cases if you stick with what is really you, however humble that might seem, then you will always end up better off than the person who goes against their nature.

Is there a possibility that there is an activity you will love more than that which you have an innate talent for? Yes, but I'd say it's unlikely. I am aware that in many ways my life would appear a lot more exciting if I were a famous DJ rather than a writer. But I wouldn't change things for the world, because I realise that there is huge, limitless potential in what I can achieve through writing. So much that it will last me much longer than a lifetime.

The endgame is win-win. The idea is that you find something that you love doing through which you can deliver huge value to the world. And in working on it, you will help others. You are—without wanting to descend into hippy cliche—in tune with yourself and the universe. You are doing the thing you are mean to be doing, you are helping other people and in return you are being helped, since now your life has meaning. It is a virtuous circle, and one I'd recommend you jump on as soon as you can.

By the way, if you enjoyed this then sign up for my DAILY exclusive email article here

*Also, if you're interested in reading my tips on how to use cunning tactics to improve your sex life and you success life then grab a copy of my book How To Be An Assh*le. It may not be politically-correct, but it's most definitely effective!*

The Best Way To Figure Out What You Want From Life

Troy · 16 May 2018 · Archived copy · Original

Today's extract from my forthcoming book about happiness explains the exact technique that I used when I was at a crossroads in my life and I decided I needed a new method to work out exactly what I wanted and where I was going.

I'm keen to know what you think about this, so please do leave me a comment below.

******

The first step in this part of the process, then, is to sit down and work out precisely the kind of life that you want down to the very last detail. And the very best way of doing that? You need to dream—and dream big.

You're going to have to take some time out to work on this. Have a think, and determine the sort of environment that will be most conducive for you for dreaming, away from distractions. Bear in mind also that you may well need more than one session to work through everything.

When I undertook this process myself a couple of years ago, I instinctively felt that it would be best for me to take myself out of my usual surroundings with the firm intention of thinking seriously about my life. Why? Because I believe that location matters—a lot. If you are sitting at your desk in your office at work, or in the kitchen at home with a sink full of dirty plates then you will inevitably still be enmired in the day-to-day. By definition you won't be able to see the proverbial wood for the trees.

For this reason, I decided to take myself away to the following places:

- The town and area outside of London where I grew up as a teenager
- Hampstead Heath, the largest, most 'rural-seeming' expanse of land I could think of in London
- The crematorium where my grandparents are buried

The trips were taken over the course of a week or so. When I embarked on them, I sought to clear my mind as much as possible so that I could think freely and deeply about what I *really* wanted for my life.

You will note that two of the locations were outside of the city, and third was in a very 'green' part of it. This was intentional. I had become aware from my extended stays in Berlin that London has a somewhat strong pull on my consumerist tendencies. It is, after all, a city where no one seems to do anything very much other than work, spend money and eat and drink. I had to escape her orbit for a little while, not least because I was aware that *one* possible option open to me was moving away from the city altogether. And I didn't want to cloud my judgement by holding my heart-to-hearts with myself in her centre.

You can also see that at least two of my destinations were influenced by my childhood and younger life. Again, this was intentional. For me, getting honest with myself—which is what this is really about—is best achieved by removing the trappings of adult life for a time, and going back to things that are elemental: formative things.

When I visited my grandparents' place of rest, for example, it was in part to pay tribute to them. But it was also to be with them for a period of time. To commune with them, as though I were seeking their advice (which in a way I was).

The same sort of thing was true when I visited the places I used to frequent as I was growing up. In a way it was less about their physical aspects and more about what I felt when I was there. I wanted to strip off layers, you see. I wanted to confront my younger self and ask him: 'Well, what do *you* think I should do?'

When I took these trips I had no agenda at all, apart from the commitment I made to myself that I would use the time to think seriously about what my next moves should be. All I took with me was a notebook and a pen. I had my iPhone, of course, but I switched it off when I reached the locations. I didn't want anyone to have the ability to get hold of me, or to interrupt the flow of my thoughts.

On each of the trips, my actions were very simple. I would walk around slowly, ruminating without an agenda on my life, and noting down *whatever* thoughts came up in my notebook.

When I looked back at that notebook later, it struck me that what I had written looked like prose poems. There were scraps of memory there. Snippets of thought. Reflections on my childhood. And one-by-one, more concrete observations on what I had done thus far in my life and where I wanted to go.

In a way, the purpose of the whole exercise was to get to know myself once more. That sounds hippyish, but the reality is that modern life, particularly in big cities, where everything moves at a million km a mile, does divorce us from ourselves. It's not that I didn't have a vague inkling of who I was and what I wanted before, of course I did. It's just that my thoughts were submerged in a fog of consumerism, social media, corporate work and other ephemera that were titillating, but weren't central to my values or who I really wanted to be. In order to cut through all of that crap it was necessary for me to take myself away to work through the process I have described.

I hope you found this useful. By the way, if you want to find out more about how to beat bullies at their own game then get hold of a copy of my book *How To Be An Assh*le*—it's packed full of actionable tips and advice on how you can win in the boardroom and in the bedroom.

What To Do When Everyone's Against You

Troy · 17 May 2018 · Archived copy · Original

What to do when everyone's against you?

There are times when I feel like this, certainly. I can go along for a few weeks with everything being fine and dandy, getting on great with the world.

And then all of a sudden, for some inexplicable reason, everything seems to go to shit.

I get haters on Twitter. I piss off people in my apartment building. The girl I am seeing gets mad at me.

There are times when I feel like the whole world is against me. That sooner or later I'm going to be arrested, taken off the streets for the benefit of the public.

'I am offending everyone and I have no idea why.'

Actually, though, the reason that I fall into this negative belief pattern is because I had a fucked-up childhood where people told me I was no good the whole time.

And when you internalise that kind of thing at a young age you tend to believe it.

What that means is that now I'm an adult, when people criticise me, even when I can see objectively that I've done nothing wrong, I tend to buy into their negative perceptions. They make me feel shame, which is not a nice thing to feel for anyone, but perhaps I'm used to it.

Maybe I kind of like it.

It is also, let's face it, easier to fold and roll over (metaphorically) when the world calls you an asshole. Standing up to the world, and continuing on your course, is hard. It requires resilience and energy. Generally speaking I have a good reserve of those, but even I get tired.

The message is this. The only arbiter of you and your behaviour is *you*. Fuck what someone else says. We're not at school any more. No one has the god given right to judge you: not your boss, not your lover and certainly not some dick on Twitter.

You can't please everyone. You won't please everyone. Some people will fucking despise you.

Well, so what? Live with it. Get up in the morning, keep doing your thing and fucking live with it.

In fact, go further than that. Enjoy it. Relish the battle scars. Relish the wounds.

Because here's the truth. When you cause friction, when you make enemies, you may wind up bloody and bruised, but at least you know that you're alive.

And that's a wonderful place to be.

I've been called all sorts of names by people and treated in all sorts of terrible ways. Well, fuck them. They were wrong and I am right, because I am *me* and I'm still here.

That is the attitude you must adopt. We each own our version of reality. In your version the haters are fools and you are king. And of course, your version is truer than theirs simply by virtue of the fact that it is yours.

*I hope you found this useful. By the way, if you want to find out more about how to beat bullies at their own game then get hold of a copy of my book How To Be An Assh*le—it's packed full of actionable tips and advice on how you can win in the boardroom and in the bedroom.*

I Found It Hard To Muster Any Enthusiasm For The Royal Wedding

Troy · 19 May 2018 · Archived copy · Original

I found it hard to muster any enthusiasm for the royal wedding.

In the morning I went to meet a friend (Paul Janka, as it happens) over in Highgate. When I came back into central London at about 12-ish the streets were deserted, save for the outsides of a few bars and cafes where crowds were glued to the screens, taking photos, amidst a forest of unfurled Union Jacks.

I had some errands to run and so didn't watch any of it. I've still managed to avoid watching any of the highlights online.

The fact is that I'm not particularly interested in weddings. If someone invites me to theirs my first response is to thank them politely while feverishly clawing my mind for the best possible excuse to offer up as to why I can't attend.

I also hate so-called 'stag-dos'. I think in the US these are called 'bachelor parties'. In England they generally involve getting a bunch of 'lads' together to take a cheap flight to some Eastern European destination like Prague, where the participants get obnoxiously drunk and visit strip clubs and hookers.

Since I'm basically an introvert and I don't drink such events are purgatory for me.

As far as a *royal* wedding is concerned—well, I don't know these people and never will, so why should it interest me? Yes, our country has a proud history and it is gratifying in a way to know that people all around the world as so fascinated in it. But I don't see why I should pay any great interest in the nuptials of two very rich, privileged people who I'll never meet.

I am not anti-royal as such. I think the family do a good job as ambassadors and heads of state for the UK, and most Brits have affection for the Queen, Philip, the princes, Kate and others. But I can't buy into the Kardashian-ifying of them that seems to go on these days.

Also, there's a little bit of a question mark over Meghan, isn't there? She was married before, for a start, which doesn't seem like a great omen. If I was Harry I would never have got hitched at all. I would simply have carried on diving naked into Vegas swimming pools and banging royal groupies forever.

But I guess we all have different priorities.

Of course, marriage is a notoriously tricky business, with it failing more than succeeding (statistically) all over the world, another reason why I never feel particularly celebratory about it.

I bumped into a well-known actor who I know a little bit in Soho and asked if he'd seen the wedding.

'No,' he said. 'I'm a republican. I can't understand what people are still so interested in in 2018'.

I found it hard to disagree with him.

Still, I hope for Harry's sake it works out. One thing is for certain—the huge affection that the public hold for him and William (and of course their mother Diana) means that if Meghan does turn out to be wrong-un she will never, ever be forgiven.

If you want to avoid marriage for life and spend your time jumping naked into Vegas swimming pools then pick up a copy of my recent book Still In The Game – it's packed with all the tips and techniques you need

Life Is A Process Of Becoming

Troy · 20 May 2018 · Archived copy · Original

I am too far gone, it is true.

It is true, because when you have drunk deeply from the cup of life it is difficult to ever get back.

When you have cut the rope, and the ship has sailed, there's no point in saying ' oh, hang on a minute, maybe I should turn the ship around again.' No. Because the ship has already left the harbour, and it is now under influences other than yours.

The tide is pulling it further out to sea.

Age plays its part. I am stuck in my ways. I have strange predilections and habits which I can only imagine intensifying, not decreasing, in the years to come.

I hide from the sunshine in the afternoon. I get jittery if I am away from my work for too long. I get bored easily. I continue to seek excitement obsessively in the same old places, even when those places barely hold any wonder for me any longer.

The other night, in my forties, I found myself sitting alone in a strip club. 'I wonder if I'll become a dirty old man one day,' I thought.

I had to laugh.

I read an article by Mark Manson recently in which he described a digital nomad who was so moved by seeing a young family playing in the park together that he burst into tears, knowing that he had rejected that life, perhaps permanently.

In the Brexit negotiations, the UK government are playing for time, avoiding having to make a firm decision on the future of the country outside the EU.

I am like the UK government. I am sitting on my hands, playing for time, avoiding having to make a firm decision on the future of my life.

But the time of reckoning will come for the government and it will come for me too. There is only so long you can obfuscate, only so long you can put off binary decisions. Decisions that have consequences.

It's funny that I have come down on the 'remain' side of the debate with Brexit in politics, whereas in my own life I tend more towards a reckless, Brexiteer position. Without going into huge details about it here, this is basically because I believe that when you're talking about a country of 60m people you should pick your battles carefully.

When it's just one guy with no dependents, well . . . party time.

But I am coming round to the position that I am too far gone. Tom Torero has said there comes a point when you wake up one day and you say 'yeah, *this is what I am*.'

Well, maybe this is what I am: unmarried, childless, a writer, self-employed, mobile, nomadic, and avoidant of commitments of any kind that threaten my freedom.

Maybe that's it. Maybe I just buckle up and commence the roller-coaster ride. Say to hell with it all. Let the chips fall where they may.

There is very little holding me back, really.

Anais Nin wrote:

Life is a process of becoming, a combination of states we have to go through. Where people fail is that they wish to elect a state and remain in it. This is a kind of death.

I changed everything to opt for life, but too often I find myself veering off course, veering towards death. It is imperative that I find the courage to stay on course, to move on through my own process of becoming.

If you enjoyed this article then sign up for DAILY free content from me by email here.

I Wasted My Life Like A Fool Before I Made This KEY Realisation

Troy · 21 May 2018 · Archived copy · Original

I wasted my life like a fool before I made this key realisation: *you have to produce more than you consume.*

Yeah, it sounds straightforward, I know. And it is. But really, I had no idea for many, many years.

(One of the great regrets of my life is that the internet wasn't around when I was in my teens and twenties. You guys have access to so many great resources that will tell you what's up these days. But I digress!)

You have to produce more than you consume. We live in a culture that pushes us to consume the whole damn time. Movies, music, books, blogs, YouTube videos, Twitter feeds, games—you name it. We're asked to gorge on this stuff constantly.

If we gorged on everything we were asked too we could sit on the couch for twenty-four hours a day and do nothing else.

Some people do.

But remember: when you're consuming 'content' that someone else made you are making *them* richer and *you* poorer.

Everything that you read or watch or listen to has been created by someone with the end goal of making money.

Yes, I'm sure in many cases there was artistry involved as well, but you get my point? The people who have used their artistry to create those works are also making money from them.

The more time you spend engaged in someone else's vision, the less time you are working on your own.

Even reading this blog post, you are spending a couple of minutes that could be spent writing your own blog post, with affiliate links or a call to action to buy your own book. And that could make you money that will ultimately set you free from your full-time job.

Even though I knew I was a talented writer, I did nothing about it for years. Instead I read other peoples' books, and I listened to other peoples' music, and I never produced a damn thing for myself.

I kidded myself that I was artistically fulfilled simply by appreciating the work of others. That my interpretation of their work served as artistic creation in its own right. Or something like that.

It was only when I quit drinking and got serious about life, and listened to a ton of podcasts and studied creativity and business, that I realised that the only way to operate is to create more than you consume.

That is not to say that I don't appreciate other peoples' work. Are you kidding? Of course I do. I listen to great podcasts. I spent all weekend playing the fabulous new Arctic Monkey's album. I'm reading the splendid prose of Ernst Graf.

It's simply that I make a decision each day to create more of my own work than engage with other peoples'.

It is through that simple mindset shift that I've built up my writing and publishing business to the point where I was able to give up my corporate job and go full-time as a writer at the end of last year.

I'm not making a fortune yet, but I'm making enough to live up and the profits just keep going up.

I don't necessarily subscribe to *The Secret* in its entirety. But there is definitely truth in the idea that if you stick to your vision, produce high-quality creative work that is in line with that vision, and persistently put it out there, then you will build an audience and you will be able to monetize your work.

But it's not all about money. By far the most important thing is that if you do this you will achieve freedom and you will build your *own* body of work.

You will not simply gaze in awe at the achievements of someone else.

Rather, you will be forging your own path, climbing your own mountain. And you will be happier for it.

If I can do it anyone can. There is no more time to waste.

Start producing more than you consume today.

By the way, if you want to learn more about how to live the life you want, not the life you think you should, then sign up to receive an exclusive article from me **every day** by email now – simply click **here**.

Your Nearest Exit May Be Behind You

Troy · 22 May 2018 · Archived copy · Original

In May 2016 my girlfriend at the time moved into my apartment in London. Six months later I was so frustrated and unhappy I asked her to leave.

That is the full and triumphant history of my cohabitation with women since my early twenties.

The reason this girl moved in was complicated, but basically it was one of those bullshit scenarios that seem to come up from time to time in urban life where a young woman (or indeed, man) is unable to stay in the place where they currently reside and as a result may have to leave town.

Of course, when you are the boyfriend of such a person, there's kind of an unspoken expectation that you'll step in to help because if you don't . . . then what the fuck?

Unwilling to face up to the what-the-fuckness of the situation, and because I genuinely liked this girl, I suggested she move in with me. Over the next few months we became engulfed in such domestic drabness and tyranny, and I was consumed with such anger and bitterness, that I decided that if I didn't do something about it I would have effectively have signed my own death warrant.

And yet I am not really an outrageous guy. Generally speaking my hours are conservative. I sit at a keyboard most of the time writing things in silence.

In theory I should have no problem with the domestic life.

In practice though I have enjoyed freedom and autonomy for so long that it proved incredibly difficult for me to cede even a millimetre of these to my poor girlfriend when she moved in.

Sometimes I look at my life in amazement, as one might look at a famous work of art like the Bayeux Tapestry or the Mona Lisa. You almost don't believe such a thing could exist.

How did I get away with not living with a woman t*hrough my entire thirties?*

One day the historians will marvel over my magnificent escapology skills.

Today, though, I wonder whether you get to a point when you are too far gone. When the nearest exit is behind you.

My nearest exit from the uncharted waters of extended bachelorhood may well now be behind me. Next weekend will be the anniversary of when my girlfriend moved in two years ago. Had I stuck it out, and continued with her then my life would now doubtless look very different.

But I chose not to.

Instead I chose *more of the same*—bachelorhood.

But in a sense I chose something new too, since I have never been a bachelor in 2018, under these specific circumstances before.

Being objective, I am sure that the 'fault' for the split—if 'fault' can really be attributed in such cases—lies roughly equally between me and the girl. But after that experience I am not keen to experiment with cohabitation right now, and being honest it's difficult to envisage a time when I will (although you never know).

And so I have left another exit behind me. I have shooed away a loving hand outstretched to save me. I have disdained the life boat, choosing instead to sink or swim in the dark ocean alone.

If you enjoyed this article, do sign up for my DAILY email—you get free, exclusive content every day. Sign up here now.

What To Do When You Lack Experience At Anything

Troy · 24 May 2018 · Archived copy · Original

Experience is king. If you are experienced at this or that skill—at socialising, or at dating, or at running as business or whatever—then clearly you are in a better place than if you are not experienced at all.

However, none of us are experienced at everything.

It is impossible.

And at any moment we might be required to step into a new arena where our lack of experience will be highlighted and may disadvantage us. So how should we handle such situations?

The standard answer to this is something along the lines of '*fake it 'til you make it*'. That is, if you go on a date and you are not very experienced at going on dates then simply *make like you are*. Act *as if*.

Go into the situation like a boss and bluff your way though.

This is monumentally good advice. However, there is a particular strand to it which is often overlooked but which is also crucial: *in any situation you are uncertain of, you must base your actions on experiences you've already had.*

In life, no situation is entirely unique. There is always an analogue. What you want to do is to locate the closest one to your current, challenging scenario and mirror your previous behaviour.

For example, you may never have been on a date before, but you have probably been out for drinks with friends. Or you've met someone for coffee. So you know broadly the way things should go.

That is a ridiculously simple illustration, but you get my point. A better one is when I bought my apartment in Berlin. I had no experience of German real estate law (which, believe me, is frighteningly tortuous). So when I went into a meeting with an attorney, my agent, the vendor's agent and a translator I was understandably a little out of my depth.

But:

- I had dealt with lawyers in the UK before
- I had bought property in London
- I had attended countless business meetings

So even though this specific situation was entirely new to me–I was *inexperienced* in it—I nevertheless had applicable experiences that I could bring to bear. I used these previous experiences as touchstones, and in doing so was able to complete the meeting successfully.

There is nothing new under the sun and, once you are over the age of twenty, there is no human situation that doesn't bear at least some small resemblance to something else you've been through. Be confident and fake it to make it, yes. But also think back, locate the comparable situations you've encountered and use them as the springboard for your actions now.

If you enjoyed this article, do sign up for my DAILY email—you get free, exclusive content every day. Sign up here now.

Privacy Policy

Troy · 25 May 2018 · Archived copy · Original

UPDATED EU GENERAL DATA PROTECTION REGULATION – GDPR / EU-DATENSCHUTZ-GRUNDVERORDNUNG

Privacy Policy

I've updated my Privacy Policy to take effect on May 25th, 2018.

Legal disclaimer

The contents of these pages were prepared with utmost care. Nonetheless, I cannot assume liability for the timeless accuracy and completeness of the information.

WHAT IS THE GENERAL DATA PROTECTION REGULATION, otherwise known as the GDPR?

The **General Data Protection Regulation** (**GDPR**) (EU) 2016/679 is a regulation in EU law on data protection and privacy for all individuals within the European Union and the European Economic Area. It also addresses the export of personal data outside the EU and EEA. The GDPR aims primarily to give control to citizens and residents over their personal data and to simplify the regulatory environment for international business by unifying the regulation within the EU.

Superseding the Data Protection Directive, the regulation contains provisions and requirements pertaining to the processing of personally identifiable information of data subjects inside the European Union. Business processes that handle personal data must be built with privacy by design and by default, meaning that personal data must be stored using pseudonymisation or full anonymisation, and use the highest-possible privacy settings by default, so that the data is not available publicly without explicit consent, and cannot be used to identify a subject without additional information stored separately. No personal data may be processed unless it is done under a lawful basis specified by the regulation, or if the data controller or processor has received explicit, opt-in consent from the data's owner. The business must allow this permission to be withdrawn at any time.

A processor of personal data must clearly disclose what data is being collected and how, why it is being processed, how long it is being retained, and if it is being shared with any third-parties.

Users have the right to request a portable copy of the data collected by a processor in a common format, and the right to have their data erased under certain circumstances. Public authorities, and businesses whose core activities centre around regular or systematic processing of personal data, are required to employ a *data protection officer* (DPO), who is responsible for managing compliance with the GDPR. Businesses must report any data breaches within 72 hours if they have an adverse effect on user privacy.

This is my updated Privacy Policy to go into effect on May 25th, 2018.

Your privacy is extremely important to me.

Who I Am and What This Policy Covers

Realtroyfrancis.com is a lifestyle blog that provides information on dating, relationships, self-development, entrepreneurship and lifestyle design. Its aim is to help you live the life you want, not the life you think you should.

This Privacy Policy applies to information that I collect about you when I use:

- My website (including wordpress.com, jetpack.com)
- Email service MailChimp
- Other websites or travel services, not mentioned above

Information I Collect

In general, when visiting the website realtroyfrancis no personal data, except minimal information such as users posting comments such as a name (real or alias), website and email address, is saved. Your name and website may be displayed on the site if you post a comment, but your email address and privacy, will always be kept secure.

Newsletters and latest posts are distributed through a Mailchimp mailing list. Any personal information stored on a mailing list is solely kept for the distribution of blog posts and newsletters **– I don't share personal information with third parties.**

At the bottom of every post or newsletter is a clear and easy way to opt-out. However, this data can be given on a voluntary basis.

No data is passed onto third parties without your consent. I would like to point out that in regard to unsecured data transmission in the internet (e.g. via email), security cannot be guaranteed. Such data could possibly be accessed by third parties.

Information You Provide to Me

- **Basic Account Information:**I ask for basic information from you in order for you to subscribe and follow my newsletter and latest posts. For example, I require individuals who subscribe or make a comment, to provide a username and email address – and that is all. You may provide me with more information – like your name – but that information is entirely voluntary

Information I Collect Automatically

- **Usage Information:** Information is collected for the usage of WordPress Services. For example, information is tracked and collected for statistical purposes such as page views, clicks, followers, shares, likes, length of time spent on com,search engine terms as well as search engine optimization (SEO) or popular pages and posts. I use this information to provide services to you, as well as get insights on how readers use this website, so that I can make it better
- **Location Information:**Your location is collected and used to calculate how many people visit realtroyfrancis.com from certain geographic regions
- **Information from Cookies & Other Technology:**A cookie is a string of information that a website stores on a visitor's computer, and that the visitor's browser provides to the website each time the visitor returns. Pixel tags (also called web beacons) are small blocks of code placed on websites and emails. WordPress uses cookies and other technologies to help identify and track visitors, usage, and access preferences, as well as track and understand email campaign effectiveness. For more information about the use of cookies and other technology for tracking, including how you can control the use of cookies, please see this Cookie Policy

How And Why I Use Information

Purposes for Using Information

I use information about you as mentioned above, and strictly only for the purposes listed below:

- To provide services on my website
- To further develop and improve my website, and provide new features that I think readers might enjoy, or inspire them, to live the life they want, not the life they think they should.
- To monitor and analyze trends and better understand how readers interact with my website, which helps me

improve and make this website easier to use
- To measure and improve the effectiveness of affiliate marketing
- To communicate with you through email, newsletter, solicit your feedback, or inform you on issues of interest
- To personalize your experience using my website, provide content recommendations and advice, and target travel market destinations

Legal Bases for Collecting and Using Information

- I have a legitimate interest in using your information to provide and update my website, to improve my services so that I can offer you an even better user experience, to communicate with you, to measure, and improve the effectiveness of affiliate marketing, for the better understanding of my readers, and to personalize your experience
- You have given me your consent to allow cookies be placed on your device as described in the Cookie Policy

Sharing Information

- **I do not sell your private personal information**
- **I do not allow paid links**

Information Shared Publicly

Information that you choose to make public is at your own risk

My website contains links to external websites. As the contents of these third-party websites are beyond my control, I cannot accept liability for them. Responsibility for the contents of the linked pages is always held by the provider or operator of the pages.

This means that information like your public profile, photographs, posts, other content that you make public, “likes” and comments on other websites, are all available to others

How Long I Keep Information

In general, when visiting my website realtroyfrancis.com, no personal data, except minimal information such as users posting comments such as a name (real or alias), website and email address, is saved.

Newsletters and latest posts are distributed through WordPress and a MailChimp mailing list. Any personal information stored on a mailing list is **solely kept for the distribution of blog posts and newsletters – I don’t share personal information with third parties.**

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No data will be passed onto a third parties without your consent. I would like to point out that in regard to unsecured data transmission in the internet (e.g. via email), security cannot be guaranteed. Such data could possibly be accessed by third parties.

Choices

You have several choices available when it comes to information about you:

- **Limit the Information that You Provide:**You can choose not to provide the optional account information, profile information, and transaction and billing information

- **Limit Access to Information On Your Mobile Device:**Your mobile device operating system should provide you with the ability to discontinue my ability to collect stored information or location information via mobile apps.
- **Opt-Out of Electronic Communications:**You may opt out of receiving posts or newsletters from me. Just follow the instructions at the bottom of every post or newsletter
- **Set Your Browser to Reject Cookies:**You can usually choose to set your browser to remove or reject browser cookies before using WordPress websites, with the drawback that certain features may not function properly without the aid of said cookies
- **Unsubscribe:**While I would be extremely sad to see you go, if you no longer want to receive any posts or newsletters, you can unsubscribe

Your Rights

If you are located in the EU or anywhere that falls under the scope of the European General Data Protection Regulation (GDPR), data protection laws give you rights with respect to your personal data, subject to any exemptions provided by the law, including the right to:

- Request access to your personal data
- Request correction or deletion of your personal data
- Object to our use and processing of your personal data
- Request that I limit use and processing of your personal data
- Request portability of your personal data

You can usually access, correct, or delete your personal data, using the unsubscribe button at the bottom of the page, but if you aren't able to do so, please don't hesitate to Contact me by email at troyfrancis7laws@gmail.com

And remember – live the life you want, not the life you think you should.

Does Travel Really 'Broaden The Mind'?

Troy · 26 May 2018 · Archived copy · Original

This afternoon I boarded a flight in Berlin. About an hour or so later I landed in London.

We think nothing of it these days, but that's pretty incredible. This morning I was sitting in my kitchen in Berlin, drinking coffee, writing Tweets and answering email. Now I'n sitting in London writing this.

A tale of two cities.

I go to Berlin a lot—I live there half the time—so perhaps this is not the best trip to use as an example, but I found myself wondering whether travel really does broaden the mind like they say it does.

Yes, of course, if you go to see the Taj Mahal, or Machu Picchu or something then your mind will necessarily be broadened since you are taking in new sights sounds, sensations and surroundings which you have never encountered before.

But how about the act of travelling itself? The hanging out in airports. The going through international borders. The sitting in planes. The boredom, the fatigue, the discomfort, the frustration. The minutiae. Does *that* broaden the mind?

Probably not, you might say. But I'm not so sure. I have a love-hate relationship with air travel in particular.

I love getting to places relatively quickly.

I hate all of the security and messing around it entails.

But there's something about airports that I quite like. For a start they are places that always *seem* exciting, promising escape as they do.

But there is more to it than that. I like their spotless, faceless interiors, punctuated only by those well-known brands—Rayban, Harrods, Zara, Ted Baker, and so on—that lull me into a feeling of safe nothingness with their familiarity and through the bland friendliness of their advertising.

I like the anonymity of travel. Yes of course, you're not really anonymous, since you have people asking to see your passport every five minutes, but you know what I mean. To the rest of the crowd at the airport I could be anyone. No-one knows who I am or gives a damn. And that's fantastic. You enter into this automated, conveyor-belt process where you deliberately surrender your individuality for a bit and become *just another traveller.*

There's something incredibly soothing about that, somehow. And coupled with the feeling of melancholy I always seem to experience post-flight, plus the long time that I have for reflection, I usually return home filled with ideas after even a brief trip.

So irksome as it is, travel (in its purest form) can broaden the mind. Or at least, it can broaden the creative capacity of the mind by setting it free to wander for a period, which is pretty much the same thing.

If you enjoyed this article, do sign up for my DAILY email—you get free, exclusive content from me everyday. Sign up here now.

The Rainbow Is Long, The Pot Of Gold Elusive

Troy · 27 May 2018 · Archived copy · Original

I first came to London to live properly fifteen years ago.

By properly I mean deep within the city of London, not out on the hinterlands, where I'd grown up as a teenager.

For the first six months I was very lonely—I didn't know that many people here—and I saw a lot of things.

Those first six months in London shaped everything and I am increasingly nostalgic for them.

Funny, that—I guess I have a masochistic streak. When I think back on those periods of my life I'm fond of, most often they are the ones where I was crippled and destroyed by emotional pain.

It was May or June or July when I first settled in London. It was hot. I spent most of my time alone in the porn cinemas and strip clubs. I sought out sordid places. And I was happy in my isolation.

It was sunny, like it is now. And while I had a little bit of friendly interaction with a group of guys and girls I met through my job (I was working for a national newspaper at the time), there was so much about 'normal life' that I couldn't handle.

Still can't.

Back then I would walk around the East End of London on Sundays in between 12-step meetings staring at the dilapidated buildings and the run-down, deserted weekend streets. Sometimes, I would see couples. Cockneys. Men and women, dressed up to the nines, going out for evening drinks. Often they'd have their kids with them, little dressed-up tykes, prattling and shimmying along behind.

There was something that depressed me about it. They were so—*normal*. Aspirational families from Hackney or Tower Hamlets, just making a go of things. Been born round here. Lived here all their lives.

Now, my parents are from London, and if you go back further I'm preceded by a long line of Londoners. But still, I was born outside, so *I wasn't from there,* this East End. I was an outsider with my nose pressed up against imaginary glass, looking in.

Looking in and wanting to be a part of it and not wanting to be a part of it all at the same time.

I hadn't come to the city to be *normal*, you see. I hadn't come here for *family life*. Quite the opposite. I was looking for anonymity, thrills, danger.

And yet the Eastenders that I saw—and came to live among—had their own hard-bitten glamour, too. I was—patronisingly—able to position them in my mind up alongside characters in my favourite London movies by the likes of Guy Ritchie (yes, I said it was patronising).

But I felt the distance, still. I existed with a constant awareness of that distance.

But as time has gone on, that distance has reduced. I've been here a long time too, now. I have become a part of the surroundings. For better or worse I am a Londoner.

Which is precisely why I'm now contemplating moving to Berlin. I can never allow myself to get to damn comfortable anywhere . . . Although I'll be back here, soon enough. It's where I belong, after all.

It is my fifteenth year in London. I've grown up with people in this city. I've watched their lives move on. Marriage, children, all of that stuff which I normally say sounds like a lot of hard work to me, thank you very much . . .

My life, meanwhile, has remained inevitably the same. I am the one district in London that hasn't yet been gentrified. The single city centre thoroughfare that's been left by the politicians and the businessmen to decay. The porn cinemas and the strip clubs have been pulled down around me and still I remain, a solitary monument to

whatever.

I walk down Chapel Market in the Islington sunshine. A Bulgarian family sit around an accordion drinking Stella from cans. The discount jewellers is still there, a marker of the shabbier, crappier, old London that I grew up with, that I crave. Because within those old shop fronts and beneath their signs my old life resides, still. My youth.

But they won't gentrify me. It's political correctness gone mad these days, and I'm perennial erectness gone bad.

That first six months in London shaped everything, and I crave that old loneliness, that old desolation I felt then still. Perhaps because a part of me has died, cocooned within a city that dies and is reborn constantly, and that waits for no one.

If you enjoyed this article, do sign up for my DAILY email—you get free, exclusive content from me everyday. Sign up here now.

I Interviewed Paul Janka, NYC Playboy Legend, As He Comes Out Of Retirement

Troy · 28 May 2018 · Archived copy · Original

If you haven't heard it yet, I strongly encourage you to listen to my podcast from last Friday, which was an interview with daygame legend PAUL JANKA.

Paul and I had a great chat about game, sex, love and the meaning of life itself!

You can hear the podcast on my SoundCloud page here, or on iTunes here.

By the way, you might like to know that Paul is officially coming out of retirement! His first foray back into the public eye after a period away getting married and having a baby is a webinar that runs tomorrow night. Here's a little more info from Paul

On **Tuesday, May 29th, at 6:00PM PST** Paul will reveal all the pick-up strategies that will work for you in 2018. Not only will you learn new methods for pick-up, but he will also show how to set up your dating profiles on applications like Tinder and **10x your current results**.

Register now below to see how

https://attendee.gotowebinar.com/register/2100747098199474434

The Truth About My Life In Central London As A Digital Nomad

Troy · 30 May 2018 · Archived copy · Original

I've lived in Central London for nearly six months now. It's a childhood dream, since I've always loved this city, and previously I've only lodged in outlying areas.

Right now, when I go downstairs and open the front door I walk straight out onto Shaftesbury Avenue, slap bang in the middle of the West End and right next to Soho.

Just down the road is Piccadilly Circus. Behind the apartment is Leicester Square, where the imposing W Hotel squats like some green-flecked, benign monster.

I'll be here until the end of June and then I'm packing my bags and heading for Europe—at least for as long as they'll allow me to stay until the sunlit uplands of Brexit kick in and my freedom of movement in the EU is stripped from me, that is.

So how has it been living right in the middle of the action in London? Here are some bullet points:

- Expensive
- Not as noisy as you'd think
- Tourist-engorged
- Convenient for travel
- Picturesque (when I've been undistracted enough to take notice of my surroundings)
- Great for running in Green Park and Hyde Park etc.

Aside from that, I have to report that there haven't been any enormous advantages. The thing is that I've spent so much time working this year—writing FIVE books, plus a bunch of articles, Tweets, emails and so on—that I haven't had a hell of a lot of time to do anything else.

To be honest, I could have been in Timbuktu and it wouldn't have made a great deal of difference.

Berlin

Those of you who have followed this blog for a while may recall that I moved to Berlin back in November last year. But there were a few bumps in the road, and, for a number of reasons I was compelled to reverse that decision and return to my home city to sort things out.

As such, I've been renting this current place since January.

My current plan is to return to (continental) Europe in July. Since I have a flat in Berlin, this makes sense. I can live there with extremely low overheads, and get on with building up my business.

In London, meanwhile, I am paying over £1000 a month ($1330 USD, €1,138 at current exchange rates) for a room in an apartment.

That may sound like a lot, but actually it's a steal given the location, and the place is quite pleasant all things considered. Also, I've developed a good relationship with the landlord, who owns several properties around this area. The plan is that I will ship out for a bit, and then as and when I need to return he will arrange somewhere else for me to stay.

But to be in London at all is an abdication of my original plan, which was to throw myself into the digital nomad lifestyle. After all, I now make the bulk of my living through book sales and consultations with private clients. As a result, I could be based anywhere in the world. To be sitting in the city where I've spent most of my life is a tad unadventurous, to say the least.

But I underestimated the nostalgic pull that London has for me. For one thing, I have many good friends here who I've known for a very long time. That is not something you can easily replace. Also, since I've seen so much life here that the very streets bear the resonance of my former encounters, my former existence.

Again, that's not something that you can just replicate elsewhere.

That said, I also love Berlin very much too. I have many friends there. I've spent a lot of time there and created memories. And I own a property there outright (which is quiet and great for writing, by the way). I would be an absolute idiot not to take full advantage.

Furthermore, it's not just Berlin. Because of that city's location, it's a great place to base oneself for travel throughout Europe, particularly Central and Eastern Europe.

Again, I would be an idiot not to take advantage of this.

Grand Tour

Perhaps it's to do with my age (40s) and having been set in my ways for a long time, but I would caution people looking to travel and to become nomadic to consider this. My view for a long time was that location doesn't matter, as long as I have my laptop and an internet connection.

In many ways that's true. My experience so far in 2018 has proved to me that my being in Central London hasn't made a great difference since most of the time has been spent sitting at a desk typing.

However, what London *has* given me these past few months is support (both business and personal) and stability. Those things must not be underestimated. Travelling and living abroad is fun, but it also knocks you completely out of any normality and routine that you may have had.

In many ways that's precisely what I need. But I also have to remind myself that I'm an addict in recovery and I have to be careful about my sobriety and about the external stimuli that I expose myself to.

Still, we're coming into summer now, Europe is heating up (everywhere except London) and I am itching to try something new. Therefore my new, extended European Grand Tour will begin very shortly.

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You Won’t Believe These Photos Of London’s Red Light District Soho

Troy · 31 May 2018 · Archived copy · Original

If you’ve been following my stuff for a while you’ll know that I’m currently living in Soho, the area that was formerly London’s red light district.

Latterly the scourge of gentrification has fallen heavily. However, the district is still pretty ‘colourful’, particularly at night.

To being it to life for you, I took out the Canon G7X and captured some shots for you.

Welcome to my world!

A DVD porn store on Walker’s Court. They’ve got ‘dolls’ too.

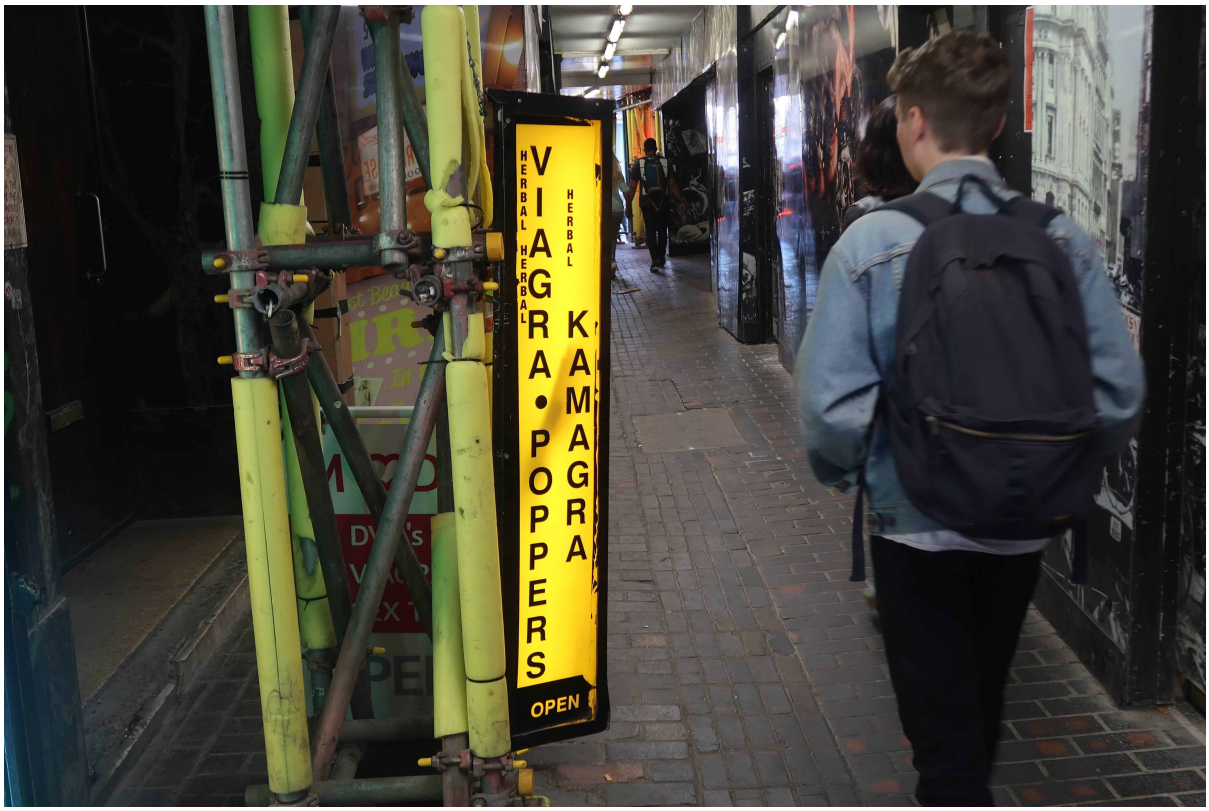
A waitress serving customers outside a cafe. People do normal stuff like eat here too.

A lady searches for something in her bag outside Dean Street Townhouse, a favourite restaurant / bar / breakfast place of mine.

It was around the time of the royal wedding, so even naughty underwear shops like Agent Provocateur got in on the action.

The infamous Sunset Strip club, on Dean Street.

People walking down Peter Street, between Berwick and Wardour.

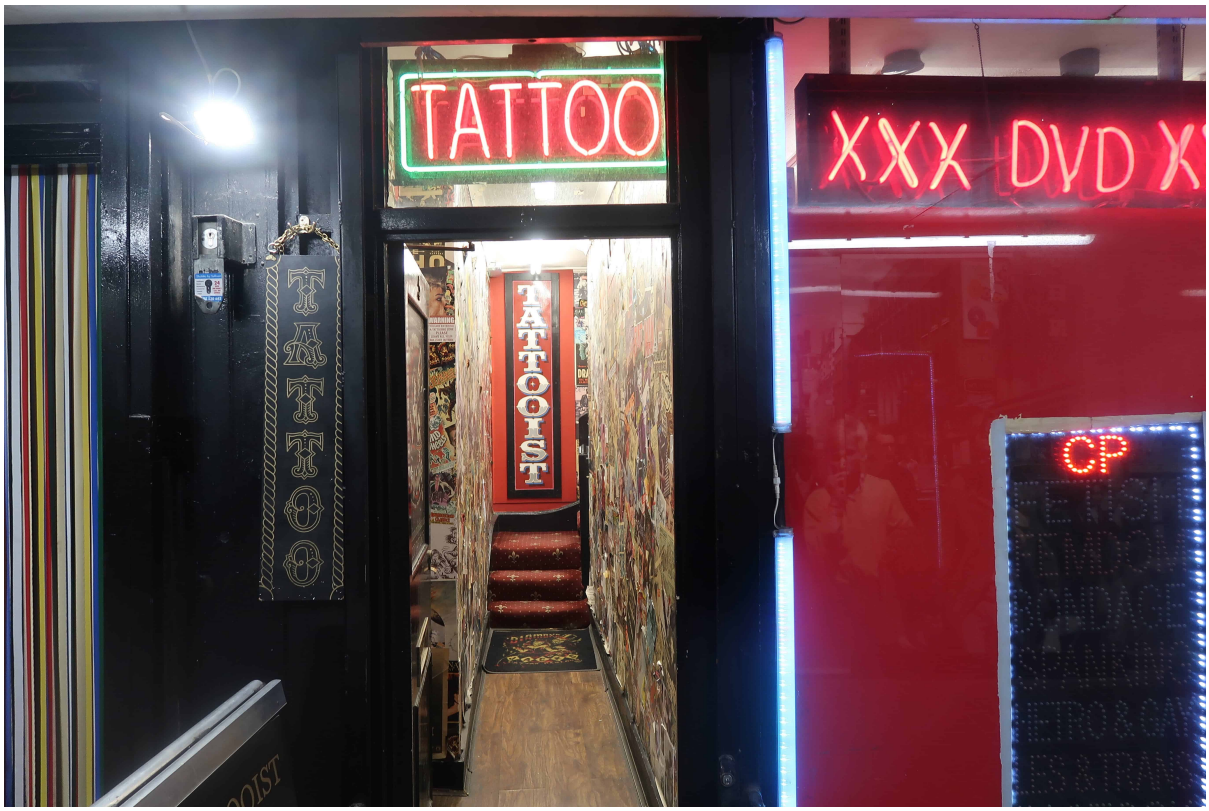


Sadly, Walker's Court has all but been destroyed by the developers who are currently working on it. But some of the old atmosphere remains.

I'm not sure what 'China Brush' is . . .

Most outrageous leather / fetish store in London. Judging by the window displays in this place I'm sure these guys are trolling.

The French House, old watering hole of Francis Bacon, amongst others.



Would you?

Speaks for itself

People walking down Dean Street

My favourite place for a little light reading

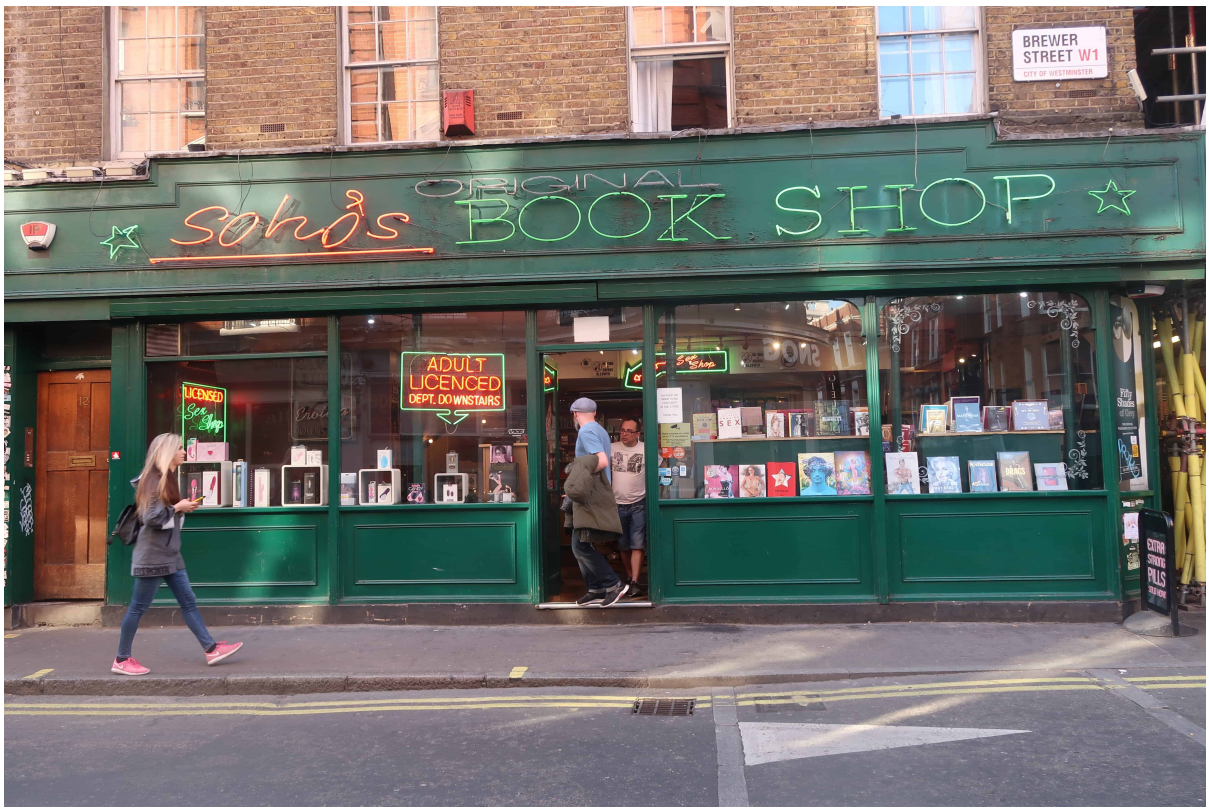
Doesn't look that friendly.

Downstairs for the good stuff

This place is proper naughty . . .

Berwick Street

Marks & Spencer



Brewer Street

A club named in my honour

A load of rubbish

Rupert Street

A guy on the phone

The White Lily Spa on Tisbury Court. There used to be a peepshow down here, and it's still London's seediest street.

The Krays

Fancy dress

An disreputable address

The Groucho Club, Dean Street.

P.S. If you really want to skyrocket your 'sex-cess' (in or out of Soho!) then of course, it helps to have **money**.

Fortunately, I have a solution for you.

If you'd like an hour's FREE Skype consultation with me and you are interested in building your own money-making niche websites, head over to Kyle Trouble's **PRO NICHE SITE** course, check it out, and reserve your

place before the end of this week (19th August 2018).

If you book through my link before the deadline then you will get that free hour's coaching with me for gratis—the RRP is £200, so you really are getting a great deal, on top of Kyle's already excellent course.

SIGN UP FOR PRO NICHE SITE NOW. (And claim your free 1hr training with me).

For exclusive additional free content every DAY join my subscribers list here.

The Incredibly Addictive Nature of Coffee

Troy · 4 June 2018 · Archived copy · Original

Like a lot of people, I am addicted to coffee. I know this because my relationship to it is not solely defined by how it tastes and the effect it has. There is also a ritualistic aspect to my coffee consumption too.

Coffee is the one 'vice' that I let myself off the hook about. This is in part because I always drink my coffee black without sugar (an Americano or a filter coffee). I am certainly not given to Frappucinos, or any of those ridiculously calorific drinks that people seem so keen on spending exorbitant sums of money on in Starbucks.

No. I keep it simple and strong.

I don't take 'nootropics', because, having ruined my life once with drugs, I'm not keen to repeat the experience, even if these substances really are benign (which, given they're basically amphetamines, I'm not sure about).

Therefore, if I'm looking for energy and mental alertness, which I always am, then coffee really is the only game in town.

I don't even spend that much on my habit. At home I always buy 'instant' coffee—the stuff that comes in jars in granules that you simply poor hot water on.

Where I do begin to get a little fetishistic is with the brand. I always buy exactly the same one—Alta Rica coffee from Nescafe.

The taste is fantastic—in my estimation better than the taste of some machine-made coffees you get in cafes. But I also love the colours of the packaging—the purple hue in particular.

Finally—and this has been the case for many years—I love the way it feels when I put my teaspoon through the silver foil protective cover they always use to keep the coffee fresh.

Each morning when I wake up the first thing I do is try (and usually fail) to check my social media feeds, or read anything about politics. Then I say a quick prayer (I am agnostic, but it's part of my 12 step programme so I do it anyway). And then I roll, bleary-eyed, into the kitchen where I make myself a coffee.

Then, armed with that steaming beverage, I head back into the bedroom for my morning meditation.

That first sip of black coffee is something close to spiritual. I am taking the sacrament. I imbue the liquid, hot and bitter on my tongue, with a sort of divine power. Even though its effect on me, ameliorated by years of use, is likely lessened greatly by now, I still believe that it will give me some superhuman purchase on the tasks I have to complete.

I have a quasi-religious belief in its ability, and I imbibe it with a gravity and gratitude which reflects this.

I am no stranger to addictions that far outstay their actual ability to deliver on whatever spurious promise they've supposedly made. Alcohol, drugs and indeed sex are all things that I continued to pursue long after they'd ceased to give me the dopamine hit I craved of them. And with coffee it's the same. It is impossible to say whether it still 'works' or not—if I had to guess I'd say it probably doesn't. But the ritual still fulfils me, and the belief in it sustains me. And for that reason I persist as a happy coffee addict.

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4 Reasons Why Conspiracy Theories Are A Load Of BS

Troy · 5 June 2018 · Archived copy · Original

Conspiracy theory is not really a topic I want to delve into deeply on this site, since it's somewhat negative and just not what I'm about.

Nevertheless, a lot of the men's 'self-development' space is currently dominated by a vocal minority of people who buy into conspiratorial narratives. For that reason I want to share a few general thoughts.

For a start, I am not naive enough to believe that there are no such things are conspiracies. Yes, human beings conspire, and yes, they will seek to hide certain things and claim that their intentions are different to reality.

However, let's draw a line between acknowledging that very obvious truth, and the convoluted, sometimes crackpot ideas that we mean when we think of conspiracy theories.

We all know what these are, and I can't be bothered to rehash any of them here. But if you need a memory-jog they generally revolve around shadowy 'elite' groups controlling everything that happens in the geo-political space for their own nefarious benefit.

People expound on these ideas non-stop online and get fiercely angry when having to defend them from sceptics, who they brand 'useful idiots' and 'cucks'.

There are several problems with this.

1. If these conspiracies exist, but they can be uncovered by anyone with an internet connection and the inclination to wade through reams of sensationalist reporting on websites, then perhaps the shadowy 'elites' can't be as all-powerful as feared. Otherwise surely they'd just suppress these easily-discoverable leaks?
2. Many conspiracies, particularly those that target various religious and / or ethnic groups, have been around for centuries, and have **never** been conclusively proven. If they were real isn't it likely we would have seen concrete evidence by now?
3. Even if these conspiracies are real, current and functioning, you are entirely powerless to change things.
4. As such, any energy spent on disseminating and debating them is wasted.

Actually, that last point is not entirely true. You *could* set up a website or Twitter feed or whatever, all about your favourite conspiracy theory. You could gain hundreds or thousands of followers and find ways to earn a nice income from them, either through advertising to them, or by selling them books, courses or other products.

Many people have gone down that road and have done well out of it.

But if you aren't doing that, and all you are doing is spending hours online or off defending ideas which are likely unprovable, and certainly not influenceable or monetizable by you, then you have to ask yourself – ***what the hell am I doing?***

There's an old saying – 'If you can't eat it, drink it, fuck it or sell it, then forget it'.

This sort of thinking can sometimes be taken to extremes. I remember once telling my dad I liked the composer Rachmaninov.

'What good will that do you?' he said. 'He won't give you a job. He's dead.'

Now, while there's not harm in enjoying the work of a composer who brings beauty and enjoyment to your life, in the case of conspiracy theories it's worth asking yourself 'what is this bringing me'?

If the answer is 'money' then that's fine. Carry on.

If the answer is 'a nebulous feeling of self-worth interspersed with dopamine hits when I "own" someone who

disagrees with me on Twitter' then it's probably worth examining your priorities.

Put it this way. If the Queen of England is 'really' a lizard creature (unlikely), what do I care? Unless I can make money out of the fact. If I can sell a line of Queen-Lizard dolls then all good. If not then the notion and its likelihood is irrelevant.

Think about it like this—we only get one life. So instead of pushing someone else's narrative, why not push your own instead?

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June Playlist

Troy · 6 June 2018 · Archived copy · Original

In case you missed it, I put out a brief playlist for June last week featuring a few light, summery dance tunes I've heard out and about recently.

This is largely the contents of my Shazam account from the last week or so. I suspect most of these tunes were played in Sunset Strip, with the exception of Firechild, which I think I heard elsewhere. Cola has been around for a while, but I like it and it fits the overall vibe. The Chicane track came out last year but Barbarella is a friend and it's a great tune.

There's nothing hear that will scare any of my underground Berlin DJ readers, but there is a certain potency in breezy electronica like this—played as it is in the bars and clubs and strip joints of Europe in summer—that I love.

Enjoy!

Track listing:

Solomon Grey – Firechild

Dan Balan – Hold On Love

Kattison & Parx – Sunrise

Camelphat & Elderbook – Cola

Chicane vs Barbarella – How Does Your House Work

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Things Got Pretty Shaky There For a While

Troy · 9 June 2018 · Archived copy · Original

This is an extract from my forthcoming new book *10X Happiness, Zero Bullshit.*

More information on the book coming very soon….

******

Things got pretty shaky there for a while. I went out to the phone box—this was before cell phones—and tried to call her. It kept ringing but no answer. Time and time again I kept calling, getting that damn ringing tone and . . . nothing.

That was the story of my life right there, encapsulated. A phone ringing forever that no-one would answer.

I staggered out into the daylight, dazed by the sun. She was fucking some other guy, no doubt. But that wasn't the worst thing. I didn't even *care* about that. Not really. I just wanted to *talk* to her. I just wanted that light, female voice on the other end of the phone to soothe me, to lie to me, so I could feel alright again for the next few hours.

I lived from hour to hour, you see. A few hours bought me time. It was morning. My head ached like someone had driven a hot screw into the brain mush inside. I lived from hour to hour.

Just a word from *her*, even a lie, and it would be OK again, for a while. I could go to the pub by the railway arches and hide from the sun and drink until the feelings went away.

Just for a few hours.

But she wouldn't answer that fucking phone. She was out somewhere, fucking. This time the thought was a bolt of electricity that shot through me to my kidneys. Would the darkness of the bar, the cold alcohol, work this time? Maybe I needed something stronger. Something permanent.

I walked around, dazed. I needed to get my head right and this was another feeling that I knew I should repress, but it was so dark it thrilled me. What if I didn't get my head right. What if, instead, I just found a way to turn it off. For good.

The feelings churned around. It felt as though I were coming towards a decision. They thrilled me and they made me sick with fear. I wandered around outside the phone box. A few steps this way and that. And then I began walking towards Oxford Road.

There was an office there, a place I'd seen before. I had 'Samaritans' written on a sign over the entrance. As I pushed at the door I felt stupid, like I was in a corny TV show. What were these people going to do anyway?

I entered and walked up to the counter. On the other side this woman got up and came over. She was in her thirties. She looked kind. I thought maybe she was a young mum. She was nervous, like she hadn't been doing this long. And there was I all sweaty and red-faced and having greasy hair and black-ringed eyes through lack of sleep. I felt like I needed to protect *her* from *me*. Maybe she'd never met anyone like me before. Anyone who'd gone down so deep and so low.

'I wondered if there's someone I could talk to?' I said.

'Yes,' she said. Now she looked even more nervous. 'You can talk to me. But you have to stand there,' she continued, pointing out my position behind the counter. 'There've been threats of violence against staff recently.'

'I'm not going to threaten anyone,' I said. It suddenly seemed incredibly sad that I couldn't even come behind the counter and sit down with her face-to-face like a fucking human being.

'It's the rules,' she said. 'I can talk to you from here. So what's bothering you?'

The question seemed absurd. It confused me. How could I begin? Did she want me to tell her everything, every twist and turn of the last twenty-six years that had led me *here*, talking to a stranger, behind a counter in a scruffy little office in Manchester?

'My girlfriend is cheating on me,' I said.

'Why do you think that,' she asked.

'Because I haven't spoken to her for twenty-four hours and she's not returning my calls.'

'Maybe she's just asleep,' said the woman.

'No, she's not asleep.'

I know she's not asleep because we have this rhythm of communicating. We speak everyday. And now we haven't. For twenty four hours. And the thing is when you speak to someone everyday then you have a closeness with them, a bond, and when they pull away you can feel it.

'How do you feel?'

'I want to kill myself,' I said. It sounded stupid, saying it out loud like that. It sounded like I was confirming a train booking or something. 'Yes, I'd like to take the 18.30 from London to Guildford.'

But I meant it. Or at least I had meant it when I'd been out in the street walking round in circles by the phone booth. *Wanting* to kill yourself is a strange state to be in. It's beyond thinking in an abstract way that suicide could be a good idea in theory, an option. It is when that idea crystallises, hardens, and at the same time becomes white hot so that it burns the inside of your brain and under your skin. It's when taking your life becomes a necessity, as urgent as breathing.

But to say it out loud to someone, in my polite, English way, seemed silly. I was embarrassed.

We talked some more. She asked what I enjoyed doing. Actually I didn't enjoy doing anything other than drinking and taking drugs. So to have something to tell her I said I liked playing the piano, which I had used to do, badly, several years earlier. This allowed us to create a story together where I was a keen musician.

'Concentrate on your music for a while,' she said. 'Don't worry about this girl. Whatever will be will be.'

It was ridiculous. Laughable. The conversation had been a fantasy. Nothing had changed. I felt no different to before. And yet, I didn't kill myself. I went home, and I laid down, and I didn't kill myself.

That much, at least, had been accomplished.

Talking helps. Human contact helps. Even when you think it's stupid and you haven't got anything to say and you don't know the other person and it won't change anything and you have to stand separated by a fucking counter, talking helps. Remember that—someday it might just save your life.

My latest release Fifty Shades of Game Vol 1 reached number 11 in Germany, 12 in the UK and 28 in the US Amazon 'Sex' charts and is getting five star reviews:

> ***Troy Francis once again takes the role of an experienced teacher, this time into the edgy realm of kinkiness and how to reap all its benefits – Alexandre (Five stars *****)***

To pick up your copy of Fifty Shades of Game Vol 1 click here

These Are The Real Reasons Why I've Started Writing About How To Create Your Personal Brand

Troy · 11 June 2018 · Archived copy · Original

> **Fame is obligatory** – Hank Norman

That quote is *the most* important thing on Twitter right now. Fame is obligatory. There is no other game in town.

Why? Because fame means that you're *known.* People have a perception of you, a sense of what you're like. Maybe they feel like you're a friend, even if they've never met you. And increasingly, in our interconnected world of Facebook, Insta, Twitter etc., we've come to value certain things:

- People we're 'friends' with online, even if we haven't met
- Accessibility
- Honesty
- Vulnerability
- Storytelling
- Entertainment
- Drama (anger, lust, fear, joy, laughter etc)

If you can supply those things to people through content you create online then some of them will hate you – because they would have hated you anyway – but a hell of a lot more will *love* you. Seriously. They'll love you so much that they'll make you a regular part of their lives. They'll read all your Tweets, they'll watch your Facebook Lives, they'll listen to your podcasts.

And – and this is the crucial bit – *they'll buy your products.*

In fact, there approximately 1,000,000X more likely to buy whatever products you have to sell if they love you than if they don't.

(Figures are approximate, but you follow my thinking).

OK. but what does this have to do with you and why am I talking about it now?

Freedom

My mantra for a long time has been 'live the life you want, not the life you think you should'. And if you want personal freedom – that is, the freedom to date who you want, to be your own boss and to live anywhere on the planet – then building a personal brand online is 100% the right way to go about it.

In fact, it's the *only* sustainable way.

Why? Because when you build a *personal* brand you are – *by definition* – making yourself the focal point, rather than your subject matter. And that is crucial, because it means that once you've built up an audience (or tribe) then you can broaden out what you talk about to include new subject areas as your tastes and interests grow and change.

In fact, your audience will even help you with this, since they will reach out and tell you what they like, what they don't like and what they wish you would cover more.

It's a virtuous cycle where the brand of 'you' is formed and grown in collaboration with your audience.

For example, say you are a photography fan. You decide you want to build a personal brand, and so you start a YouTube channel. You also put up a blog and publish articles. You talk about photography, but it's very much your

personal take on photography. you insert bits of your narrative. You tell you story.

After a time your work gets known and people start to follow you.

One day a fan contacts you and asks how you set up your blog and YouTube channel. Several more people start asking similar questions and so you decide to write an ebook on how to create a successful photography blog.

Now all of a sudden you have two subject areas – photography and blogging.

It might also be that you love to play guitar. Now, it would be a bit of a stretch to shoehorn guitar-playing into a normal photography site. But if you have always presented your site and channel as being primarily about *you* and what you're interested in, then you can start to sneak in little mentions of guitar playing.

If these prove popular then you can increase their frequency until in the end you've transitioned and now you're talking about guitar playing more than photography.

That's a fairly radical example, but you see my thinking? Once you have a platform and you have followers then you can lead them wherever you want to go (within reason).

Money, Fame and Success

You also asked why now. (Or I asked it on your behalf, anyway).

OK, I'll tell you.

You need to start building your personal brand online *now* because that's the way the world is going, and if you don't you'll be left behind.

That's putting it bluntly and I'm not trying to scaremonger here. But the fact is that AI is coming and it's eating up the job market like a hungry kid with a packet of Haribos.

In not too long at all many of the jobs we take for granted will be gone – including in what we previously regarded as highly-skilled areas like law and medicine.

Face it. The old ways are dying out. And the notion of getting a job and staying with the same company for life, or even in the same industry, is dying too.

There is no 'normal' anymore.

Build Your Tribe

If you build a personal brand online and start to grow an audience then you are future-proofing your career. You don't need the whole internet to love you. You only need a small, loyal tribe to whom you can sell products to keep you in a very good living for the rest of your life.

What will I sell them? you might ask. Books, coaching, mentorship, courses, private memberships site access – the possibilities are endless. You will sell them more of *you.* You will give them a huge amount for free – you will deliver preposterous value without asking anything in return – and then once you've hooked them in you'll offer them more content, for a small, fair price.

This is exactly how I make my income now. I use this my email list, this website, my Twitter feed, my podcast, Youtube, Facebook and Instagram to give out free content to my audience. And then I sell my books on Amazon and Skype coaching. Every time I put out a piece of content, like this article, there's a link through which anyone interested can buy something from me.

I don't do the hard sell. OK, during launch I'll talk up my latest book. But I'm not forcing anyone to buy it, and I don't use cheesy marketing-speak, or landing pages or whatever. It's not my style.

And I don't need to. Just by putting out a ton of free content and publishing my books I started making enough

money to give up my corporate job last November to do this full time. And as a bonus I can work from anywhere in the world. All I need is my laptop, iPhone and WIFI.

The great news for you is that you can do exactly the same thing too. The tools are there. The help is here, on the content I'll be putting out this site and in my daily emails. All you need to do is start creating and publishing content online, and keep doing it consistently over time.

I can and will help. I want everyone who reads this site to be free to live the life they want, not the life they think they should. And so I'll be sharing everything I know and everything I learn along the way to help you build your personal brand, escape the 9-5 grind and make big money.

Watch this space. We're in this together. And shoot me any questions or comments you have in the meantime.

If you enjoy writing like this and would love exclusive DAILY content from me via the most thought-provoking and motivating email list around then click here now.

Strike For Freedom & Don't Worry If You Aren't 100% Sure Of Your Direction Yet

Troy · 12 June 2018 · Archived copy · Original

The robots are coming for your job.

It might sound like I'm quoting a line from a science fiction movie but it's true. Even though new OECD research that indicates fewer jobs may go than previously thought, 66 million are still at risk from computerisation across 32 countries.

And what's worse, the majority of those who stay in work are likely to have to put up with less-interesting, boring labour, leaving only a lucky few with interesting, stimulating roles.

This is one of many reasons why you need to strike for freedom now by building a personal brand online.

It is far better to take preemptive action rather than to sit around waiting for the day your boss calls you into some sterile meeting room to hand you your severance offer and request that you vacate the premises with your belongings before lunch.

A personal brand online is your safety net. It's a way of future-proofing your career. Why? Because you can't automate genuine human emotion, or connection, which is what a personal brand offers.

If you can build up a loyal worldwide audience online – which everyone has the tools to do these days – then you can make money by selling products and services to them for as long as you live.

Better still, your income is limitless – it simply depends on how hard you are prepared to work and how creative you can be.

You just have to keep putting out content that captivates and delights your audience. As you do this consistently over time, more and more people will be drawn to you, will hear your message, welcome you as a part of their lives, and want to give you money in exchange for the books, courses and mentoring that you will offer them.

Building a personal brand online is a way of creating a business that is built entirely around YOU. So while you might use a platform like YouTube to give people information on a specific topic – baking tips on YouTube, for example – you will always ensure that your voice and perspective are central, so that people buy into your personality.

(Baking is not unique: you are).

This means that as your interests change, develop and grow, you will be able to talk about new things to your audience. It's not like the old days where once you'd specialised in a particular 'thing' that would be your identity for life. These days you can discover new areas and take your audience on the journey with you.

Where To Start?

If this is all new to you then you might feel overwhelmed.

'But where do I start?'

Well, storytelling is one of the most powerful tools on earth. And each of us has a unique story. The modern tools technology has provided us with – Twitter, WordPress, Instagram, Facebook and so on – are just the modern-day campfires around which people gather for you to tell them your story.

So tell it.

Don't overthink this. Get a Twitter account, or an Instagram account, or a Youtube channel, and start posting stuff. But make it professional. Put notes in your calendar saying how many posts you're going to publish today and this

week. And stick to it.

What you'll find, over time, is that a few interesting things will happen. For a start you'll get into the rhythm of posting regularly. Secondly, you'll start to build an audience, and people will be drawn to you as they notice and start to follow and comment. And thirdly, after a time they will start asking you questions and telling you the type of content they would like to see from you.

Creators pivot and change all the time throughout their careers. It's fine to do that – in fact, it's better to do that than getting stuck in a rut. But the point is that at the beginning there's not point in worry too much about your 'direction'

Just start.

Just start making content and putting it out there. Don't worry about the quality.

Just get it up.

Over time you will refine and shape your work. That will come. Don't sweat it now. Right now, simply sit down, and create. Create content about what is foremost in your mind. And get it up.

For right now, leave the rest to your more-than capable future self to deal with.

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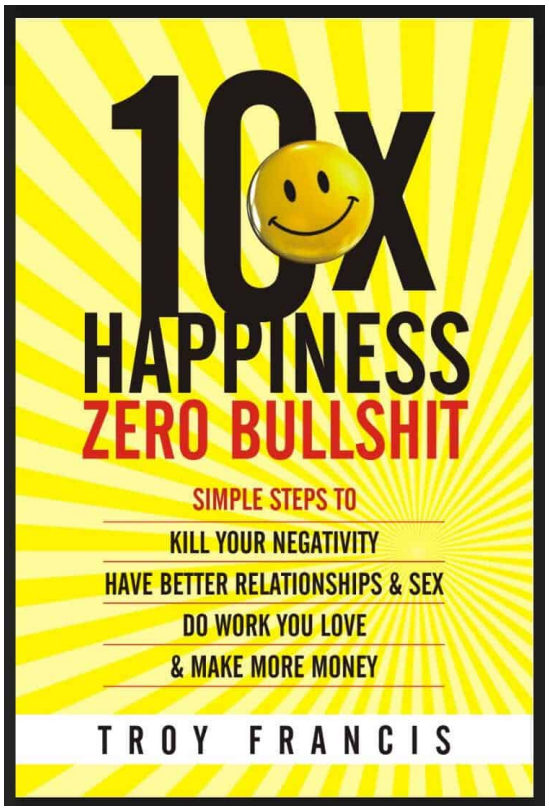
10X Happiness, Zero Bullshit

Troy · 12 June 2018 · Archived copy · Original

It's coming . . . soon



Your Personal Brand Is Built One Piece Of Content At A Time

Troy · 13 June 2018 · Archived copy · Original

Your personal brand online is built one piece of content at a time.

It's a simple lesson, but it's not necessarily intuitive if you're new to online business.

All my life, I wanted to work for myself. All my life I wanted to not have a boss, to not have to go into an office. All my life, I wanted to plan my own time, work on projects that I love, and live anywhere in the world I choose.

Now, in my forties, those dreams have come true – because I have my own personal brand online.

The good news is that you can do exactly the same thing.

Big Money

Many people come to self-development sites like this one because they want to improve their dating lives, or feel more confident. But underlying that there is usually a certain dissatisfaction with the way their lives are going.

That was certainly the case for me. When I moved back to London from Manchester full-time in 2004, I sought out websites about dating and sex because I wanted to meet girls and have all kinds of crazy adventures with them. That I accomplished—and very successfully too.

But beneath my desire for novelty in my romantic life was a concomitant desire for unconventionality in my work life. And actually, as time went on and I learned more, both about myself and the way the world works, I came to realise that the main problem in my life—surpassing all others—was the way I earned my living.

You see, I worked a corporate job and in the main I hated it. That's not to say that no elements pleased me at all, or that I didn't enjoy working with my colleagues (I met some great people who remain friends to this day). It's just that overall, corporate work wasn't for me.

My grandfather, father and mother all have an entrepreneurial tendency which I've inherited.

And I knew from an early age that no one ever makes big money unless they are self-employed.

For many years I dreamed of self-employment, or at least for a time when I could support myself selling my writing, rather than the products of companies who paid me enviable salaries, but that I didn't care a damn about.

For many years I failed to do anything about my desire to work for myself, firstly due to my alcohol addiction, which pretty much ruined my chances of doing anything productive; and then later through a simple lack of confidence.

Then, about five years ago, I started to hear people talk about the 'digital nomad' lifestyle. I read *The Four Hour Workweek* by Tim Ferris, and I listened to Pat Flynn's podcasts. And I came to realise that it as now possible to make a living by working online creating and selling digital information products (which is the core of what I do).

I wrote and published my first book *The 7 Laws of Seduction* back in 2014. But I was savvy enough to realise that if I just put it up on Amazon without any marketing at all then it would sink without trace.

But I was also learning about 'content marketing'—that is, marketing oneself and one's products by releasing a stream of free content on various different platforms—blogs, podcasts, YouTube, Instagram and so on.

So I began writing. I started my own website, where I would post articles like this, while also contributing to other, bigger web brands in the men's lifestyle niche. These bigger sites brought me traffic, and my audience—small at first—began to grow exponentially.

I have written extensively about dating and relationships. Now, I am going big on this personal brand stuff, because . . . well, it's partly out of gratitude, to be honest. Having a personal brand has set me free and I want to help other

people do the same thing.

But if you'd asked me back in 2014 what the direction of my articles would look like over the next four years I couldn't possibly have told you.

I barely knew what I was going to write about the following week.

As it would turn out, it didn't matter.

What Should You Write About?

Often, when I talk about building a personal brand online, people ask me 'but what do I write about / make videos about / talk about on a podcast?'

The answer is, *whatever you like, and don't worry about it too much.*

Because the truth is that a blog, or a YouTube channel, or a Twitter feed, is a living organism. It is born and then it grows and matures over time. All you have to do is keep turning up, creating and pressing publish.

You don't have to have everything worked out in advance.

When I was about to write my first article for a major website, I asked the editor what he thought I should start with.

'*Write whatever you're most passionate about today,*' he said. And so I did, and that advice has stayed with me ever since.

When you put out content consistently (which you *must* if you are serious about using this as an escape route to a life of freedom) then your output becomes a collage. I can never say everything I want to say about the world, about relationships and about business in a single article. But the beauty of it is that I don't have to. I can say whatever it is I need to say *today*, then get up again tomorrow and say something different.

If I have an overarching 'message' it is to be found in the aggregate of all the content that I have put out over the last few years.

Of course, there are unifying themes, and for me that main one is freedom. Everything I write is connected in some way with personal freedom and how to achieve it. But it was only after writing for a long time that this became clear to me.

And that's the other great thing. It is only by doing the work and *relentlessly producing* that you will start to see patterns emerging. And in the end what you have produced with teach you its own lessons.

Your personal brand is built one piece of content at a time, and the most important thing you can do right now is start relentlessly producing. So do it. Sit down and write an article, or film a video on your phone, or put out a bunch of Tweets.

There is no point in waiting for divine inspiration and there's no value in trying to map everything out ahead of time or you'll never start.

Begin. Produce relentlessly. Publish. Let the work and your audience guide you. And know that bit by bit, every single piece of content you create is building your personal brand, and securing your freedom and income for the future.

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How To Avoid 'Imposter Syndrome' When Building Your Personal Brand

Troy · 14 June 2018 · Archived copy · Original

Imposter syndrome is feeling like you don't 'deserve' to write articles or Tweet or create videos or other content about a certain topic. It affects everyone. But as long as you are speaking honestly from a truthful place no one can tell you what you should or shouldn't talk about.

All of us tend to get imposter syndrome to some degree or other—particularly when we start out building a personal brand. After all, what makes anyone an 'expert'? Qualifications? Perhaps. Having a job in a particular industry? Maybe. Long experience? Better.

Even people who are highly qualified on a topic can sometimes feel reticent to speaking publicly about it in case they're 'found out', or someone else more knowledgeable shows them up as having been incorrect.

In a court of law this is a problem. But when we're talking about you creating your own personal brand, it is not.

Why? Because everyone has the right to talk about whatever they like online

(Within the bounds of the law, of course.)

So, say you want to create a personal brand where you talk about vlogging – but you've never made a vlog in your life.

Can't be done?

Of course it can. It's all down to the *focus* of your content. In that particular case you could talk about how it is to be a brand-new vlogger. You could share your failures and your early successes. Be upfront about the things you've messed up and the things that went well.

When approached from this angle, your lack of expertise becomes not merely irrelevant, but an actual feature of what you create.

Other people who are at a similar stage to you will be drawn to your content. They will appreciate your candour and your authenticity. And they will be inspired, and may learn something at the same time.

In addition, they will—if you're creating high-quality content—be *entertained* by you. And if you read my Twitter feed yesterday you may have seen me talking about the primary requirement of an online brand: that it is entertaining in some way.

As I said at the top, as long as you're being honest, and not pretending to be some kind of advanced expert when you're not, then you are fully within your rights to create content about whatever you want.

If anyone challenges you, and says you don't have the right credentials,disregard them. Or, if you really want to respond, thank them for their input but tell them that they are clearly not within your target market.

And then carry on putting out great content.

Problem solved. Soon enough the right audience will find you. And when they do, as long as you continue to entertain and inform, you will begin to enjoy the considerable financial and personal benefits that having your own online business brings.

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Why Patience Is A Virtue When You're Building Your Personal Brand

Troy · 15 June 2018 · Archived copy · Original

We are hungry. We are determined. In many cases we are ravenous.

We want it now. Who doesn't?

After all, ff you want it at all, why would you want it *'at some unspecified point in the future'.*

That doesn't make any sense. No. *'Now'* is the only unit of time that makes sense to us.

We are quite simply people who want to change the shape of the world. That is not aggrandising it. We are creatives, and we want to force our ideas out into the world. We want to write them bigger than the sky. We want them to dominate skylines in Manhattan, Shanghai, Moscow and London.

We want '*a blaze of glory*' to be a mean and paltry way to describe success of the magnitude of success.

In case it's not clear yet, we are also just a little bit impatient.

Patience Is A Virtue

Yeah, yeah—patience is a virtue, but it's kind of a boring one.

It's not up there with Jesus healing the sick, is it?

'Yeah, he healed the sick alright. And he did that thing with the loaves and fishes. And—oh yeah, bonus!!!—he was like really, really patient too.'

Against the more spectacular virtues one might have, patience is somewhat . . . vanilla.

But, it's also essential: particularly when you're building a personal brand online.

Understand this: one piece of content is not going to make you a megastar. You are not suddenly going to attract 100k followers on Instagram from one post. You're not going to snare 1m YouTube subscribers from a single video. And you're not going to hit 99k on Twitter with a solitary Tweet.

Unless you're a celebrity or something. And even then, it's probably going to take time before you really hit your stride.

A personal brand, in essence, is an amalgam of all the pieces of content you put out on all the different platforms you inhabit (including your own website and email list, plus socials). That amalgam is collated over months, and usually years.

Because here's the thing—your personal brand is a digital analogue of *you.* And you are far to complex to be summed up in one piece of content. You need a lot of pieces of content. And since you are getting older everyday (sorry) and achieving new things and having new thoughts and experiences, the process of creating those pieces of content never really ends.

Which is why you have to cultivate patience. And why you have to embrace the grind.

No one said this was going to be easy. But do it consistently and do it right and it will be the most rewarding thing you have ever done in your life.

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NEW Podcast – Why I've Started Talking About Building Your Personal Brand

Troy · 16 June 2018 · Archived copy · Original

In episode 40 of *The Modern Casanova* podcast, I take stock of the recent content I've been producing, and talk about why I've been getting into the subject of how to build your personal brand, and how this connects with my writing on dating and other topics.

Basically, the link that connects all my work is freedom. I want to help you live the life you want, not the life you think you should—and that goes for your sex life as well as your business life.

Since work dominates much of our lives, it's really important to get it right. And my recent experience has shown me that building a personal brand online is the best way to get paid for doing what you love while being location independent at the same time.

Listen to the episode by clicking on the play button below and let me know your thoughts in the comments below. And do subscribe to the podcast on Soundcloud or iTunes if you haven't done so already. New episodes come out every Friday.

https://soundcloud.com/troy-francis-281709461/my-opinion-podcast-31

If you haven't already, and you want to live a life of freedom, sign up for my DAILY email newsletter here now.

5 Ways To Develop Mental Strength

Troy · 19 June 2018 · Archived copy · Original

Mental strength—let's face it, we could all use a bit of that. Mental strength is necessary to get us through tough times and to help us do what needs to be done.

One of the main reasons that people fail at things is that they lack mental strength. Yes, you can dress it up in all sorts of other ways. It's easy to find an excuse when you need one. What is not so easy is recovering the opportunity cost that you squandered because you weren't tough enough to follow through with what you were doing.

As an example: say you have a friend who you know is bad for you. This person saps your confidence, is constantly berating you and ridiculing your ideas, and generally keeps you trapped in a spiral of negativity. You know you should cut him off. And so you do—for a couple of weeks.

But then you find that you miss him. Your friendship group is small and not hanging out with this particular friend has left a big hole. One day you message him, *just to see how he's getting on*. Soon enough you're meeting up again as though nothing had happened.

But unfortunately you're now saddled with a toxic influence dragging you down once more.

Had you been more mentally strong you would have stuck to your guns and avoided this. But you weren't, and so you didn't.

Actually, being mentally strong isn't all that hard—you just need to build up resistance, toughness and discipline. Here's how:

1. Put yourself in uncomfortable situations

Classic, but it damn well works. Put yourself firmly outside of your comfort zone at least once a day. It'll harden you up, and make you see what is possible when you put your mind to it.

No excuses for not doing this–it's remarkably easy. Whether it's going into a confrontation you'd rather avoid with a colleague or defending a view that you'd normally conceal, getting uncomfortable is great for the soul.

2. Stop confusing feelings with facts

Yeah, you might feel bad as a result of an action you or someone else has taken, but so what? It's a feeling, not a fact.

You might *feel* the emotion of missing someone—and that can be hard—but at the end of the day it is a response that your mind has created to a given stimuli rather than something tangible and 'real'.

Which leads us onto . . .

3. Realise that you don't HAVE to act on your feelings

However bad you might feel, realise that you don't have to *act* on your feelings. You don't *have* to do anything at all.

Actually, the best thing that you can do is to simply sit with those feelings, and allow them to pass through you.

Hard as it might be to believe they *will* pass, and you *will* start to feel better in time.

4. Be accountable

Getting accountable is a great way to help you maintain mental strength and focus since peer group pressure is incredibly powerful.

As an example: if you intend to spend the whole month of May at home working on a project then inform a good

friend of the fact and arrange to call him once or twice a week to check in.

The simple act of having to share your progress with another human being will keep you on the straight and narrow to an incredible degree.

5. Get out of your head by helping others

Finally, and perhaps most importantly, a great way to maintain your mental strength is to take yourself out of your own head and focus on someone else for a while instead.

Most of us are far too self-absorbed. In fact, we are a self-absorbed planet. Just look at what we do on the internet and on social apps all day. If you can just concentrate on someone else for a little while, then you'll be amazed how much less your problems upset you.

There are plenty of people around who are far less fortunate than you. You could help a family member, you could serve meals to the homeless or you could volunteer at a retirement home. Something—anything—to take the spotlight off of you for a while.

Helping others will give you much-needed perspective—probably enough to convince you that your problems are manageable. And that will help keep you on your path.

By the way, if you want to learn more about what makes a person mentally tough in a world where sociopaths seem to rule not only the corporate workplace, but also in the dating market, then pick up a copy of my book *How To Be An Assh*le*—it's packed with all the information, tips and techniques you need to be effective in the boardroom and the bedroom.

If you enjoy writing like this and would like exclusive DAILY content from me via the most thought-provoking and motivating email list around then click here now.

The Value Of Having Creative Friends If You Are A Creative Yourself

Troy · 20 June 2018 · Archived copy · Original

These days everyone wants to be a creative. When I use that term, by the way, I am using it very loosely to include not just artists but also entrepreneurs, YouTubers, even coders.

Very broadly a creative is someone who makes something that wasn't there before. Whether that new entity is a book, a symphony, an event at a nightclub, a popup restaurant or a app is immaterial. The important thing is that the creative was responsible for its birth.

Most people are in thrall either to Silicon Valley, Hollywood, or the great publishing capitals of London and Manhattan. As it becomes more and more starkly obvious that corporate work is a con, and that jobs in general merely serve to make the employer richer at the financial, health and spiritual costs of the employee, more and more wish to become progenitors in their own right.

In part this is why so many people flock to the so-called 'creative industries': why there are so many stylists, PRs, tech people in TV and so on. Those who want more than anything to be creative but who lack the ambition, drive or talent to do so on their own terms are attracted to jobs on the periphery of creativity. I was myself. For many years I worked as an advertising executive: a dowdy moth drawn to the still-bright flame of professional writing, but lacking the confidence to break out and do what I *really* wanted: to write.

It is even more difficult to become a creative when you don't know anyone else who wants to do something similar. One of the most stifling things about corporate work in a city like London is that the people who surround you, as lovely as some of them can be, lack creative spark.

Reach Out

For this reason I believe that it is essential that if you find yourself in this position that you reach out to others in the same boat. Do it via social media if you have. Make it your mission to find two or three creative friends and spend time with them on a regular basis. It doesn't matter what disciplines they work in, or seek to work in. All that's important is that they are serious about creativity.

In 16th – 18th century France the intellectual *salon* was all the rage. These were gatherings, often in the presence of an influential and often rich patron, where the participants would meet to socialise and exchange ideas.

I am advocating that you create your own contemporary mini-salon.

There are a number of good reasons for doing so. First, you are probably aware of Jim Rohn's notion that all of us are the sum of the five people we spend the most time with. It makes a lot of sense. If you are not surrounding yourself with creative types then you absolutely should do so. It will spur you on by way of example, encouragement, and even a little healthy competition.

Second, the salon will be a place where you can share your plans and—crucially—get some accountability around them. It's all very well airily telling yourself that one day you'll start a website. But if you never actually get round to doing it then those plans are entirely worthless.

Third, enjoying the company of other creatives will give you inspiration beyond anything you can imagine right now. True creativity, after all, is the fusing of disparate pre-existing strands. You'll be amazed how someone's idea for a screenplay and someone else's concept for a new kind of coffee bar might spark off something in you that will lead you to a fantastic new idea.

And finally, just taking the time to foster and grow the group is in itself an artistic endeavour that will open you up to what is possible.

Try it. Creativity is for everyone. But we can all use a little encouragement along the way.

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We're All Content Creators Now

Troy · 21 June 2018 · Archived copy · Original

We're all content creators now. You, that girl walking her dog in the park. Dan Bilzerian. All of us.

All of us are writers, photographers, TV producers, image editors and publishers rolled into one. And that's a great thing.

Andy Warhol said that in the future everyone will be famous for five minutes. What he didn't foresee was that fame would get smaller. Now, if you have a couple of thousand followers on YouTube then you are famous—for those couple of thousand people.That may seem like small beer but it's enough.

Because when you think about it, 'media' is becoming more and more fragmented. TV viewing figures are going down. Certainly for 'event' TV anyway. It's not like it used to be back where there were only a handful of channels and everyone would gather round to watch Coronation Street at 7 o'clock or whatever.

Nowadays, smaller and smaller tail media is the thing, because individualism is now the dominant religion. I am only interested in these three things and I demand my own media channels for each. And there are people out there who will supply.

It doesn't matter to me, as the consumer, whether these people are celebrities, big stars like in the old days. It only matters that they produce content that I love and get it out to me.

There's one blog I read that I would bet good money only has a few hundred readers. It doesn't matter. The content pleases me and to me it's author is a star. I don't care if only a few hundred other people read it—in fact that's even better, because it makes the work seem more personal and intimate. Like a secret that the masses haven't discovered and nor are likely to.

Individualism, fragmentation and atomisation have all led to hyper-personalisation. To the point that your Facebook posts or Tweets may well make up a segment of someone's daily media consumption. And the thing is we don't really register the difference, any more, between traditional content and social media content. What I mean by that is, an article by a favourite blogger has the same value for me as an article written by anyone in the mainstream media. In fact increasingly non-MSM sources seem to be becoming more credible, more trusted.

We are all content creators now, it just depends how far you want to take it. I say take it as far as you can. Write and record and publish then do it again. Do it every day. Do it many times a day.

Because your unique take on the world will undoubtedly fascinate people. Not a lot of people, admittedly, but some. In time, it may be enough people so that you can create an income stream that will fund your enterprise, so you can make more content that they love.

The age of hegemony is dying. In the future there will be very few jobs as we know them today and many more "solopreneurs", each satisfying the demands of a long tail of niche customers. In the future there will be very few corporations as we know them today–vast, unwieldy, inefficient. Instead there will be a myriad of micro-creators.

You need to become one of those micro-creators, or at least pivot by gaining the necessary expertise.

There is little security in the modern world. There are no more jobs for life. Marriage for life is a thing of the past, pretty much. The one thing that you have that is permanent is your voice. It is original and unique to you. Some people will love it. Others may despise it. That's fine, that's their business. Your business is to find and connect with those people who are just waiting to hear what you have to say. For they are out there.

Understand that in a world that lacks security, the most important thing you must do is find your tribe.

Do it now.

Start today.

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What Is PUNK PERSUASION And How Can It Help You Build A Profitable Business?

Troy · 23 June 2018 · Archived copy · Original

The problem with a lot of advice about how to influence other people—whether that's in terms of sales, sex, business or your social life—-it that it's too damn *nice.*

We've all read the self-development books that tell us if we only present ourselves in the right way and become more appealing then everything will go great. And we've all read the marketing advice that says that 'the customer is always right' and that we shouldn't do anything to offend.

Well, those may have been to old rules. But this is 2018 and there is a new game in town.

It's called PUNK PERSUASION.

PUNK PERSUASION is not hiding your rough edges.
PUNK PERSUASION is never trying to be 'nice'
PUNK PERSUASION is authenticity over pretty packaging
PUNK PERSUASION is being yourself with the volume turned up to 11 – even if that offends some people
PUNK PERSUASION is about keeping it gritty and sharing your vulnerability, pain and the disasters you've experienced
PUNK PERSUASION is the final word in non-neediness

When you're building a personal brand online to free yourself from the grind of the 9-5, PUNK PERSUASION is key. Why? Because pretty much whatever niche you decide to get into, you can bet your life someone else will have got there first.

As a result, the only chance you've got for really grabbing people and speaking directly to them is through *radical differentiation*. To put it another way, you need to be very different to everyone else. And when you do that you are leveraging PUNK PERSUASION.

Think for a moment why you say 'yes' to someone. Think about why you buy from certain people and not from others. In general, you choose a particular realtor not because of the details of their offer, but because they make you FEEL something. That thing might be: trust, coolness, authenticity, excitement, exhilaration—and even fear, in the case of a scary movie.

What few if any successful brands do is tone down their essence to make a buck.

You shouldn't either.

In fact, you must go the other way. You want to be bigger than yourself. You need to shout louder and more clearly. You have to accentuate your difference to everyone else and to hell with the consequences.

Some will hate you. But others will love you. They will become devoted fans and buy from you forever.

And that is PUNK PERSUASION in a nutshell.

Get it right, and you can use it for business, for your social life and even in dating.

More on this very important topic soon . . .

By the way, if you haven't already, do sign up for my DAILY email, which is packed full of actionable tips and techniques, here: eepurl.com/dp3b39

VIDEO: What Is PUNK PERSUASION?

Troy · 24 June 2018 · Archived copy · Original

A quick video on the concept of PUNK PERSUASION. Check it out – and subscribe to my YouTube channel while you're there.

https://youtu.be/yOcwS2T2hr4

By the way, if you haven't already, do sign up for my DAILY email, which is packed full of actionable tips and advice on personal brand building, entrepreneurship and freedom here: eepurl.com/dp3b39

PREVIEW:10X HAPPINESS, ZERO BULLSHIT

Troy · 25 June 2018 · Archived copy · Original

My new book **10X HAPPINESS, ZERO BULLSHIT** is out on Amazon this FRIDAY 29th June!
This one digs deep—if your life has ever felt as though it's not quite where you'd like it then this is the book for you.

I go right down to the depths, telling you exactly what it was like when I was in deep depression and alcohol addiction. And how I climbed out of that hole to get to where I am today—free, self-employed, artistically-fulfilled, and yes, happy.

I also let you in on some of the secrets of how I built a personal brand up to the point where I was able to give up my job and work as a writer and entrepreneur full-time.

And the great news is, I give away 7 simple steps that you can follow to kill your demons and live a great life.

Preview

Each day this week I'll be sharing a sneak preview of the book on the website, so you can get a flavour for it.

The pre-order for the book is not yet up on Amazon, but I'll let you know as soon as it is.

Here's today's extract, from the beginning of the book. This explains what the book is for.

What This Book Is For

If you are unhappy, or if you are not experiencing the degree of happiness that you wish you were, this book is for you. It doesn't offer a miracle cure — I am not a magician any more than I am a doctor. What it does give you, though, is seven principles that I used to get out of misery and into a state which, on a good day — most days these days — is 10X happier than I ever was before. .

Look, life is life. Let's be realistic about this. Bad shit is going to happen to you. It happens to all of us. People will die. You will lose friends. You will lose money. You will get sick. And so on. You can't prevent those things from occurring and you can't prevent the feelings they will bring up in you.

You won't — whatever method you use — wind up walking around as though you've taken a bunch of pills the whole time. Unless you actually take a bunch of pills. But even then… you will come down. You will face withdrawals. There will be side effects.

What this book does is give you a roadmap that I, and many other people, have used to pull themselves out of the hole and give themselves a good shot at 10X-ing their happiness for today. The principles in this book are not new. I have not invented them. They are informed by age-old wisdom I have gratefully received from others in my own life: from Buddhism, from traditional religions and spiritualties, and from the 12-step program used to rehabilitate alcoholics and addicts. They are the product of the ages with the one truly great advantage that they actually *work*. Again, I'm serious. If you actually do this stuff (along with whatever your doctor tells you to do) it will work. You will have a better life. You will have a 10X-ed, *happy* life.

As you will come to see, I personally am indebted to the 12 steps for the quality of life that I enjoy now. But I don't

intend this book to be a 12-step manual, or, God forbid, a replacement for them. If you have a problem with drink or drugs (or some behavior, like sex, or making yourself throw up) then you must get treatment. And you probably will need to enter a relevant organisation and work the 12-steps themselves fully.

What this book offers is a variety of ideas taken from different sources — *including* the 12 steps — that show you how I got happy, and how you can do the same. After all, not everyone has a problem with addiction. Only a minority do, just as only a minority have clinical depression. But a lot of people struggle with unhappiness throughout their lives. And the steps you can take to remedy this are remarkably similar to the ones that addicts use. We're all addicts in our own way. Even if it's only drama or our own misery we are addicted to.

The good news, though, is that you can 10X your happiness through these simple ideas. And you will. Some of it might be a little hard to take at first, but bear with it. Much of the time — as long as we're following our doctors' orders — the real enemy to progress is ourselves. It was only once I learned to get over myself that my life really started to get good, and even now I have to give myself a kick up the ass every now and again.

I hope this book does that for you.

By the way, if you haven't already, do sign up for my DAILY email, which is packed full of actionable tips and advice on personal brand building, entrepreneurship and freedom here: eepurl.com/dp3b39

Why YOU Need My NEW Happiness Book In Your Life

Troy · 26 June 2018 · Archived copy · Original

As you've probably heard by now, my new book **10X HAPPINESS, ZERO BULLSHIT** is out on Amazon this FRIDAY 29th June!
This one digs deep—if your life has ever felt as though it's not quite where you'd like it then this is the book for you.

I go right down to the depths, telling you exactly what it was like when I was in deep depression and alcohol addiction. And how I climbed out of that hole to get to where I am today—free, self-employed, artistically-fulfilled, and yes, happy.

I also let you in on some of the secrets of how I built a personal brand up to the point where I was able to give up my job and work as a writer and entrepreneur full-time.

And the great news is, I give away 7 simple steps that you can follow to kill your demons and live a great life.

Preview

Each day this week I'll be sharing a sneak preview of the book on the website, so you can get a flavour for it.

The pre-order for the book is not yet up on Amazon, but I'll let you know as soon as it is.

Here's today's extract I get into what this book means for YOU, and why you need it in your life.

******

What Does All Of This Mean For You?

So what does all of this mean for you? And what might a successful endgame look like?

What I am aiming for in this book is very simply to take you from a place of *unhappiness* (assuming that's where you are now) to 10X *happiness*. And by that — to recap — I mean, to a place where you are able to find joy in living in the world.

I will do that by showing you exactly what I did, precisely the process I took, the same that millions of other people like me have also taken to 10X my happiness. As we go through the necessary stages I will also explain why they are important and precisely how they have been beneficial for me.

I don't want to waste your time. I'm shooting for all killer, no filler here. And I hate self-development when it gets esoteric. *Just believe in yourself*. OK: what the fuck does that mean? Why should someone who hates themselves suddenly 'believe' instead? And in what particular aspect are we asking them to believe? And on what basis? All the time? Even when they are patently in the wrong?

I won't give you platitudes. I will give you stuff that works. And I know it works because it's the stuff that's helped

me through the dark times and given me a great life — most of the time. Again, I'm not a miracle worker. You will still experience ups and downs. This is about 10X-ing your happinness for an overall net gain in quality of life, not some imaginary utopia no one will really find no matter what they do.

I'm also not saying that you won't find a couple of the concepts that follow a little bit on the woolly side when you are first introduced. Come on — this is a fucking self-development book! There was always going to be a little bit of that. I even — *shock, horror* — talk a little bit about spirituality. Not too much, though. I promise.

All I can say is, read with an open mind. Try out the ideas before you dismiss them. I went from being suicidal and unable to function in any meaningful degree, to a highly-motivated, high-functioning individual. And in order to get there I tried a lot of different things, including — as I've said — therapy and medication, as well as hedonism, CBT, hypnosis and many other more arcane solutions.

The ones that I present to you here are the only ones that actually worked.

I lay out a process for you. It won't happen overnight. You will have to commit. You will have to work through it. You'll have to take the suggestions seriously and be sincere in implementing them. There may be barriers in your way that you'll have to knock down — societal, mental limiting beliefs — and so on. You'll have to replace ineffective habits and ways of thinking with new ones that serve you better. It won't be easy. You may find yourself resistant. You may not want to do something just because a fucking book told you to do it.

But this is serious. This is your life. I know what it is like to see your life in pieces in front of you. Or as a fetid swamp, sucking in everything in its wake. But you can get out of that swamp. There *is* a different way. I explain in, right here in this book. And when you start living this way, then you will discover meaning, and yes, happiness, like you've never known before.

******

I hope you enjoyed the extract – let me know your thoughts below.

By the way, if you haven't already, do sign up for my DAILY email, which is packed full of actionable tips and advice on personal brand building, entrepreneurship and freedom here NOW.

VIDEO: 10X HAPPINESS, ZERO BULLSHIT – Admitting The Problem

Troy · 27 June 2018 · Archived copy · Original

Here's the first of THREE videos I shot last week in Amsterdam talking about my new book 10X HAPPINESS, ZERO BULLSHIT, which is out Friday on Amazon (ebook and paperback).

This one is about ADMITTING the problem – the first step, and one of the most powerful.

For free extracts from the book this week do jump on my DAILY email list here: http://eepurl.com/dp3b39

Cheers to Tom Torero for filming!

https://youtu.be/yjAnTmKnLN8

VIDEO: 10X HAPPINESS, ZERO BULLSHIT: Finding Meaning

Troy · 28 June 2018 · Archived copy · Original

In the second of three videos shot in Amsterdam to trail the launch of my new book 10X HAPPINESS, ZERO BULLSHIT on Amazon on Friday 29th June, I talk about why finding meaning is so important.

For free extracts from the book this week get on my DAILY email here.

https://youtu.be/btc66lsfoeY

(Many thanks to Tom Torero for filming).

10X HAPPINESS, ZERO BULLSHIT IS LIVE!

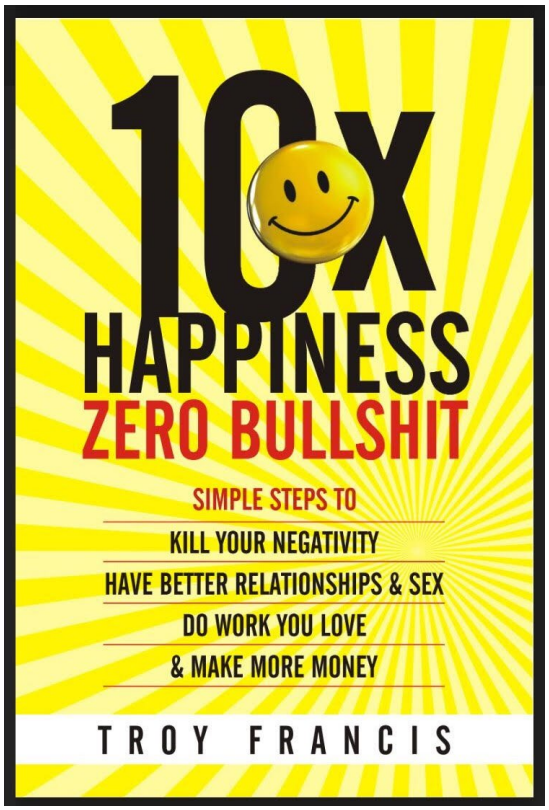
Troy · 28 June 2018 · Archived copy · Original

Just a quick post to let you know that my new book 10X HAPPINESS, ZERO BULLSHIT is now LIVE on Amazon in all territories.
You can buy it as either a Kindle ebook or a paperback.

I'd massively appreciate it you get your copy TODAY so we can push it up the charts—and if you can drop me a review even better!

Grab your copy now on Amazon.com here.

If you're in the UK get it here.



Any other territories, just go to your usual Amazon page and search 'Troy Francis'. If you have any problems getting the book then drop me an email and I'll sort it.

So come on — let's make 10X HAPPINESS, ZERO BULLSHIT a bestseller!

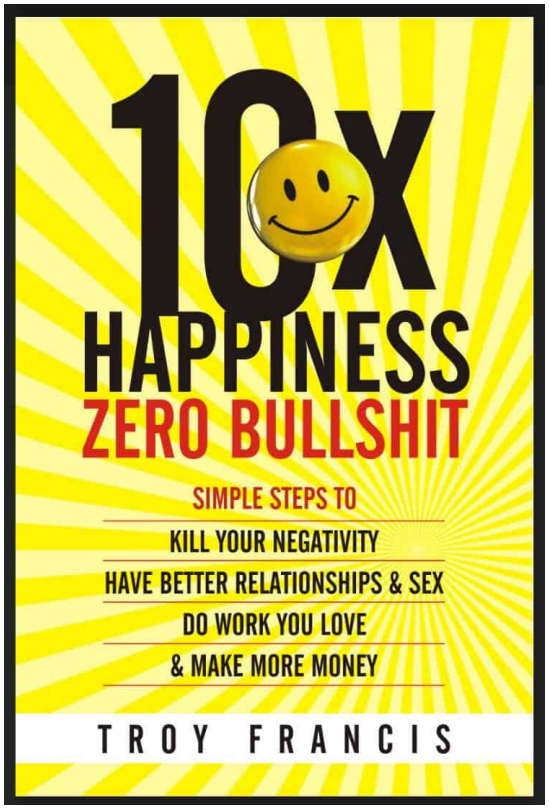
Cheers!

Troy

VIDEO: 10X HAPPINESS, ZERO BULLSHIT: Live the Life You Want

Troy · 29 June 2018 · Archived copy · Original

Below is the third of three videos I shot in Amsterdam last week (with Tom Torero on camera duties), talking about my new book 10X HAPPINESS, ZERO BULLSHIT, which is out on Amazon today!



First, though, here's a little more information on the book, from the back cover . . .

10X HAPPINESS, ZERO BULLSHIT

We live in an incredible time in the history of humankind. Famine and war are on the decline, poverty is falling, and technology offers incredible opportunities for self-development and career advancement that simply didn't exist 10 or 15 years ago. So why are so many of us still unhappy?

Yes, modern life is complex, difficult and frustrating. But if we can find a way negotiate it then we can 10X our happiness, and enjoy the benefits of living through this amazing time on our planet. But while there is no shortage of self-help books and gurus out there, unfortunately many of them resort to the same cliched old BS.

10X Happiness, Zero Bullshit by TROY FRANCIS is different. In fact, it's probably the rawest, most gritty, down-and-dirty but honest self-help book you'll ever read. The advice it offers pulls no punches – but if followed it's guaranteed to pull you through the dark times and help you 10X your happiness.

Graphically describing his own journey from a hell of misery, alcohol addiction and depression to becoming a confident, independent and successful self-employed writer and entrepreneur who has helped thousand of people improve their confidence and dating lives the world over, TROY FRANCIS shares how he 10x-ed his happiness through seven, easy to implement steps—and how you can do exactly the same thing too.

If you:

- Are unhappy at work, in your relationship or at school
- Hate your life

- Fear other people
- Have no idea where all of this is going
- Are crippled by anxiety
- Think you are unloveable
- Despise your appearance
- Imagine things will never get better for you

Then this is the book for YOU.

Follow Troy's tried-and-tested path to a 10X happier, more meaningful life. You will learn how to – Smash denial – Accept – Realize you're not in charge – Flip the script on bad habits – Reach out to others – Find meaning – Live the life you want, not the life you think you should – 10X Happiness, Zero Bullshit is not for the fainthearted—it's a rollercoaster ride that forces you to sit up, take the blinkers off and entirely re-programme your attitude to life.

But if you've have enough of the tired self-development BS and you want to try something a little more raw and real, then 10X Happiness, Zero Bullshit is the book for you.

VIDEO

https://youtu.be/IUdhbfkDaeU

By the way, if you haven't already, do sign up for my DAILY email, which is packed full of actionable tips and advice on personal brand building, entrepreneurship and freedom here NOW.

Why Introverts Are The Most Creative People On Earth

Troy · 2 July 2018 · Archived copy · Original

The best ideas come to you in solitude.

I have a theory that the reason that introverts tend to be creatives is because, spending more time alone, they are more susceptible to inspiration.

In this throwback episode of The Modern Casanova podcast (ep. 39) I discuss how being an introvert has helped me as a creative entrepreneur in building my personal brand online. Listen to the show now by clicking the play button on the image below.

And if you haven't already, do sign up for my DAILY email newsletter here.

https://soundcloud.com/troy-francis-281709461/my-opinion-podcast-30/s-OMFCA

Why You Must Be Willing To Defend Your Views If You Want Respect

Troy · 3 July 2018 · Archived copy · Original

> Always be actively for something, or actively against it. Yes, you will alienate some, but you will win many more over. Being neutral is synonymous with being forgettable.

The above quote, about being actively for or against something, was my most popular in the last seven days, receiving something like 17k impressions and 240 'engagements' (that is, a retweet, a like or whatever). That's pretty big for me, so clearly it touched a nerve.

One man, in response to the Tweet, questioned my wisdom in encouraging people to go to 'extremes'. 'This might be good advice for increasing your Twitter following', he said, 'But it isn't good advice for life.'

As I explained to the gentleman, though, my position is not that you should be extreme for the sake of it, simply that you should choose a position.

Brexit

An example might be my attitude to Brexit. If you follow me on Twitter you will be aware that I am broadly anti-Brexit. That said, I am not an extreme remainer. I have never tried to argue that the EU referendum in 2016 was invalid, or that it should be re-run. Actually, I—like many other people—would be satisfied (although not exactly happy) with a 'soft' Brexit that saw Britain retain close ties to the EU through the single market and customs union. Given the closeness of the result, this seems the sanest option. Regardless, there should be a public, or at least parliamentary vote on the final deal the government manage to get.

It's not an extreme view, but it *is* a view that puts me on a certain side of the argument. And that's a good thing. In life you have to be prepared to nail your colours to the mast. Why?

Because people respect you more if you do.

Now, I'm not saying my views on Brexit are going to win me an array of dinner invitations and speaking opportunities. But at least I believe *something*.

Failure to believe, and a failure to stick your neck out are weakness signifiers. Either you are not confident in yourself, or you are not smart enough to have formed an opinion. Neither is a particularly good look.

Opinions are polarising, and people who shy away from expressing their own are usually doing so in an effort to avoid conflict. But if you present yourself to the world as someone keen to avoid conflict then you will not be respected, either in the dating arena, or in business.

Now, whether your opinions are the 'right' ones or not is another matter. But who, really, is to say? There is no such thing as consensus. And most of the time it is less the specific view that you hold rather than your ability and willingness to defend it that will see you respected by others.

Remember to sign up for my exclusive DAILY email list for regular content you can't get anywhere else- click the link now.

The One Mistake That Truly Successful People Never Make

Troy · 4 July 2018 · Archived copy · Original

The one mistake that truly successful people never make is simple: they do not allow their consistent dedication to their life's mission to drop.

Not ever.

Not even for a single day.

You must ensure that you are the same. If you allow the consistency with which you attack any given task to falter then you are on a slippery slope.

Eventually, if that decline is not halted, then you will fail in what you've set out to do.

It's really as simple as that.

The problem with being an entrepreneur is that as soon as your routine is no longer dictated by a boss—that is, as soon as you no longer *have* to be in the office from 9 to 5—then the people around you will have a tendency to take your time for granted.

This is not because they are bad people, it's just because the majority don't do any 'work' other than what they are paid for within a very formalised, discrete environment—their place of employment—and as such they find it very hard to understand that anyone else does either.

I have had this problem with girlfriends, friends and to a lesser extent family members. All are well-meaning, but few appreciate the sheer effort and time required to make a project like writing a book or maintaining a website a success.

In the last couple of years I have had break up with girlfriends and limit my time with friends in order to get the work that I've needed to do done.

Unfortunately, you may need to as well.That is why if you are thinking about self-employment but haven't taken the plunge yet, you must consider extremely carefully the implications of it for your personal life.

For myself I know that success is assured as long as I continue to put hard work in on a consistent basis. And to protect that I no longer allow any distractions to get in the way. My writing and my business are my life, and simply too important to put in jeopardy just to please others.

For exclusive new content DAILY join my email list here.

Why We All Have To Be Ready To Blow Up Our Own Lives.

Troy · 5 July 2018 · Archived copy · Original

Some arguments you aren't ever going to win.

Sometimes, however right you are, you're wrong.

There was this girl I worked with. This bitch. She didn't like me. I had thought she was OK, or at least, I was neutral, but she didn't like me. Or she began not liking me when we were forced to work in the same team together and she saw me as a threat. Or whatever.

Suddenly every damn thing I did was wrong.

'I wouldn't have done it like that,' she would say. 'Anyone can see that was the wrong way to do it.'

She would say it publicly, in meetings, in front of our boss. Of course, it's easy to be critical after the fact. It's easier to be critical than to come up with a good idea. But if you have a loud enough voice you can damage someone. Particularly in a culture that is theoretically based on merit but is really based on how well you get on with the person who signs off your expenses.

After a while it became obvious that girl was trying to kill me off. But plausible deniability is a great thing. If you're skilled you can make it look as though you're not doing anything. As though you're just trying to help.

I was in a toxic environment. I was hunted. I was scared and humiliated. Every day I tasted fear in my throat and I felt my heart pounding and I wanted to die—anything rather than go into that office and see that girl.

But I had to go into that office. Mortgage. Credit cards. Those things don't pay themselves you know.

Toxicity had infected my system and, like a real poison, it was killing me. I had to get out of there. But there was no way out . . . or was there?

Of course there was. I'd had options for a number of years. It's just I'd chosen not to exercise them. I'd dubbed them 'the nuclear options.' I hadn't given serious credibility to the notion the one day I might have to light the fuse wire and blow up my own life.

Until the day I did just that.

Sometimes you have to blow up your own life. And in doing so, you save your life. It's really that simple.

Think about the effect that stress and anxiety have on a human being. Do you think it's funny? Do you think it's something that can be sidelined, that you can just file under 'oh well, everyone goes through it, don't they'?

This is your fucking *life* we're talking about.

I used to go to Berlin and see the Turkish gangsters hanging around the park drinking coffee all day. And I said to Alicja, my Polish girlfriend 'I wish I had *their*lives'. Somewhere along the line, my life had gone badly wrong. These guys had it better than me. At least they didn't have to go back to the office after their week's vacation. At least they didn't have to put up with *that* girl. They could stand in the park in their leather jackets and smoke and drink coffee in the sun.

Yeah, there's always someone worse off than you. But there's always someone better off than you too—and that is a person who gives less of a fuck than you do.

Sometimes, you have to blow up your own life to get what you really want.

There are times when things are bad enough that you have to take *extreme* action. The trick is to recognise when that is. You don't want to take extreme action on a whim, just for the sake of it. But sometimes you have to. Toxicity will kill you.

But there is almost always another way. It just means that you might finally have to do the unthinkable. Take a bus across country by night. Leave the love of your life. No note, no forwarding address. Change your identity. Sail across oceans.

Life is a battle. Sometimes it escalates into all-out war. And when that happens then you have to be ready to fight.

We all have to be ready to blow up our own lives.

If you liked this and haven't already then do sign up for my DAILY email list here.

How To Sell Without Selling Out

Troy · 6 July 2018 · Archived copy · Original

You need something to sell. I do too. We all do.

I am using the term 'sell' in its broadest possible sense, by the way. It depends on what your immediate priority is, of course. But you need a unique selling point in *every* area of your life.

In dating, you need to have a USP – something going for you that makes you stand out. Same with socialising. And in business, there's no doubt that your offer, whatever it is, needs to do something unique for your customers. Seth Godin's book *Purple Cow* is brilliant on the idea that it's far better to be different and delight a small niche rather than be huge, bland and vanilla.

Nevertheless, there is a problem here. Too often, knowing that we have 'commercial' objectives, we cast around for something to sell, and in the process end up selling out ourselves instead.

An example of this is when you are out with a group of people at a social setting. Say they are all huge car enthusiasts. But you couldn't care less about cars. In this situation there might be a temptation to pretend to like cars so you can fit in with the rest of the crowd.

So you can give your target audience what you *think* they want.

The big problem with this, though, is that you're not really fooling anyone. Unless you are a very fortunate and skilled bullshitter you are unlikely to be able to convince anyone who really knows anything about cars that you do too. Far more likely, you will just highlight your ignorance and look a fool instead. And in doing so you will lose, rather than gain, social equity.

You can't pretend to be something you're not. So even when you *try* to sell yourself out it is unlikely to have the desired effect. Realistically it will probably do more harm than good.

This is why I often talk about being radically authentic. You shouldn't 'just be yourself'—you should be yourself but with the volume and the colour turned up to eleven. You should identify the very most fundamental elements that make you you and emphasise them as much as you can.

Rather than trying to fit in with others you should seek to stand out from the crowd more. You should polish and shine your individuality so that it glows like a beacon that precedes you wherever you go.

It is only by truly differentiating yourself that you will truly attract people to you. Yes, you may well repel others, but that doesn't matter. The key is to find and speak to *your* tribe.

Because those people will make your life so much better than you could ever imagine.

If you want to find out more about my ideas on being radically authentic, and radically differentiated, then pick up a copy of my book *How To be an Assh*le*, where I expand on this topic in detail.

If you enjoy writing like this and would like exclusive DAILY content from me via the most thought-provoking and motivating email list around then click here now.

PODCAST: Size Doesn’t Matter . . . Or Does It?

Troy · 7 July 2018 · Archived copy · Original

In this new episode of the podcast (episode 42) I consider why the size of your audience when you are building a personal brand online is less important than the quality of engagement you enjoy with those people.

If you haven’t already, sign up for my DAILY email on online biz, dating and lifestyle. It’s 24 carat gold.

Listen to the podcast by clicking on the arrow below.

https://soundcloud.com/troy-francis-281709461/my-opinion-podcast-34

How To Smash Your 'Imposter Syndrome' And Become A Successful Artist

Troy · 8 July 2018 · Archived copy · Original

One of the big problems with society as it has been set up to this point it that it makes supplicants of us. When it comes to getting ahead and building a career that leads to personal freedom, we feel like we have to ask permission for everything.

Why is this?

It's because in the past the distribution channels were all owned by big companies. So for example, there were a few publishing companies, a few movie studios, a few record labels, a few TV channels . . . and that was it.

If you wanted to get your voice heard, you had to go through a long and arduous process of impressing people first.

Let's say you wanted to publish a book. The first thing you would do would be to get an agent. Although agents are meant to help you sell your book to a publisher, the task of getting on a decent agent's radar became fiendishly difficult. Agents were—and are—bombarded with thousands of manuscripts a month from hopeful authors.

The vast majority of them get rejected.

But even if you managed to secure the services of an agent, the next phase was—if anything—more challenging. For now you would be asked to make multiple 'tweaks' to your book before your agent took it out to publishers. You might spend many months retooling your writing before it was even seen by a decision-maker at a publishing house.

Once the agent was happy with the manuscript, he or she would start shopping it around to the big houses. But success was (is) by no means certain. A great many books would still get turned down, even though they'd come through well-respected agents.

All of this was incredibly frustrating and emotionally-draining for the writer as you can imagine. Even worse, it was time-consuming as well.

These days, though, self-publishing via Amazon and other platforms has become easy and efficient. Crucially, it also pays better, with writers being able to keep up to 70% of the revenue earned through sales as opposed to something like 10% through a traditional publishing deal. And significantly, the stigma that was once attached to self-publishing has now disappeared. These days, being an 'indie author' is cool.

So why are more people rushing to publish their books? For a number of reasons, of course—but a big one is that we have been conditioned to wait until we have 'permission' before putting ourselves forward.

Permission

It's almost as though we want some divine being to appear in the sky, point down at us with a huge finger and say 'Yes, YOU Troy—I hereby give YOU permission to to write and publish a book'.

This is ridiculous. Not only is it not going to happen (of course) but also, we all need to learn that in this economy—and in this world—the only person we need to seek permission of is ourselves.

This can be tricky. Commonly, people are reticent because are concerned about what is called 'imposter syndrome'. They fear that they don't know enough about their topic, or that they won't be taken seriously by others.

This is normal and it's unsurprising. But it is also an impediment to progress and growth, and you must eradicate it with extreme prejudice.

Of course, I'm not suggesting you should write a book (or create a video series, or whatever) about brain surgery if you aren't a brain surgeon.

That would be irresponsible, to say the least.

But say you want to write about relationships. A lot of people bill themselves as 'relationship experts'. But how does that work? Who are these people, and how do you really define an *expert* in such a field anyway?

If you want to write a book about relationships then you have as much right to as anyone else. If you have only ever been in one relationship then that's great—you have experience of that relationship. And if you've been in none then you can write about your experience of not having had one. Or about your observations of other peoples' relationships as a single person.

Each of us has a unique viewpoint and each of us has a unique voice. And your contribution is just as valid as mine or anyone else's—whether they call themselves an expert or not.

As James Altucher says, we need to *choose ourselves*. No one else is going to do it for us. After all, that celestial being in the sky isn't going to come forward any time soon and tell you to step up to that plate.

No—the responsibility for starting is all on you.

But believe me, the rewards are great.

By the way, if you want to read more about not asking others for permission do pick up a copy of my book *How To Be An Assh*le*—it's packed full of tips and techniques for standing out from the crowd and doing your own thing.

And sign up for my DAILY email list here.

Just Be Yourself . . . And Monetise It

Troy · 9 July 2018 · Archived copy · Original

If you want to achieve personal freedom – and I very much hope that you do since you are reading this! – then by far the best way of achieving that is building a personal brand online.
Why? Because by doing so you will be in a unique position: you will get to live your own life as you see fit, wherever you want in the world, and be paid simply for recording it and putting out content about it online.

That may sound crazy, but it's true. After all, it's exactly how I make a living these days.

But it's not just me. There are thousands upon thousands of people who do exactly the same: Instagram stars, YouTubers, bloggers, podcasters, Facebook Live presenters and the rest.

These day – incredibly – it is possible to earn an extremely good income simply for *being yourself and monetising it.*

Because the distribution channels are now in the hands of the people as well as the corporations (anyone can make a video and put it out in front of millions of people, for example), the playing field has been levelled, and we are in this unprecedented state of limitless opportunity: for influence, for money and yes, for fame (if that is something you are interested in).

But there is one key point to bear in mind: in order to be truly successful as a 'Youpreneur' (someone who builds a personal brand business, according to business guru Chris Ducker) you have to be *100% human and relatable.*

Not only that, but *the more human you are, the more money you will make.*

A lot of people will – rightly – build their personal brand around a particular skill-set or activity. So for example if you are an expert in travelling around South East Asia then you may choose to develop a youTube channel on that subject.

Great.

But here's the thing. If your channel is simply packed with bland information, and you don't put your own spin on it, then you're not going to get rabid fans.

Yes, people might come to watch your videos to find out the finest destinations to visit, the best flights to take and so on.

But unless you bring out your personality then they're not going to come back.

How to bring your personality across in the content you create is worthy of a whole new article – and maybe a book! But the point is that you need to deliver *yourself* to your audience: warts and all.

In other words, don't try to be something you're not. And don't try to look blemish-free. People are great BS detectors and they know when you are faking it.

Believe me, when I put out an article that gets really raw and down and dirty, I get loads of emails and messages from readers telling me they identified, that they know what I am going through, and so on.

But when a piece of my content is more dry and factual, I just don't get the same response.

Why? Because it doesn't have the same depth of humanity.

Think of rappers like Eminem and Jay Z, two of the biggest recording artists of all time. Why are they so huge? What do they have in common?

Simply, that both of them have opened up and told it like it is. Eminem about his mother and relationship with his ex-wife Kim, his drug addiction and so on. And Jay Z about his early life of crime, his family, and latterly even his

infidelity to Beyonce.

If you want to hook people in, you've got to get real.

Even more than that, you've got to get *human.*

Paradoxically, it's only by being entirely *you* that people will be able to see themselves in your work, and will ultimately want to buy from you.

By the way, if you want to see me getting really real, pick up a copy of my book *How to Be An Assh*le* – it's packed full of raw stories about my younger life and the lessons I've learned. Plus, it teaches you how you can use them too to achieve success in dating and in business.

Also, if you haven't already then do sign up for my DAILY email here.

Here's Why You Should Never Trade Time For Money

Troy · 10 July 2018 · Archived copy · Original

The very worst thing you can do is trade time for money. And yet the vast majority of people do exactly that: in other words, they work jobs where they are paid by the hour.

What this means—in general—is that if they don't work they don't get paid.

OK, there is some flexibility here, particularly in a country like the UK where we still have pretty robust employment laws. Workers here – on a full-time contract – are meant to get sick pay when they are unable to work due to illness, and they can take several weeks' paid holiday each year.

But fundamentally, even with these benefits, they are being paid for their time.

What's so wrong with that? Simply that time is finite and money isn't.

Put it this way. While your average corporate worker can take days off here and there, if he says to his employer 'Hey, I'd love to go to Paris for three months to work on this idea for a novel I have', then they will be given short shrift.

('Short shrift' is a polite British euphemism for 'being told to to f*ck off'!)

This means that your *personal freedom* is severely limited. Yes, you may receive a good salary, and you may be able to take vacations as and when your employer allows it, but you are not truly *free.*

You traded that freedom for your time, remember.

That said, there's nothing wrong with getting a job when you start your career. We *all* need money, and we *all* need experience. And I myself have learned an incredible amount from working for corporate companies for over fifteen years.

But I also know that I was unhappy for much of that time. And at least a part of that happiness was due to my awareness that if I got fired tomorrow (which was always a possibility in the cutthroat world of business) then I would have nothing to show for all the hard work I'd put in over those years.

That's why for me – as someone who values personal freedom above all else- it was essential that I found a way to work for myself where I spent my time *building assets* rather than pushing paper for someone else.

Today, now I earn a living through the personal brand that I am building online, nearly everything I do is in service of building up assets that will profit me not just today, but for years to come.

For example, every time I write an article for my website it helps to build up my brand—it's simply another chance for new readers to find me. I don't usually take down old articles, and even ones from years ago still get traffic to this day.

And given that most of my articles contain links to Amazon where people can go to buy my books if they wish, an article can continue to pay out for a very long time indeed.

It's similar with my books. Every time I release a new book and it goes live on Amazon, that book can continue to earn me money for many years to come. For example, my first book, *The 7 Laws of Seduction,* continues to sell nearly five years after it was released.

Of course, what this means is that I've begun to build up a 'passive' income where my back catalogue of books sells and makes me money without me having to 're-do' the original work I put in. And everything else I do online, like Tweeting or writing these emails, serves as 'content marketing'.

This in turn frees up my time and allows me to travel. After all, once a book is written an it's out then my work is done. The money comes in every month and I can concentrate on other things.

This is not to suggest that I enjoy a ‘four hour workweek’ where I’m sitting on the beach knocking back cold drinks and sleeping all day. On the contrary, I work very hard (every day). But that’s because I am still very much in the ‘building’ phase of my business. Also I enjoy it, and everything that I do feeds into the virtuous profit cycle I’ve described.

How much better such an arrangement is compared with my previous one, where the work I was putting in for my employer did not culminate in anything – rather, I would be paid for every hour I put in (plus a bonus sometimes). But as soon as stopped working for them none of the profits accruing from my actions would flow back to me.

The good news is that you can do exactly the same thing, too. But I hope my story has illustrated how trading your time for money is a bad idea . . . and how you can achieve more and have a better life when you put your time into building your own assets instead.

By the way, if you haven’t already then do sign up for my DAILY email here.

This World Stamps On Weakness And Cruelly Ignores The Bland

Troy · 11 July 2018 · Archived copy · Original

A wise man once said to me:

'Aways remember that this world stamps on weakness and cruelly ignores the bland'.

At the time I thought it was a bit of a downer, but he had a point. It is those who take things to an extreme, who suffer to the point of insanity for their art, for their goals, who are rewarded with the greatest fame and fortune.

In 1996 Dave Gahan, lead singer of the British electronic rock band, 'died' for two minutes in a hospital in Los Angeles after overdosing on speedballs (a blend of cocaine and heroin). Gahan had been sinking deeper into addiction, as well as deeper into his art, in his crazed pursuit of becoming the greatest rock star that ever lived.

He crashed and burned. Fortunately he was revived. He went into recovery, got better.

Now, 22 years later, Depeche Mode are on one of the biggest-grossing, most profitable tours that any rock band has undertaken ever. At the end of last year they sold out the Hollywood Bowl for four consecutive nights, the first time that's ever been done. In the first nine months of 2017 they sold 1.27m tickets – more than Ed Sheeran, Justin Bieber or Bruno Mars – despite never having had a number one hit in the US.

There's a lot to be said about Depeche Mode, creativity, and how they have maintained such incredible popularity over 38 years, but the tl:dr version is that they've carved out their own unique sound and style, persisted with it, and taken things to the extreme.

I am not, of course, condoning drug taking or trying to glorify it. Nor am I suggesting that Gahan's using in any way improved the band's music (actually, it nearly tore them apart). But look, whatever your view, here is a man who has taken his life to *extremes*. To the edge of death and back. That is reflected in the passion and power of the songs he sings, and it is precisely for this that his band are so loved.

Here's the thing. Many people can achieve a bland, vanilla sort of fame. We see it all the time with reality TV stars. But if you want to be *adored* – so that *millions* of people want to see you, to eat up whatever you put out, and will stick with you through decades – then you have to be prepared to take being YOU to the extreme, *whatever t*hat may mean in your particular case.

I can't tell you exactly what to do because I'm not you, and I don't know your exact objectives or situation. But let me tell you this. Whoever you are, you need to show it fearlessly and courageously to the world.

And you're not going to try to sugarcoat it. No. You're going to take it as far as you can. And you're going to take your tribe on a journey with you, into the centre of whoever you are, and whatever you suffer.

If you want to build a personal brand that sets you free and pays you big money *year after year* – and I'm talking fuck-you money here, the kind of money that lets you quit your job and travel the world as you create content – then you're going to have to get real. You're going to have to strip yourself down to the essentials of what it is to be you. You're going to have to fight with your demons – in public. You're going to have to scare yourself. You're going to have to go as low as you can to rise again and soar high above the heads of the beige and forgettable folks who don't have the courage to do what you're doing.

You're going to have to take it to the extreme.

Icons take things to extremes. Dave Gahan, Jim Morrison, Amy Winehouse, Francis Bacon, Bukowski, Leonardo DiCaprio as Jordan Belfort in *Wolf of Wall Street* – the singers, artists, writers and characters that we love – and I mean *really love* – are the most extreme.

There is huge power in taking it to the extreme, and huge honesty too. For people who are extreme – in their way of life and in the art they produce – are almost always more honest than those who aren't. They are simply doing what

they actually want to do. They are – to coin a phrase – *living the lives they want, not the lives they think they should.*

It's been said before that fame is less about what you have and more about what you have missing. Your flaws, in other words. What you need to do is revel in those flaws. Amplify them. Make them bigger than the sky and flaunt them fearlessly to your audience. And go to the extreme with it.

For it is only by being truly and radically *yourself* that you will stand out from the masses. And it is only by standing out from the masses that you will build an audience. And it is only through building an audience that you have a meaningful personal brand. And it is only by having a meaningful personal brand that you can achieve freedom and make a living through the art that you produce.

Start living how you want to live. And start creating content – art – that tells others about it. Then publish it so the world can see it. And then repeat. Your tribe will notice, they will come to you, and they will stay.

By the way, if you want to read more about my thoughts on standing out from the masses ('radical differentiation') then pick up a copy of my book *How to Be An Assh*le*. It covers this in detail and it packed full of actionable techniques you can start using today.

Plus, if you haven't already then do sign up for my DAILY email here.

This Is Why Your Writing Has to Pack An Emotional PUNCH Every Time

Troy · 12 July 2018 · Archived copy · Original

When Princess Diana died, chased by paparazzi into a tunnel in Paris in 1996, something extraordinary happened. People took to the streets. Candlelit vigils were held. Many thousands of pounds were spent on flowers and other tributes.

People cried openly, and embraced one another to provide comfort and unity.

Of course, a great many of these people – the vast majority, in fact – didn't know Diana. They hadn't even met her. Nevertheless, her passing caused powerful emotions to overtake the UK (and the world) for a long time. Even now, 22 years later, Diana's death is still firmly embedded in the national psyche. Brits (and people from all over) may have 'moved on', but they have never forgotten Diana.

Is this a rational response to what – dispassionately – was the death of a stranger? Arguably not. But that's the point. People are not rational. Not really. They are *emotional.*

Which is precisely why you must tap into the emotional as you build your personal brand online.

Let Me Entertain You

When you set yourself up as an online personality, your primary job is to entertain. Online media guru Hank Norman says this:

Be more emotional when you are being instructional.

You should look up Hank for more on this topic. But the key point here is that entertainers manipulate emotion highly successfully: you must do the same.

Yes, you might be providing information as well (golf swing tips, exercise advice, dating techniques). But unless you can also give people the emotional fix they crave then you are going nowhere fast.

When I wanted to learn more about blogging, for example, I looked up a variety of sources. As you can imagine, there are a whole bunch of people keen to share their experiences with creating successful blogs. There were two I particularly liked. One was Victor Pride of Bold & Determined, and the other was Darren Rowse of ProBlogger.

Over the years I've taken a bunch of great advice from both of these gentlemen.

Now Victor and Darren are very different. Victor is passionate and fiery, like a god of online business proclaiming his commandments from on high. Darren is quieter, more analytical and self-effacing – but he is also incredibly warm. When I listen to his podcast every week it's like catching up with an old friend.

I also started following A. N. Other blogging guru (who will remain nameless) back in 2016, but I soon stopped. Why? Because this third guy had no emotion in his content. He was professional-sounding, but dry and humourless. I'm sure he knew his stuff as well as – maybe even better than – Victor and Darren. But he didn't create that *human connection* with me that is necessary to turn me into a fan.

He didn't make me feel anything.

It wasn't – by the way – that I consciously sat there thinking *'hmmm, this guy isn't connecting with me on an emotional level'.* Our response to a content creator is instinctual. I just though 'Meh, not really feeling it', and unsubscribed.

Huge Money

The good news is that all of us, even the most intelligent and discerning, are just *longing* to become fans of people. I

consider myself relatively smart, and I also worked in media and brand strategy for many years before becoming self-employed. But when people hook me on an emotional level, I will consume and pay for their content *forever*. Nick Cave, Morrissey, Depeche Mode, Marc Almond, Arctic Monkeys – I couldn't tell you the huge money I've spent buying recordings, concert tickets and other merchandise from these and other artists that I love.

None of us is immune to the power of emotion.

Which is precisely why, if you want to set yourself free from the 9-5 grind by building a personal brand online, that you have to make people *feel something*. And how do you do that? By telling *your* story, and telling it honestly, warts and all.

I, for example, have a very particular story. I am in my forties. I have suffered from depression. I was an alcoholic and addict in my twenties, and then I hit bottom and went into recovery. I worked in nightclubs and bars. I have since worked in the corporate world for over fifteen years. I began writing about dating and having lots of adventures with that all over the world. I have travelled to many different places. In 2016 I dumped my girlfriend, sold my flat, and began working on my online business in earnest.

There are a lot of different components to that story, and I draw on all of them at different times depending on the content I'm creating. But the point is that my story is unique to me, and it colours the way I talk about things, the sorts of things I talk about and so on. Your story is likely very different, and that's OK. In fact, that's brilliant. It would be intolerable if all our stories were the same.

I am fortunate (or not, depending on how you look at it!) in that my story has a lot of ups and downs. Sadness and joy. And because I am open about everything with my readers, I can channel the emotion of things that have happened to me in a way that will hopefully touch them, and teach them something at the same time.

In building my online brand I have talked about things like my parents' divorce, my alcoholism, my romantic failures, my heartbreak over certain girls, sex, my failures at work, my fascination with some of the seedier parts of city life (the strip clubs, the fetish parties, the swingers' events). And so on.

Every piece of content that I release is designed to in some way pass on an emotional charge to the audience.

Freedom

Of course, not everyone will buy into me or what I have to say, and that's OK. By now I have enough readers who buy my books and mentoring to have given up that corporate job to work for myself full-time. As a result I am free from having a boss, free to work on projects I love, and free to live anywhere in the world.

The price that I pay for that freedom is my willingness to be open and authentic and to relive real emotions with my audience. But really, that's not such a big price to pay at all. It helps me as much as it helps them, and it gives me that human connection that I've always craved.

The good news if that you can do exactly the same thing. Just start telling *your*story to the world, warts and all, holding as little back as you can.

You've got to hit them emotionally. Once you've done that, then in no time you'll have a tribe, and an income on which you can live for the rest of your life.

By the way, if you haven't already done so, and would like an EXCLUSIVE new article like this from me every single day then do sign up for my DAILY email here.

NEW PODCAST: Interview with Kyle Trouble

Troy · 13 July 2018 · Archived copy · Original

In this new episode of The Modern Casanova Podcast (ep. 43), recorded in Eastern Europe, I interview KYLE TROUBLE.

Kyle requires no introduction for many, but he runs the website thisistrouble.com, he is a digital entrepreneur, online business expert and has formerly been a dating coach. He also has a podcast, The Dating Abroad Show, and he is the author of several books including King's Code and Long Legs and High Heels in Eastern Europe.

In the interview we get into a TON of detail about building a personal brand business.

You will learn:

> What it's like to give up a six-figure corporate job and jump into the 'digital nomad' lifestyle
>How to pivot and change direction with your personal brand business
> What platforms YOU need to be using to build your following
> How to get started in blogging / content creation
> What it's like living and working in Eastern Europe
> How to transition from the bachelor lifestyle to a full-time relationship

And much more. This episode is a GOLDMINE for aspiring entrepreneurs and online business people out there.

Listen to the podcast by clicking on the arrow below, and be sure to let me know what you think:

https://soundcloud.com/troy-francis-281709461/troy

By the way, if you haven't already done so, and would like an EXCLUSIVE new article like this from me every single day then do sign up for my DAILY email here.

How To Get Ideas From ANYWHERE – Be A Tourist All The Time

Troy · 14 July 2018 · Archived copy · Original

> *Cos everybody hates a tourist*

So sang Jarvis Cocker of the band Pulp many, many years ago in their song 'Common People'. Well maybe he had a point, in a way. But I would argue something rather different—I believe that we should all be tourists as much as we possibly can.

I guess at this point I need to unpack what I mean by the word 'tourist' a little bit. What I'm *not* talking about here is strapping on your fanny pack, buying an oversized Coke-and-burger meal and waddling down the strip in Vegas. No. What I'm talking about instead is learning to react to things rather like a tourist would.

I used to live very near to Tower Bridge in London. If you're not aware of it, Google it. Tower Bridge is one of the most famous landmarks in this city, an imposing and beautiful structure that rises to allow boats to pass through it several times a day.

I used to walk over this bridge, go running over it, take cabs over it, whatever. I used to cross it a hell of a lot. And nearly every time I did, I would see a group of tourists with their cameras and smartphones, snapping pictures.

Now, if you live in a big city or an equivalent place of interest then you'll know that it's pretty damn easy to joke about tourists. They turn up, walk slowly, clog up public transport, buy tacky souvenirs and take photographs of weird things (as well as boosting the local economy and creating jobs, of course!)

But when you take a step back and consider the matter properly, how *fantastic* that they should find Tower Bridge—a landmark that I had become overly-accustomed to—so fascinating. Because of course it *is* fascinating. It's a marvellous piece of architecture. It's a triumph of engineering. It is an historic landmark.

Shame on me for taking it for granted for so long.
This is why I try as hard as I can to adopt the tourist mentality wherever I am, even in my own city. The fact is that *everything* around us is interesting, since it either represents an example of human endeavour or natural phenomenon.

I don't know about you, but I have spent far too much of my life so wrapped up in my own business (a narrow order of business at that) that I have failed to properly appreciate all of the wonderful experiences and things that I've had.

This isn't just about knowledge and gratitude—although both of those things are essential. It's also about the value you can take from the scene around you, and what you are missing if you don't. I regularly get ideas for articles and posts from things I see in the street—graffiti, people's behaviour, posters, signs and so on. These things can become content that helps me to market my business, literally putting money in my pocket.

So the tourist mindset is not only great for the soul, it can be great for you financially as well. The truth is that we are all products of the world, and the world is our parent and our nourishment. As a result, the closer attention we can pay to what is around us, the more nurtured and better-nourished we will be.

So from now on, be a tourist—even in your own home.

By the way, if you would like an EXCLUSIVE new article like this from me every single day then sign up now for my DAILY email here.

How To Make More SALES BY Improving Your Listening Skills

Troy · 15 July 2018 · Archived copy · Original

There is no doubt that listening is *the* most important skill you can possibly learn. This is true whether your goal is to get great results in the dating arena, enjoy huge rewards in business, or grow your social circle.
Why is listening so important? Simply because at base listening is information gathering—*research*, in other words. And research is usually—rightfully—regarded as the central element of any project .

If you don't do your research then you are not prepared, and without preparation you are lost.

Everything is sales

This all circles back to one of the key tenets of my worldview, that everything comes down to sales. I'm serious. Whatever line of work you are in, whatever your speciality is, you are in sales.

If you are a shop assistant your job is to sell to the customers. If you are a violinist then a part of your job is to sell your violin playing to the best orchestra or the highest-paying band you can find. And if your job is a vet you must sell yourself as the best possible vet to pet owners in your local area.

Everyone is selling something. As a writer I am in the business of selling my ideas. A politician must sell his vision for the future to his country and his party. A pop singer must sell their songs and their image.

The only truly effective way to sell to someone is to first find out what they want and then to match it as closely as possible with your offer. This is the same whether you are asking someone out on a date, or you are trying to get them to sign up as a coaching client.

And the way to find out what people want is to listen to them.

In fact, this is so important that it's no exaggeration to say that peoples' careers—and their livelihoods—are won and lost over their ability to listen.

So what are the best ways to improve your listening skills? I'm going to to share my top 3 with you now. They might not be what you expect!

1. Read

It may seem strange to endorse reading as a way to improve listening, but conversation is based on language, and in language nuance is crucial. I'm not suggesting that you learn lots of fancy long words, since most people don't use those in everyday speech anyway. What I am saying is you should do everything you can to improve your lingual faculties. Reading is a bit like doing reps in the gym. Over time you will see an improvement in your skill level.

2. Watch movies, TV series and plays

Language is not merely about what people say—it's also about what they *don't* say: *subtext,* in other words.

Subtext is a central part of screenwriting—in fact, any movie or play that doesn't use subtext probably won't get made because it is a lousy piece of work. The whole point of drama is that it *dramatises*. If you have the characters simply stating everything that is going on then there is no drama. By paying close attention to subtext as you are watching, you will improve your ability to pick up on it in your conversations with potential lovers and business partners.

3. Talk to a LOT of people—but let them do most of the talking

Practise makes perfect, and it is only by experiencing a lot of different conversations that you will learn to pick up on subtext and listen better. At the same time, if you're running your mouth off and not giving the other person a chance to respond then you are missing a trick.

Make a point of putting yourself in as many social situations as you can, but say less when you do. Instead,

consciously listen intently to the other person, and try to figure out what they're *really* saying. After a while, you will find that your ability to interpret others want improves significantly.

I am not saying that in either love or business you should simply wrap this up with a bow and deliver it: you need to play harder to get than that. But at least if you understand where your opposite is coming from you will be better equipped to determine how to deal with them.

By the way, if you would like an EXCLUSIVE new article like this from me every single day then sign up now for my DAILY email here.

How To Find Meaning

Troy · 16 July 2018 · Archived copy · Original

Today I'm excited to give you a special sneak-preview of the new book I recently published, ***10X Happiness, Zero Bullshit.***

We all want girls, we want money, and we want success. But what does all of that translate to? Simply, we want happiness.

In the new book I get raw…really raw. I share some of the worst things that have ever happened to me, and how I went from being a depressive alcoholic in the gutter to a location-independent writer and entrepreneur.

But most importantly, I describe how I went from a state of unhappiness to a state of happiness.

(Yes, I know 'happiness' is a relative term and there are loads of different ways you could define it. I go deep into that in the book)

Anyway, here's an extract about finding meaning, which is absolutely key.

I'm keen to hear from you on this, so drop me a comment and let me know what you think.

******

When I stopped drinking, back at the age of 27, I began going to 12-step based self-help meetings, and . . . not much else. You see, all of a sudden I had an issue to deal with that I hadn't encountered since my adolescence. I had time on my hands. A lot of it,

Now that might sound to you like a huge luxury. And in a way it was. Because I had spent most of my life up until that point drunk as a way to reduce the unhappiness I was feeling (drink became a crutch for me. Perhaps for you it was something—or someone—else) when I had to give it up, I simply wasn't used to all the free time I had. You see the life of a drinker is actually as constrained as that of an office worker. You spend all of your time in one of three states—you are either drinking, you are recovering (hungover) or you are preparing to drink again. That final stage might not sound much of anything, but in fact, the anticipation for the next high is central to any addict's experience. It's not just a question of going and buying your drug of choice. It's also imagining it, thinking about it, fantasising about it.

Once i was released from all of that, I still had a little bit of a life left. Let's see. I had a girlfriend, just about—although we broke up shortly afterwards. I had a job. I went to the gym. And . . . that was about it. Suddenly, 'not drinking' was elevated to the level of an *activity*. 'What are you doing this afternoon?'. 'Oh, you know . . . not drinking'.

Being released from pain (in this case the pain of drinking), while bringing strong feelings of contentment, doesn't in itself bring happiness. I remember once going to the cinema three times in one day to see different films. I was so bored, I couldn't think of anything else to do.

That was a one-off, but I would habitually go out into the city where I lived and look round the clothes shops. I loved fashion, and I became obsessive about it for a while, checking up on all the new items that each store would stock newly every week.

Although this was fun for a while, along with my gym practice and running, I soon felt that there was something *missing*. Where I had previously had a life defined by the use of alcohol (which was itself a coping mechanism to deal with my unhappiness) now I had nothing.

Perhaps inevitably, my attention turned itself towards nightlife, and to be more specific, *girls*. It was a lot more interesting to think about the sexual possibilities that all of a sudden presented themselves to me rather than living a life of sterile sobriety. But girls didn't solve the problem—in fact they only brought new problems. I needed

something more. I needed to find *meaning.*

Now, what 'meaning' actually means is a complex question and the answers will differ for everyone. Nevertheless, what I am basically referring to is the deep need to discover something that you are truly passionate about—a mission if you will. Furthermore, this mission should be something in which you can completely immerse yourself in, so you can enjoy what Csíkszentmihályi refers to as a 'flow state.'

Flow is highly personal and can be found in whatever you want—a sport, a physical practice, a martial art, a musical instrument, making YouTube videos. Anything. For me, it was writing. Of course, it had been staring me in the face for years, but it was right about now that I finally embraced writing, acknowledging to myself that it had been the thing I wanted to dedicate my life to for many years.

The questions of what kind of writing, for whom, how to get it out there and most importantly, how to monetize it, all remained unanswered at that point. Nevertheless, I knew by the age of 27 that writing was the thing I wanted to pursue. And as soon as that clicked into place for me I began to feel happier.

You will notice that I use the word 'happi*er*'. I am not talking about ecstacy here, or having some sort of out of body experience created by the rapture of sitting down in front of my laptop every day. If only that were the case. No.

Nevertheless, once I was finally 'on my path', once I had found meaning, then I immediately felt happier than I had before. Of course, a decision to write in itself doesn't create a huge amount of meaning. There is also the big, inevitable question of *what* you are to write.

That I hadn't decided as yet. But I knew there was enough material inside me just bursting to get out, and I was confident that once I turned my attention to writing with all of my power then it would become obvious

Finding meaning is essential if we are to experience happiness. It is a key facet of 'emandian'. It is not enough to have the sharp, but passing, highs of euphoria. You must create some ballast to that. You need weightiness, purpose.

In finding meaning you will achieve that.

******

If you haven'r already, do head over to Amazon and pick up a copy of ***10X Happiness, Zero Bullshit***. Also, if you can leave me a review I'd be much appreciated!

Why ‘No’ Is Not Your Job

Troy · 17 July 2018 · Archived copy · Original

Earlier today I was listening to an episode of Jeff Goins’ great podcast *The Portfolio Life*.

If you haven’t heard of Jeff he wrote a book called *Real Artists Don’t Starve,* debunking the cliche of the starving artist. He also creates brilliant content on how you can be a writer or an artist and make money from it today. Check him out.

Anyway, Jeff came out with a great observation that really made me sit up and take notice. He said—when it comes to reaching out to people when you’re trying to build your dreams:

‘No is not your job’.

That right there is a great way to approach not only business, but life in general.

Think about it this way. If you’re building a personal brand online than, as I’ve said before, you need to put out new pieces of content continuously for your audience—blog posts, articles, videos, photographs, podcasts. Whatever it might be.

Each bit of content can be seen as an ‘approach’—you’re putting your head above the parapet, offering your wares and seeing if anyone bites.

(In the case of online content, ‘bites’ might be the number of views you get, comments, likes, retweets etc.)

Frequently, people won’t put out content because they are afraid their target audience won’t like it. That the people they’re trying to reach will say ‘no’ to them.

Well, they might. It’s a possibility. But no is not *your* job. Your job is to make the approach (by creating and publishing the content). Your job is to get your message out there. If some people want to say ‘no’ to it (and some will) then they can. That’s their right.

But don’t do so for them in advance.

When we think ‘I won’t publish this / speak to that girl / approach that new business contact’ because we fear the we’re going to be rejected, we are shutting down an opportunity for success.

Because it’s just as likely that they are going to say ‘yes’.

If there’s one thing I’ve learned in life, whether from dating or from business, it’s that you never really know what’s going to be a ‘hit’ and what isn’t. On that basis, it’s far better to put yourself and your content out there r and then leave it up to your target market whether they want to say no or not.

After all, that’s *their* job.

By the way, if you would like an EXCLUSIVE new article like this from me every single day then sign up now for my DAILY email here.

Can I Talk About Something That's Already Being Talked About With My Personal Brand?

Troy · 18 July 2018 · Archived copy · Original

A question that a lot of readers ask me is this: 'Can I talk about an already-popular topic that loads of other people are already covering as part of my personal brand?'

The answer is an emphatic 'yes'. In fact, I'd go further than that. I'd say you have a *duty* to talk about that topic (if it impassions you), because your take on it will help people who may not currently be being reached.

Here's what I mean. Let's take an extremely popular topic—fitness. How many people online have built a personal brand around fitness? I don't know—but it's a lot. Thousands, probably hundreds of thousands.

What more is there to be said about the perfect way to do squats, or an arm-curl, or the best way to get a six-pack for summer?

If you're into fitness, and think it's something you could build a brand around, you'll probably look at all of this in despair. After all, what can you possibly bring to the party that hasn't already been said and done?

Actually, quite lot. Here's why. Your story is your own—and it's utterly unique. And when you tell that story, at the same time as giving out your fitness tips, then you will appeal to a very specific group of people who might not like other fitness gurus.

For example, I've read mainstream fitness advice in Men's Health before, but I tend to get a bit put off by all the 'bro' fitness channels you get on YouTube. Yes, the advice can be good, buy they don't really speak to me personally as an individual.

On the other hand, I like AJA Cortes on Twitter because he is a cerebral writer with a lot to say on a variety of topics (although he always circles back to fitness, which is his core niche).

Because I buy into Alexander as a person, and I like his writing, it follows that I also buy into his fitness stuff. And if I am looking to spend money on a fitness programme I'll buy one of his.

I forget offhand how long Alexander's been writing for—several years, I think—but without a doubt there have been a wealth of fitness gurus on the scene before him.

But so what? Did he let that put him off? Hell no! He set about creating and publishing high-quality writing and building up a huge following – he currently has 37K followers on Twitter and a massive subscriber list.

And here's the real kicker. Had he not started putting work out into the world then people who would like fitness advice, but who don't buy into other gurus, would have had to go without.

There is ALWAYS justification for you to create work and to publish it. There is NEVER a reason for you not to. Don't allow shame, or imposter syndrome, or fear or anything else to silence you. Instead, cultivate abundance mentality. There are billions of people online—plenty to go around.

Create. Find your tribe. And then serve them.

By the way, if you would like an EXCLUSIVE new article like this from me every single day then sign up now for my DAILY email here.

How To Get Work Done While You Travel

Troy · 19 July 2018 · Archived copy · Original

The other day my London flatmate's girlfriend bumped into me in the street as I was unlocking the door, carrying my suitcase
'Hey, where were you this time?' she asked.

'Ibiza,' I said.

'Wow. You have to teach me how you go on all of these holidays,' she said, clearly jealous. She was living in Spain before, and to be holed up in grey London over the summer is not always such a joy.

Well, she'll be delighted to know that right now I am sitting in a hotel in central Amsterdam as I write this. It is Wednesday afternoon / evening. This morning I drove across Germany and into The Netherlands with Tom Torero, and now we're about to enjoy a day or so in the city of sin.

I have just woken up refreshed from a siesta, and have been attending to some work before heading down to meet Tom an have some dinner.

Positive

What I actually said to my flatmate's girl was that I'm not really on holiday when I go to these places—I'm working.

Now, that is kind of true and kind of not. It's a bit of both.

Since I've begun to build this personal brand, and as I work for myself from my laptop, I can work from anywhere on the planet. Because it's convenient for me, a lot of the time that is in Berlin or London. But there's also no harm in me visiting other places. In fact, it is actually a positive, since going to diverse locations gives me inspiration for new material, and I can also document the trips in posts, on Twitter and on Instagram.

(and if you're not following me on those then get over there for the gold!)

The question is, how do you get any work done while you are travelling. For me, it is something I am still finessing as I get further into this lifestyle. But here are four key points I want to share with you today.

1. Prepare beforehand

Before I go on a trip I always make sure I've cued up a few Tweets and posts so I don't have to much to do on the road. Anything you can do ahead of time will help you out when you're travelling.

2. Go into 'minimal mode'

Unless you've gone away with the intention of immersing yourself in a project, don't expect yourself to produce in the same volumes you do when at home. Accept that you're going to do less and be OK with it. As long as you keep the show on the road and stay in contact with your audience then all good – your business is still firing and motivating people.

3. Have daily content targets and stick to them

Decide ahead of time what you want to put out – a post a day? Ten tweets a day? An Instagram post a day? Whatever it is, have that as your goal and stick to it.

4. Do whatever it takes

If you need to get up an hour early, do it. If you need to say to your travelling partner 'hey, I need an hour alone,' then do that. And if you need to go to an internet cafe do that as well. Travelling is great, and you need to unwind, but it's important to continue to drip feed the content that is building your personal brand consistently.

Personally, I find I can have a great time travelling while doing a minimal amount of work just to keep things

rolling while I'm away. Some will argue that I should take time off where I do nothing—-and they may well be right. But I'm still in building mode, and don't feel quite ready for that yet. But let's see how things progress—and of course, I'll be keeping you informed.

This was first written and sent out as an email to my subscriber list back in June 2018. If you would like an EXCLUSIVE new article like this from me every single day then sign up now for my DAILY email here.

3 Quick Tips For Achieving Freedom With A Personal Brand

Troy · 20 July 2018 · Archived copy · Original

If you want to achieve freedom by building a successful personal brand through blogging, then there are three key principles you *must* follow.

By the way, these also apply if you are a vlogger, an Instagram star or a podcaster—or a combination of all of them.

1. Be Consistent

Whatever you do, and whatever your niche and preferred medium, you absolutely have to be *consistent.* That means getting up every day, and, over coffee, planning out and creating content.

There are no days off in this game.

You have to be 'on it' every single day—at least for as long as it takes you to reach critical mass and build an audience that is capable of sustaining whatever income you desire.

Consistency is the first principle of the list simply because it's so damned important. You are building trust with your audience, and a Pavlovian response in them.

For example, I send out my daily email to subscribers every day at 11pm GMT. I Tweet every hour. And I publish on my blog every day too. That builds up a habit in my audience to check to see my content each day.

2. Give Away An Insane Amount Of High Quality Content

At the same time you're being consistent, you also need to give away a huge amount of high-quality content.

There really is no way around this one: you have to be prepared to be supremely generous with your words and ideas.

This is the whole basis of content marketing.

At first, people are shocked—'What! Give away my work for free? I want to make money.'

Well, yes, you will—but not before you build an audience you can sell to. And the only way you do that is to foster trust in them. And you do that by giving them your work for free.

it is only after you've done that consistently for a period of time that you can start to sell to them.

For example, I started writing dating articles many years ago. But it was only in 2014 that I published my first book. By then I'd built up enough of an audience that people trusted me and were keen to buy.

3. Help Your Audience

This is absolutely key: you have to help your audience in some way.

Now, what 'help' means is somewhat broad. You may be helping them by entertaining them. Or you may be helping by giving them personal finance tips. Or a bit of both.

But you have to help in some way.

People go to the internet, and to individuals with brands online, for help. This is precisely why 'how to' content is so popular. People want answers—or at least to be taken out of themselves for a period of time.

If you want your personal brand to be successful, you need to provide value by helping people.

There's more, of course . . . and I'll be going into further principles in future articles.

By the way, if you would like an EXCLUSIVE new article like this from me every single day then sign up

now for my DAILY email here.

NEW PODCAST: F*ck Business, This Is Personal Brand Life

Troy · 21 July 2018 · Archived copy · Original

In this episode – number 45! – I talk about WHY I am so passionate about personal branding.

Am I a business nerd?

No.

Am I someone who wants to live an amazing life?

Yes.

Personal branding allows me to do just that.

If you haven't already, do get on my DAILY email list NOW. Simply **click to subscribe**

https://soundcloud.com/troy-francis-281709461/my-opinion-podcast-35

What Is PUNK PERSUASION & Why You Need It For YOUR Personal Brand

Troy · 22 July 2018 · Archived copy · Original

The problem with a lot of advice about how to influence other people—whether that's in terms of sales, sex, business or your social life—-it that it's too damn *nice.*
We've all read the self-development books that tell us if we only present ourselves in the right way and become more appealing then everything will go great. And we've all read the marketing advice that says that 'the customer is always right' and that we shouldn't do anything to offend.

Well, those may have been to old rules. But this is 2018 and there is a new game in town.

It's called PUNK PERSUASION.

PUNK PERSUASION is not hiding your rough edges.
PUNK PERSUASION is never trying to be 'nice'
PUNK PERSUASION is authenticity over pretty packaging
PUNK PERSUASION is being yourself with the volume turned up to 11 – even if that offends some people
PUNK PERSUASION is about keeping it gritty and sharing your vulnerability, pain and the disasters you've experienced
PUNK PERSUASION is the final word in non-neediness

When you're building a personal brand online to free yourself from the grind of the 9-5,PUNK PERSUASION is key. Why? Because pretty much whatever niche you decide to get into, you can bet your life someone else will have got there first.

As a result, the only chance you've got for really grabbing people and speaking directly to them is through *radical differentiation*. To put it another way, you need to be very different to everyone else. And when you do that you will leverage PUNK PERSUASION.

Think for a moment why you say 'yes' to someone. Think about why you buy from certain people and not from others. In general, you choose a particular realtor not because of the details of their offer, but because they make you FEEL something. That thing might be: trust, coolness, authenticity, excitement, exhilaration—and even fear, in the case of a scary movie.

What few if any successful brands do is tone down their essence to make a buck.

You shouldn't either.

In fact, you must go the other way. You want to be bigger than yourself. You need to shout louder and more clearly. You have to accentuate your difference to everyone else and to hell with the consequences.

Some will hate you. But others will love you. They will become devoted fans and buy from you forever.

And that is PINK PERSUASION in a nutshell.

Get it right, and you can use it for business, for your social life and even in dating.

More on this very important topic soon . . .

By the way, if you haven't already, do pick up a copy of my book ***How To be An Assh*le*** – it's packed full of advice on 'radical differentiation', which is really relevant here.

And if you haven't already, sign up for my DAILY email list. Simply **click to subscribe**

How To Harness The Power Of Emotions In Your Personal Brand

Troy · 23 July 2018 · Archived copy · Original

Today I met up with a friend and went out into central London. There was a huge political march that ran through the centre of the city from Mayfair over to Parliament.

As we were pushing through the crowds, trying to get a good look at what was going on, I noticed a small child walking behind his mother. Then, all of a sudden, a huge guy carrying a banner stepped right in front of the kid—not intentionally, just because he wasn't looking where he was going.

'Hey', I said, but the guy didn't hear me—and now the child was momentarily separated from his mum . . . and lost in central London.

The look on his face was truly heartrending. All of a sudden his security was gone. All of a sudden, that huge source of love he had come to rely upon—his mother—-had disappeared.

Little surprise, then, that the young lad was distressed. Almost immediately, his little mouth curled into a frown and tears glinted in his eyes.

'Hang on,' I said to my friend. I ran forwards and tapped his mum on the shoulder. She looked back quickly and then, seeing that her son wasn't by her side, looked suddenly terrified.

'He's here,' I said, indicating behind us. And when the few people in between had passed by, sure enough, the boy was revealed. He ran forward to his mum and they both fell into one another's arms.

It was a tiny incident. And yet it touched on some of the most profound aspects of being human—family, the stresses of parenthood, fear of abandonment, love and the need for protection and certainty. Even though I didn't know the others involved, and will likely never see them again, it touched me.

Deep Emotions

Why am I talking about this? Because those tiny moments can trigger deep emotions in us—and triggering emotions, through storytelling, is *precisely* what you have to do when you're building a personal brand online.

The great news is that they happen around you every day.

And that's why literally *anything* can become the basis for a piece of content. All you have to do is find the humanity in it and then tell your audience.

Just the other day I received an email from a well-known marketer that I follow. It was all about how he was late for a flight, and the nightmare of a day he'd been having.

Now, why the hell would I give a crap about that? Well, the truth is I wouldn't…*except* that he told the tale with enough emotion (anger / frustration) to pique my interest. So I read it through—and then read his sales message at the end.

If you can move your audience in *any* way—whether that's making them laugh, making them cry, exciting them, or even scaring them (within reason!)—then will have connected with them on a deep level. That means that subconsciously they will feel drawn to you, and, over time, will be more likely to buy from you as well.

Which is exactly why I say that *anything* can become the basis for a piece of content. All you have to do is keep your ears and eyes open throughout the day, and make a note of whatever makes *you* feel something.

Then all you have to do is tell your audience about it and make them feel that same thing too.

Yes, it's a difficult skill to master at first. But as you get better at it you will find that more people *love*, rather than merely like, your work, and your sales will increase exponentially.

By the way, if you haven't already, sign up for my DAILY email list. Simply click to subscribe

Taylor Swift & Too Much Information

Troy · 24 July 2018 · Archived copy · Original

You are so gorgeous it makes me so mad
You make me so happy, it turns back to sad, yeah
There's nothing I hate more than what I can't have
Guess I'll just stumble on home to my cats
Alone—unless you wanna come along, oh

Don't worry – that's not a personal message from me to you! Rather, it is a quote from Taylor Swift's song Gorgeous.

Now, I'm not a massive Taylor Swift fan but given that she'sthe biggest pop star on the planet right now, she's worthy of attention from anyone who wants to build a personal brand for themselves because . . . well, she must be doing *something* right.

I've thought about Taylor recently as I've been putting out all of this branding stuff, and particularly the PUNK PERSUASION concept that I've been writing about recently.

Darker Taylor

At first glance, Taylor would seem to be the exact antithesis of everything that I advocate for. Far from 'radically differentiating' herself, or channeling her dark side she appears—on first examination—to be a very middle-of-the-road performer. A classic 'girl-next-door' figure who would never do anything to alienate her audience.

Except, of course, that's no longer really true. Not after the release of her album *Reputation* back in November 2017.

Bruised by high-profile confrontations with Kanye and Kim and others, *Reputation* offered a darker, electronic sound, against which Taylor vented score-settling venom with surprising viciousness.

I'm not making any huge claims for *Reputation*—it's a decent pop album but it's hardly *Sgt Pepper's*. Nevertheless, it was a gamble, rowing back as it did on the saccharine girl-pop promise of *Shake It Off*. And it was one that may not have fully paid off—initially at least. Early sales were good (amazing by anyone else's standards) but dwarfed by those of her last album *1989*. And reports from her *Reputation* world tour report empty seats in major venues.

However, *Billboard* tells a somewhat more encouraging story. According to the industry bible the tour had grossed more than $54m after the first 5 shows and is set to make over $400m across its run.

Also, Taylor broke box-office records previously held by U2 in Seattle and Denver. The tour has also received some fantastic reviews so far, with the *Independent* (UK) even calling *Reputation* her best album to date.

If this is failure, it doesn't sound too bad to me.

Of course, it remains to be scene what the long-term trajectory of Taylor's career will be, and what part Reputation will have played in that. But my guess is that, in polarising opinion, she has played a very smart move. The new direction may well have put some off—but her hardcore fans just love her more. And that appears to be paying off—literally.

Too Much Information

One accusation that is frequently levelled at Taylor is that she gives 'too much information' out in her songs—about ex-boyfriends, her romantic disasters and so on. This has never made any sense to me. Every artist on the planet uses their personal experiences to inform their art, and if they're not doing that then I would doubt that their work is either truly powerful or authentic.

An example of Taylor's habit of 'telling it like it is' is that mention of cats in the verse that I quoted above. Actually, it's pretty clever, since it's well-known that she has cats in real life. And while she is undoubtedly 'agreeing and amplifying' the criticisms of her detractors, it has an air of authenticity. After all, she probably *has* stumbled home to her cats after a night out enjoying a couple of drinks and enduring heartache.

That is how you build a true connection with your audience: *you tell the truth, even when it makes you look bad, sad, vulnerable, or a mix of all three.* Because the truth is that plenty of people in Taylor's audience will be able to relate only too well to her on this, and will love her for having the courage to be honest about it.

When building a personal brand there really is no such thing as too much information. On the contrary, the more information you can share with your audience the better. It makes you more human, and more relatable. And that, in turn, that makes them more likely to buy from you again in future. Because on a deep level trust and understanding has been established.

Which is priceless.

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Strategies For Blowing Up On Instagram

Troy · 25 July 2018 · Archived copy · Original

Today I want to talk Instagram, and strategies for growing your personal brand on the platform.

Now, before I go any further, full disclosure—I am not Dan Bilzerian by any means. In fact, at present I only have 540 followers (!!). I'm pretty new to it (in any serious way) and so this is just me sharing my journey with you. I'm NOT claiming mastery in any way, but hopefully what I've learned recently will help you.

Having said that, given my follow account just a few days ago was 150, I've seen an increase of 260% in just a few days, which isn't bad by any measure.

I should also mention that I'm getting some help on my social media from Craig, a friend who originally made contact with me on Twitter and who's been giving me some great advice on social media strategy.

Watch this space if this is a topic that interests you as I'll lbe doing an interview with him soon to discuss ways in which you can increase your presence online.

Anyway, a few tweaks I've made to my Instagram feed account for the recent surge in follows. I'll run through them now.

1. **I've niched down my content**. Whereas my feed *was* pretty random—a few pictures of me sitting in cafes and . . .that's about it really—now I've concentrated wholly on my 'personal brand' messaging. This has enabled me to reach a new audience of influencers and people interested in online business.

Rather than going for a scattergun approach, I've streamlined my content to good effect.

2. **Improved the visuals**. As you can see if you look at my recent 'grams, I've really improved the look and feel of my feed. This has been courtesy of a couple of apps, namely Canva (for design) and a free photo app called Unsplash.

These have enabled me to create high-quality memes which get my message across.

3. **Repurposed my written content**. If you look at the text in each of my recent posts you'll see that each is quote from the great works of . . . me! Basically all I've done is taken some of my best article quotes and Tweets and turned them into visual memes.

Given that I'm a better writer than anything else, it makes sense for me to do that. After all, I'm not a graphic designer or fitness model—and it's far better to play to your strengths than not.

4 **Used relevant hashtags.** I have begun using up to 30 hashtags per 'gram to ensure that each post is seen by as many of the types of people I'm hoping to attract as possible.

I have also started to follow the followers of popular influencers in my field. Given that 'following' is frequently a reciprocal act this has resulted in a good number of follow-backs for me.

At some point I will prune back on the number of people that I'm following in order to shape up my ratio somewhat, but at the moment, growth is my key priority.

5. **Interspersed with personal pics**. In order to maintain the 'personal brand' side of things I've also continued to put in the occasional picture of myself. Not because I'm vain, but because I think it's important for me to show myself from time to time.

For the same reason I've also been posting daily video clips as Stories—nothing groundbreaking, but just for me to get more experience talking to camera and to increase that slightly more 'intimate' connection with people following me.

I hope you've found these tips interesting – please do hit reply and let me know what you think.

By the way, if you want to learn more about personal branding you really should follow Craig on Instagram where he posts as PersonalBrandingGuru. His techniques work. He's in the spiritual niche and has grown followers to his account @daily.prophetic by 800-1000 in a week taking ten minutes to post twice a day!

By the way, if you would like an exclusive article from me every day sign up for my DAILY email list. Simply click to subscribe

The Safe Route May Not Be The Safe Route Anymore

Troy · 27 July 2018 · Archived copy · Original

The problem with the safe route is that it may not be the safe route anymore. In fact it almost certainly isn't.

We all get stuck in our comfort zones. We all have this idea of who we are, or what our lives should look like, of the things we need around us to be, well, us.

I do, anyway. I have had a very strong sense of the person I am (or want to be). I have for the last (almost) twenty years had the same career, which I have largely hated. I have also developed very strong attachments to certain people, geographical locations and a few possessions.

All of this is now up in the air. It has to be. Because if I don't question every element of my personality and situation then I risk falling into quicksand of my own making, that will suck me down into mediocrity and despair.

Someone wiser than me once told me that if nothing changes then nothing changes. He was right.

But sometimes change just isn't enough. Sometimes you need more than mere change. Sometimes nothing short of revolution is required.

After all, if you're going to change, why not change big?

It will be scary, yes. But it will also be exhilarating. And necessary.

Because the truth is that the safe isn't safe anymore. Not in 2017, where everything is moving so quickly and huge change comes about so suddenly and unexpectedly. The worst thing about a comfort zone is not so much the comfort that it affords, but the fact that that comfort is in fact illusory. It's chewing gum heroin. You're kidding yourself. There is no comfort zone. There is no safety. Only an endless playing field that will only be mastered by those with the balls and vision to take risks.

So take risks. Take big risks. Why not? You only live once. And if you fail to then there can be no doubt you will be left behind, damning your lack of courage, jealous of those who shot past you to glory.

By the way, if you would like an exclusive article from me every day sign up for my DAILY email list. Simply click to subscribe

Should You Take Medication For Your DEPRESSION?

Troy · 27 July 2018 · Archived copy · Original

This is an extract from my recent book ***10X Happiness, Zero Bullshit***. It touches on a very important issue (in my view) which is antidepressant medication, and whether or not you should take it when you are depressed.

As always, keen to hear your thoughts on this so please do let me know in the comments below.

******

I sat in the doctor's office, gazing at the damp green linoleum floor. The chair was comfortable. In front of me was a low table with magazines on it. There was a potted plant beside me. The clock ticked loudly. It was afternoon, and a weak sun poured in through the window, half-heartedly lighting the scene. Chin in my hand, I gazed at the floor.

You know when you have mixed feelings about something? On the one hand I was here with a very deliberate plan in mind. I wanted Prozac. Nothing if not an addict, and I am also nothing if not someone who always craves the next shiny thing. At that time (the early nineties), Prozac was most definitely the next shiny thing. Prozac, you see, had been written up breathlessly in all the magazines and newspapers. It was almost (but not quite) touted as a fashion accessory. Elizabeth Wurtzel's *Prozac Nation,* an edgy nineties-tinged reboot of *The Bell Jar* genre by a cool girl from Brookyln perversely only added to the drug's allure.

I'd been unhappy. I'd been really fucking unhappy. I'd been in bed for days. I'd wanted to commit suicide. I'd contemplated committing suicide. I'd planned committing suicide. I hadn't washed for days. I'd left my bedclothes on the bed for over a month even after they'd been permanently soaked with my sweat.

Given all of that, could I have 'pulled myself out of it', or been pulled out of it, had I undergone talking therapy first? If I'd resisted going onto the hard stuff (antidepressants) quite so quickly, and had I taken a more positive attitude might things have been different?

'Who knows? I felt manipulative sitting there in that doctor's surgery. I'd visited a month before and he'd told me 'Wait a month and see if you feel better.' I'd known then that I would wait the month out, and come back and tell him the same story. I'd *known*! I hadn't made a serious effort. I hadn't even *tried* to pull myself together.

Look, I'm going to go out on a limb here and say yes, I did need that fucking medication right then. I needed it. You can second guess and try to trick your mind as much as you like, but it's a game you will never win. '*I don't really need antidepressants, but I'm going to try get them anyway.'* When you step back, who really thinks like that?

The reality is that most *normal*, well-adjusted people don't spend their time researching antidepressant medications and then finding ways to get their doctor to prescribe it. Most people have better things to do with their time. I didn't. In my opinion, at that juncture in my life, the very best, most optimal, use of my time was sitting in a doctor's surgery trying to get a script.

So while there was this residual feeling of guilt, and of imagined, hyped-up duplicity, there was another feeling that was even more pervasive and it was this: I felt afraid. Because I knew that I had reached a point of no return. My mental illness was now such that it could no longer be kept a secret. It was no longer stuffed in the cupboard under the sink with the vomit-soaked clothes I couldn't be bothered to wash. It couldn't be concealed from the world any longer. It was official. I had a mental problem that was such that it required actual medical attention.

It was no longer just a story I'd made up in my head to tell myself I was real.

It was at that precise moment that I successfully smashed through my denial. The rubber hit the road. I could no longer pretend that everything was *normal*. Yes, I could play mental games with myself. I could tell myself that I was the clever one who'd pulled the wool over my doctor's eyes. But that wasn't true. And I knew it.

I went in to see the doctor. He took one look at me and he put me on 40mg of Fluoxetine a day. My life changed forever.

******

Of course, I'm not saying that medication is always the answer (and this is something I get into in the book in detail). But at that time in my life it was necessary for me, as it is for many people when they're reached a point of no return. Bottom line: medication saves lives, simple as that. But you need other things as well to build a 10X happy life.

If you haven't got the book yet then hop on over to Amazon for your copy now. (And please do drop me a review – it really helps me to reach out to new readers and keep creating this content).

By the way, if you would like an exclusive article from me every day sign up for my DAILY email list. Simply click to subscribe

NEW PODCAST: Ep. 46 – STYLE OVER SUBSTANCE

Troy · 28 July 2018 · Archived copy · Original

In this episode I discuss why you MUST ensure that you prioritise substance over style in your personal brand business.

If you haven't yet, do hop on my DAILY email list here

To listen to the podcast, click on the 'play' button below:

https://soundcloud.com/troy-francis-281709461/my-opinion-podcast-36

How To Achieve Freedom By Creating Every Day

Troy · 29 July 2018 · Archived copy · Original

There is huge freedom to be derived from the formula +1

Every day, you must create. Every day you must add +1 . . .

+1 blog post, +1 Facebook Live, +1 video, +1 article.

Whatever it is, every day you must add one more of them. And that means creating every day.

How does doing this help someone to achieve freedom? Simple. The more content you create, the bigger an archive of content you have online—on your website, on Twitter, on YouTube or wherever.

And the more content you have out there, the more 'discoverable' you are.

And the more discoverable you are, the more people will discover you, the bigger an audience you will have and the more people you will have to sell products to.

And the more products you sell, over time, the more money you will make and the more money you will be able to make in the future.

The old saying is right: *your network is your net worth.*

When you're building a personal brand you build your network by attracting more and more people to you. And only surefire way to do that is to put out a ton of high-quality, *free* content that brings value to their lives.

Yes, you could advertise . . . but that costs money. And the benefit of organic growth driven by content you produce yourself is that—rather like a drug dealer—you are giving people little 'hits' of your supply (the narcotic of your content) thus getting them hooked and eager to come back for more.

For me, creating everyday has become a habit. Partly, I do it for the reasons I've just stated. But even more than that, I do it because I love it. A lot of my content is written—and I love to write. Why wouldn't I want to do something I love every day? That was my dream all along.

And the content creation model enables me to do so and build recognition for my brand at the same time.

And of course, you can do exactly the same thing. All you have to do is start.

So how about you +1 today?

If you haven't already, and you want to live a life of freedom, sign up for my DAILY email newsletter here now.

PERSONAL BRAND 1: F*ck Business

Troy · 30 July 2018 · Archived copy · Original

I'll confess. I don't give a damn about online business and neither should you.

Here's why.

Imagine getting out of bed at whatever time you like. Fuck morning routines. I'm talking about rolling over, hitting snooze and laying up as long as you want.

And then when you finally *do* get up, you go to the local hotel bar for breakfast. Here you order your usual pot of hot, strong, black coffee.

You take a sip—as usual it's rich and aromatic.

You're hungry, and so you order an egg-white omelette. In the meantime you sit and check your social media, fire off a couple of emails and maybe read a little of the business news.

This isn't the weekend—this is during the week. You are able to get up and begin your day in this leisurely fashion because you are your own boss.

Because you have already created a number of products which are selling for you in the background (as a result both of your content marketing and paid traffic).

And while your income is not exactly 'passive', it is nonetheless not labour-intensive to maintain.

Of course, you are always working on new projects—you enjoy it and you love the buzz.

But there is little sense of urgency.

And you have no boss.

And you don't have to travel into work on a sweaty subway carriage.

And you can take breaks or holidays whenever you like.

And you can travel to anywhere in the world and work from there.

These are the things that I care about—the specifics of the lifestyle that I can achieve...*if I put certain actions into place.*

I am not a business guy. Not naturally anyway. OK, I worked in business for nearly twenty years—I was an advertising executive for various big multinational media companies—but business is not the blood that flows through my veins.

Adventure is that blood.

Risk is.

Glory is.

I realised early on (although it took me a long time to get there) that I would achieve none of these things working for the man.

In fact, working for the man was so contrary to my personality that doing so was creating *huge* cognitive dissonance.

It was literally tearing me apart.

And so—when the time was right—I jumped. I left the corporate world forever.

And I haven't looked back.

So don't worry if you are also not a 'business sort of person'. None of us are *really*.

We're all just animals.

Creatures looking to eat and drink and fuck and run and do something with our minds and then have a good sleep afterwards.

We're simple creatures, and 'business' is merely means to an end, not the end itself.

And this is why, for me anyway, the personal brand model works perfectly. It's the only business I know that lets me do pretty much whatever the hell I like, create content about it and then get paid.

Which is pretty cool. And you can do the same thing.

So as the former British Foreign Secretary Boris Johnson said recently, 'fuck business'.

It's a vehicle, not the destination.

And there's a lot more to life.

If you haven't already, and you want to live a life of freedom, sign up for my DAILY email newsletter here now.

It's Stupidly Easy To Make Money

Troy · 31 July 2018 · Archived copy · Original

It's stupidly easy to make money. All you have to do is sell things to people for more than they cost to acquire or produce, and pocket the difference.

You know what the hard part is? Getting people to buy from you.

And you know what's even harder than that? Making people aware that you exist in the first place.

In the old days, people used the might of the legacy media for publicity. These people either ran big corporations, or they were celebrities. The legacy media comprised television, radio, newspapers, magazines, billboards, and a few other outliers. But basically we're talking about TV. If you wanted to let people know you existed and to have them buy what you were selling in large quantities you'd have to get on TV.

These days TV is still a huge marketing avenue—but it's on the wane. Fewer people are watching 'appointment to view' TV, preferring catch-up and things like Netflix. And whereas there were once only a few channels, these days there are a bazillion (99% of them crap).

In addition, we have had the emergence of the internet and social media, which have changed things so profoundly that we'd require a whole book to get into it properly, rather than a solitary article.

Suffice to say the game has changed, and it's changed in favour of ordinary people.

Fame

I have a friend who was a big pop star in the 80s and 90s. He rose to fame via the ordinary channels—TV, radio, newspapers and so on. These days he's still making great music, and he's on the social media channels like everyone else.

But here's the thing—I know 'non-famous' people who have just as many, if not more followers.

Even though he has an established media profile, others without that profile have been able to match and sometimes eclipse him on Twitter, Insta and so on.

And you know how they've done it?

By posting a lot of content, consistently.

Your Secret Weapon

In the social media space—which is where I work, and where anyone can build up a personal brand if they wish to—your secret weapons are volume and consistency.

Every piece of content you publish—every photograph, video, blog post, Tweet and so on—is another gateway into your world. another opportunity for new people to discover you.

And the more that you put out, the more people will discover you, the more your work will be shared, and the more well-known you will become.

And when you are well-known, and when you start to attract 'fans'—people who really buy into you and your content—the more product you will sell.

I don't, by the way, want to make this sound like a cynical process. It isn't. Every bit of content you release should provide massive value to your followers—for free. So much so, that when, once every little while, you decide to release a product, they are eager to support you, and keen to consume whatever it is you have created for them.

It's stupidly easy to make money. But it isn't so easy if you don't have a profile. What social media has gifted all of

us with is the ability to create our own profiles that can rival and sometimes dwarf those of already well-known individuals. And the best thing is that the only real limit to your success is how creative you are and how hard you're prepared to work.

So what are you waiting for?

If you haven't already, and you want to live a life of freedom, sign up for my DAILY email newsletter here now.

The Ups & Downs of Online Business

Troy · 1 August 2018 · Archived copy · Original

I find myself in a a bind.

A real crossroads in my career.

As you know, if you've been following me for a while, I've spent a lot of time writing about dating and relationships over the last few years.

In 2018 I began to pull away from that subject matter. Not entirely, but to a large extent.

Why is that?

A number of reasons.

We all change.

Our tastes change.

The things that we're interested in change.

And for me, for a number of years, I'd been more interested in the 'self-development' and particularly 'business' advice that was coming out of men's websites than the dating stuff.

Articles about meeting girls and so on was fun. But you can only go so far with such material. And for me (because I have never been anything other than an intellectual snob masquerading as a superficial hedonist) it wasn't enough.

I needed to do something else too.

That is not to say that I regard dating advice content as being in any way superficial. It isn't. Sex (or procreation, to be accurate) is the most fundamental drive that human beings have.

What could be *more* important to talk about?

And there are some great content creators who cover the topic brilliantly. Tom Torero and Tyler from RSD are two that spring to mind.

But I had got to a point where I felt I had said everything I really wanted to say about it. For now, at least.

Entrepreneur

Also, when I gave up my corporate job last November, what I quickly found was that the work took precedence over pretty much everything else. My priorities shifted. Suddenly I was getting as much pleasure from a well-written article that garnered online praise as I had been from the fleeting affairs of my past.

Now, I am in my forties, and so you might assume that nature is taking its course and my libido is dropping as a result. Well, maybe there's some truth in that.

But interestingly enough, I am good friends with a guy of 28 who is also an entrepreneur (in the process of raising venture capital for his property start-up). He has hardly dated for the last two years. Business (both the pursuit of money, but also the pursuit of *meaning* through creating something great) has taken precedence for him too.

Although he is 'in his prime', he is simply not interested in being promiscuous while he builds his empire.

It is only right, of course, that I create content about what I'm *actually* doing. And since what I'm doing is 'building a personal brand business online', then that is what I'm recording.

Size Matters

By certain measures it looks to be working. I exceeded 5,000 followers on Twitter yesterday, and within a few weeks I've gone from 150 – 700 on Instagram. I also have a growing daily email list that you should definitely join immediately here.

Of course, these are not huge numbers and I'm not trying to claim they are, but nevertheless, the feedback from 'the market' would indicate that people like what I'm putting out.

That said, traffic to *this* website has fallen over the last few months, and sales of my earlier books are not as strong as they have been.

The latter (the drop in blog traffic) I would put down to my not giving the website the attention it has deserved in Q2 -Q3. Since I've been sending my daily email out I have put a lot more energy into that.

On the site I've frequently either recycled old emails or republished even older articles from the vaults. And as any professional blogger will tell you, in order to create a buzz around your site you need to be releasing fresh content regularly.

This I intend to rectify from hereon in.

As regards the earlier books not selling as well—the truth is that I am in a period of transition.

(No, not like *that*!)

Given that I am not putting out regular articles about meeting girls it should come as little surprise that fewer people are looking to buy books from me on that subject. The internet is after all a voracious beast. If you don't feed it constantly (with the right content in the right places) then you will quickly lose traction.

And so I find myself in the somewhat dichotomous situation where my audience is now bigger than ever before, and yet this is not reflected in my financials.

That said, another factor is that I haven't yet released a product that properly fits with my new direction, a direction that I would broadly define as *'Game—but for business'*. This I will be correcting soon. I am currently working on my first digital course, which I'm really excited about. I'll be keeping you updated on that and will bring you more details soon.

Artist

But an other issue presents itself to me. I am an artist and a writer. After that I am a businessman . . . but that comes as a pretty distant second. Nevertheless, like every creative, I have to embrace commerce to put food on the table and pay the bills . . . and most importantly, keep working on my art.

But that creates something of a dilemma for me as a writer. The best pieces I've written for this site, in my opinion, are the deeply raw, personal ones I did last year when I was suffering in fucked up situations with girls and so on.

At the moment, because of the nature of online business, I'm putting out a lot more content along 'get up early, lift and crush it' lines.

Both of these things are part of my character. I like to think I am somewhere between Bukowski, Pete Doherty and Gary Vaynerchuk.

But I don't want to get too clean cut or too Tony Robbins, because that just isn't me.

I tried to express this on Monday when I put out an article called 'Fuck Business'. Because the truth is I am not one of those clean cut, motivational business advice guys. I am a hustler. I'm a salesman, yes, but I'm more influenced by the *48 Laws of Power* than anything else.

Because sales—and by extension business, since business *is* sales—is a down-and-dirty, Darwinian struggle for

dominance. And it is reflecting *that* which I am most interested in.

Even more importantly though, my interest is not in creating a perfect Instagram 'G lifestyle'. I'm friends with some of these guys on Twitter who do drop shipping and make a ton of money per day, but that's not really me either.

I admire their hustle, but *I* am predominantly a writer who has to hustle to keep writing.

So if you're looking for '33 Ways To Get More Backlinks To Your Site' then I am not the right guy for you. If you are interested in dark psychological tips based on human psychology to win while creating work with real meaning, though, then you're in the right place.

I will, as always, keep you updated on my progress.

If you haven't already, and you want to live a life of freedom, sign up for my DAILY email newsletter here now.

Having A BLOG Will Change Your Life For GOOD

Troy · 2 August 2018 · Archived copy · Original

I remember when it happened for me. Five long years ago, on August 21st 2013 I did something that would radically change my life—forever.

I started this website.

At the time, I had no idea of how it would go, or where it would take me. I simply set up a simple site using WordPress, and typed up my first post. The post wasn't very good, and nor, at that time, was the design. But it didn't matter. I had stuck my head above the societal parapet (so to speak) and *done* something.

Action is important. For it is only by taking action that things change in our lives. And even if you don't like change – which I don't, a lot of the time – we must agree that it is only through change that we grow. That our lives become larger, and richer, than they were before.

I'd heard of 'blogging' before, of course. I knew people that did it, and I even wrote for some of the larger blogs myself. But I'd never considered having my *own* blog, and if I had thought about it I'd resisted the notion. 'Who'd want to listen to me rambling on?' 'What if no-one followed me?'. 'What if someone at work realised it was me and I got fired?'

And so on.

But I'd started listening to Pat Flynn's *Smart Passive Income* podcast, and I'd begun to grasp the sheer possibilities that were out there in the world of online business. At the same time, I was a frustrated writer, a Creative Writing MA graduate with a talent for prose and no audience.

Why not combine business with art and write about something I loved? I thought.

And so realtroyfrancis.com, a website full of 'dating tips' for men, was born.

I wrote and wrote, and wrote some more. After a period of inactivity, I got the site redesigned, working with the uber-talented Kyle Trouble of thisistrouble.com, and committed to posting everyday. And after that things started to get a little bit crazy.

All of a sudden, people were actively reading my work. I was building an audience. Guys were emailing me, telling me how much they enjoyed my writing, how much it had helped them.

It was incredibly exciting, and fulfilling. And most importantly of all, it had a huge, cathartic side too. Because even when things were tough in my life, having the blog as an outlet allowed me to deal with twisted and tormented feelings in public. I would never have expected it before, but strangely, by telling my stories to strangers online they were diffused and I was able to see the circumstances of my life in far greater clarity.

But one of the greatest things that has happened as a result of building this site is all of the amazing people I've met as a result. When you put your thoughts out into the world regularly something amazing happens. People reach out to you and want to meet you. It's as though your website is a calling card that is out there globally, twenty-four hours a day. And you never know who's reading it.

Through this blog I've made friends with a whole bunch of hugely talented, creative people that I wouldn't have met otherwise. And that is an amazing thing. As well as that, the blog has given me a platform to launch my nine (soon to be *ten*) books to the world, and to launch my daily email list and other social media accounts.

The death of blogging has been greatly exaggerated. Although perhaps the word 'blog' seems a little old-fashioned now. What you are really building is your own website. A place online that you own where you call the shots. And you can put whatever you like on it. If writing is your thing then by all means write posts like this one all day. But if you are more of a video person then host videos. Or display your artwork. Or house your podcast. Or whatever it is.

For me, *having a website is central to creating a personal brand.* In fact, you can't really have a personal brand and no website. It just doesn't make any sense. Not in 2018, anyway.

Fortunately setting up a site is simple, and will only take you a few minutes. First off, go to WordPress.com (and yes, there are other website platforms available, but WordPress is the daddy as far as I'm concerned) and set up your account.

After that you **must** get reliable hosting. Don't rely on a standard WordPress plan. You have zero control over your site then. Instead, sign up with Bluehost. These are the guys I use, and have been using for the last nearly two years. They're reliable, and they're also probably the least expensive hosting company on the planet. (And by the way, I'm an affiliate for them so I will get a little cut if you buy through the link, but I'd never recommend a company I didn't know and trust, and Bluehost have always consistently given me great service.)

After that, you're pretty much ready to go. You've got your site. You've got your hosting plan. Now it's simply down to you to add creativity!

Whatever else happens, though, I can guarantee this: if you post consistently over the long term you will build an audience. It likely won't happen overnight, but it *will* happen. And that is when your life will change—for good.

In my case I now enjoy huge personal freedom, with the ability to work when I want and to create what I want, with whom I want. All because I started a blog with a single post back in 2013. Which is pretty sweet.

And here's the good news—*it can be exactly the same for you too.*

If you haven't already, and you want to live a life of freedom, sign up for my DAILY email newsletter here now.

NEW PODCAST: How To Network For Success

Troy · 3 August 2018 · Archived copy · Original

In this episode I talk in detail about the old adage that you are the 5 people you spend most time with. How true is it, and does it mean you should ruthlessly cut out anyone who isn't a baller or a startup star?

Remember, do sign up for my DAILY email – it's packed with tips and strategies to get you out of that job you hate and living the renegade life. Sign up here now.

To listen to the podcast, click on the arrow below.

https://soundcloud.com/troy-francis-281709461/my-opinion-podcast-37

Why Buying A Property Sucks

Troy · 4 August 2018 · Archived copy · Original

Buying a property sucks.

Many, many people still seem to believe that buying a home is 'the right thing to do'. It's become an aspiration that is so ingrained into British and American culture that we regularly see articles by people complaining about how hard it is to 'get on the property ladder.'

Well, it is hard to get on the property ladder—unless you have a big deposit to put down, or a big pile of cash sitting around.

But that doesn't mean life on the ladder is a bowl of cherries either.

For a start, the truth is that the majority of people don't actually buy their home—they take a huge mortgage out to secure it. And getting into a vast amount of debt is never a great idea.

The idea, of course, is that you pay the money off over a long period of time, so that you finally 'own' the property at the end.

But there are a lot of potential pitfalls in the road in between. Repairs need to be done (sometimes extensive ones). You need to pay for upkeep. There are also a whole raft of taxes and (if it's an apartment) service charges to pay.

These additional charges can go up or down at any time. As, of course, can interest rates. Which means that if your mortgage is a tracker then your payments can go up (or down) on the turn of a card.

Yes, there are ways of ameliorating this. You can swap mortgage deals every few years so that you remain on a low rate of repayment.

But you've got to keep the whole show on the road for many, many years. What if you get into financial difficulties? What if something unexpected comes up—you lose a job, or your business takes a downturn?

Yes, you can sell the property if the worst comes to the worst. But, if the property market is in decline at the time then you could end up getting less money back than you paid initially. Yes, you can make a loss on property (or at least, not make as mush profit as you otherwise might have). As with any other form of investment, it all depends on when you get in and when you get out.

Now, all of that being said, I do own a property myself—but I own it outright. There is no mortgage on it. So while I have to make some relatively small payments each month, it means that the profit I can make from renting it out is significant.

When I buy another property in London (which I plan to) I will pay for it outright. For me that is the only way ownership makes sense. Getting into debt is always risky, and in the case of something like property, which brings with it multiple hidden costs, it makes even less sense.

Yes, people have made huge sums of money off of mortgaged property (and I myself haven't done too badly out of it). But to pretend that it is a problem-free, failsafe solution is not doing anyone any favours.

If you haven't already, and you want to live a life of freedom, sign up for my DAILY email newsletter here now.

Why Your Job Is Seduction, Not Sales

Troy · 5 August 2018 · Archived copy · Original

The other day I tweeted that everything is about sales. I was half right.

The 'everything is about sales' trope is not a new one—I didn't invent it. I tweeted it, as I have in the past, simply because 'sales' (the discipline) has been close to my heart since I first became a telesales operator in a sleazy office in Manchester back in the fag end of the nineties.

(And if you want picture of real downbeat 'office hell', picture having to go into work on a dodgy industrial estate near the Manchester United football club, in an office filled with alcoholics and dole-cheats, all trying to flog some spurious 'business rates reduction solution').

But tonight, as I sit outside my favourite cafe in London's Soho, and watch the beautiful people pass by under neon lights, I wonder if there isn't a slightly more subtle was of couching my tweet—namely, by positing instead that everything is about *seduction.*

Of course, dating and game are all about seduction. If you want a beautiful girl to sleep with you then you must *seduce* her. That is indisputable.

But actually, if you want *anyone* to do *anything* you must 'seduce' them—particularly if you want them to buy something from you.

Seduction

Let's have a look at the etymology of the word 'seduce':

> (1520s) "to persuade a vassal, etc., to desert his allegiance or service," from Latin *seducere* "lead away, lead astray,"

To lead away and lead astray—I like that. Another translation of *seducere* is 'draw aside'. Basically, the seducer must find a way to cause his target to deviate away from their intended path and do something else instead.

Seduction logically follows the old sales formula AIDA: attention, interest, desire, action. First you must gain your target's attention, then her interest. Next she must desire you. And after that you must cause her to take action.

In game, the manner in which AIDA is accomplished has been laid out in detail by many writers, most notably by Mystery in *The Mystery Method.* Meanwhile, in business we have sales books from all manner of people including Grant Cardone and Zig Ziglar.

Seduction v. Sales

But what is the difference between 'sales' and 'seduction'?

Looking at the etymology of the words 'sell' and 'sales', we see that they are Old Norse in origin, and mean (from the root sal) 'to grasp, take'.

That is perhaps a little opaque. But the implication seems to be that the act of selling is like *grasping*. Selling is somewhat mercenary, in other words.

Which is why it profits all of us to think more in terms of *seduction* than *selling.* Fundamentally, we need to shift our thoughts from 'taking' something from our targets (their money or sex), and focus instead on *surprising and delighting* them in such a way as to gently 'lead' them around to our way of thinking.

And this is at the root of the 'personal brand' business model, where you put out tons of free content before even asking for a sale. That free content is intended to seduce your audience, so that when you do offer them something

to buy (a book, or an online course, or whatever) then they are far more inclined to do so.

So from now on, let's think far more about how we can seduce rather than sell.

3 Mistakes I Made Building My Personal Brand Online That You Can Avoid

Troy · 7 August 2018 · Archived copy · Original

Seeing as I keep going on about the need to build a personal brand online, and since I am doing that exact thing myself, I thought it would be useful to share a few of the mistakes I've made so that you know what to avoid.

So here we go—my top 3 clangers, and why I now view them as strategic errors.

1. I Didn't Produce Enough 'How To' Content

There's an interesting bind you get into when you build 'the brand of you' (as some people nauseatingly call it). On the one hand, if you're anything like me you're an egotist and you want to talk about yourself all the time. And that's great—up to a point.

But it stops being great when you realise that, actually, your audience isn't all that interested in *you*—they want to take your knowledge to help improve their own lives in some way.

Actually, it's a little more nuanced than that. Your audience *does* want to know about you (which is why I always tell you to stand out, polarise and so on) but the balance should be in favour of useful, actionable content that actually helps them in some way.

Last year in the autumn I got far too self-indulgent, talking too much about disastrous mishaps with girls and so on. While that content was certainly entertaining (and people really engaged with it), it didn't make me any money.

Well, not directly anyway.

Which leads me onto the next point . . .

2. I Didn't Monetize My Brand As Effectively As I Could

Frankly, for someone with a pretty big audience online (in a particular niche, at least) my monetization strategy has been, ahem, suboptimal.

As you probably know, my main income is from sales of my books on Amazon. And to be fair, they've done very well for me. In fact, it was the sharp increase in sales I saw last summer that really convinced me that now was the time to give up my job and do this full time.

I also do consultations with private clients, and that has been very lucrative for me. But there are so many other revenue streams that I could (should?) have explored that I'm only just getting around to now.

For example, affiliates. For those who don't know, you become an affiliate when you write about a product or service on your website (or in subscriber emails etc) and send traffic to its website. And if someone buys from one of your clicks then you get a commission.

I am in the Amazon affiliate program and I put links for books into many of my articles. But that is small money. There are far bigger affiliate deals to be had, and it's arguably been remiss of me not to have put the traffic I've generated to good financial use.

3. I Have Kept Doing Things For Too Long That Should Have Been Discarded Earlier, And Failed To Start Other Things Until Very Late

This one probably sounds a little opaque, but what I mean is that when you're in a start-up business (which is effectively what I'm in) you need to try things fast, fail fast and pivot fast.

If I've had one fault, it's that I've stuck too doggedly with certain activities that weren't actually profitable (for example, writing memoir-type articles) while not doing other things that would have been more worthwhile.

A good example of the latter is starting my email list. Now, as pretty much every marketer on the planet will tell you, the most important thing you can do in an online business is build up your email list.

I only got really serious with mine a few months ago, sending out emails every day and advertising it consistently on Twitter and Instagram. Now, I'm beginning to get traction. But it takes time, and I wish I'd started earlier.

******

Of course, you could take a different view on some of these points. I am nothing if not an artist, and I've perhaps simply been guilty of putting art over profit in some cases.

Well, shoot me!

The other thing to note is that, while doing so probably hasn't made me any richer, what it *has* done is build up an incredibly strong bond with my core group of readers. And, while it's hard to put a dollar figure on that, you can bet your life it's considerable.

Because once you touch someone emotionally, then you've really got them.

Few understand this, of course—but it's true.

If you haven't already, and you want to live a life of freedom both at work and in your relationships sign up for my DAILY email newsletter here now.

The No. 1 Thing I Wish I'd Done FIRST To Make Money Online

Troy · 8 August 2018 · Archived copy · Original

Picture the scene. The sun is beating down. You are gazing out over the clear, azure Mediterranean sea. In your hand you hold an ice-cold cocktail.

Next to you, a beautiful woman—your girlfriend (for this week, anyway) reclines, exposing her smooth, beautiful skin to the rays.

Beep beep!

Your iPhone, a top-of-the-range model in a genuine Louis Vuitton case, has sounded an alert. Lazily, you reach for it and glance at the screen. Your online business has just made another sale.

That's another few grand in the bank while you lay back, enjoying the view.

G Lifestyle

That's the idea, anyway . . . that's how the digital nomad / "G lifestyle" is *meant* to be.

We've all seen the gurus online telling how much cash you can generate with a simple online business. We've seen their Lambos on Instagram. We've seen their glamorous holidays on YouTube.

But what is the shocking truth of making 'easy money' online?

One thing, my friend, and one thing only—it's **never** as easy as they make out.

My First Moneymaking Experiences Online

I started building this website back in 2014. I was into dating, and knew all about the latest techniques for meeting girls. I was also a good writer, having just received a Masters degree in Writing from the University of London (with distinction). *And* I knew about marketing through my corporate career.

How hard can this 'making money online thing be?' I thought to myself.

As it turned out, fairly hard. Largely because I made one key mistake which I will share with you now so you can avoid making it too.

'Authority Websites' Are Not The Best Way To Start Out

The site you're reading now, realtroyfrancis.com, is what's known as an 'authority' site, the main characteristics of which are:

- It's for a specific audience (men 25+)
- It's about a specific set of topics (dating, making money, entrepreneurialism, freedom)
- The author of the site (me!) is an expert in these topics

Now, there's absolutely nothing wrong with any of this. Except that it takes a hell of a long time to build up your authority within any given niche.

For me, it has taken around five years to build up the audience that I have online now, and that's been with a lot of intensive work.

And I don't make a huge amount of money off this site even now: the bulk of my income comes from sales of my books and coaching fees.

A mistake I made early on (which I mentioned in my article yesterday) was not effectively monetizing the site from the off. But even if I had, with the slow growth one normally sees this type of site, I likely wouldn't have made a lot

of money for a long time anyway.

But how might I have gone about growing my revenue?

Affiliate Marketing

Again, this is something I touched on yesterday. Affiliate marketing is basically when you publish a link for someone else's product or service, and you get a cut of the proceeds whenever anyone buys through your link (anything up to 75% of the sale price, depending on the deal you've made).

As I mentioned, I do have affiliate links throughout this site for Amazon products. But generally speaking these are books, which are inexpensive and therefore don't pay out well.

Of course, I am a writer, and so I'm not primarily motivated by making money. That said, like everyone else, I need to eat and put a roof over my head.

And now it seems obvious to me that there would've been a better way for me to start making money faster, freeing up more time for my creative work.

Rather than diving straight into an authority site, I should have got a couple of *niche sites* up and running first.

They would have given me a decent income, which would have taken the pressure off and allowed me more time for the arty stuff I really wanted to get into.

What Are Niche Sites?

What are niche sites? Basically, they are small, very focussed websites catering to a particular niche interest.

What might that interest be? Pretty much anything:

- Health supplements
- Nightlife in Mumbai
- Tuba lessons
- Historic maps

Etc.

The site doesn't have to be pretty, and it doesn't even need to be about something that you are personally interested in. All it needs to do is:

- Cater to a niche market that is not oversaturated
- Rank well in Google
- Contain 10+ *relevant*, SEO-optimised articles / reviews
- Contain affiliate links to products the target audience wants to buy

For example, say I set up a niche site about nightlife in Mumbai. I could write articles about the different clubs and bars there, about the cost of drinks and meals, how to get around, what to wear and so on.

And I could intersperse that content with affiliate links from companies including airlines, designer clothing firms, language schools, VIP limo services, dating sites.

Etc.

It wouldn't have taken much time to get going, and (so long as my SEO was sound) I could have ranked and started making money pretty much immediately.

Art v. Income

Now look, I'll level with you—as a writer first and foremost, my immediate instinct wasn't to build a niche site. I wanted to write beautiful articles where I expressed myself to the world (and I still do, to be fair).

But we all have to balance art with income. And that is where having a niche site or too would have really helped me out

A lot of prominent guys that you may have heard of from Twitter, such as James Holt of StartSellingStuff, began with niche sites and have done very well with them. And if you've never built a website (or learned copywriting, come to that) it's definitely a good way to go to start off.

Plus, even better . . . you don't even have to create a product!

Invest In Yourself

As a wise man once said to me, if you want to get rich you've got to be prepared to invest in yourself…both with time and money. And if you want to learn a skill like niche sites then that's doubly important.

After all, why waste time (like I did) and flail around, or worse, make costly mistakes that just set you up for failure?

As far as niche sites go, the undisputed expert is my friend Kyle Trouble of thisistrouble.com (you may have heard my interview with him recently on my podcast). And Kyle has just opened his Pro Niche Site course up to students.

I'm personally working through the course right now, because I need to get up to speed with a lot of the concepts that Kyle goes over, and I can tell you the content is top notch. Kyle is a patient, logical and clear teacher and he set everything that you need to know about niche sites out simply and straightforwardly.

The course only takes 12 weeks to complete at most, and it's stuffed full of fantastic bonuses. For example you can watch Kyle build and entire niche site himself, and throughout the course you will also build your own.

Plus you will get 2x screen-sharing consultations with Kyle (worth $400 alone!) and access to an exclusive Facebook group with new and former (expert) students who are there to help you.

I have no idea how long Kyle will keep the course open for this time, but it likely won't be long as he will want to limit the number of students he takes in And once the doors are closed . . .well, they're closed. So grab this opportunity, and sign up now.

Full disclosure—yes, I am an affiliate, so I will get a chunk of change if you sign up through my link, but I can guarantee you won't be disappointed (I would never promote anything here that didn't have my seal of approval). And anyway, there's a 30-day money back guarantee.

So get on it—I'm loving the course and I know you will too.

SIGN UP FOR KYLE TROUBLE'S PRO NICHE SITE COURSE HERE

P.S. When you build a new website the first think you'll need to do is get a great hosting plan. I use Bluehost and I recommend you do too. It's inexpensive and runs like a dream. Again, get on it.

Why Are Certain People Entrepreneurial While Others Aren't?

Troy · 9 August 2018 · Archived copy · Original

> 'Do it or don't do it'
>
> Steven Pressfield, *The War of Art*

In the end, we either do it or we don't do it.

What is *it*?

Anything. 'It' is any sort of action that will create change. Any action that will help us to build something. That will see us produce more than we consume.

I heard Jeff Goins talking about the Pressfield quote with book marketing guru Tim Grahl on a recent episode of the formers' *The Portfolio Life* podcast. And it made me think.

What is is that makes some of us 'do it', and some of us choose not to 'do it'?

I believe that certain people are gifted with a strange kind of hunger. An almost intolerable desire for things to be different to how they are now. A complete inability to accept the status quo.

I say 'gifted', but it's a gift and a curse, of course. Because such people are also, by definition, never satisfied.

We are the hunters who must always hunt, even when the night has passed its darkest point and the sun is on the point of rising once more.

We will go without rest, sleep, food or shelter in order to get what we need. And we will remain undaunted.

The same motor, the same force that compelled me to study seduction also, in time, ensured that I would become an entrepreneur. In fact, it was inevitable that I would end up working for myself. Really, there is no way it could have been otherwise.

I think about it like this. In my former, corporate, job, I enjoyed relative security and a steady income.

Would I have become a millionaire as a result of continuing to follow that career path? Unlikely.

Will I hit seven figures by the end of 2019 with my current business? Yes, definitely. No question about it.

But I had to take a risk to get onto this path. And I took that risk late. Not that many people in their forties make the jump.

But then, on the other hand, most people in their forties (in corporate work) have led fairly formulaic lives and are now trapped by decisions they made earlier on.

I wasn't trapped. In fact, I had—by virtue of my extreme and all-encompassing commitment-phobia—ensured that I was nothing if not mobile.

And so I made that jump. Really, though, I had no choice. I *had* to 'do it'.

Maybe you do too. Maybe you can identify with me. If so then you've come to the right place. Let us share this entrepreneurial journey together.

If you haven't already, and you want to live a life of freedom both with business and in your dating life sign up for my DAILY email newsletter here now.

NEW PODCAST: How To Master Anything

Troy · 10 August 2018 · Archived copy · Original

In this episode I get into four rules I Tweeted earlier in the week about how you can master anything:

– Learn to separate bullshit information from the good stuff
– Find a person / people who are really good the thing you want to do
– Follow exactly what they do – Repeat RELENTLESSLY and FEARLESSLY until you win

If you haven't already, do sign up for my DAILY email newsletter on personal brand business, dating and freedom here.

https://soundcloud.com/troy-francis-281709461/my-opinion-podcast-38

In Praise Of Arrogance

Troy · 11 August 2018 · Archived copy · Original

Arrogance is one of those traits that we are meant to hide.

'Don't be arrogant', you probably got told at one time or another. 'It makes you look like a dick. People will hate you.'

Well, yes and no.

Arrogance does make a person look like a dick in one sense. But it also paints than as an *aspirational* dick.

What I mean by that is, people around you can't help but think, 'If he thinks he's so great, there must be *something* to him'.

Whether there's any substance to that or not is irrelevant. Because, all things being equal, the arrogant man will receive more plaudits, and more respect from those around him (albeit grudging) than his humble counterpart.

This means that if you put on a show of arrogance—even if you are not a genuinely arrogant person—then you will find that others are drawn to you.

It works both in seduction, where arrogance bordering on narcissism is ridiculously attractive, and in marketing.

The latter might surprise you. '*But surely the customer is always right? Surely it's better to be the nice guy when you are trying to sell yourself and your services?*'

Not necessarily. Of course, I'm not suggesting that you are rude to people, or dismissive. But a hint of arrogance goes a long way.

There are a great many internet marketers who have done very well out of this tactic, as well as rock stars, celebrity chefs, businessmen, actors and so on.

The fact is that we are all as gullible as Barnum's audiences. More than that, we *want* to be taken in. And when someone acts arrogantly, against our better judgement, we believe there must be some justification for it.

If the business world is a circus, then we are its breathless audience, watching the imperious lion-tamer, never once suspecting that the animals he so adroitly masters are drugged.

If you haven't already, and you want to live a life of freedom both with business and in your dating life sign up for my DAILY email newsletter here now.

How To Banish Your Sunday Night Blues For Good

Troy · 12 August 2018 · Archived copy · Original

It was Sunday night—a Sunday night just like this one.

But back then, things were different.

In the early afternoon I'd started to feel a slight discomfort. Heart palpitations. A little sweatiness of the palms.

A strange taste in my mouth.

Depending on how much caffeine I drank, this could get a lot worse. On a good day I'd get to bed early, fall asleep quickly, and get a reasonable night's sleep, waking up refreshed.

All too often, though, I'd set my head on the pillow and find myself unable to drop off, my heart pounding, and all kinds of weird scenarios going around my head.

The reason? The next day was Monday, and I had to go to my corporate job.

The Corporate World

The corporate world is a strange marriage of extreme tedium and stress that borders on the inhumane. The most obvious (early) literary chronicler of this phenomenon is Franz Kafka, but David Foster Wallace also did a damn good job of it in some of his short stories, and in the posthumously-published novel *The Pale King,* which concerns a tax office.

Of course, I am perfectly capable of understanding the need for large organisations, and the reason the corporate structure is in place. But it can be mentally damaging for the people who work within it, and it is generally inefficient even from the point of view of the business.

The key reasons for this are outlined in Oliver James' book *Office Politics.* Here, James argues that modern office work is essentially subjective in nature—that is to say, it is impossible to say objectively whether someone is doing a good job or not. In a world where much of the graft involves shunting electronic files around, or filling out spreadsheets, anyone can come up with a convincing argument for why they are doing it right. And even when there are supposedly 'hard' markers in place, like revenue targets, it's not hard for the participants to claim that they did a fantastic job 'considering the market', or 'in spite of the competition'.

What this means is that corporate work is about politics more than the actual work. Because needless to say, the more favoured you are within the organisation you are, the less your work will be questioned. Get on the wrong side of the boss, though, and pretty much anything you do can and will be questioned and picked apart.

The best training you can possibly get for a corporate job is not learning the ropes of whatever industry you're in, but instead reading the *48 Laws of Power* by Robert Greene, or *The Prince* by Machiavelli.

Now, this is all well and good if you are someone who has the ability and the inclination to play the political game well. But the truth is that that is only a minority of people. And the playing field gets more and more ruthless as people vie for position and try to outdo one another for one of the very few top positions.

On those Monday mornings that I dreaded so much, we would all have to attend a long meeting in a cramped, fluorescent-lit and overly air conditioned room, where each member of staff would be required to related the business successes (and failures) they'd committed the previous week. We would be grilled by the boss, and sometimes the managing director. If you didn't know the answer to a question, or made some minor mistake, or demonstrated that you weren't getting results, then you would be verbally ripped apart in front of everyone.

It was a *grand guignol*, an arena of psychological violence, and a bloodbath for ethics and morality. There was back-stabbing and oneupmanship and outright betrayal as people scurried to save their own skins at the expense of

their colleagues.

Maybe, just maybe, if any of us had actually given a fuck about the company or what we were charged with selling, this could have made some perverse sense. After all, when people care deeply then passions naturally run high. But the truth was that none of us did give a fuck. To a man (and woman) we were there simply for the money, nothing more, nothing less.

(Of course, I shouldn't really speak for my former colleagues. But I would be willing to be a fairly large sum of money that I'm right).

I put up with this sort of thing for many years, and it only strengthened my desire to one day break out and work for myself. That was why I began to build this website, and to start guest-posting content elsewhere. Because I knew that the corporate roles I had inhabited were neither a good fit for my personality, nor brought out the best in me, nor paid me the amount of money I aspired to earn.

Perhaps you identify with this. Perhaps you too feel like a square peg in a round hole in the corporate world. If so, I sympathise with you. And I just hope that my story shows you that there is light at the end of the tunnel.

Starting An Online Business

In many ways, starting a blog like this one is the worst way to begin your career as an online entrepreneur.

Yes, you will build an audience over time if you create good quality and publish consistently. But it's a long game, and you won't necessarily see good money quickly.

If you want an idea of how long it might take, consider that I started this website in 2014 and I only gave up my corporate job at the end of 2017—that's a full three years later.

I could have done it a lot more quickly had I followed a more directly monetizable-route, such as building a niche site.

A niche site, in case you don't know, is a single-interest site that caters to a narrow, niche audience. For example –

- Spanish wine tasting
- Italian coffee enthusiasts
- Ice cream makers
- People who want to buy DJ equipment

(Disclaimer: I don't pretend that any of the above are a good niche to get into. I just made them up off the top of my head!)

Anyway, when you set up a niche site you will first research and select a niche that appears profitable and relatively underserved. You will then create content that serves that niche (articles about fine Spanish wines, etc), and within it you will include affiliate links to high value products of interest to the audience.

Then, whenever anyone clicks on one of your links and purchases, you will get a cut of the revenue (often 50% – 75%, although it depends on the individual deal you strike with the vendor).

Once your niche site is up and running, and you've created, say, 20-50 pieces of content for it (which you can do much more quickly than you think) then as long as the site ranks well with Google, then you can pretty much sit back and watch the commissions roll in.

(Disclaimer—that's not quite true. There's no such thing as a free lunch. You'll need to do some maintenance. But not as much as with an authority site such as this one).

But the fact remains that once you've spent the time required to put your site together (and by the way, this is very cheap to do—you'll hardly need any money upfront to start) then it can continue to make money while you sleep,

and, more importantly. work on other projects.

I really wish I'd started a niche site or two back in 2014. The reason? Because if I had I would have established a nice, baseline income, which would have kept things ticking over while I built up this website and wrote my books.

It would also have got me out of that corporate grind I described before a lot quicker—and banished my Sunday blues for good.

If you've read this far then you probably identify with what I'm talking about, and you're probably wishing that you could start building niche sites for yourself so that you can dig yourself out of the corporate grave.

Well, fortunately for you, my friend Kyle Trouble of thisistrouble.com has just released his new Pro Niche Site Course.

It's a comprehensive video course lasting over four hours (plus loads of bonuses) where Kyle explains in detail exactly how you can build your own niches sites and start making money from them immediately.

Of course, Kyle has skin in the game. Not only has he built up thisistrouble, but he also has another 12(!) niche sites, including Ukraine Living. These net him a handsome five-figure income on top of the money that he makes from his other business ventures.

If that sounds like a sweet life, then it is. And if you want to learn the precise steps to building a profitable niche site then Kyle is hands down the best man you can learn from.

(Full disclaimer: yes, I am an affiliate for Kyle's course. But I am also a happy customer—I'm working through it right now, and I can tell you that it's worth every cent. Plus, of course, I would never recommend anything to my readers that wasn't of the highest quality).

So if you want to banish your Sunday night blues for good by escaping the rat race and starting your own profitable online business then i can't recommend this course highly enough. It's not cheap, but often we need to invest in ourselves to get to the next stage in our careers, and, as i said, this course it worth every cent. (And actually, with the bonuses, Kyle probably could be selling it for a hell of a lot more.)

Plus, if you implement Kyle's advice and build a decent niche site then the likelihood is that you will make back what you paid on the course and more in the first few months of trading.

That being said, my advice to you is to get on Pro Niche Site now—it's currently open, but I have no idea when Kyle's going to close the doors again.

Finally, as an extra incentive, for this week only (until 19th August), if you book the course though my link then you will also get a FREE hour of Skype coaching with me on building your personal brand, dating, or anything else you'd like to discuss **– worth £200 ($255).**

(As stated, this offer is *only* extended to those who book Kyle's course through my link).

BOOK TO ENROL IN PRO NICHE SITE NOW (AND CLAIM YOUR FREE HOUR'S SKYPE COACHING WITH ME)

How To Tell If You're A Writer Or An Entrepreneur

Troy · 14 August 2018 · Archived copy · Original

Jeff Goins did a great episode of The Portfolio Life podcast a while back in which he talked about so-called 'shadow careers'.

A shadow career is that line of work you go into that is 'close' to what you actually want to do, but not quite it.

I've written about this before, but to recap, if you want to be a model but you become a stylist, or if you want to be a racing driver but you become a pitstop mechanic then you have embarked on a shadow career.

It's *close* to what you want to do but not quite it.

We can all understand the concept, but what was really interesting was what Goins said next. It was something along these lines:

'When you've realised you are in a shadow career, you will of course move on. And what you move to next will also be a shadow career.'

I sometimes wonder if that isn't exactly what I've done.

After all, my stated purpose all of the time that I've been publishing content on the internet is to be a writer.

Writing, as I have said constantly, is in my DNA. Literally, since my father is a writer too.

When I was a kid as young as four years old I would sit in the garden writing stories while my grandmother tended to the lawn and the roses.

As a teenager I read obsessively. And even in my 'lost' twenties (where I did very little of any use at all) I still wrote: long, self-indulgent memoirs that I later destroyed (unfortunately). Writing—the act of externalising my thoughts, feelings and fears through language—has always been a huge part of my life.

Well, it still is. And the good news is that I now write every single day, and I certainly write great deal more than I ever have before.

Having said that, as I find ways to make a living online to sustain my new (non-conventionally employed) life, I find that I am doing more and more things that aren't writing.

Well, not 'real' writing anyway

For example, I spend a lot of time updating social media (Twitter, mainly). I also increasingly do 'copywriting' rather writing—sometimes my emails and posts take the form of sales letters (although I always try to keep the balance weighted towards 'valuable' content).

It's writing, yes. But it's not the *literary* sort of writing I really want to be doing.

To be fair, my published books don't really merit that description either. That said, I have managed, particularly in *10X Happiness*, *Still In The Game* and *Fifty Shades of Game 1,* to 'sneak in' what I regard as 'better' writing, in the sections of memoir that those titles include.

But when I am working on the more formulaic, *commercial* stuff that comes with the territory of this 'job' I've created for myself, I can't help feeling that, yet again, I have stepped into another 'shadow career'.

You see, when I was working my corporate jobs I needed to escape as a matter of urgency.

My dream (in common with many other people) was to be paid writing what I wanted to write.

But after years of trying and failing along the *Paris Review, New Yorker* path that literary fiction fanboys tend to follow, I decided I would have to compromise. And having always been an entrepreneurial sort of guy, I decided

that online business was the best available direction open to me.

Nine months in to this strange journey of self-employment, I'm happy to report that I'm far, far happier (and busier) than I've ever been in my career before.

But am I actually doing *it*? That *thing* I always wanted to do?

Sort of . . . but not really.

If my aim was to sit in a room like Will Self and write long, incomprehensible faux-modernist novels, then I'm nor there yet.

If I did write such material it is unlikely that it would sell in sufficient quantities to save me from the ignominy of another corporate job.

So I've had to compromise, as I expect many people have to.

On the plus side, by the end of next year my business will have made seven figures, so at that point I'll probably be able to take some time out and join Will at the typewriter.

Until then, it's back to banging out the copy and social media content that keeps the money rolling in.

But the cognitive dissonance persists nonetheless.

P.S. If you'd like an hour's FREE Skype consultation with me and you are interested in building your own money-making niche websites, do remember to head over to Kyle Trouble's **PRO NICHE SITE** course and reserve your place before the end of this week (19th August).

If you book through my link before the deadline then you will get that free hour's coaching with me for gratis—the RRP is £200, so you really are getting a great deal, on top of Kyle's already excellent course.

SIGN UP FOR PRO NICHE SITE NOW. (And claim your free 1hr training with me).

Renegade Entrepreneur: The Number One Skill You Must Learn To Make Money Online

Troy · 16 August 2018 · Archived copy · Original

I remember when I was a kid my dad asking me what I wanted to do when I grew up.

'I don't know,' I said.

'Well, what are you good at?' he asked.

'I don't know—writing, I guess', I said.

'That won't get you very far,' he said.

Not that my dad is down on writing. He was a writer himself, and he's one of the biggest readers I know. In fact, my love of literature comes entirely from him. No. His point was that (at that time) writing didn't seem naturally to lead to any particular career. Being an author was unrealistic—pie-in-the-sky. He did later suggest I might become a journalist, though.

It's funny how times have changed. One might have thought that writing would diminish in importance as new technologies overtook the world. In fact, as we've got more high-tech, writing has become more and more significant, with some studies showing that the average person now reads more than ever before.

Put simply, if you want to be a renegade entrepreneur and make money online then you must become a good (or at least passable) writer.

These days in the 'online entrepreneur' community, copywriting is rightly all the rage.

'Learn to write great copy', we're continually told, 'And you'll always be able to put food on the table. Write excellent copy and you'll be rich.'

Not for nothing is Ben Settle something of an underground icon, with Gary Halbert and co like gods peering out from behind the clouds.

Look, I buy into all of this totally. Copywriting almost certainly *is* the most important skill any of us can acquire if we want to sell online. Because after all, people tend not to buy anything that costs real money without reading about it first. And whether or not we press the purchase button will depend to a large degree on the language used and how persuasive it is.

But. I want to raise a shout-out for other forms of writing too. Great copy, as we are frequently reminded, is not art, it is there to make people buy things.

But equally, other forms of writing are *not* there to make people buy. Other forms of writing, for example, fiction or essays or memoirs, are there to communicate complex and subtle thoughts, memories and emotions. And that clipped, abrupt 'copy' style doesn't work for everything.

The reason that blogs are still a great way to build up an audience is because, through writing, the blogger is able to draw an audience into his or her world. This is accomplished through writing that is not just 'copy', but that is emotional, real and human.

I am certainly learning as much about copy as I can. I too have to put food on the table, after all. But it would be a shame if the only type of writing that is favoured in 2018 is copy.

More importantly, it actually makes commercial sense to learn to write in registers other than the purely commercial.

P.S. And yes, I'm aware of the irony here . . . If you'd like an hour's FREE Skype consultation with me and you

are interested in building your own money-making niche websites, do remember to head over to Kyle Trouble's **PRO NICHE SITE** course and reserve your place before the end of this week (19th August).

If you book through my link before the deadline then you will get that free hour's coaching with me for zero dollars—the RRP is £200, so you really are getting a great deal, on top of Kyle's already excellent course.

SIGN UP FOR PRO NICHE SITE NOW. (And claim your free 1hr training with me).

NEW PODCAST: Ep. 49 – How To Master Any New Skill

Troy · 17 August 2018 · Archived copy · Original

In this episode, I go deep into how I am learning new skills to build my first ever digital course.

I also offer the opportunity for anyone who books Kyle Trouble's Pro Niche Site course through my link to have an hour's free Skype coaching with me (worth £200). The offer only stands until Sunday 19th August, though, so sign up for the course now.

To listen to the episode click on the arrow button below.

https://soundcloud.com/troy-francis-281709461/episode-49-how-to-master-any-new-skill

Plus, if you haven't, make sure you're on my DAILY email subscribers list by taking two seconds to enter your email here.

Is Learning Persuasion Techniques Unethical?

Troy · 19 August 2018 · Archived copy · Original

Yesterday I wrote about how the art of persuasion is central to pretty much everything I cover in my content—in particular business and the dating world.

Today on Twitter I posted each of Robert Cialdini's 6 principles of persuasion. I'll be writing more about each of these in turn—and how you can apply them—throughout this week.

Today, though, I want to consider a question that naturally comes up a lot when persuasion is discussed, namely, is it unethical?

Spoiler: I'm going to argue that studying persuasion *is* ethical as long as your intentions are good, and that if they are you owe it to people to be persuasive.

As I argued yesterday, in life there are various resources that we want (or need), and often in order to get them we have to convince someone else (or a group of people) that we are the right person to receive them.

Whether it's sex, money, employment, status or something else, at some point we are all faced with a situation where we need to persuade another person of our worth, or of the worth of our ideas, or products, or whatever.

Every human being on the planet uses some form of persuasion. Even babies. Babies cry. That is their method of persuasion. Yes, it's crude. But it often works.

The point is, whether we study persuasion or not we are certainly going to be using it. That being the case it makes sense for us to improve if we can.

Persuasion is a tool. It can be used for good or ill. You can persuade someone to do something that will improve his life immeasurably. Or you can persuade him to destroy it. In the latter case, the process of persuasion is not at fault: your intentions are.

To describe persuasion as unethical is rather like describing teaching as unethical. It's not—it's a method of imparting information. What matters from an ethical perspective is the information itself.

Certainly, persuasion *can* be used for unethical purposes, and it often is. But that's not what I advocate. My philosophy has always been that you should shoot for a win-win outcome. In other words, if you are persuading someone to do something then it should be something that you are confident is right for them.

If you act unethically it will only come back to bite you anyway.

Let's take copywriting as an example. You could write the most amazing piece of copy created to sell a crappy product. But what's the point? You'll only get loads of complaints and returns.

Assuming your product is good, persuasion is the icing on the cake—but it's icing that gives you edge. And in a hugely competitive attention-based economy like ours, you need all of the edge (and icing) you can get.

Put it like this. Say two entrepreneurs go to market with new products. Both products are equal in terms of their specifications, their capabilities and so on. Even with a completely even playing field, the entrepreneur who is better able to persuade will be the more successful.

Learning to persuade is not about ethics–it's about getting you, your ideas and your creations out into the world. And if you believe that what you have to offer is of high quality, then it could be argued that you actually owe it to people to learn the art of persuasion.

After all, if you fail to persuade then they won't enjoy the benefits of what you have to offer.

Takeouts:

1. **Persuasion is not ethical or unethical, it's a means of communication.**
2. **You should always shoot for the win-win outcome.**
3. **You owe it to people to learn to be persuasive if what you have to offer is of high quality.**

P.S. On that note, a quick reminder about Kyle Trouble's **PRO NICHE SITE** course, in which Kyle teaches you precisely how to build niche websites that could earn you *five or even six figures a month* through affiliate advertising.

Kyle is definitely the go-to man in the industry to learn from, so if you're considering starting your own online business this is definitely the course for you.

As an additional incentive, if you'd like **one hour's FREE Skype consultation** with me and you are interested in building your own money-making niche websites, head over to Kyle Trouble's **PRO NICHE SITE** course and reserve your place **before** midnight tonight (August 19th) through my affiliate link.

SIGN UP FOR PRO NICHE SITE NOW. (And claim your free 1hr training with me).

Why You Need To Burn More Brightly Than Everyone Else

Troy · 20 August 2018 · Archived copy · Original

> KEYS TO POWER.
>
> Burning more brightly than those around you is a skill that no one is born with. You have to learn to attract attention, “as surely as the lodestone attracts iron.” At the start of your career, you must attach your name and reputation to a quality, an image, that sets you apart from other people. This image can be something like a characteristic style of dress, or a personality quirk that amuses people and gets talked about. Once the image is established, you have an appearance, a place in the sky for your star. It is a common mistake to imagine that this peculiar appearance of yours should not be controversial, that to be attacked is somehow bad. Nothing could be further from the truth. To avoid being a flash in the pan, and having your notoriety eclipsed by another, you must not discriminate between different types of attention; in the end, every kind will work in your favor. Barnum, we have seen, welcomed personal attacks and felt no need to defend himself. He deliberately courted the image of being a humbug
>
> ***– 48 Laws of Power, Robert Greene***

Is there a finer quote that encapsulates the need to stand out from the crowd, to create controversy, to stir up notoriety, than this one?

When we think of ‘persuasion’ we often imagine it means being ingratiating. In fact, it is nothing of the kind.

In all areas of life, from business to seduction, there is huge value in burning brighter than everyone else.

In fact, if you fail to, in this attention economy, it is likely that you will be overlooked, forgotten, even spurned.

It is only when you provoke that you truly attract.

In 2018, as in the days of the Roman Empire, people demand spectacle, colour, excess, gaiety and extremes of temperament. In the post-science age the ethos of the circus rules once more.

Play to peoples’ fantasies. Be the showman that they crave.

Do this and you will never want for money or company.

If you haven’t already, and you want to live a life of freedom both at work and in your relationships sign up for my DAILY email newsletter here now.

What Is A Personal Brand Anyway?

Troy · 21 August 2018 · Archived copy · Original

In the run-up to the new course I'm putting together on personal branding, here's a new video I just put up on YouTube about it.

This is an into piece – we'll be diving into the nitty gritty in the coming days!

Keen to hear your thoughts as always!

https://youtu.be/xLWV4jcxmVw

If you haven't already, and you want to live a life of freedom both at work and in your relationships sign up for my DAILY email newsletter here now.

How To Make A Video For YouTube If You Are No Good At Making Videos

Troy · 22 August 2018 · Archived copy · Original

I made another video for YouTube. You can watch it below.

Here's the deal. I'm a good writer (Creative Writing MA (distinction) London University).

I'm an OK podcaster.

I'm not the world's greatest video creator (yet). On either side of the camera.

But I want to do video. Why? Because I'm an egomaniacal obsessive determined to grasp worldwide fame.

Only joking (or am I?)

Seriously, I want to share my message with as many people as possible. And all of us has to concede that, increasingly, video is where it's at.

Whether YouTube is where it's at is another matter. Yes, you can do video on Instagram (which I do). Yes, the bar is very high on YT. Yes, it will probably take ages to build up a big audience over there.

But to my mind there remains one HUGE advantage to YouTube: it's a search engine, and your content stays up forever (or for as long as you leave it there, anyway).

In that way, it becomes another avenue through which people can find you and engage with your content.

I've just started making videos about personal brand because . . . well, because I'm obsessed with personal brand. But more than that, I have a personal brand course coming out next month. And the more content there is out there with my name on it that references 'personal brand', the better.

All of which means that I need to get better making videos.

And I will—I already am.

Just from a presentation point of view, if you look at the stuff I was doing a year ago compared with the one I put out today, you'll see the improvement.

Slowly I'm ironing out the tics and the annoying gestures.

But I want to get even better. I want to look totally natural on camera.

Why? Because I believe it is an essential skill.

As Hank Norman says, 'it is your obligation to get famous'.

Well, I'm getting famous, one video at a time.

So if you're no good at making videos for YouTube but you want to make them, what do you do?

Here's your answer—you make videos for YouTube.

As Hank says, 'press record'.

That's it.

Like everything in life, there are no shortcuts and there is no 'easy way around'.

It might be that you are more predisposed to a certain skill. If so, great. If not, suck it up and do the work. Fail then fail better. All that self-motivational bullshit.

Anyway, here's the video. I'd really appreciate it is you like it, share it with every single member of your family and

all your friends and then subscribe to my channel. And get them to subscribe too.

That would really help. Thanks.

By the way, if you like the cool pic of me on the thumbnail, it was taken by my friend Drew Kaplan in Berlin. He's a great photographer. You should check him out on Instagram @drewkaplanphotography

https://youtu.be/4BfOOw05wl8

If you haven't already, and you want to learn how to break free from the matrix, build a personal brand and live the renegade life then sign up for my DAILY email newsletter here now.

What Do Building A Personal Brand And Seduction Have In Common?

Troy · 23 August 2018 · Archived copy · Original

There was an interesting tweet yesterday from my good buddy @PUA_DATING_TIPS who said this:

> On a deeper level, you are seducing every person that you meet to the concept of "YOU". Personal branding that **@Troy7Laws** frequently speaks about is seduction on a MASS SCALE.

Of course, he was right. ETS is a super smart guy, and he hits the nail on the head here.

'Personal branding' *is* seduction, it's just a different form of seduction to the sexual kind.

Same thing with sales, same thing with copywriting (which of course will form an essential part of your personal brand business anyway).

Whether you are talking to a girl on a date in the hope of bringing her back home with you, trying to source new customers through email marketing, or playing the longer game of getting people to buy into you and your brand, the task is the same.

You must beguile, intrigue, stimulate desire and trigger action.

In sales there is a well-known acronym for this: AIDA.

Attention

Interest

Desire

Action

I learned it in my first sales job, and it's remained ingrained in me ever since.

LONDON

When I moved back to London from Manchester in 2004 and read *The Game* I threw myself headlong into the city's dating scene.

I would approach girls everywhere. It went on for years.

When I was working in one high-powered office job I would aim to get my first approach of the day in on the subway before arriving at the office. Most days I was successful. I would walk into the bland, air-conditioned office space having done something that (I'm certain) *no-one else I worked with* had ever done—introduced myself to a new girl, shown that I was interested in dating her, and got her phone number.

Even at the time people thought I was crazy. '*Why / how?*' most enquiries began. But the reason that I was *so* persistent, and *so* ready to take action, even on the commute into work, was that the sales / persuasion habit was deep in my DNA.

It was borne out, also, in the sales jobs I took on. Day and night I was chasing girls around the big, bad, anonymous city. Taking phone numbers, texting, being rejected, being accepted, getting laid, getting close-but-no-cigar. And so on.

Meanwhile in the office I was calling up prospects, call-after-call, one hundred calls a day sometimes, banging the phones, hungry for a sale.

The impetus is the same in both endeavours. And the structure is the same too (pretty much). It's all about how you

move someone from complete stranger (cold lead) > warm ‘prospect > ‘buying customer’

(OK, I’m being a little crude here, applying this to dating. But you know what I mean).

One way you get successful at it is through a high volume of approaches, or calls. Is it a numbers game? Well, yes, in the sense that the more numbers you put in the more likely you are to get a favourable outcome.

But in both cases, skill is also required—the skill of *seduction.*

Seduction is intimately linked to persuasion, of course. But it is more than that, too, since seduction suggests that an end is achieved—that the other party is seduced.

And that is vitally important. Because as much as you can go into reveries over the process (and don’t get me wrong, there’s value in doing that too), without *getting to the end* you haven’t really accomplished anything.

You need to be a closer, in other words.

So yes, seduction and personal branding have a lot in common. Both are ‘soft skills’, predicated on persuasion. But both require a ‘hard finish’, since both have a very definite goal in mind – a sale, or sex.

Gentlemen, always be closing.

If you haven’t already, and you want to learn how to break free from the matrix, build a personal brand and live the renegade life then sign up for my DAILY email newsletter here now.

Renegade Hustlers – The Player And The Entrepreneur

Troy · 25 August 2018 · Archived copy · Original

Players and entrepreneurs are both renegade hustlers. That much will be clear to anyone who gives the matter even a moment's thought.

In order to succeed in the arenas of both seduction and business, one *must* be a disruptor. Why? Because in each case you you must be an instigator who *makes something happens that wouldn't have happened had you not acted.*

For example, many years ago I approached an attractive girl at a bus stop in East London and made small talk with her. A few years later the girl – Jane – was my girlfriend. We spent two years together, mostly happily.

Was she going out that night to meet a man she would later enter into a long-term relationship with? Probably not. Would we have spoken had I not approached her? Almost certainly not.

You see, in London at least, talking to strangers at bus stops is not that common (unless you're drunk, or you're just asking for directions or something). It's certainly not that common (even with the rise of daygame) for guys and girls to get together on public transport. It's outside the usual way of things. It subverts societal expectations.

Similarly, a few years ago I wrote and published a book called *The Seven Laws of Seduction*. No one asked me to write it. I conceived of it, created it, and put it out into the world of my own accord. And yet now thousands of people have read it. It still sells well to this day. Many people have improved their dating lives as a result of it.

Now, I'm not claiming that writing or self-publishing are rare—they're not. Nevertheless, it's still not a common event to wake up one morning and decide to write and putting out a dating book.

Most people have not done it, and most people wouldn't do it. They might wonder if anyone would buy it. If all the work would be worth it. They might feel 'imposter syndrome'. Or they may simply believe that dating advice is not PC.

The point is that in putting out the book I chose to disrupt the marketplace. I chose to drive my flag into the ground and say '*Here, this is what I've made. Deal with it.*'

And that is the case with all entrepreneurial activity. It's a question of driving your flag into the ground and shaking up the marketplace.

Which is the opposite of what polite, middle-class society does. Polite, middle-class society simply accepts what it is given.

It doesn't want to rock the boat.

But you've got to rock the damn boat. And sometimes capsize it. Same as with seduction. Which is precisely why both the player and the entrepreneur are renegades. Both necessarily subvert societal expectations in pursuit of their goals.

This is to be celebrated, of course. If you want a simple, 'normal' life then get a 9-5 job and get married in some small town in Nebraska.

But if you want to do something extraordinary? Well, then you must be prepared to live the renegade life.

If you haven't already do sign up to my DAILY email here.

Why It Is Now Your OBLIGATION To Get Famous

Troy · 26 August 2018 · Archived copy · Original

Right now on social media we see a lot of people talking about 'how to build a personal brand.'

And hell, I should know—I'm one of them!

So why has 'personal brand' become the latest buzz word in digital media? Well, like my relationship status on Facebook, 'it's complicated'.

There are a few factors that apply pretty much universally, though.

For a start, the rapid rise of social media over the last decade or so has meant that nearly all of us has a 'personal brand' of some sort already. Whether it's a well-curated brand that shows us in our best possible light to potential customers is another matter. But we have it nonetheless.

Furthermore, something has happened in recent years that has completely upended the entertainment industry. Previously, the distribution channels were in the hands of only a very few companies (film and TV companies, record companies, publishers etc)—and were usually controlled by a very few individuals *within* those companies. So if you wanted to star in a movie, release an album or put out a book you were beholden to the corporate giants who dominated those industries.

Of course, many of those companies still exist. But the game has completely changed. Because through the power of the internet, and the social networks in particular, individuals can get their ideas out to millions, even billions of people at the push of the 'publish' button.

And it's not just would-be entertainers who are in on the act. If you have any kind of brand, or skill, or you are in business, then you can and should use the internet to promote yourself using these same networks.

However, that's not to say that it's all plain sailing. In fact, there's a new problem to contend with. Yes, the bar to entry for getting your voice heard is a lot lower. But now we are faced with an attention economy that is tough to break into *unless* you have real strategies in place to make yourself stand out from the crowd.

I myself am building up my own personal brand through a process of relentless content creation—blogging, writing for other sites, Tweeting, Instagram, YouTube videos. And so on. And the process definitely works—I now make a full-time income off the back of my personal brand, and teach others to do the same thing.

But. I'm the first to admit that the way I've done it is time-consuming to say the least. Blogging, in particular, is a very slow method of building up recognition around your brand. Yes, it can be done—but I've been running my site for nearly five years, and I can tell you that traffic doesn't just flow in without *a lot* of work.

Of course, what's true in the online business space is equally true in any kind of media—the people who really make it big, and make it big *quickly,* are those who have that 'little extra something' about them. Star quality, if you will.

Star quality is elusive, though, and it is notoriously difficult to teach. Yes, there are YouTubers and content creators like me who can show you how to put out great content.

But if you really want to move the needle on star quality then you need something more than that.

You see, the problem with going to fellow content creators for coaching is that, while they may be very successful, they've most likely got there by '*being themselves*'. And what works for that person may not work for you.

For example, if your favourite online personality is an extrovert and you are an introvert, then learning their 'methods' will likely hinder rather than help you.

So you're looking to start your own personal brand, or it's already up and running, but you're not getting

the traction that you deserve. And despite all your hard work, the recognition (and sales!) that you are due are proving elusive.

What do you do?

Fortunately, I have a solution for you. Let me introduce my good Twitter buddy Hank Norman**.** He's a genuine modern day media mogul who's been creating TV and media stars for over 25 years.

This is a guy who's worked with some of the biggest experts, celebrities and personalities in the world including Grant Cardone, Barbara Walters, Steve Harvey and Billy Bob Thornton.

He's helped launch cable networks like *Oxygen*, personality-based networks like *The Grant Cardone Network*, and daytime talk shows like *The View*. As if that wasn't enough he was previously Director of Development and Syndication at ABC Disney.

Yes, It's quite a resume. Hank has been the quiet 'power behind the throne', helping to propel the people he's worked with to worldwide fame and recognition.

But in 2018, Hank says, fame is 'an obligation'. In his words, '"getting a TV show" ceased to be a job – it became a necessity, and there was no one helping personalities and talent to make that transition."'

Emboldened by the obvious lack of competition in such a fast growing niche, Hank has made it his life's work to 'help people get rich by helping them make a difference in the world.'

Now, just imagine what it woulds be like having a guy like Hank in your corner helping you to shape your personal brand—a top industry professional who's worked with household names.

Well, you're in luck. Because now you can enjoy that frankly *unfair* advantage over your competitors simply by enrolling in Hank's ***Star Power 2*** course.

Star Power 2 is an intensive, in-depth video course (with workbook) presented by Hank himself that will teach you:

- How to become an influencer and **grow your brand** by being **you** and 'pressing record'. Yes, video really is king in 2018, and Hank is the go-to expert on how best to utilise it. #pressrecord
- How you can position your expertise effectively so you can **monetize** it to the fullest extent, creating **loyal brand evangelists** who will rave about you and what you create along the way.
- The easy way to create **15 Second Content** that **drives sales** by showing exactly what you are doing in your life and work, leading to more customers.
- **How to get on TV** with a simple 1-page pitch that will make you stand out from your competition and **make networks want to book you.**

Let's face it—a personal brand is all about making *you* famous so that you can sell products and services to your audience. And **massive media exposure** is the most effective, least expensive way to blow up your business.

Star Power 2 shows you exactly how to actively produce an impactful media presence, increase your following and capitalize on the community you create.

I am working through ***Star Power 2*** right now, and I can tell you that it is 100% **the** secret sauce that you need to generate a mind-blowing degree of fame and positive attention around your personal brand.

Sure, there may be other courses on how to get started online, but there is literally **nothing else** like ***Star Power 2*** out there—and certainly nothing else curated and presented by an industry heavyweight of Hank's stature.

With all that being said, frankly, I can't believe how low Hank is pricing this thing. I have no idea if he plans to bump up the enrolment fee in the near future, but I certainly wouldn't be surprised if he did.

Imagine how much you'd pay him for one-on-one coaching, even for a day? The cost of this course isn't even a fraction of a *fraction* of that!

And the value you get is **huge**. ***Star Power 2*** will 100% take you from 'personal brand zero' to hero super fast—leaving all your competitors choking in the dust behind you.

Here are just a few of the killer nuggets of gold that Hank drops in these fun, easy-to-follow videos:

- Your story of origin, why it is vital, and how to articulate it for **maximum effect.**
- How to fill out your **mission statement.**
- Branding and how to pick your '**three words**' (a trade secret that Hank explains in full in the course).
- How to make **killer** videos.
- How to **host your own show**.
- How to **produce your own e-course.**

And then (as if all of that wasn't enough!) . . .

– How to get **really** big!

Take it from me, if you are **at all** serious about building a personal brand business then you need to take this course. In fact, you'd be crazy not to.

Unbelievably, Hank is currently selling **Star Power 2** for only $495 USD , which, as I've mentioned, is ***insane*** when you consider just how much value you get. So what are you waiting for? Head over **here** right now and enrol.

As I always say, it is the action-takers, not the meek, who will inherit the earth. And when the action you're taking is a no-brainer like signing up for this course then there really is no sense in wasting time. So before Hank sees sense and puts the price up, head on over to ***STAR POWER 2*** now and enrol.

How To Kill Your Procrastination and Take ACTION

Troy · 27 August 2018 · Archived copy · Original

Procrastination is a real and present danger to your business and to your life. Fortunately you can kill it easily. This article explains how.

First off, let's have a think about procrastination itself. What is it? As far as a definition is concerned, procrastination is basically *putting off something you'd rather not do*. Sometimes you might put it off for a short while. Other times you may put it off indefinitely.

Neither option is good for your business or your life.

Because here's the thing. The tasks that we procrastinate over tend to be the boring but necessary steps in processes that will ultimately lead to something positive—or at least necessary—for us.

But we put off the bit we don't want to do because they are distasteful.

An example. Say you are at a party and you see a beautiful girl over by the pop-up bar, ordering a glass of champagne. She's dressed elegantly. She is exactly your type.

Of course you would love to date her, and ultimately get undressed with her. But before you reach that point you will have to speak to her. And that means risk and an uncertain outcome.

Most obviously, she might reject you. That could hurt, and it could be embarrassing if other people notice.

But let's take another example—sorting out documents for a property deal, which I had to do earlier today.

Now, paperwork is not something that any of us like. And so even though the ultimate outcome of what I had to do will be a net gain for me (rental income from my property), nevertheless I dragged my feet over it and failed to take action for some time.

The things we procrastinate over all have this in common—they cause us pain of some kind (even if it's only imagined pain)—and thus we fear them.

We fear talking to the attractive girl because she might reject us. We fear doing the paperwork because it is boring (pain) and worse, it may be complicated and we fear getting it wrong and having to spend even more time over it (increased pain).

But failing to take action as a result of this is not the answer—obviously.

So what do you do to break the procrastination deadlock? Simply this:

You focus on the outcome.

It really is as simple as that.

First off, you have to think about why you are doing this irksome thing in the first place.

Typically it's going to be in order to get something you want or to avoid a consequence that you don't want.

Either way, what you need to do is visualise the positive outcome that you'll get as a result of doing the thing you're procrastinating over and concentrate on that as you force yourself to do the task.

As long as you keep visualising what you want, and you make a deal with yourself to refuse to listen to any excuses that your brain might throw up as you do what needs to be done then you'll get through.

Amazingly, you might find that you start to enjoy the task you avoided—because you've built a strong mental connection with it to the outcome you desire.

And when you've finished the thing you'd procrastinated over then you will feel a massive flood of satisfaction.

Guaranteed.

So remember, whenever you don't want to do anything, look past the task itself towards the outcome you crave. And then move forward until you come to the end.

For daily advice on how to break out of the matrix and live the renegade life by working for yourself and dating who you like sign up to my DAILY email here.

Eminem Dropped Kamikaze Today – What Does It Teach About Personal Branding?

Troy · 31 August 2018 · Archived copy · Original

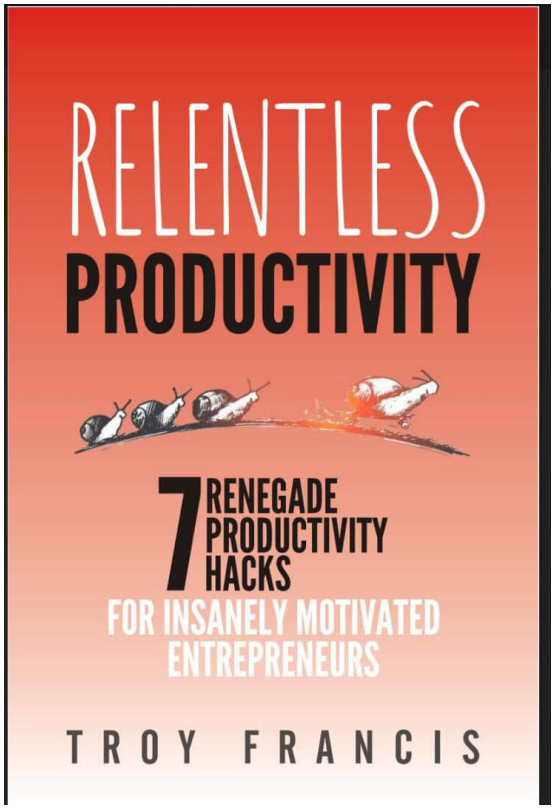
In this episode I review Eminem's surprise new album Kamikaze and consider what it says about personal branding.

Click the arrow below to listen to the episode.

https://soundcloud.com/troy-francis-281709461/what-eminems-surprise-new-album-kamikaze-teaches-us-about-personal-branding

Remember to sign up for my DAILY email here.

When you've signed up ping me a message and I'll send you a copy of my brand new 100 page book RELENTLESS PRODUCTIVITY for free.



How To Balance Art And Commerce As A Writer In 2018

Troy · 2 September 2018 · Archived copy · Original

Today I got up late (I have a cold) and sat down to write.

I wrote: a bunch of Tweets, and a series of emails to my subscriber list telling some cool stories as well as extolling the huge benefits of Kyle Trouble's PRO NICHE SITE course.

(Which you should definitely enrol in, by the way. I'm an affiliate and have $100 off for you until 11.59 EST today).

You see, I can't help myself—always selling, even here, in what was intended as an edit0rial piece about writing in 2018.

But balancing art with, well, making a living has been a central concern of writers since the beginning of time.

Or at least, since writing began.

As I've explained elsewhere, I have a postgrad degree in Creative Writing, and I've always been a fairly serious, 'literary' sort of chap. I read many of the classics at an early age, and since boyhood I've been obsessed with the beauty of the English language, and the power of storytelling.

When I got my act together in my twenties and thirties I started writing seriously, and I completed several novels. None of these have been published yet. Principally because they aren't very good, but also because the publishing industry is no longer particularly amenable to the kind of fiction I like to write.

And it's not just me. I have several friends who are hugely talented writers who have failed to get published by traditional houses.

Well, what are you going to do? For me, there was an additional driver. I hated working in a corporate office for a living (which is what I'd been doing right up until 2017). I had to find a way to make money from writing. And if creating the next great English novel wasn't going to be my way out, then I would have to find something that paid.

What I turned to was the world of blogging, self-publishing, and, just recently, *affiliate sales*. The latter—selling products for other people through links that you embed in your articles and posts—basically comes down to copywriting.

Copywriting is probably something I should have turned to earlier in my career. Given that I've always matched my enthusiasm for writing with an entrepreneurial, or *sales-y,* bent, it ought to be a perfect fit for me. Perhaps better than journalism, which I also flirted with for a few years.

Copywriting—like journalism—is something that many famous novelists have done in their careers, including Salman Rushdie, Don Delillo, William Gaddis, F Scott Fitzgerald and Fay Weldon, amongst others.

In many cases it probably improved their writing. In particular because copywriting needs to be easy to understand and it needs to be persuasive. You could say the same about prose (Well, it doesn't *need* to be easy to understand. But the reality is that most people prefer comprehensible fiction, which is why *Ulysses* is not a popular beach read.)

Copywriting is also about arousing the emotions of the reader. A good piece of copy will play on the reader's fears so he feels compelled to take action. Which is a great skill to have, although not necessarily an easy one to acquire.

The more I learn about copywriting—and the more I work on my own—the more fascinating I find it.

BUT . . . Is this what I dreamed about when I sat in my bedroom reading Lamb's *Tales From Shakespeare* and fantasising about a literary future?

No, not really.

But we all need to pay the bills.

(Now *there's* a hackneyed phrase if ever I heard one. Orwell wouldn't like it).

The challenge is how to balance this 'commercial' writing with the notionally more satisfying, 'artistic' stuff.

And the truth is I don't yet have a particularly worked-through answer, other than to try, as best as I can, to ensure that I'm doing a bit of both each week.

Sure, sometimes I feel as though I'm veering too far into commerciality and away from the literary muse. But then I remind myself that, for one thing, it's necessary for me to make an income. And for another, I have plenty of time—the rest of my life—to write literary fiction.

The great thing about writing is that there really is no time limit on when you do it.

(Even though Martin Amis has said that most great writers do their best work at around 35).

The other thing is that it is not as though *no* pleasure can be derived from writing commercial texts. On the contrary, it takes as much creativity to write an advertisement as anything else, and the process can be just as satisfying.

In the end, I have to take a step back and express gratitude that—finally—I have managed to make writing *in any form at all* central to my income generation.

Sometimes, it feels as though I every single thing I write is part of one long text. And that text will continue to be written, and its narrative will continue to unfold, as long as I am on the planet (and maybe beyond).

Life is so complex, with so many different aspects and avenues, and the only way I have really mastered to try to make sense of it is through writing. And so I continue, day after day, year after year.

Remember to sign up for my DAILY email here.

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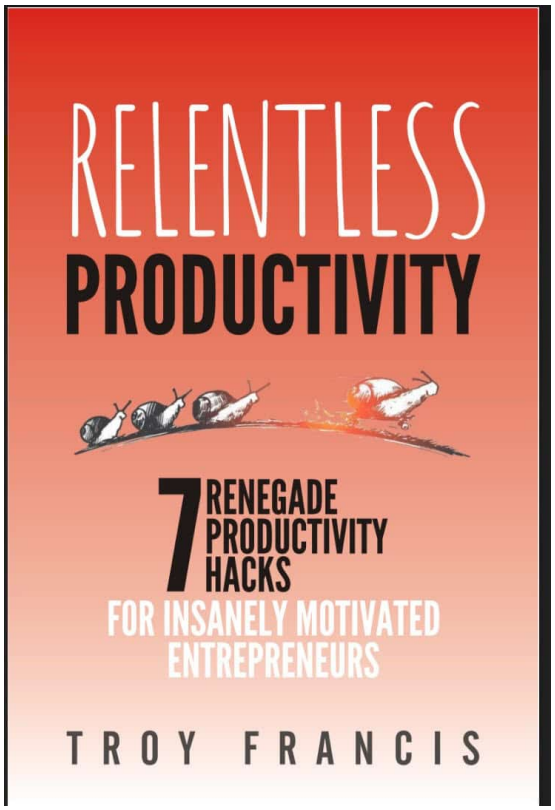

How To Start A Conversation With A Beautiful Girl

Troy · 4 September 2018 · Archived copy · Original

The difficulty is that we fixate on the wrong things.

The difficulty is that we think that the most important thing is the beginning, whereas usually the beginning is the least important thing.

Men do this. *How do I approach that girl? What should my opening line be?*

The most-oft asked question of dating coaches is 'what is your line?'

As though a 'line' is somehow magically going to change everything. As though it will make her fall in love with you, fall at your feet and fellate you wildly. Of course she won't!

As though that ever had anything to do with the first thing that you say to her.

The opening line is not a verbal utterance, it is an action. It is the lever upon which the interaction is cranked into life. And as such, the opening line does not have to be anything remarkable at all.

'*Hey, I couldn't help noticing that you are extremely pretty. My name is Troy*' has been a favourite of mine.

If you are at a bar then things become even easier. Simply wait to be served, and, having placed your order with the barman, turn to the pretty girl next to you and say '*Hi – I don't believe we've been formally introduced yet. I'm Troy.*'

Then put out your hand to shake.

The trick is to do this with enough nonchalant confidence that she is bedazzled by your charisma. You must appear overly cocky, as though the melting of maidens before your eyes, and the consequential sensual banquet that inevitably follows, is nothing new to you. It is merely what you have come to expect.

At that point you will have transcended the need to say anything spectacular at all. Your whole being is now your opening line, and your presence is sufficient to inflame passion in the most chaste of girls.

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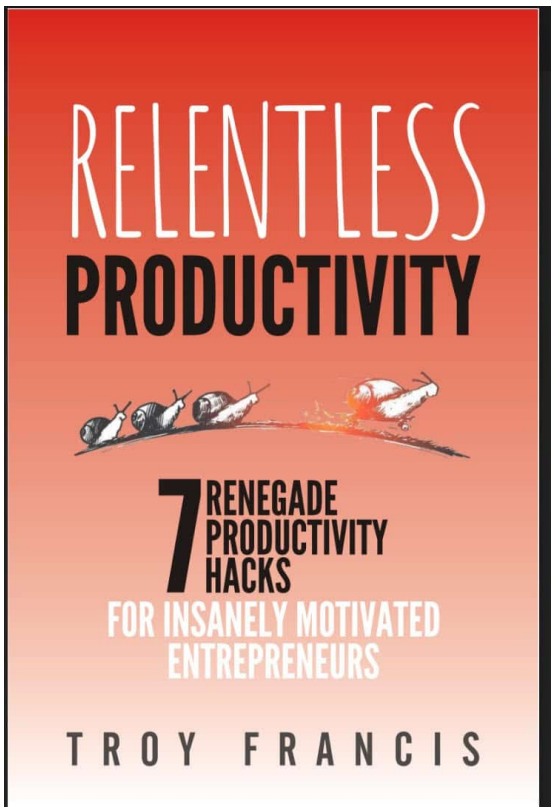
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PRODUCTIVITY
7 RENEGADE PRODUCTIVITY HACKS
FOR INSANELY MOTIVATED ENTREPRENEURS
TROY FRANCIS

Selling Is A Brand of Psychology

Troy · 5 September 2018 · Archived copy · Original

SELLING is a brand of psychology.

Once you understand this you will be able to make a living whatever your circumstances and whatever hardships may befall you in life.

I heard it said just recently that the only insurance policy any of us has against things going sour in the future is a skill and the ability to produce.

Well, if your skill is selling then you will have the ability to produce large sums of money whenever and wherever.

I've been spending a lot of time studying copywriting—it's a key part of my job now, after all—and it's really helped me as a refresher after a short break from my 20+ year career in sales.

So, without further ado, here are the three ways in which you can use psychology to sell, to make money, and to steal business from right under your competition's noses too!

- **Understand your audience's pain points better than they do.**

This is essential. You start with a target audience, not a product. You think hard about that target audience, and you figure out what is *hurting* them. Yes, that's right—you have to get down and dirty here, and think like a predator. What is your audience's Achilles heel? And how can you use it as leverage?

Whether it's fear of being lonely, fear of having no money, a desire to lose weight, a sense of desperation about impending age, you must pinpoint their pain points before proceeding further.

- **Figure out how to solve them**

Now it's your job to solve these pain points your audience has. What can you offer them, what kind of product can you devise, that will make things easier for them?

Look at the competition, see what other people are doing, and work out what you can deliver that solves the problems that persist. How can you counter those complaints customers have about those other products?

- **Communicate more effectively than the other guy that YOU are the solution**

This is where we get down to the sales nitty-gritty. You have to learn the art of persuasion, and you have to position your solution as *the* go-to product…otherwise you won't make sales.

Unfortunately, at a certain point quality alone is not sufficient—you have to also make them *believe* that what you have to offer is of quality.

From a personal brand perspective, the way you do this is to position yourself as an authority figure by releasing a ton of content for free that demonstrates conclusively that you know what you are talking about.

If you do this effectively then the sale effectively makes itself, since your potential customers have bought into you already and are keen to make you the solution to their problem.

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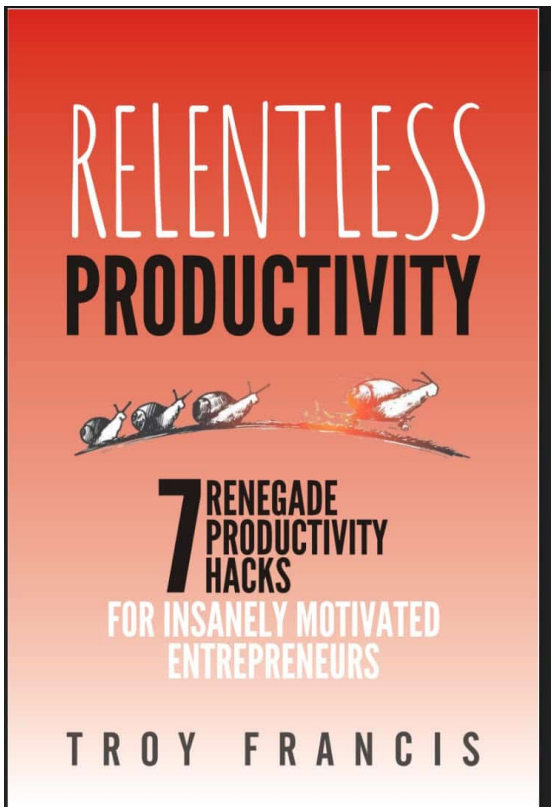
When you've signed up ping me a message and I'll send you a copy of my brand new 100 page book RELENTLESS PRODUCTIVITY for free.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RELENTLESS PRODUCTIVITY Is Now Live!

Troy · 6 September 2018 · Archived copy · Original

Just a quick note to let you know that my brand new book, **RELENTLESS PRODUCTIVITY: 7 RENEGADE PRODUCTIVITY HACKS FOR INSANELY MOTIVATED ENTREPRENEURS** is now live.

The book is a one-hundred page deep dive into the raw, down-and-dirty productivity tools that have enabled me to write and publish **ten** books while also running a daily blog, a daily email to subscribers, a weekly podcast, and regular Instagram and YouTube posts.

Let's be real. If you're reading my stuff, there are probably certain things in your life you want to change.

Maybe you're sick of your job. You want to tell 'the man' where to go, start your own business and make cash for yourself.

Perhaps you want to become location-independent, sitting on the beach with the hot sand between your toes as you tap out emails for your business.

Perhaps you'd like to date a different, beautiful girl in diverse cities around the world—London, Paris, Budapest, Moscow and New York.

Probably you'd like complete freedom, with the potential to make huge amounts of money (if you put in the work and show initiative and persistence).

Certainly you want to have the liquid cash available to pay for your mother's hospital bills if one day she falls ill.

Your big problem?

Time.

As much as you'd like to, you find it really hard to work after a long day at your 9-5 job.

And what with other commitments, including to your girlfriend, your friends, family and so on, it's hard to carve out the time to work on what you *know* needs to be done to radically change your life.

Sounds familiar? Then RELENTLESS PRODUCTIVITY is for you.

In this book I reveal my 7-step process for extreme productivity. This is not PC stuff, and it's not the kind of fluff that you read in other business b0oks. But, it has the distinct advantage of actually working.

So how can you get hold of the book?

Well, unlike my previous releases, RELENTLESS PRODUCTIVITY is not for sale . . . *anywhere*.

You can, however, get a copy absolutely free. All you have to do is sign up for my daily email list, drop me a message, and I'll send you the PDF by return.

Given that this is a book I could easily sell for £40 this is a pretty spectacular offer. And to be honest I'm not sure how long I will be keeping it open for. So if you're at all interested in supercharging your productivity, smashing it in business and taking the fast lane to the good life, then click on the link now for your free copy of RELENTLESS PRODUCTIVITY.

RELENTLESS PRODUCTIVITY – FREE BOOK!

Troy · 7 September 2018 · Archived copy · Original

In this episode I delve deep into my brand-new book RELENTLESS PRODUCTIVITY – 7 RENEGADE PRODUCTIVITY HACKS FOR INSANELY MOTIVATED ENTREPRENEURS.

To get your copy of the book absolutely FREE all you have to do is subscribe to my daily business & success motivation email and ping me a message.

Click the arrow below to listen to the podcast.

For your FREE book sign up here.

https://soundcloud.com/troy-francis-281709461/ep-52-relentless-productivity-free-book

The Robots Are Coming

Troy · 8 September 2018 · Archived copy · Original

Make no mistake, there is a war going on. There may be no guns firing, yet, no tanks out on the lawn, and no bombs raining down over your house… yet. But you are in a battle, no doubt. And it's only going to intensify.

This isn't a war over territory or national treasures. This is a war about resource ownership, about who accrues riches, fame, and all the other advantages success brings.

It's a war over who gets to earn big profits doing whatever the hell they like, and those stuck fighting like rats in a barrel over the few boring, mundane, and soul-destroying jobs— soon all that will be left in the corporate world.

We have a huge enemy coming for us, and not one of our so-called leaders have the slightest clue what to do about it.

That enemy is called automation, or AI.

Perhaps when you were a kid you used to watch sci-fi movies and get scared that the robots were coming to get you.

Well, now they are.

Automation is on its way, and it's coming for pretty much every sector of the economy. Low-skilled jobs will go, of course. Amazon already has robots packing parcels in warehouses and drones delivering them to households.

But it doesn't stop there. Increasingly, even what were previously regarded as 'skilled jobs' will be at risk. Aspects of legal work can be automated. So can accountancy. Even simple medical prescriptions can be compiled and dispensed mechanically. And, while academia is still alive (just), people—increasingly turned off by outrageous university fees—are able to study in virtual classrooms online.

A great many corporate jobs will fall victim to this new trend. Advertising, the sector that I worked in for many years, is becoming more and more automated as programmatic advertising across TV, radio, and the internet becomes the norm. Banking jobs—including trading—can be done by machines.

Many, many forms of work that we used to take for granted are about to dry up. And no one really has a clue what to do about it. Of course, we hear platitudes from politicians and those with vested interests about retraining and 'upskilling'. But if you've worked all your life in the motor industry, and you're over fifty, is it *really* feasible that you're going to retrain as an AI technician (or for whatever other jobs are available).

Not only is all of this inevitable, it is unstoppable. There is absolutely nothing you or I can do about it. Even if politicians could affect it, they are powerless in the face of big business. Business always seek to cut costs as much as is humanly possible.

When faced with such a dire situation, it's easy to look into the future as though one is staring into the abyss. It's easy to feel helpless. Fortunately, though, there is a solution.

This is the introduction to my new book RELENTLESS PRODUCTIVITY. If you would like to receive a copy free of charge, simply join my DAILY email list and then drop me a note to confirm you'd like the book.

To join my email list and get your free book click here now.

The Conflicted Heart of the Artist Entrepreneur

Troy · 12 September 2018 · Archived copy · Original

You don't let doubt get to you, because know that the right way is to be positive.

You get up early and you work hard – sometimes from 7 am to 11pm at night – because the online guru told you to 'crush it'.

You work on rote tasks you don't particularly enjoy, because you recognise that these are part of what it takes to get 'there' – wherever 'there' may be.

You try to decide whether business is an art or a science, and eventually after much pontificating you figure that it can be both, it just depends who is 'doing' the business.

For you, business is an art simply as you have always been the 'arty' type.

Or have you? Is that what you told yourself, but it was simply a narrative, a construct of the mind and nothing more?

What is innate talent, and what is learned? And does it matter anyway?

You always wanted to be a writer, a novelist. And yet now a lot of your time is subsumed in 'commercial writing' – copy and so on. The stuff of hacks.

This is not what you dreamed of when you read James Joyce on underground trains on the way to work.

And yet at least it is 'writing' – of a kind.

You saw yourself, at the end of last year, as a kind of Henry Miller character. A sexual adventurer who would live in tawdry rooms having even more tawdry sex with a string of different girls.

But you also had the hunger in you to make money. It comes from your restlessness, from your inability to accept things as they are.

Everything—for you—always has to be bigger, brighter, bolder.

And that requires money.

Money is needed to travel. Money is needed to reach the bright lights. Money is required to to enter the dimly lit clubs and the lounge bars where the beautiful ladies sit, idly playing with their pearls, awaiting entertainment.

Money is required for the decadent, renegade life you dreamed up for yourself—and which you have indeed lived.

And so you are making money. In 2019, seven figures, easily.

That you will be a millionaire is inevitable, as you continue on this trajectory. The bigger question is what you will do when you get there.

Art was always the dream – and the intention. And actually, creating your life as a palace of dreams that you designed as a child is art, of a kind. But literary fiction was meant to be the vehicle. And it will be.

Because the journey is a narrative. And all you ever wanted to do was to tell stories. And in order for a story to capture readers, it needs to be *exciting*.

And so your resolution is clear: you will live the strangest, most interesting, bizarre, carnivalesque life imaginable.

And then you will write about it. Here, on this website, in articles, and in your books.

You will be your subject, your protagonist.

And you will take your story to the very limits of what is possible.

Live the life you want, not the life you think you should.

If you'd like to receive writing like this every day in your inbox then sign up today for my DAILY email. Ping me a note and I'll also send you a FREE copy of my new book RELENTLESS PRODUCTIVITY.

The 5 KEY Reasons Why You Have To Start Your Own Business

Troy · 13 September 2018 · Archived copy · Original

OK, gentlemen, today I am going to give it to you straight: if you want to live the playboy bachelor life—the life of the renegade who experiences all the very best that this world has to offer—then you have to start your own business.

In fact, if you want to simply safeguard your future, then you have to start your own business.

This is no longer 'an option', or something that would be nice to do 'in the future'. Increasingly, self-employment is looking like the only sane plan any of us has.

Particularly the guy whose interests include freedom, international travel and beautiful women.

Here's why.

1. Control Over Your Destiny

There is a lot of talk on men's websites about being 'alpha'. All well and good—but if you are working for someone else then you are choosing to put yourself in a situation where you are lower than someone else in the pecking order.

Would any truly 'alpha' male willingly do that?

It's no coincidence that the action heroes we see in films are always renegades who do their own thing. James Bond, for example, reports in to M—but he pretty much ignores everything he is told.

Do that in a corporate job and you'll be on a performance improvement plan or fired in no time.

All of us, at some point, come to a crux where we realise that if we are serious about self-development—about becoming better men—then there is *no option* other than to work for ourselves.

It was many years ago that I recognised the conflict between wanting control over my destiny and being a wage slave. In the end I got out.

The good news is that you can too.

2. The Ability To Pivot

When you work for yourself you make all the decisions. And that means that if something isn't working, you can ditch it and move on to a more profitable route.

For example, my main initial income stream was selling ebooks (you can find all my books here). Now, there are authors who make decent money—high six-figures, anyway—just from writing. These people tend to have multiple books out, and obviously the more you publish, the more sales you can make.

I now have ten books out there (including RELENTLESS PRODUCTIVITY, which you can get for free by joining my daily email list) and they make me decent money every month. But I quickly realised that writing a book per month (which was my work-rate earlier this year) was inefficient. It was hugely demanding (and draining) in return for a low unit cost (each book costs $9.99 max).

On the advice of friends I accepted the fact that I needed to create a higher-priced product, which is why my new course PERSONAL BRAND MASTERY will be with you very soon.

I also now do a lot more affiliate sales for other people, and I have more projects in the pipeline for later in the year.

I will never abandon writing—it is my core skill-set, after all. But to make more money I had to pivot.

The great thing is, being self-employed I have the ability to do so. I can just wake up and decide to create a product

on training penguins (if such a thing proved likely to be popular).

When you work for a corporation you have zero say in the direction that company takes. And even if you're being asked to sell a product which is clearly no good, or isn't in demand in the market, you'll have no choice but to keep banging your head against a brick wall.

3. You Will Make More Money

You WILL make more money—for a couple of reasons.

Firstly, there is tax. I won't get into this in detail because it will vary depending on where in the world you are, local laws etc., but the bottom line is there are normally tax breaks for the self-employed, and there are also a great many loopholes you can (legally) exploit.

The other element is passion. Now, you can't really put a price tag on this, but let's face it—if you really love something and you are passionate about it then you are going to work a damn sight harder on it than if you are not.

I know this from my own experience—when I was in corporate work, I would do as little as I could possibly get away with, simply because the work bored me to tears.

Now that I am self-employed I work pretty much all the time because I love it and because—as I have a personal brand business—this *is* my life. There is no separation between what I do and what I create. I simply live, and then generate content about it (and sell things off the back of it).

4. You Can't Get Fired

Simple, but sweet. You can't get fired. Even the UK enters the worst recession of all time next year there is zero chance of me getting fired.

Even if I make a ridiculous mistake that costs my company money, I can't get fired.

If I sleep in and miss a morning at work, I can't get fired.

And so on.

Because I work for myself, I control all the levers. I choose where I base myself, I have control over my costs, I decide on the projects I work on. Which means that I get to steer the ship, whatever the weather.

And whereas for an employer one option is always 'let's shed staff to cut costs', in my company, where I am the only employee, that is *never* on the table.

5. Freedom of Time

This is the big one. You have a finite amount of time on this planet. So do I. Shit, I am in my forties, so I'm halfway through life. Perhaps more, who knows.

The bottom line is, I want to have as much control over my time as possible.

And the way you do that is by creating products and assets that are scalable and can make money for you even when you're not sitting at the desk.

I said earlier that I am working all the time right now and that's true—but believe me, that not what I'm going to be doing in a years' time.

What I'm doing right now is aggressively growing my business by creating assets that I can sell for many, many years to come.

A book is an example of an asset. I sit down to write STILL IN THE GAME. It took me a couple of months in total—not long Now, nearly a year later, it's still selling well and making me a monthly income.

Because the products that I create are 'evergreen' (i.e. they aren't date-specific) then I can sell them for as long as

people want to buy them. And if they do get a little dated then fine—I can rework or repackage them.

It makes much more sense to spend your time building assets that will continue to make you money when you're not working, rather than going to a job where it is *Groundhog Day*—you only get paid for the time that you are there. (This, by the way, is called 'trading time for money' and it's generally looked-down upon by entrepreneurs. But I'll get more into that in another article).

So there you go—five reasons why it is ESSENTIAL you get off your butt and start your business today.

And if you want cutting-edge tips on how YOU too can escape the rat race, live a life of freedom, travel and date beautiful girls then sign up for my DAILY email here.

NEW PODCAST: Vibe

Troy · 15 September 2018 · Archived copy · Original

In this episode I talk about the importance of ‘vibe’ in dating and in entrepreneurship.

Remember to sign up for my DAILY email list – do so today, drop me a note and I’ll send you a FREE copy of my new book RELENTLESS PRODUCTIVITY.

https://soundcloud.com/troy-francis-281709461/ep-53-vibe

Why Narcissism Is Your Greatest Asset With Beautiful Girls

Troy · 20 September 2018 · Archived copy · Original

Here's the truth—shy, self-effacing men do not do well with beautiful women. Why? Because their whole demeanour screams 'low value'.

After all, if you are not at least a little in love with yourself then why should she be?

There's a girl I know, Karina. She works in one of the big department stores in London. Her customers are millionaires and billionaires. Generally she serves women, since she works in the womenswear department, but she frequently comes into contact with their husbands.

Often, when the wives' backs are turned, these men will pass her their telephone numbers.

Of course, generally she discards these numbers since the men are old, unattractive, and socially-inept. Nevertheless, don't imagine for a moment that she is unaware of her sexual power.

These near-daily advances are just one reminder that she is at her peak. Another is the constant ping of 'likes' on her cellphone, as amorous men from all over the world double-tap her Instagram pictures. And finally, of course, there is the general attention that she gets each day simply walking down the street.

It is the daily experience of a beautiful young woman to be constantly reminded of her high value. And as a result, she is likely to look unfavourably on a come-on from anyone she regards as 'less than' her. Which is 99.9% of men.

After all, if you were told everyday by everyone that you were a '9' (whatever that means), then would you willingly entertain anything with a woman designated a '6'?

No, probably not. Why should you? You would just wait for an equal 9 to come along, or you would chase after 10s instead.

(*Yes, I recognise that the numbering system is not to everyone's taste. I don't like it myself since it is so subjective, but I'm just making a point*).

This may well seem callous (and indeed it is), but, well, welcome to planet earth stranger. The reality is that people—men *and* women—act from self-interest more than they do out of charity. Especially in the case of something as intimate and personally important as sex.

That being the case, the only viable strategy is to present yourself as high value—and if possible higher value than *her*.

There are many ways of doing this, most of them what (to miscontextualise DJ Demarco's *Millionaire Fastlane*) might be called 'slowlane' strategies. Earn ten million dollars. Buy a Lambo. Wear designer clothes. A watch that costs £25,000. All of that kind of thing.

These are what the average man imagine will draw women to him. And in some cases he's right. Those strategies will work on certain girls. But you have to be careful. You will be putting yourself in the 'provider' box, which is not what you want.

What you want, as a renegade playboy, is exciting 'lover sex'. And you don't need expensive trinkets to get that.

Extreme self-love is the aphrodisiac that renegade playboys favour. It lingers on them like an expensive cologne. It is discernible by women in the streets, in the department stores, and in the dark lounge bars at night. And it draws them in with its strange alchemy.

Develop extreme self-love—or narcissism, as it better expressed—and you will never want for female company. Why? Simple:

- **If you love yourself so much, she will calculate, you must have some reason for doing so, i.e. you must be**

‘pre-selected’ by other women.

- **You contrast favourably with the other yammering, self-effacing chodes she meets with distressing regularity.**
- **It is more masculine. Did the ancient warrior love himself? Yes, of course. Look at all those statues of ancient Greeks. These guys were narcissistic as hell. Male self-love is something we see reflected in art down the ages. For some reason, it has only recently fallen out of favour with the ‘Blue Harbour clothing, IKEA on a Saturday morning’ band of contemporary chin-strokers. Don’t be one of those guys.**

The cocky-as-hell, self-obsessed man will always attract more admirers than his self-effacing colleagues—it is a simple fact of life. Developing that kind of panache is of course the challenge, however, to get there I would encourage you simply to spend more time alone, considering your goals and your strengths. Various techniques can help with this:

- **Meditation (yes, that old chestnut again)**
- **Journalling (ditto)**
- **Visualisation (of the journey you are on and where it will inevitably lead you)**
- **Affirmations (the nearest thing the non-user can get to a cocaine high)**

Here is my experience: the more that I do these things, and the more that my own inevitable rise to greatness is clear to me, the more that I attract women naturally without really having to do anything.

You see, journalling and writing in particular focus me forensically on my own path. And that form of narrow selfishness itself begets a kind of narcissism which is supremely attractive to other people. In part this may simply be because, as a result of these activities, I am extremely, narrowly obsessed with myself to the exclusion of almost everything else.

Most people are not like this. Most people are not myopic, but rather, they are outward looking and egalitarian. And when you go against the grain you create a schism in the normal way of things which causes you to stand out, and to become *attractive* as a result.

A Narcissistic Personal Brand

All of this, by the way, is precisely why I created my own personal brand online. Because for nearly a year now, everything I have done, at work and at play, has been in service to that brand—the 'Troy Francis' brand—which consists solely of telling my life story online.

A personal brand business is in some ways the most egotistical type you can create—*but it is also the type of business that allows you to live your life as yourself most honestly and freely.*

Here's what I mean. Say you start a dropshipping business (and no offence to the drop-shippers out there—it's a great model, just not for me). OK, you may start making some cash. But you are spending your day researching suppliers of goods you might well not be very interested in, and tinkering with Facebook ads, dealing with customer feedback and so on.

OK, it could be lucrative (if you choose a decent niche), but let's be honest…the nuts and bolts of the work are not your heart's desire. You're only doing it for the money.

Whereas, when you start a personal brand business, you are actively working to monetize the life you would want to lead anyway.

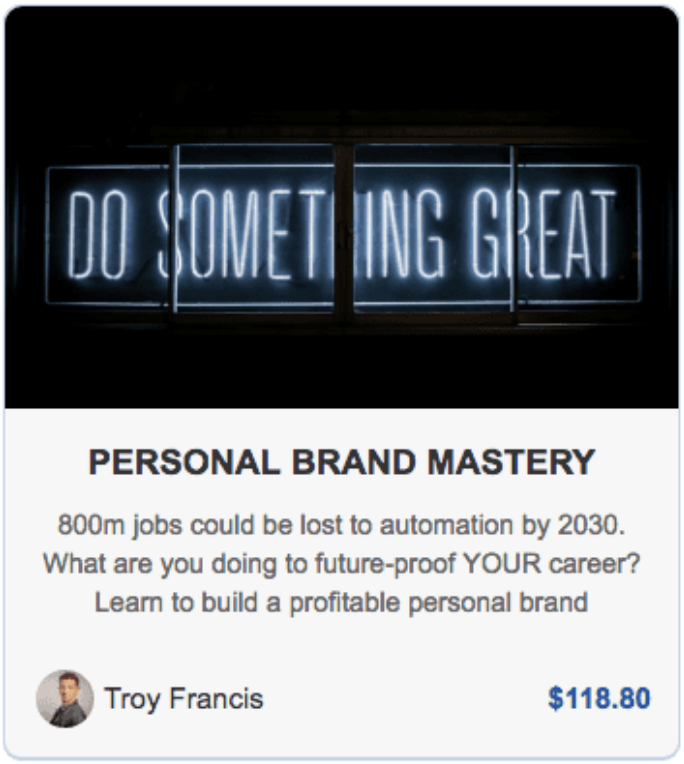
So, for example, if your interest is in meeting girls:

- **You will create content around meeting girls and the stories that come out of it (as I have).**
- **You will then publish that content in order to attract an audience to your work.**
- **And once you have an audience, you will find out what products they want from you, and sell to them.**

It's really that simple . . . and that narcissistic!

It's little wonder that so many renegade playboys favour the 'personal brand' model over any other type of business. It's certainly the method that I've used to escape from the corporate grind and live a life which, frankly, has been incredible so far . . . and continues to be so.

PERSONAL BRAND MASTERY



My new course PERSONAL BRAND MASTERY, which explains exactly how you can go from a position of having a regular job to establishing your own personal brand and monetizing it to the point where you can ditch your boss and enjoy a life of freedom working for yourself, is out this Monday 24th September.

However, in the run up to its release I am giving away a strictly limited 10 copies for just $99 to the first 10 people who enrol this week. To find out more, join my daily email subscriber list here.

Hurry, though . . . those ten spots on the course will go very quickly, and the price doubles to $197 on Monday.

NEW Podcast – Personal Brand Mastery (Plus special offer)

Troy · 21 September 2018 · Archived copy · Original

In this special episode of the podcast I unveil my brand new 8-hour online course **PERSONAL BRAND MASTERY**, which teaches you –

– How to build a personal brand freedom business from scratch
– How to stand out in the market and attract raving fans
– How to create products they will love
– How to monetise your personal brand business so you can ditch your regular job and work for yourself full-time.

PERSONAL BRAND MASTERY launches officially on Monday 24th September, at $197

However, I have TEN copies to give away to people who enrol now for just $99

It's first come, first served, though. And once those ten places are gone, that's it—you'll have to wait until Monday when you'll pay more.

So, to get instant access to the course for a lifetime (plus any updates absolutely free of charge) sign up to my email list now for instructions.

Oh, by the way, there's a 30-day 100% money back guarantee so absolutely zero risk on your part.

Sign up here now:

https://soundcloud.com/troy-francis-281709461/ep-54-personal-brand-mastery

Pinter At The Pinter One – Theatre Review

Troy · 22 September 2018 · Archived copy · Original

I went to see the first Pinter at the Pinter performance tonight.

To explain—Harold Pinter (1930 – 2008) was one of the most influential British dramatists of all time. His most famous long-form plays include *The Birthday Party*, *The Caretaker* and *The Homecoming*.

Right now, the Harold Pinter theatre in London (just down the road from my current residence) is showing a whole season of his lesser-known, one-act plays, from now right into February next year.

As a huge Pinter fan my aim is to get to all of these shows.

If you know nothing about Pinter, what do you need to know? His heritage was Polish and Ukrainian and he was of Jewish origin. He became increasingly political towards the end of his life, speaking out strongly against the Iraq war and Israel.

His drama, while not quite absurdist, was certainly influenced by Samuel Beckett's writing, and is not realist. Instead, he created dramatic structures out of language that, while operating like 'normal' plays, are not 'normal', since characters' biographies, back-stories and motivations remain ambiguous and opaque.

As a result, watching his stuff is strangely disconcerting. On a superficial level you know what's going on—two people are in a room talking, it's a party, we're in a prison cell, and so on—but on a more fundamental level you're in the dark. Why are these people here? What do they mean by the things that they are saying? And why is there always a sense of menace even when the dialogue seems passingly banal?

All of which makes Pinter's style especially apposite for tackling politics, since politics is a game played with language where ambiguity is not merely a bug, but rather a central and necessary feature.

Which leads me to tonight's performance of his one-act plays *One For The Road*, *The New World Order*, *Mountain Language*, *Ashes To Ashes*, *The Pres and an Officer*, *Death*, and others.

The first section, before the interval, was a rapid fire round of most of these plays, with the longest being *One For The Road*, which lasted for around 30 minutes. After the break we saw *Ashes to Ashes* in its entirety: a longer piece coming up on an hour.

That first section was something like a sketch show filtered through the aesthetic palette of *Black Mirror*. Dystopian set-ups came, one after another. A newly appointed minister for culture being interviewed by the press, boasting about his plans to stifle 'critical dissent'. A head of a jail, a torturer, interviewing, separately, a dissident, his wife, and their child (off-stage the man is tortured, his wife serially raped and—we assume—the child murdered). A Donald Trump-styled president of the United States orders the 'nuking' of London, mistaking it for the capital of France. And the wives and mothers of imprisoned dissenters come to visit their husbands in a military prison only to be abused and told that their 'language' is no longer permitted.

Rather like a night out with Kafka and George Orwell, the performances sparkled intellectually, while not exactly being a barrel of laughs. Pinter's main interests (as always) seem to be the ways in which language can be weaponised—fashioned into a tool for obfuscation, opening up a path whereby atrocities may be committed.

As much as anything, we are reminded that might makes right. There is no moral compass and it never matters who is the more intelligent or has the best arguments—power, jackboot-shod, with rape and castration as its weapons, wins out in the end.

It's depressing, dystopian stuff. No wonder I overheard one woman asking an attendant if the second half was as bad, since the first had 'traumatised' her.

Actually, *Ashes to Ashes* was in some ways a little less brutal than the jab-jab-punch round that preceded it. At first

appearing to depict a domestic argument between a husband and wife, with the wife confessing to an infidelity, by the end it appeared that the wife had been driven insane by having her baby taken away in an undefined military scenario (perhaps echoing the holocaust).

In other words, the political was front and centre in each of these pieces in a way that—it goes without saying—felt incredibly timely. The Jamie Lloyd company always do great productions and have a knack of dusting off old texts and making them sparklingly relevant.

And at a point in history when everyone should keep copies of the aforementioned Kafka and Orwell by the bed to shed a little light on what's going on in the world, Pinter's is another essential voice for elucidating, if not the meaning of contemporary polities, then at least its shape and drivers.

Pinter One is on until the 20th October and it's well worth seeing if you're in London.

If you want exclusive daily content from me on how to escape the matrix, build a personal brand business, live where you want and date freely then join my daily subscribers list today. There's a very special offering running for those who join right now 🔴

Why The Renegade Playboy Is Recession-Proof

Troy · 23 September 2018 · Archived copy · Original

The renegade playboy deliberately untangles himself from societally-approved structures and build his own instead.

In this way he ensures that he is less vulnerable to external shocks like a recession.

Why? Because the renegade playboy is at root a *sensualist*. In other words, he is here to have a good time. And he doesn't want to let some minor stupidity like political or economic ineptitude stand in the way of him having it.

A slightly different way of looking at this is that he will work incredibly hard now so he can be idle later on.

Which is why it is essential that in time the renegade playboy becomes self-employed.

Actually, there are various reasons for it. For one, you can't very well call yourself a 'renegade playboy' if you have to get up at 6am every day at someone else's behest, and have to be in the office for the staff meeting by 9am.

Well, that hardly screams 'liberty' does it?

Girls

And look, when you got into all of this in the first place, it was predominantly for the girls, wasn't it?

You wanted to be able to date who you wanted, when you wanted, where you wanted.

Well, a full-time job gets in the way of that—severely. Working full-time means you can't go on dates in the daytime, and often even midweek meet-ups become problematic since you have to get up so early in the morning. Plus some nights you have to stay in the office until 8pm or even later.

Which is why, when you look at renegade playboys globally, you will see that the most successful are either independently wealthy, unemployed, freelancing or consulting, or earning a passive income from a business.

The last option is the most popular one for discussion on men's self-improvement Twitter and websites. Largely because it is the most achievable (if you are not already rich) and teachable. It is also, for a great many men. extremely attractive, since it equals self-determination, creative freedom and so on.

I gave up my full-time corporate job in November 2017, and so for nearly a year I have been self-employed, working on building this personal brand.

Just recently, my monthly income has begun to exceed what I was being paid in salary previously.

Any way you look at it, this is a significant win. The reason that many people feel unable to leave their 9-5s comes down to money- '*How do I know I'll be able to make enough to live on?*' goes the refrain.

Well, my experience shows that not only *can* you earn enough, you can earn *more* than enough.

But money aside, there's something even more significant about the self-employed renegade playboy's position that is huge—he has made himself recession-proof.

Why? Well, consider this. America may be getting great again across the Atlantic, but here in Britain economic rumblings abound.Whether or not you voted for Brexit, the fact is that the UK's exit is likely—at minimum—to cause *some* economic turbulence over the next couple of years.

After all, why wouldn't it? No one can reasonably have expected that leaving behind 45 years-worth of legal interconnectedness would be entirely plain-sailing, and even the most optimistic for the longer-term future of the UK's prospects must concede that the road getting us there may be a little bumpy.

What this could mean is job losses as companies either move or reconfigure or even go out of business.

And the renegade playboy, having set up his passive income stream in advance, is protected.

Well, no-one's going to fire him, are they?

And if his income is from an online business then all the better, since his potential pool of customers is global rather than local. So even if, in the worst case scenario, the UK economy *did* tank, it wouldn't affect him so much since he'd simultaneously be doing business in other countries as well.

He is hedged against any potential downturn.

Let The Good Times Roll

Why is this important? Well, for one thing no-one likes worrying over whether or not one will hang onto a job one doesn't particularly like anyway—that's hardly a recipe for enjoying life.

But even more importantly, as I said earlier, the playboy's main concern is with keeping the good times rolling. Why should worries about your job, or having to interview for new positions, or whatever, stop you from having a great time with the ladies, while travelling, partying and so on.

Life really is too short to let a recession get in the way of a good time.

All of which is exactly why I began my own personal brand freedom business. And my course, Personal Brand Mastery, which teaches you how to do the same, is out tomorrow at a cost of $197 (although there are still a one or two spots left for $99 if you hurry and go here now).

There is no doubt that, without my business, I would not be able to live the life of richness and pleasure that I do now, and I would also be a lot more worried about the state of the economy and 'what might happen.'

Because as things stand, I can be very nimble and adaptable to change. I can move wherever I want on the planet—so, somewhere much cheaper than London if I wanted to. I can launch new products and go into new markets whenever I choose. I can do special deals on my products, or increase prices.

Really, anything is possible. And when you're part of a big organisation that's not the case. You have to play by their rules and the ship usually turns very slowly indeed.

The renegade playboy values freedom above all else. The freedom to do what he wants with his time, live where he likes and date whomever he wants. He also reserves the right to be recession-proof, having little appetite for going down on the same ship as everyone else.

And as such, if there's a better model for him than either being rich already, or a personal brand freedom business, then I have yet to see it.

If you want the chance of securing a place on Personal Brand Mastery for just $99 before the price doubles (limited to the first ten who apply only) then join my daily email list for instructions here.

A.I. Set To Kill 800,000,000 jobs by 2030. What are you doing to future-proof YOUR career?

Troy · 24 September 2018 · Archived copy · Original

Look, let's not mess around. I know you are busy, and so am I.

Of course we are.

We are busy because the world we live in has become increasingly demanding, stressful and just so damn expensive, hasn't it?

Sometimes we look back about how things 'used to be' when we were at school or college.

How simple everything seemed back then!

All we had to do was read a few textbooks, kick a ball around at lunchtime, and then go back home for mom's cooking at night.

But nowadays, having to stand on your own two feet, make your own money, and work a job you most probably hate just to keep the wheels of your life in motion—sometimes you find yourself wishing things could be a little easier.

More fun.

Perhaps you see others on Instagram and Twitter leading glamorous, exciting lives, travelling the world and enjoying their freedom.

Every feed these days seems to be just one long scroll of beautiful girls, fancy cars, glitzy nightclubs and gorgeous sunsets over white-sand beaches.

Maybe you'd like to live the that playboy entrepreneur life too.

Or perhaps you don't care about that that stuff so much.

All you want to do is to create work that you love, and help others in the process.

Give something back to society.

Either way, there are two little problems that keep coming up that seem to get in the way of your dreams:

Money, and *time.*

Either we don't have enough money, or we work such long hours that we don't have the time to enjoy it.

Some people call this poor 'work-life balance'.

But whatever you call it, it sucks.

I had exactly this problem myself up until just a year ago. In fact, I worked corporate jobs that I hated for nearly *twenty years* before I finally discovered the unique and little-known solution to 'work-life balance' that I am about to share with you in just a moment.

I am in my forties now, and—quite frankly—loving life.

Maybe you are a similar age or just a little older. Perhaps you are much younger. Possibly you only just got out of college.Maybe you're in your first soul-sucking corporate job.

Whatever. It really doesn't matter. The problems of work-life balance are the same no matter what stage of life we are at.

And the beauty of the method I'm going to share with you soon is that it doesn't matter one jot how old you are,

what your work background is, where you went to school—none of that stuff is important.

It will still work for you.

But if you *are* doing one of those ego-sapping corporate jobs that so many of us end up in then my heart goes out to you, it really does.

Because—as I've said—I suffered exactly the same fate for coming up on *two decades*.

But don't worry—you don't have to make the same mistakes that I did.

Your escape can come a lot quicker.

THE WONDERFUL WORLD OF CORPORATE WORK

The bottom line is that corporate work is a con.

It doesn't deliver what it promises—neither the security, nor the money.

(OK, you can make 'good' money in a corporate job. But you'll never make 'amazing' money like you can as a self-employed person).

Maybe corporate work never did deliver—but today is DEFINITELY doesn't.

My father, who was born in the 1950s, worked for the same firm for most of his career. We're talking over 25 years with one company.

Good for him—but his generation (the baby boomers) is the last that will EVER enjoy that advantage.

These days, you and I both know there is no such thing as 'company loyalty'.

And no matter what industry you are in—law, accounting, finance, advertising, construction, retail *or whatever*—you can bet your life that the executives upstairs, locked away in their ivory tower, are poring over spreadsheets, totting up the numbers and figuring out the very best way to put money in their pockets (and their shareholder's pockets) at your expense.

And make no mistake—you are 100% expendable:

- ***Even if* you have a water-tight contract that 'guarantees' you 'employment rights'.**
- ***Even if* the CEO stood up and told everyone at the last company meeting that there were no plans for job cuts.**
- ***Even if* your line manager has privately told you that 'you'll be OK—you've been here for ages. *They* won't fire *you*.'**

Bullshit, all of it.

They *will* fire you, in the end.

It's just a matter of time.

They know it—and deep down you do, too.

But you don't want to admit it to yourself.

Why?

Because the alternative is too scary.

That you might have to find a way to stop relying on the corporate world to pay your bills, and discover another path for you to make money and thrive.

But it was never meant to be this way, was it? You were never *meant* to wind up in a job that makes you miserable and call it 'life'.

And it *isn't* that way, for increasing numbers of people. You know that, because you see them on Instagram and Twitter and YouTube, plus on all your other social media feeds.

LIVING THE DREAM

Imagine for a moment what your life would be like right now if you didn't have the responsibilities and pressures of a 9-5 job.

That you enjoyed incredible, unbelievable 'work-life balance'.

That you were 'living the dream' instead.

What would you do?

Where would you go?

Perhaps you are one of those people who loves the outdoors—beaches, sea and exotic, sunkissed locations.

Well, wouldn't it be great to wake up when you want in the morning (no alarm clock), step out of your apartment and sit out on a golden beach, the warm sand between your toes, as you sip an ice-cold orange juice, or a coffee, answering a couple of emails on your phone…

(Or not – you could always leave them 'til later if you'd prefer).

On the other hand, maybe you are the type who prefers the big city—bustling, exciting, filled with energy and creativity.

So you decide to pitch up in London for a couple of weeks and work from there.

No agenda—you just want to enjoy everything the city has to offer. The nightlife, the restaurants, the luxury stores—as well as the buzz and excitement of the urban scene.

So on a whim you book a flight, rent an apartment, and go.

Once you arrive you get up when you want in the mornings, do a little work on the laptop and then you are free to explore.

You could go for brunch, maybe check out an art gallery or one of the beautiful parks, and then visit one of the ritzy Mayfair nightclubs in the evening.

Of course, all around you are people wearing suits, rushing around with serious expressions on their faces, going from this meeting to that.

But you simply smile, happy and grateful beyond belief that you have finally discovered this little-known but devastatingly effective shortcut to creating the perfect lifestyle business.

These days, the London life I have just described is a pretty accurate picture of how things are for me right now.

But let me tell you, it wasn't always that way.

Not by any stretch of the imagination.

A CORPORATE 9-5 JOB IS HELL ON EARTH

You see, only a year ago I was still working in the advertising industry.

Now don't get me wrong—I learned a lot in my corporate career which I am truly grateful for.

After all, a thorough understanding of how the world's top FTSE 500 / S&P 500 companies use branding plus cutting-edge sales-and-marketing techniques to persuade billions of customers worldwide to buy their products has

been invaluable to me.

It's given me unique knowledge about how big companies work that has supercharged my own business.

Knowledge that I'm now able to pass on to you.

But I won't sugarcoat this.

Working in that corporate environment was hell.

Not that I didn't have colleagues that I liked and respected, of course.

But overall, the experience of corporate work was dismal.

MIKE 'THE OFFICE OGRE'

I remember I had one boss, this ogre of a guy called Mike.

Now, Mike was a hardass and no mistake.

Every morning he would come into the office with a cup of Starbucks coffee grasped in his vast, hairy fist and glare at us all.

As soon as he entered there was this hushed silence.

Literally *everyone* was scared of this guy.

Now, every Monday morning we would have a sales meeting where the whole department would sit around a big, round table and report back on the deals we'd brought in the week before.

Still half-asleep from having got up at 5am, we would sit there quaking and sweating under the bright fluorescent lights—PRAYING that Mike didn't pick on us for questioning.

If he did ask you a question and you didn't know your stuff—boy, were you in trouble.

– 'You—how much did Volkswagen spend in the third quarter of last year?'

– 'Troy – what was our market share of British Airways business against our competitors?'

– 'What year-on-year revenue increase have we seen on X channel?'

And so on.

Those meetings would drag on for what seemed like hours.

And the only way you'd get through would be to pray you weren't picked on.

What a horrendous way to start the week!

But it wasn't just that.

The hours were long. The pay—even when I was making six-figures—wasn't enough when you broke it down to an hourly rate.

And you were forever walking on eggshells, afraid that something you said was going to land you in front of the sour-faced HR lady who ruled her department with an iron fist.

Yes, corporate work is no joke.

Not when so many industries are in decline because of competition from the internet or tech.

And certainly not when artificial intelligence is swooping down to take all the jobs anyway.

Did you know that by 2030, 800 million jobs could go globally as a result of A.I.? (According to a report by McKinsey Global Institute).

Hell, you put up with all that stress working for the man only to get replaced by a robot down the line anyway.

Is that any way to live life?

Is it really worth it?

Of course not.

There has to be another way.

And there is.

I discovered it, and I'm not exaggerating when I say it changed my whole life—for the *better*.

Because here's the thing—that whole 'work-life balance' deal we were talking about really only comes down to one, very simple thing:

Money.

And you know the very best way to make money?

It's as old as the hills.

You *sell things* to other people.

HOW TO MAKE SELLING LAUGHABLY EASY

Right Troy, you're thinking. *Tell me something I don't know!*

O.K., but first let me share a few things I had to learn the hard way:

- **Selling is not a dirty word, as some think.**
- **Selling is good.**
- **Selling is ethical (if you're an ethical person—which you are—so no worries, right?)**
- **Selling is also *easy*—if you are *known.***

Yes, it really is that simple.

The secret sauce to making selling things to people laughably easy—and to achieving that ideal work-life balance we all crave— **is becoming *known.***

And the path to becoming known in 2018 is simpler than it ever was before…

You build a 'PERSONAL BRAND' online.

OK, I know what you're thinking—what the hell is a 'personal brand' anyway?

Isn't that just another one of those internet buzzwords they keep coming up with?

I thought the same thing myself…until I met a guy who became a very good friend of mine, and who showed me first-hand how building a personal brand is *absolutely* the very best way of doing business, making money and enjoying work-life balance today.

And it's not like 'persona branding' is some kind of crazy, newfangled idea, either.

Throughout history, great figures have used fame generated by their talent or position to create enviable wealth and freedom for themselves.

From Beethoven to Lord Byron to Oscar Wilde to the biggest celebrities on the planet today—the likes of Jay Z, Beyonce, Leonardo diCaprio and Taylor Swift—being *known* via a personal brand has been used as a tool to create

wealth and life a life of freedom and enjoyment for centuries.

It's not just writers, artists and musicians who use their personal brands to create incredible lives for themselves: politicians and business men and women use it too.

After all, love him or loathe him, Donald Trump's election as the president of the United States of America has shown the whole planet how a strong personal brand is a shortcut to power and influence.

And you only have to look at the likes of Elon Musk, Richard Branson and Steve Jobs to see how personal brand can help the entrepreneur reach even greater heights.

The sporting world, too, is packed full of people with enormous personal brands, including David Beckham, Cristiano Ronaldo and LeBron James.

Let's face it: *regardless* of what profession or industry you are in, it is far better to be known to others than not known.

Why?

It's very simple.

Because being known makes it easier to sell products and services to people.

Study after study has proven that customers are far more likely to buy from a person or brand that is known to them than one that isn't.

Why do you think the likes of Coca Cola and Nike and Adidas spend mind-boggling amounts of money on advertising?

It's not for the fun of it—or to satisfy their egos.

No.

The reason they do it is because they know that the more *familiar* they are to people, the more likely those people are to open their wallets and hand over their hard-earned money.

At this point you might well be thinking, 'OK Troy, I get all of that. But what does it have to do with *me*?'

I'll tell you right now: it's not just global corporations or pro-athletes or world-class celebrities who benefit financially from being known.

In 2018, with the power of the internet, every single one of us has the ability to make ourselves 'micro-famous' by building a personal brand online up to and far beyond where we can live off the money it makes makes for us.

And the great thing is, once you've set up the initial systems of success (which I will guide you through step-by-step) then the money you earn can come in pretty passively, leaving you time to work on other projects, travel or simply relax.

This is how a personal brand business solves that 'work-life balance' problem we were talking about earlier.

Because when you do it right, all you do is live the life you want to (exotic beaches and all) and post content about it online.

Of course, there's more to it than that, and it's hard work at times.

But in the end your job is to create entertaining and informative content for other people just by living your own life as you choose.

It sure beats going into an office every day.

EVEN MY DOCTOR USES HIS PERSONAL BRAND TO WIN HIGH-PAYING CLIENTS

Don't believe me? OK, I'll give you just one example of an 'ordinary person' who makes money through his personal brand presence online—my doctor.

I first found my doctor a few years ago when I was looking online for a new general practitioner in central London.

A Google search revealed several nondescript websites for clinics on Harley Street—all perfectly serviceable, I'm sure, but none that really reached out and grabbed me.

And then I happened upon the guy who is now my doctor.

Not only did he have a great-looking and serviceable website. He also had a Facebook page, LinkedIn, a YouTube channel—and now he even has Instagram.

As I pored over his posts, and watched his videos—where he talked about common symptoms and what they might mean, how to prepare for the winter cold season, and so on—I could see for myself that this guy was not only knowledgeable, but also friendly, warm and professional as well.

As a result of the personal brand he had created online (for that's exactly what it it) I immediately called his office and made an appointment to see him—and he isn't cheap, believe me.

I've been a patient of his for over three years now, spending thousands of pounds on appointments with him. And it is no exaggeration at all to say that he won my business because of his personal brand.

Hopefully now you are starting to see for yourself the power of building a personal brand—no matter what line of business you are in . . . and it even works if you don't have a business or profession currently.

This is about creating **'the business of YOU'.**

THE BUSINESS OF YOU

But you have to understand what you are doing.

To have a method.

No, it's not just a case of putting up a few random posts on social media and hoping for the best.

Instead, it's about learning a structured, comprehensive, tried-and-tested model for creating and building a personal brand business online with YOU at the centre.

As I said, it's about creating a business around *you*—your personality, your quirks, your likes, your dislikes. All delivered through *content that you will create and publish online,* whether that be articles, videos on YouTube, pictures on Instagram, a podcast—whatever you prefer.

OK, Troy, you might be thinking now—I love the idea of working for myself online, generating a (potentially limitless) income and being free from the 9-5 office grind.

- **But I have no idea where to start.**
- **What kind of content should I create?**
- **How often should I publish it?**
- **What platforms should I be using?**
- **Do I need my own website?**
- **And how do I know for sure that people are going to be interested?**
- **Plus (you might be saying) I'm not a doctor. And I don't have anything to sell. So even if I do create my own personal brand, how the hell am I going to make money from it?**

Don't worry. All of those are great questions. And all of them are answered in full in my premium online course Personal Brand Mastery.

PERSONAL BRAND MASTERY

Personal Brand Mastery is a seven-plus hour video course in which I reveal *every single* little-known method and technique for creating a powerful personal brand that enabled me to escape from that six-figure desk job that I despised, and start making money for myself online instead.

If you choose to invest in the course, you will learn the precise strategies that I and many other top personal brand creators around the world use to earn an income that is significantly higher than what we were making in the corporate world—all *without having to:*

- **Get up early to go to a stuffy office**
- **Commute for hours every day through slow traffic or on packed-out trains and subways.**
- **Suck up to bosses that you despise and**
- **Make small-talk with loser colleagues who are the kind of people you only spend time with because you are paid to do so.**

Now listen. I'm going to get real with you here. Do you *need* to invest in Personal Brand Mastery to accomplish what I describe above.

No, of course you don't.

Personal Branding is still seen as a relatively young industry (although of course it isn't, as we've seen).

That being the case, there aren't that many premium-quality courses on the market about it yet.

So many of your favourite online 'gurus' probably didn't take a course to get where they are today.

In the end,personal branding is all about posting content to social media—'content marketing', in other words.

Which is not in itself difficult.

And if you want to study content marketing then yes, there are videos on YouTube, and podcasts, and articles, and books that can help you.

But here's the thing. If you're read this far then I'm going to put two-and-two together and make the not-unreasonable assumption that:

(a) You agree with what I'm saying about corporate work and work-life balance.

(b) You want to make some big changes in your life, and in your career in particular.

I understand.

I felt exactly the same when I was stuck in the office dealing with Mike every day.

But it took me over four years to figure out the system of personal brand building that I teach step-by-step in this course.

That's four long, hard years of your life working a full-time job while on the side figuring all of this stuff out.

I spent countless hours online, or deep in books, extracting useful information.

All while I was writing content for my blog and for other websites, trying to get my name out there.

And working that hellish 9-5 at the same time, of course.

That's a lot of effort to go through.

Not that I regret it for a moment, of course.

It earned me my freedom and the life I have now.

But I don't want YOU to have to go through the same thing when you don't have to.

And most importantly, I don't want YOU to make the same mistakes that I did building my brand—mistakes that cost me not only time, but a lot of money too.

So if you are unsure about taking the course, let me tell you that doing it the hard way like I did was 1000x more overwhelming.

I just wish I'd taken a well-structured video course showing me the exact steps I needed to be successful back then.

Fortunately, I had friends to mentor me and help me along the way. Like the guy I mentioned earlier. He has 25,000 subscribers on YouTube and he gets something like 1m listens a month on his podcast.

From those two things alone he makes enough money to spend his life travelling the world.

Pretty sweet, right?

These days, guys as big as that—and even bigger—are a part of my inner circle. Which is why my personal brand (and income) has exploded over the past twelve months.

It's also why I am in a position to share with you these personal branding secrets that are only known to a very few of the planet's top influencers, bloggers, YouTubers and creators.

AND THE BEAUTY OF IT IS YOU DON'T HAVE TO 'WIN OVER' THE WHOLE INTERNET

But Troy, you might be thinking. *All this sounds great—but your personal brand isn't even that big! Why should I listen to you?*

Let me explain. Sure, my personal brand *is* relatively small—at the moment.

At the time of writing I have something like 5.5k followers on Twitter, coming up for 2k on Instagram, a website that gets around 25k hits a month, and a growing email list.

Hands up—I'm not going to be worrying Dan Bilzerian any time soon.

But here's the beautiful thing:

Despite having a fairly niche audience, I've *still* monetized my personal brand it to the point where I've been able to give up the corporate grind and make MORE MONEY from my online business than I did with my salary!

And that is **huge:**

- **It proves that you don't have to be the biggest in the world in order to achieve enviable work-life balance and make money.**
- **You just need a small(ish) group of committed, loyal fans—small enough so that literally anyone can get there—and then you are in business.**

Maybe you've heard of Kevin Kelly's famous essay on **'1000 True Fans'.**

(Kelly is a writer, thinker and the founder of *Wired Magazine*).

If you haven't I'd highly recommend you check it out. Because in it Kelly makes the point that, in the digital age, you don't *need* millions of fans.

In fact, if you can grow and audience of just 1000 true fans who are loyal enough to you that they will buy

every product that you put out, and you create just $250-worth of goods or services, then you will earn $250,000 that year.

Not bad, right? That's $250,000 you'll have earned on your own initiative, without a bullying boss breathing down your neck, and without all the stress and crap of office politics.

Of course, many personal brand creators earn a ton more than 1000 fans and $250,000—and you can too, if you put the work in—but that's just to give you an idea of what's possible without even getting that big.

Oh, and the the way, while we're talking money, Forbes recently ran a front-cover story on Kylie Jenner titled **'How 20-Year-Old Kylie Jenner Built A $900 Million Fortune In Less Than 3 Years'**

Just let that sink in for a moment.

Kylie Jenner, aged only 20 years old, has made nearly a billion dollars, all from her personal brand business.

Now of course, Jenner comes from an influential family and has had many advantages.

But still—if you were under any illusions that this 'personal brand' thing is a joke, or some kind of hobby, then you can drop them now.

This is serious, big business—and I can tell you that influencers far smaller that Jenner—ordinary people like you and me—are making HUGE amounts of money today from their personal brands.

And anyway, you may not even want to grow a huge following.

For many people, *not* getting 'big' is in itself a benefit.

Why?

Because not everyone *wants* to get too much attention from the outside world.

Some like the *idea* of a personal brand business, but they have no desire to 'get famous' or take over the world.

Well, that's absolutely fine—you don't have to.

You are in complete control of what you do. And you can scale your personal brand business as big as you like, or keep it niche and low-key.

Up to you.

But without a doubt, as we slide towards increased automation and the job market starts to shrink dramatically, we're all thinking about the future and how best to future-proof our careers plus protect ourselves and our loved ones.

It's little wonder that so many people like you are now seeing the huge benefits of starting their own personal brand.

And what better way is there to learn how than through someone who's been exactly where you are now, then got in the trenches and figured this stuff out for you?

Seriously, if you choose to invest in Personal Brand Mastery you will get every single tool and technique that I discovered the hard way about personal branding—and you get it immediately.

This course will literally save you four or five *years* of hard work—and think of all the money you could earn in that time!

Of course, whether or not you enrol in the course is entirely up to you.

It's your choice.

If you like, you can decide that it isn't for you right now, and that you'd prefer to find the information out yourself

through searching through YouTube videos and poring over hundreds of articles and podcasts.

You're totally free to make up your own mind.

We're all different and you must do what works in your particular case.

But there is a reason why I personally take so many online business courses—and why many of the most successful entrepreneurs I know do too.

Yes, there is an upfront investment involved—but just think of the opportunity cost in time, frustration, and money in *not* taking that online course.

And there's one other thing.

Building a personal brand business is NOT some 'get rich quick' strategy.

This stuff takes time, dedication and commitment.

You can be successful—and you will be—but you have to be prepared to put in the work on creating consistent content.

And so a course that helps cut out all of the research you'd have to do otherwise saves valuable time—and money.

Anyway, enough blabber. Let's get into the details.

I'm sure by now you are wondering exactly what you will get if you choose to invest the (in my view ridiculously inexpensive) $197 in Personal Brand Mastery today.

So let's dive in and see the actionable benefits you will get in each of the course's seven sections in turn.

1. STARTING OUT

– The WEIRD truth about what a 'brand' really is. You may *think* you understand the term—I did too, until I found out this surprising and little-known psychological explanation.

– The 3 KEY things you must be absolutely, 100% clear on in your own mind before you go a single step further in building your personal brand.

– Which UNEXPECTED character traits building a successful personal brand business *really*require to stand out and make an impact—and how you can acquire them.

– Why fancy, complicated analytics tools aren't the best way to select your niche, and the surprising role gut instinct plays in creating a compelling personal brand.

2. SUPERCHARGED MONEY-MAKING MINDSET

– The discombobulating truth about what is *really* holding you back from making MONEY online and how to fix it—fast.

– The frankly embarrassing but ridiculously-effective technique that I use every day that will make your SELF-CONFIDENCE SOAR

– Think like a crack addict – the amazing but little-known way in which thinking like an addict will help you GROW YOUR BUSINESS MASSIVELY.

– Congratulations, you are now in SHOW BUSINESS! Why building a personal brand makes you an 'infotainer' and how to embrace it!

3. BUILDING YOUR PERSONAL BRAND

– Why you have to be a 'PURPLE COW' with your personal brand (and don't worry—if you have no idea what I'm talking about, all will be revealed!)

– The counter-intuitive truth about your darker side, and why it's actually an extremely POSITIVE thing to bring it out in your personal branding

– Why being radically vulnerable and actually making yourself look BAD in your content can help you attract MORE HIGH-PAYING CUSTOMERS

– The 'Donald Trump effect' and why it's actually BETTER FOR BUSINESS to have some people really HATE you and what you stand for!

– The little-known truth about the real reason why Frank Sinatra, Marilyn Monroe, Amy Winehouse and Dave Gahan from Depeche Mode are HUGE STARS – and how YOU TOO can use it in your personal brand.

4. HOW TO CREATE KILLER CONTENT

– A crazy guy at your local café clucking like a chicken is totally irrelevant to your business, right? WRONG – learn how you can turn the weirdest, most whacked-out things you see and experience into into PROFITABLE content for your personal brand!

– How to become a content robot, so that EVERYTHING that happens to you can be turned into material for your personal brand, ultimately allowing you to MAKE MORE MONEY.

– Precisely why the ancient Greek philosopher and scientist Aristotle can help put MORE MONEY in your bank account with the these under-the-radar STORYTELLING methods.

– A super-powerful pro-technique for how to ALWAYS have something to talk about online and never get 'writer's block'.

5. POWERFUL MARKETING TECHNIQUES TO SKYROCKET YOUR SUCCESS

– Which social media platforms should you really be using to build a HUGE AUDIENCE for your personal brand? (Hint: they're probably NOT the ones you're thinking of right now).

– The truth about whether you need your own website, and how to OVERTAKE YOUR COMPETITION who are failing in this area.

– COPYWRITING: Why EXTREME emotions are the best way to SELL RIDICULOUS AMOUNTS of product to your audience—and how you can ethically harness them in your writing.

– SEO – tried-and-tested techniques for getting rabid FANS feverishly searching for your content on Google.

– The supreme, earth-shattering importance of building your own email list for PROFIT. Plus – what to say, how to say it, and how often to email.

6. RELENTLESS PRODUCTIVITY

– The 7 counter-intuitive steps that I have used to produce HUGE amounts of content – 10 books, a daily blog and email, a weekly podcast, this course etc — within one year!

– Find out the real reason that no-one else is telling you about why you are not a productivity SUPERSTAR right now – and what to do about it.

– How NEGATIVE emotions like jealousy and anger will unexpectedly SKYROCKET your productivity.

– Why you need to get ADDICTED, find your 'blood and guts why', and then get ruthless about the people and things around you to BOOST your work rate.

– Exactly why you have to be a HUNTER

– 'The Frenzy Philosophy' – what it is and how it will REVOLUTIONISE your business and get the money flowing in!

7. HOW TO MAKE SERIOUS MONEY FROM YOUR PERSONAL BRAND

– Learn about the THREE key ways you can start making serious MONEY from your personal brand, plus which one is the best and why.

– How to literally get inside your audience's MINDS so you know exactly what products to create that will have them salivating to give you their MONEY.

–The ultimate, slap-your-forehead-when-you-hear-it method for creating ludicrously SUCCESSFUL LAUNCHES for your products.

– How to sell products for a huge PROFIT without even lifting a finger to create them!

– How to SCALE your personal brand business like a crazy James Bond villain intent on world-domination (entirely ethically, of course!)

And that, my friend (plus much more) is what you will find should you choose to invest in **Personal Brand Mastery** today.

Right now, as I've said, the price is at the special introductory rate **$197 for enrolment.**

(Plus, there is even a payment plan option, where you can pay in small chunks over two months).

However, that WILL be going up in the next few weeks or so. And to be honest, given that you have over 7 hours-worth of detailed information here that will (if you apply it properly and work hard) completely change your life, that personal investment is ridiculously low.

When I was at my soul-sucking corporate job, if someone had said to me that all I would have to do in order to escape and live a life of freedom—and earn more money, too—was take a $197 course I would have jumped at the chance.

In fact, I would have happily paid over ten times that.

Naturally the choice is yours and yours alone.

Do be aware, though, that in the coming weeks and months I will be both adding bonuses and taking account of student feedback to add new content which means the price of the course will rise considerably very soon.

So if you are serious about changing your life, escaping from corporate hell and living a life of freedom, prosperity and satisfaction—and you want to learn from someone who has done exactly that—then simply press the big blue button now.

When you do, you'll be taken through to a sales page where you'll be asked to enter a few simple details and then *voila*! **You'll have immediate, lifetime access to Personal Brand Mastery—plus you'll get all the updates that will follow 100% for free.**

AND, in order to make sure that you're on track and that everything makes sense you will also have email access to me throughout the course.

So if you have any questions, or need any help with anything then simply drop me a line and I'll do all I can to help you.

Finally, in order to make your decision entirely risk-free, **there is also an iron-cast, 30-day, no-questions-asked full money-back guarantee.**

So if you buy the course and for some reason it's not exactly what you expected (and I'm 100% confident that won't happen, but just in case) then you will get 100% of your money back immediately.

The choice is yours.

But if you want to change your life just like I've changed mine, then enrolling in **Personal Brand Mastery** now is the best, most risk-free way of doing so. I've worked hard on this, putting everything I know into it to help you on your journey.

I look forward to seeing you inside.

SIGN ME UP FOR PERSONAL BRAND MASTERY BEFORE THE PRICE GOES UP.

For The Renegade Playboy Attractive To Hot Girls, Life & Business Are One

Troy · 25 September 2018 · Archived copy · Original

For the renegade playboy, life and business are one.

Well, how could it be any other way?

The renegade playboy is nothing if not narcissistic. He is nothing if not obsessed with himself and with his image.

That may sound mercenary, or egotistical. Maybe it is. But it remains, nevertheless, the key reason why he is so attractive to women.

The narcissist. you see, is revered, while his meek and mild brother is ignored, or worse, reviled.

Don't ask me to explain why this is. Human nature, regrettably, is rarely kind. And if there's one thing that it will never tolerate, it is weakness of any kind in others.

But self-adulation, self-aggrandisement? These are considered virtues. And the renegade playboy has them in spades.

Which is precisely why he does so well in the arena of seduction.

But there are other implications here. Someone who has such characteristics is, well, let's just say unlikely to desire—or indeed be able to tolerate—donning the work overalls of another man's firm.

See a man wearing a uniform given to him by his employer and realise you are looking at a slave.

Even worse, you are looking at a man who has given up all hope.

As such, the renegade playboy has neither the constitution nor the requisite desire to be a worker among workers.

Put simply, something innate in his character means that he *has* to be self-employed.

Now of course, 'self-employment' is an incredibly broad church, taking in everything from running a local corner shop, to being a tech start-up entrepreneur, to selling knitting patterns on the internet.

What the renegade playboy seeks to avoid—acting in line with his nature—is anything that resembles a proper 'job'. Because it is the strictures of having a 'job' that are a big part of what puts him off regular work.

Yes, it's better to run your own grocery store than it is to work at someone else's. But only marginally. You see, the problem with that type of business is that you are still trading time for money.

Your Time Is Worth Infinitely More Than Money.

What the renegade playboy has figured out is that his time is worth infinitely more than his money.

Most jobs are—more or less—a simple exchange of time for cash.

> *'I will pay you $100,000 a year. But you have to come into work at *this* time and you can't go home until at least *this* time. And in between you will do anything and everything I ask of you.'*

That, in a nutshell, is what you sign up for when you take a regular job.

Well, you might be thinking, $100,000 is nothing to be sneezed at.

But that simply tells me that you undervalue your time.

That you have no confidence in yourself.

And that you need to grow a pair and realise the truly astonishing potential that you have.

(I'm not just saying that to blow smoke up your ass, by the way. I'm saying it because it's **true**. We *all* have the truly astonishing potential to do something great. It's just many of us are so worn down by conventional expectations that we fail to recognise it. Also, toxic corporate work environments can sap otherwise hugely capable, innovative people of all their confidence and drive.)

The renegade playboy, recognising his worth and his ability to generate cash for himself, strides forward into self-employment.

But what he ensures is that his business is one where he creates assets that continue to make him money even when he's doing something else.

In other words, he strives to generate *passive income,* so that his time is no longer inextricably linked to money.

(Of course, no income is entirely passive, and those who claim you can work two hours a month and sit on the beach the rest of the time are either lying, or they've scaled hugely and have others looking after the day-to-day for them.)

> Nevertheless, the direction of travel for the renegade playboy must be: work for myself, create products and services I can sell **that are scalable**, ***and*** satisfy myself artistically or intellectually.

Certainly, that has been the case as far as my career is concerned. Rewind to a few years ago and I had a problem. I fundamentally didn't enjoy the way that I was making a living (through my corporate job). It was eating up all of my time, it didn't allow me the latitude to go on dates in the afternoon, hang out in nightclubs until the early hours of the morning in Soho during the week, and travel whenever I wanted.

Also—perhaps most importantly of all—it didn't satisfy me artistically or intellectually. It didn't allow me to express the ideas, thoughts and feelings that I was *desperate* to share with the world.

I always wanted to be a writer. That is to say, I wanted to be someone who wrote *for their occupation—as their main source of income.* And through the years I tried to make it so. I flirted with journalism for big name publications. I write novels that were politely rejected by agents and publishers.

After some time, it became clear to me that trying to 'make it' as a writer in the mainstream world wasn't going to work (not least because of the huge pressures the internet had put on trad industries) . . . and even if it did work, and I got a book published (as friends of mine did) it likely wouldn't change things for me in practical, financial terms. I wouldn't be able to give up the day job.

Well, that wasn't good enough. I wanted to give up the day job *and* write. I also wanted to book trips to Moscow at short notice, date disastrous girls whose schedules—like their lives—were *all over the place,* and generally live the somewhat bohemian life of the artist that I had always dreamed of.

To my mind, it seemed clear that the renegade playboy was a subversive figure. And the strictures of 'normal' society, such as marriage and corporate employment, simply wouldn't suit him in the longer term.

It was around the time that these things were becoming apparent to me (back in about 2014 or so) that I also discovered the idea of creating a 'personal brand' online. And by the way, 'personal brand' is a somewhat stuffy term, so let's simplify it by saying 'I do what the hell I want with my life, publish content about it and get paid.'

Over time, it became obvious that what had previously seemed like a dream was becoming increasingly possible. That the artistic, indeed poetic, existence that I desired could be mine.

All I had to do was set about building an audience on social media—an audience of people who enjoyed my work and who would support me commercially when I released books and other products.

In return, I would deliver to them a ton of *free* content—a daily blog post, a subscriber email, Tweets, Instagram

posts and so on. This content would be either informative, entertaining, or (preferably) both.

And it would be win-win. Because I would get to write about things that interested me, and put it out into the world to help my audience.

Then, because they enjoyed my worldview, or found value in my advice, or simply wanted to support me, they would buy a book or a digital product from me.

Finally, the path I had searched for in vain all of my life opened up before me. For now, there was a way for me to make money simply by being myself.

My life and business were one.

If you want to learn how I went from wage slave at a 9-5 to earning more money with my personal brand freedom business in less than a year, then my new course may be for you. Secure your place on Personal Brand Mastery now, before the price goes up.

Can You Really Earn More Money From A Personal Brand Than From A Corporate Job?

Troy · 26 September 2018 · Archived copy · Original

This morning a long-time reader LondonGuy left an excellent comment on a previous article. I hope he won't mind me quoting it in full here.

(He is, of course, referring to my new online course Personal Brand Mastery) —

> Your course looks interesting but to be completely honest I have some reservations.
> This industry is smokes and mirrors so sometimes what a guy says and what is actual reality are two different things.
> I've read quite a few of your articles previously and enjoyed them but you state quite regularly that you used to make six figures in your 'corporate job' and have now surpassed that from your personal brand business. I don't see that being very likely if I'm being upfront. Saying something like that sounds great and has impact but is it really true ?

First off, let me say that I completely understand where LondonGuy is coming from here. I'm also very sceptical when I read these sorts of claims online.

Now, let me address the points that he raises.

First, yes, it's absolutely true that I have recently surpassed my take-home pay in my six-figure corporate job.

However, there are a few components to that.

For a start, I had a head-start, as even though I went 'pro' with this less than a year ago, I had been creating content and building my brand for some time before that.

Also, I have various different revenue streams in place. For example, I now have **10 books** out there, which sell well. I also have Personal Brand Mastery, plus another, smaller course on Skillshare. I also do affiliate sales for other product providers, which has been very lucrative. Plus I offer private coaching / training sessions.

So all of those income streams added together nets me more cash than I was taking home from my corporate gig.

But of course, it takes time and work to get to that point.

Taxing Times

Something else important to bear in mind here is tax.

Whereas with a job you pay a set amount upfront, when you are a corporation (as I am) not only is the tax rate lower, but also you can offset expenses against it.

Personally I don't spend a great deal on entertainments etc for myself, and so most of the money I make goes back into the business in one form or another.

Which means it can be offset for tax purposes.

For example, if I buy a course or go to a seminar then that counts as a business expense since I am furthering my expertise for the company. Which means less taxable income for that month.

Tax, while a relatively dry subject, is another good reason why self-employment can make for superior earning power over corporate work. But, I should stress I'm not an expert – I work with an accountant and I'd encourage others to do the same.

How To Earn $1,000,000's Before Teatime Without Even Getting Out Of Bed!

What I'm not doing (and will never do) is saying 'become a millionaire' or 'earn 5/6 figures a month' or whatever. Firstly because I'm not in either of those categories, and so it would be dishonest to do so.

Building a personal brand business is in no way a 'get rich quick' scheme. Quite the opposite. It's actually a lot of hard work (fantastic, enjoyable work, but still) and the level of success anyone achieves will depend on a number of factors, not least the quality and consistency of your content.

And even more important is that while, yes, I love the freedom that money brings with it, it's not my number one priority.

My main ambition is simply to be able to work for myself, and to do work that I love, and which has personal meaning for me.

If I can earn a good living along the way then all the better. But that is the icing on the cake rather than the cake itself.

If you are looking for 'get rich fast' advice, along with pictures of Lambos, big houses and swimming pools then I'm not your man.

There are many others who produce excellent content along those lines.

I have always seen myself primarily as an artist, and more specifically, as a writer. And all I've ever really wanted is to find a way to pursue that while also making money at the same time.

I tried various different routes to get here, including the more traditional path of approaching mainstream publishers with my books and content ideas. And while I gained some traction, I discovered that the route that offered the most freedom (and yes, potentially more money) was the independent, personal brand route.

Which is why I've taken to writing about it a lot on this site and elsewhere, and why I've now made a whole course about it.

Time and Sex

The other important aspect to this whole Personal Brand thing is time . . . that is, the fact that having a personal brand enables you to plan your time as you wish. to take trips on the spur of the moment, to take days off, to get up early or late and basically to prioritise things however you want.

Now, many guys reading this will know me principally from me writing about dating and seduction.

How does all this new content about personal brand fit in with all of that, you might be asking.

It's very simple. *Having a personal brand business is the closest thing you can get to having a private income without having been born with a trust fund.*

And if you are a committed seducer—or 'renegade playboy'—then that should be ringing bells of glory in your ears.

Why?

Because the more time you have to pursue girls, the more success you will achieve.

It's a pretty simple formula that many forget and overlook.

Yes, you can go to X guru or Y guru for their wonderful, insightful 'game' method.

But the real reason they're getting more girls than you?

It's because they have more time and freedom and flexibility to put into their game.

This isn't rocket science.

If you were doing it all the time like they are then your results would be impressive too.

To be clear, I'm not trying to suggest here that you will earn an entirely passive income from having a personal brand—you won't.

For nearly a year now I've been (happily) working more hours than I did in my corporate job to get things going with my brand, to create products while simultaneously doing my marketing work.

BUT—and it's a big but—when you create a product a book or a course, the beauty of it is that it can keep selling for months, even years after you created it.

My first book *The 7 Laws of Seduction* came out in 2014. I still get royalties from it to this day, and I've barely touched it since.

What this means in practice is that if I decide to take the whole of October off (which I'm considering) then it won't make an appreciable difference to my earnings, since I've already done the groundwork.

And if I want to spend that time in October expanding my 'dating opportunities' then, well, who or what is going to stop me?

And as you get more advanced, and your audience grows exponentially, then things just get easier. Your products begin to sell themselves, and you really have to do very little to keep the wheels turning.

Certainly this is the case for many of the big-name personal brand creators that I know personally.

And as I've always said, what is more important to me than anything else is freedom.

And a personal brand business, which basically boils down to you doing what you want with your life (travel, sports, writing, skiing or whatever) then creating content about it which you monetise, seems to me the very best model for achieving maximum freedom—along with creative satisfaction—that there is.

A Roadmap

What Personal Brand Mastery offers is a roadmap of the path that I took to get there – because it's challenging enough making content and marketing your brand without having to work out every little step of the journey.

Is Personal Brand Mastery a guaranteed 'get rich' programme? No, absolutely not. As with anything, your mileage will vary depending on the effort you put in, your dedication, consistency and so on.

However, if implemented, what I teach in the course will help you to shave a lot of time off the process and get on the right road a lot more quickly than I did.

Of course, PBM is not for everyone—but then no product ever is. However, it's already helping a lot of people to create their dream careers. And that's awesome. Because I can't tell you how much happier I am working for myself now, and if I can help others along the way then that's another blessing.

To enrol on Personal Brand Mastery today while it's still at the introductory price of $197 click here.

How To Tell If You Are Really Being Who You Want To Be

Troy · 27 September 2018 · Archived copy · Original

I never expected it, but a central issue that I'm now facing in my career is working out exactly who and what I want to be.

That may sound esoteric, and a first-world problem, and it really is. Nevertheless, if you build a personal brand business like I have then it is one that perhaps you too will face.

You see, I started out writing exclusively about game and dating. Actually, I would class myself more as a memoirist than an instructional game writer (although I've written a great many 'how to'-style articles both here and on ROK etc.), since a lot of my best-received stuff has been descriptions of girls and the situations I've ended up in with them.

If I look at the stats for this website (and I'm doing what they tiresomely call a 'deep dive' into all of that in October) then I can see that my figures have been at their height when I've published the most scandalous, outrageous stories of depravity in the sex clubs of London and Berlin.

As you might expect, such material draws people in, and many read those articles who are probably not my core audience, but who are simply looking for something naughty to get off on.

Well, that's fine—they are more than welcome.

But the intention, of course, is to make money. (Yes, I'm sorry to break it to you but I do do this in order to make a living. Yes, there's a lot of love there too, but look, Torture Garden tickets and flights to Russia don't pay for themselves.

And while I've had some truly exceptional audience figures for this site, that doesn't necessarily translate to cold, hard cash in my bank account.

Girth As Well As Length

In more recent times, as you will be aware, I've broadened out my repertoire and started talking about online business (in particular personal branding) as well as the game stuff.

Now, from a lifestyle point of view, both subject matters are clearly interrelated. Why? Well, very simply, I am someone who has studied the seductive arts for a long time, and who is obsessed with sensuality and hedonism…but I also have to pay for it. And finding a conventional job too constricting, my solution has been to move into online business to cover my extravagances.

I do, however, concede that I may—over the summer—have strayed too far from the 'girls' stuff into the 'business' stuff, and altered my content in a way that's not to everyone's taste.

Certainly I have had some private feedback from readers to that effect, and, well, the numbers don't lie. Visits to this website have fallen over the last 6 months (although they are now coming back up again and I that trend will continue).

However, numbers in themselves are not everything (apart from profit numbers—they *are* everything). As I've always said, the size of your audience matters less than the level of engagement they have with you.

It all goes back to the famous Kevin Kelly essay about '1000 true fans'. If you have just 1000 people in the whole world who absolutely adore your stuff, and you put out £250 of product for them to buy in a year, then you will make £250,000 a year.

Which is not bad. Unless you are a Tai Lopez wannabe and you want a Lambo.

What Do You Want To Be?

But in my case all of this points to a deeper conflict which more sharp-sighted readers have doubtless picked up on, namely, what do I actually want to be, and what to I really want to write about?

Do I want to be the phantasm-poet, stalking the corridors of the sex club and the strip bar, relating the dark and erotic tales of the fallen ladies and gentlemen within? Do I yearn to be a modern-day Baudelaire, recording the cruel and unusual excesses of the modern sexual marketplace?

Alternatively, do I want to be a clean-cut self-development or business coach who teaches men how best to build careers outside of the mainstream and to create lives of freedom and happiness.

Or could I be both?

Only to an extent. Can I sell a product like Personal Brand Mastery, my online course which breaks down exactly how I make an income from writing articles about sex parties. Yes, I can—and it's selling fantastically well—because all I'm doing is laying out my experience for other people to learn and profit from.

Certainly, if you want to learn how I swan around writing poetic articles about love and loss, and travelling to Europe while not having a proper job, then it's definitely the course for you.

Could I therefore become a Wade Alters-style 'lifestyle development' instructor? Well, yes, I probably *could*. Certainly, having worked in advertising for coming up to 20 years, and having now created my own business, I have the knowledge and abilities to pass on to people.

The bigger question, though, is *would I want to*? If I go down that route, would my heart really be in it?

Would I be being true to myself?

And the answer to that, I think, is no.

Feel It

You see, I *know* when something I write, or a piece of content I produce, hits the spot. I know because I can *feel* it—and then people email me and send me messages and share their own stories back.

And almost always that happens when I've written something that I'm either libidinally attached to, or which moves me deeply in some way.

In the end, as a writer (for that is what I am) I am in the business of passing on emotions from me to you.

And whenever I stray into territories where that is not happening to as great an extent (for example, when I write about the nuts and bolts of online business) then I know in my heart I am not having the impact that I could.

I am not sharing what is of greatest value to me, and what will therefore be of greatest value to my readers.

All of this is why I've started recently to write more about what I have called the 'renegade playboy' life. This is a bridge that connects the two worlds, since, to be crude, the way that I maintain my notorious lifestyle is through online business.

And I know there are many other guys who would like to know how I do it.

On the one hand you have girls, travel, decadent adventures and writing. And on the other you have the money-making apparatus to keep it all going. And there is an umbilical cord between the two.

But in the end I have always seen myself as a Bukowski or a Pete Doherty rather than a Tim Ferris-type. And ultimately, therefore, it is to the more literary and scandalous material that I find myself drawn.

I will of course continue to write about business, since that also fascinates me, and it genuinely is central to my lifestyle (I am as addicted now to copywriting as I ever was to hard drugs). But whenever I do, you should always

take it in the context of my broader lifestyle. So if I write a piece on, say, affiliate marketing, it's not because that subject matter is in itself inherently sexy, but rather that if I do well with affiliate sales during the month then I can book a short-term flight to Moscow and live it up there for a couple of weeks before retreating back to work in London or Berlin. And I want to teach you how you can do the same thing.

Life is not a one-dimensional or straightforward thing, and their are diverse strands to everyone's life. Even the most glamorous and outlandish people also have to sort out their bills and wash their clothes.

However, I recognise that for the people who read my writing I am *primarily* an entertainer (even as I pass on my experience and knowledge), and I am more than aware that my first duty is to you.

Therefore, I will continue to follow my instincts and to plumb the very depths of the contemporary sexual chimera so that you don't have to. And at the same time, I will sprinkle in details of how I make the money to be able to do so.

I think that's a balance that works

But as always, any comments or thoughts from you are very gratefully received.

If you are interested in finding out more about Personal Brand Mastery, go here.

I Am Not Very Good With Emotions

Troy · 29 September 2018 · Archived copy · Original

I am not very good with emotions, and as I get older I can't see that improving.

The tricky thing about life is that it means interacting with other human beings—our parents, our siblings, our extended family, friends, lovers, spouses and so on.

All of which is a bit of a fucker, quite frankly.

Underneath my renegade playboy bravado I am hugely sensitive. By that, I mean that I am sensitive about rejection, about people not liking me, about slights and insults and so on.

But equally, I find praise very difficult to take, and even having people feel positive towards me is difficult, since my instinct is that I don't deserve it

In fact, in a perverse way I *prefer* it when people don't treat me well. That is painful, but it is at least familiar.

I am a survivor above all else, and I know how to get by.

The alcoholic or addict, it is often said in recovery circles, has both very low self-esteem and a huge ego simultaneously. Analysing myself, I can say that that this is certainly true for me.

What this has meant over time is that I have pushed away people who have ostensibly cared about me, and I have also (as I grew stronger and learned to protect myself) pushed away those who would do me harm. And in doing the latter I've probably exiled a few who in fact did not have bad intentions.

A core component of the addictive character is the avoidance of feelings at all costs. Because feelings, after all, are troublesome things that disturb our peace of mind.

The reason the alcoholic drinks constantly, or the heroin user seeks continual oblivion through the needle, is because both wish to control the weather in their heads. And although the side-effects of drink and drug abuse are not pleasant, in the moment when you are intoxicated you feel the benefit of having escaped reality, albeit momentarily.

Pleasure

But even beyond drink and drugs, much of my life has been spent in search of the shallows, in an effort to escape feelings. I fell in love with music as a teenager—not just the darker, more introspective stuff like Morrissey, but synthetic pop like Kylie Minogue, Jason Donovan and others who came out of the Stock, Aitken and Waterman stable in the 80s and 90s.

Later I got into techno and house music, and electronic music—this machine-produced sound—seemed the perfect antidote to having to feel anything.

Well, the robots who produced it had no feelings and its purpose was to accompany MDMA-taking, itself a nullifying act.

I loved the artificial—artificial music, artificial venues such as night clubs, places—like Las Vegas—created entirely for pleasure. And I still do. I even love the atmosphere of high-end department stores like Selfridges or Harrods in London, these palaces of consumerism without natural light where *everything* is controlled—the lighting, the temperature, the smell, the ambience, the layout—to make the customer feel good and want to spend money.

(I also love the duty-free sections in airports for the same reason.)

My instinct, then, has been to seek refuge from the emotional in the terrain of the emotion*less*—places where commerce is conducted, or where bright lights and loud music drown out thought and deep feeling.

And as I go on, that desire for refuge increases rather than decreases. Think, after all of a marriage. Think of the many feelings that grow—good and bad—over the course of a partnership lasting decades.

And consider childbirth. Now, we are not only deep into the realm of emotion—the physical also comes into play. Another person's body and all that that entails. The blood, the sweat, the pain, the deep, animalistic nature of birth—*birth*, for fuck's sake.

How many galaxies outside my comfort zone does such a thing exist?

And so throughout my life I've sought (consciously and unconsciously) to maintain shallowness—an Oscar Wilde quip here, a fancy outfit there, and the destruction of all 'intimate' relationships throughout.

It doesn't help that I am not optimistic about the human condition. But here I am, forging the path while others fall around me. Carrying the flag for 'not too much feeling', 'not too much intimacy', and 'not too much reality'.

Until one day I will reach the summit, force the flagpole into the ground, take a look at the view—and then drop down dead.

I wonder if it will all have been worth it?

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How To Be A Better Writer

Troy · 30 September 2018 · Archived copy · Original

Whenever you see an article about how to be a better writer, you know it's going to tell you two things—to read more and to write more.

Well, I'm going to tell you exactly the same two things here. Not because I'm a lazy bastard (although I am, of course), but because it's true.

There are no shortcuts in the writing game, baby.

However, let's add a little spice to the dish, so to speak.

Before get to that, though, am I even qualified to talk about this? Well, I've written ten published books, hundreds of articles (both on this site as well as for actual proper 'mainstream media' titles as well).

I also have a bunch of unpublished novels sitting in my bottom drawer.

Oh yeah, and I have an MA in Creative Writing from the University of London, too (I got a distinction).

Does any of that mean I can actually write? Well, a lot of people tell me I can. Only the other night, when I went to Tom Torero's book launch in London, two guys I'd never met before came up to me and praised me about my writing.

Which is very flattering, and I'm humbled and grateful.

However, over on Amazon, a reviewer (unverified—which means he hasn't actually bought any of my books) recently claimed that I 'can't write.'

Oh dear.

Of course, it's the negative comments that sting. No matter how many people say lovely things, the criticisms are what you think about late at night when you wake up alone in bed, and wonder what the hell you're doing with your life anyway.

What these differences of opinion reveal, though, is that the art of writing is *subjective*.

'Good' or 'excellent' for one reader is 'rubbish' for another. And once someone holds an opinion it's difficult, if not impossible, to shift it.

An example of this sort of thing can be found in the story of Raymond Carver, the American short story writer who became famous in the 1970s and 1980s. Carver was well-known for his 'minimalist' style of prose. But the truth was that his writing was heavily influenced by the (equally-famous) editor Gordon Lish, who reputedly told Carver he should use 5 words in a sentence rather than 25.

Later, Carver split from Lish, objecting to the "surgical amputation and transplantation" of his heavy editing. And in 2009, *Beginners* was published—an un-doctored version of Carver's classic *What We Talk About When we Talk About Love,* which shows the original prose before it was taken apart by Lish.

Had Lish improved Carver's work or not? On balance, the answer is probably yes. Lish brought out a sharper, more brutal sound in the writing, and really it is this which garnered Carver's initial fame. And yet looking at the reviews on Amazon and elsewhere, it is clear that there are those who like Carver's more expansive originals. And certainly Carver himself eventually rejected the interventions of Lish, finding that he was no longer able to recognise himself in the work.

The bottom line in all of this is that quality is subjective in writing—some like a particular style, while others prefer something entirely different.

But, you need to have some sort of a north star. Something that you're aiming for—whether you reach it or not.

For me, that is musicality in the writing.

Because remember—writing is an art form. So while, yes, it is there to convey information, it should also aspire to do so in a way that elicits emotion.

Because if you're not eliciting emotion then you might as well be writing operating instructions for a drill from B&Q.

Language is a form of music, and if you are not in love with the music of words then either you need to find a way to fall in love, or you need to accept that perhaps you are not meant to be a writer.

Of course, I am not saying that every sentence that I write is beautiful poetry. But make no mistake, I know what I am aiming for. The sound and the rhythm of every word, sentence, and paragraph is hugely important to me.

Which is why I read everything I write aloud before hitting publish, and I edit **a lot**. No, I don't catch every flaw. But you need to really care about what you're putting out if you hope to improve.

And the way to do this, of course, is through reading more and writing more. I was in love with books since I was a kid. I was in love not only with stories, but with the music of poetry and prose.

And you can get that too.

Just read stories. Read a lot of them, And then write you own.

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How To Think Of New Things To Write About Every Day

Troy · 2 October 2018 · Archived copy · Original

Hopefully it hasn't escaped your attention, but I put out a ton of content.

I post an article on my website every day of the week. I've been doing so for nearly two years.

I also send out another exclusive article to my email subscriber list. 99.9% of the time I ensure this article is an original—otherwise it wouldn't be fair on subscribers.

Further to this I Tweet on an hourly basis.

I write and record a weekly podcast.

And then I write long-form content—books. I have now written and published ten books (including, most recently, *Relentless Productivity*, which I will send you for free when you sign up to my mail list here, and drop me a quick email request).

And just recently I wrote and produced an 8-hour course – Personal Brand Mastery.

That's a lot of content. Sometimes, people are surprised. Sometimes they ask me, 'Troy, how do you think of things to write about every day?'

Well, firstly, let me explain *why* I write and publish content every day. Principally, it's to build my audience (and therefore my influence and ultimately my income). Because every single article that I put out (and they can go out on various platforms, such as Medium and LinkedIn etc) is one more opportunity for a new reader to discover me.

An audience is built one person at a time. And in my view it makes sense to give them as many doors to walk through as you possibly can.

An article, or a story—that's a door

The other thing is personal pride (with probably a rather large dose of addictiveness). I once read a biography of David Foster Wallace. Apparently Wallace said 'you're not a real writer until you've written 50 stories'. I once read a well-known blogger say 'if you're not writing and publishing every day then you're not a real writer'.

Well, I want to be a 'real' writer. And so I will follow the prescripts of these two men who I don't know (and one of whom is dead) until I fall down dead myself.

Only joking. I mainly do it for the audience-building thing. But I'll readily admit there's more that a hint of compulsiveness in my process.

Anyway. How do I think of things to write everyday?

Really, it's pretty simple.

Actually, it seems harder to imagine *not* having things to write about everyday.

Apparently the average person has 50,000 – 70,000 thoughts per day.

That's 35 – 48 thoughts *per minute.*

We think a hell of a lot of thoughts, guys. And any number of those thoughts (or combinations thereof) might be worthy of developing.

Might be worthy of untangling, assessing or reassessing, or simply of laying out in an organised manner for other people to consider.

(Of course, some of them are probably better of leaving just as thoughts! But that's another matter…!)

As with every other area of life, I choose to live in abundance rather than its opposite. And in the case of ideas, I see that they are (practically) infinite. So the problem is less 'finding things to write about' than it is 'narrowing down what I'm going to write about to make the sheer volume manageable'.

The way you do that is very simple. You have pre-determined 'areas of interest' that help you decide what you will cover and what you won't.

For me, for example, my areas of interest are: relationships and dating, personal development, addiction and mental health, entrepreneurship, online business, writing, and personal memoir.

Anything I've written about over the past few years has fallen into one of those categories.

Now, it's a pretty broad spread. And that's good. Because it means that I can switch genres as and when I start to tire of one.

But it's not an *infinite* spread. Here are just a few of the topics that *aren't* on my life: fitness, cooking, diet, embroidery, and quantum physics.

That's not to say that I would *never* want to write about any of those things. But my areas of interest keep me focussed. And so every day, when I think about what I'm going to write, I consider how it can feed into one of *my* topics—how it can help illuminate, elucidate or explain. Or, more simply, how it might entertain.

And that, really, is what it comes down to. Recognising that ideas are limitless. That if you sat down at a keyboard now and were forced to write about whatever was in your head, I guarantee you could do it. And there's a decent chance that the resulting work would be pretty good.

What is arguably more important than inspiration is figuring out how each random idea can fit in with your areas of interest. But that, too, is straightforward—all it takes is a little thought. And if you really can't see how a particular topic relates back to your core subject matter then perhaps it's not something you should be writing about after all.

A point: when you set yourself the challenge of writing everyday you will rise to it. I used to write one article about dating a week. I was worried when I decided to 7X that—how the hell would I do it?

I needn't have been concerned. The surprising thing is that the more you create, the more the creative fire will burn in you, and the more ideas will come. In short, if you want to write more then *write more*. It gets progressively easier over time.

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Why In 2018 You Have To Be An Artist AND An Entrepreneur

Troy · 3 October 2018 · Archived copy · Original

In 2018 you have to be both an artist and an entrepreneur.

You can't be one or the other anymore.

(If you ever really could).

I'm not saying you have to cut off your ear, or throw paint at a canvas. I don't mean that kind of artist (although if you are, then that's cool too).

What I mean is that in order to achieve 'cut-through' in today's marketplace—particularly online, when you're building a personal brand—you must employ both huge creativity and enviable business skills.

Why?

Well, put simply, there is now an attention deficit in society at large. This is to a great degree a demand-supply problem. There is (literally) TMI—*too much information.*

And that's not going to change any time soon.

The truth is that the bar to having a presence online to make money (or just for fun) is incredibly low.

We can all set up a new social media account in seconds, no problem.

What this means is that there a large number of people out there who are talking *loudly*—and you have to get your voice heard over them somehow.

People come to online business (content creation online business) usually from one of two angles. You\re either someone who wants to create art and put it out in the world (a writer,a poet, a musician, a photographer, or whatever) or you're someone who wants to make a boatload of money.

(Of course, you can be both—I certainly am. But it took me a while to realise it. We'll get to that in a moment).

Which ever side of the equation you are on, you need to polish up your corresponding skills on the other side so they shine like a diamond.

Put simply, if you are an artist, you need to get your entrepreneurial hat on. And if you are a marketer, you need to don the artist's robes.

The artist needs to learn strategies to sell his art. And the business guy needs to create the sort of differentiation for his business that really only comes with art.

The good news, of course, is that the two sides are not entirely opposed. A great many people have a bit of both 'in them', myself included.

When I was a kid I always wanted to be a writer . . . until I started watching those eighties shows like *Dynasty*, and movies like *Wall Street*, and then I wanted to make a ton of money too.

The beauty of the personal brand model is it allows me to do both at the same time. It enables me to create my art (my writing, particularly the more personal posts on my website, and my books etc). And it allows me to sell it for a profit.

Of course, this was always possible—in theory. An author could try his luck with the publishing industry, and failing that he could print up a load of copies of his book and sell them from the boot of his car. But let's face it, having a WordPress website and a Twitter account is a damn site easier.

Which is why I am so in love with the personal brand business model—and why I've created my new

course, **Personal Brand Mastery.** And it's why I fervently believe that everyone should begin building up a personal brand today.

If you have something to say it's ideal. And if you want to sell, it's also ideal.

And let's face it, with the job market looking particularly rocky right now, anything we can do to future-proof ourselves for the years ahead has got to be a good thing, right?

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How To Stop Being So Wholesome And Get What You Want Instead

Troy · 4 October 2018 · Archived copy · Original

Many guys are disadvantaged both in terms of dating and business because they are just too damn wholesome.

This is adjacent to the problem of being 'too nice', but it is not exactly the same thing.

Let me explain.

Nice or not, consider this: what is your baseline level of ethical and moral laxity?

Yes, we'd all like to say that we are fine, upstanding citizens, but let's face it, the truth (the deep-down, never-willingly-revealed-to-another truth) is that we are not.

All of us know that there are 'grey areas' within us that sometimes leak through to our outward conduct. Or don't, if we are able to suppress them.

But here's the thing. Since everyone else has those same 'grey areas' themselves, if you present yourself as too perfect and 'squeaky clean' then, on some level, you won't be trusted.

On some level, others will suspect you have something to hide.

Which is why appearing too wholesome is not a good strategy.

Let's take dating as an example. When the renegade playboy approaches a beautiful young lady, they converse and then exchange contact details, she is fully aware what he 'wants' from her—no matter how innocently he might attempt to frame the interaction.

Therefore (and perhaps counterintuitively) the more open and direct you are about your less-than-wholesome desires (i.e. your desire to have decadent and outrageous sex) the better.

I'm not saying you should couch it in those terms. That would be counterproductive. However, you should certainly not be afraid to 'own' your intentions, even if these are only communicated subtly through eye contact, body language and gesture.

If you believe that you are too wholesome, then the first step to counteracting it is by at least being entirely honest with yourself. You know all of your craziest and most whacked-out thoughts and fantasies, even if no-one else does. Well, become comfortable with them. Accept them as a part of you that is as equally valid as your intellect. Get right with yourself. Don't self-censor or suppress.

Now, when you are out and about, practice becoming just a little less guarded with others everyday. That might mean not being afraid to enter into raucous banter with male friends, or even telling the odd rude joke every now and then.

Your task is to loosen up and to expand your own conception of yourself so it becomes broad enough to accommodate you as the three-dimensional, sexually-inclined animal that you are.

Then, and only then, will you become comfortable enough to lose the damaging halo of (contrived) wholesomeness around yourself, and to start becoming truly charismatic.

Then, and only then, will you begin to get what you really want.

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Why You Shouldn't Be 'Just Friends' With Your Ex

Troy · 5 October 2018 · Archived copy · Original

When a romantic relationship has foundered and finally come undone, what happens next can be incredibly difficult for both parties.

Generally speaking, though, 'friendship' in the true sense of the word cannot and will not work.

At least, not for a very long time.

Here's the truth of the matter—-people break up for a *reason*.

And that reason is often (although not always) more pressing for one side than the other

What I mean by that is that if it was your decision to break it off with your ex, then you likely have extremely good reasons for that. It's likely that you spent a lot of time thinking about the situation, and what you were going to do.

But for your ex, it's entirely different. Your ex hasn't spent weeks, or months, or years, contemplating a breakup. Quite possibly, it has come entirely out of the blue as far as they're concerned.

And when something that we previously has is snatched away from us (or so it seems from our point of view) then our natural tendency is to try to retain it via any means possible.

'Dropping Their Bid'

In a relationship scenario, what that means (regrettably) is that men (and women) will be tempted to immediately 'drop their bid' in an effort to hang on to whatever they can with the other person.

And then (even if they don't consciously admit it to themselves) they hope to use the 'friendship' as a starting point to revive the relationship to its former glory.

To put it in simple terms, when a man is dumped and desperate to get his girl back his thinking will be something like this:

'OK, I get that this is serious. I understand that a sexual and romantic relationship is no longer on the cards right now. So what can I do? I know—-I'll pitch for 'friendship' as a stopgap solution. That will at least allow me to keep in contact with her for a little while. Hopefully then I'll figure out a way to get her back in the meantime'.

But this is far from satisfactory from the other woman's point of view. From her point of view the relationship is defunct. And while she may still have tender feelings towards her ex, there is no chance that she is up for a re-run of the relationship.

OK, some men will say '*But what we had is / was so special that we should at least remain friends to honour that*'.

Well, I'm going to make a bold claim here—-it is impossible to *genuinely* be 'friends' with someone who has just romantically rejected you. At least in the short-medium term.

Why? Because there are the inevitable feelings of hurt, resentment and even anger to be worked through. And because anyway it's not really *friendship* that they want—-it's a chance to rekindle love.

That being said, after a decent amount of time has passed (and by that I'm talking years rather than months) then, if the will is there, it is possible for former lovers to be 'friends' of a kind—-although this typically means a friendship on a fairly superficial, 'acquaintance' level rather than anything else.

But if you have an ex who is pushing for friendship immediately after the breakup has happened (or if you are the ex who is pushing for it) then both parties need to take a step back and recognise that a major 'time out' is required before such a thing should even be contemplated.

Because when it comes down to it, 'friendship' immediately after a breakup is dishonest—-on one side it is composed of pity; on the other, the hope for something more.

And **no** friendship should be based in dishonesty, no matter how close the participants were before.

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How To Not Get Sidetracked By B.S.

Troy · 6 October 2018 · Archived copy · Original

Latest podcast, below, recorded in Berlin without a mic, so apologies for the sound quality!

https://soundcloud.com/troy-francis-281709461/ep-57-how-to-not-get-sidetracked-by-bs

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What Is There To A Personal Brand Other Than A Sexy Online Presence?

Troy · 7 October 2018 · Archived copy · Original

Over on Quora someone asks:

> What more is there to personal branding besides a sexy online presence, titles, and credentials?

'A sexy online' presence covers a whole multitude of different elements that are at the heart of a personal brand.

Meanwhile, 'titles and credentials', while important, are secondary.

In the end, it is the content that you publish online that will make (or break) your personal brand.

Let me explain what I mean.

Back in 2015 I was looking for a new doctor. I'm based in Central London, and so I simply opened up Google, and searched general practitioners in my location.

As you would imagine, a whole host of different options came up.

There are hundreds, perhaps thousands of doctors based in this city, so choice is not a problem.

One doctor in particular stood out, though—-let's call him Dr Mark.

Dr Mark had a nice, well-designed website which detailed his surgery hours, location, services fees and so on.

It also featured decent professional photographs of him. Plus, there was a blog where I was able to read a selection of his articles on everything from avoiding the common cold to what to do if you have an accident at work.

There were also links to Dr Mark's various social platforms, including Twitter, Instagram, Facebook and YouTube.

On YouTube, I was able to watch videos where Dr. Mark talked to camera about different medical issues.

There were also a number of TV interviews that he'd done where he demonstrated his expertise and authority on a variety of topics.

On Google I was able to read reviews and comments from some of his other patients, all of which were full of praise and positivity. (Of course, Dr Mark would always encourage patients to post a review to help him build his online presence).

As a result of the content on and by Dr Mark that I read online, I contacted his office and made an appointment.

He has been my doctor ever since (and he's not cheap).

Now, I 'm absolutely certain that there are many other doctors in London who are just as good, if not better. Perhaps some charge lower rates, or have more convenient office hours.

But the reason I chose to go with Dr Mark was that he had taken the trouble to curate and publish high-quality content online for free that not only showed his expertise, but also gave me a glimpse of his personality.

This, rather than having a flashy website, or a beautifully-designed logo is at the heart of a 'sexy online presence'.

Because when you break it down, the purpose of a personal brand online is, in the end, to sell whatever services or products you might have to your target audience.

The way you do that is by positioning yourself to encourage people to know, like and trust you, so that they are likely to want to do business with you at some point in the future.

And the way that you do that is through free content that:

- **Shows you are an authority**
- **Demonstrates that you are warm and likeable**
- **Makes you stand out from your competition**

The reason that we use *content* (articles, blog posts, Tweets, videos, Instagram stories, YouTube videos etc.) to do this is because each presents a different method of telling our own unique story—-and storytelling is without any doubt the most effective way of making sales.

Why? Because customers are human beings, and human beings are swayed by emotion, not logic.

Yes, if I'd searched online and compared the raw, logical details it's possible that I'd have found a physician better qualified than Dr. Mark at a lower price.

But the decision I made to book that first appointment with him was, more than anything, an emotional one.

His online content told me his story, and showed me the kind of guy that he was. And, getting to know, like and trust him through that content, I made the (emotional) decision to become a customer of his.

This is what I mean when I say that titles and credentials are of secondary importance. A personal brand is ultimately about publishing free content online that tells your story to the world, and draws people to you who will later become paying customers.

That being the case, the most 'sexy' online presence of all is one that—-through a variety of media—-shows the real you.

Get it right, and it's the most powerful form of marketing in the world.

If this is of interest to you then you might like my daily email, which teaches personal branding and online business techniques, among other things. To sign up go here: Troy Francis Subscribers

*You will also very likely enjoy my course Personal Brand Mastery—read all abo*ut it *here.*

How To Become James Bond-Level Attractive To Girls

Troy · 8 October 2018 · Archived copy · Original

You say 'I tend to put everyone else's needs above my own.'

That, in essence is your problem.

Guys get very hung up on talk about 'alpha' and 'beta'. But these words are not entirely helpful in terms of seduction.

In seduction, what you need to be—or rather, what you need to communicate—is a strong essence of self-interest.

While that may sound selfish (as indeed it is) when you let others see that YOU are the most important thing in your world, and that they can either come along for the ride or not—it's up to them—then paradoxically they are more likely to be drawn to you.

Mission

Put it this way—a man who is entirely consumed by his 'mission', whether that be making money, building a start-up, writing a book, or playing guitar for his band, is a damn sight hotter to women than the guy who is sitting at the end of the phone instantly responding to her WhatsApp messages.

For many men, the real issue that they have to grapple with is not that they are no good with women, but rather that they are so consumed in their desire for women that they think of little else and thus 'pussify' themselves in the process.

James Bond

Let's take a classic 'alpha' screen character for a moment, James Bond. Yes, Bond is muscular, athletic, well-dressed and so on. But these things are not quite central to his attractiveness.

What is really attractive about Bond is that he is ruthlessly and infallibly fixated on his mission. This is evident every second he is on-screen, and in every interaction he has.

In fact, you might say that the source of Bond's masculine energy is his mission. His single-minded obsession with 'getting the job done' means that *nothing else*—including women—get in the way.

Human beings are naturally most attracted to that which we cannot quite grasp hold of—that which seems within our grasp, but which subsequently eludes us. And the most attractive men have something of that mercurial aspect to them. They can't be pinned down.

Take A Step Back

If you find that you are too sensitive with girls, that you are perceived as too caring, and that you suffer sexually as a result of these traits, then you need to take an immediate step back from the sexual marketplace while you recalibrate.

Specifically, what you must do is take time out to determine exactly what it is you want from life—outside of your love life.

- What are your ambitions?
- What do you want to achieve in your life?
- What is it you would like to have done so that, when you are laying on your deathbed, you can look back and think to yourself '*yes*, I did it.'

It might see a little extreme to invoke the image of death in an article about dating, but look, '*this is your life, and*

it's ending one minute at a time', as it said in the movie.

Your life's work *really is* that important. Everything else is secondary. Including women. If a woman wants to come along for the ride, then fine. If she doesn't, then you **have** to extricate yourself from her.

In a nutshell, you must first be clear about your priorities in your own mind. This might require that you take time away for yourself from the dating scene so that you can 'rediscover' yourself.

Then, once you've done so, make a conscious decision that your own goals and needs will come *first*. There can be no wavering on this point. Once the decision it is made it is final.

Now, you can go back to dating again. But you will do so with an aura of 'positive selfishness'. And the women you meet will sense it. '*Yes, this man has his own agenda. His own priorities. His own life.*'

This will presage a subtle shift in power. Now, all of a sudden, your relative unavailability will make girls keener than ever to tie you down.

All of a sudden, you will find yourself the pursued rather than the pursuer.

As this trend continues, and becomes a constant, you will relax into the role. Now, instead of approaching girls worried about your lack of influence, instead you will simply expect them to be enamoured of you.

And that, my friend, is incredibly powerful.

Remember, what we believe we manifest. Finding your mission will shift your beliefs about yourself. Success in the sexual marketplace will follow as a direct result.

If you enjoy my writing here then you will love my daily email, which teaches dating techniques as well as online business, among other things. To sign up go here: Troy Francis Subscribers

If you want to live a life of freedom you will also very likely enjoy my course Personal Brand Mastery—read all about it here.

Do You Actually Need Your Own Website To Make Money Online?

Troy · 9 October 2018 · Archived copy · Original

There are good arguments both for having a website for your personal brand, and not having one.

Both sides have a lot to say that makes sense. But in the end yes, you absolutely should have your own website.

Why? Well, let's first consider the opposing arguments.

People who say you should have your own website will typically say things like 'you should never build entirely on someone else's land.'

What they mean by that is that if you use any other platform—-Quora, Medium, LinkedIn, Twitter etc.—-you are there at the discretion of that platform's owner. That means that they call the shots. They can change things up when they want. And they often do.

We need only look at the algorithm changes that Facebook has made over the last few years, and consider people being banned from other networks, to realise that these platforms are not necessarily 'safe' havens.

On the other hand, those who say that having your own website it less important will usually talk in terms of 'reach'. The thrust of their argument is that you will likely take the trouble to set up your website only to find that your traffic is negligible.

Whereas, if you use, say, Medium instead to publish your articles then you will immediately be exposed to a huge audience hungry for content.

Your 'discoverability' will be far greater, in other words.

Have It Both Ways

Well, both are right. And that being the case, **the very simple solution is that you should do both**. Have your own website, and then post to other networks to drive traffic to it.

I now make a full-time living online, and that is precisely my strategy.

I have my own website (this one) where I post daily content. And then I write on Twitter, Medium, Quora and in other places to drive traffic to it.

Let's face it, in a world where attention spans are so strained, we must all strive for ubiquity. That being the case, why not have your own website? Why not post on as many networks as you can?

After all, the beauty of it is you don't necessarily need to create new content all the time. You can simply repurpose content across different platforms.

For example, the content I publish on Medium is all from my own website. Medium makes it extremely easy to copy articles across—-it takes less than two minutes for me to get an article up there.

Now, as it is, this website gets pretty good traffic because I've had it for a long time and I've been very consistent in publishing content. But my aim is always to get more people into my funnel by exposing them to my content. And as such it makes sense for me to be active in as many locations as possible.

Having your own site is essential because in the end it's better to have a piece of online real estate that you control. The other thing is that if you are looking to monetise your work it's far easier to do so on your own land.

However, you can't just set up a WordPress site, put up a couple of articles and expect it to be an overnight success.

You need to publicise it, to drive people to it.

And the way you do that is by showing up regularly on other platforms.

A personal brand does not exist merely in one sphere. It should be multifaceted. Play at home as well as on other people's courts.

Enjoy the best of both worlds.

If you enjoyed this article and would like to learn how you can escape the matrix by building your own personal brand business online, go here.

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If You Want To Make Money Online With Your Personal Brand Do This

Troy · 11 October 2018 · Archived copy · Original

When I was 27 years old I was an alcoholic.

I'd drunk everything away—-my university education, relationships with my family, my career, friends etc.

I was reduced to living in a single room in Manchester with the curtains drawn and empty bottles of wine on the floor around me. I was only sustained by the illusions of grandeur that continued to play in my head despite the reality of my situation.

Things went downhill from there.

I hit rock bottom and finally got into recovery in the early 2000s. At that point I was in a position to rebuild my life, and I did, getting myself together and finding a job—-quite a good job—-in advertising.

Over the next few years I moved back to London and got increasingly good jobs with global media companies.

But my heart wasn't really in it.

I was a writer trapped in an office executive's body.

I yearned to escape.

Side Hustle

And so I started to write on the side—-novels, poetry, articles (including for some very well-known titles) and blog posts.

My work began to gain traction, and people started to follow me. Slowly, I realised that perhaps there was another way. Maybe I could begin to monetise this growing audience that I was creating. Perhaps I could create products and services to sell to them that would bring value to them (as well as income to me).

And so I began to publish books on Amazon, about dating and self-development. These started selling pretty well. Soon, I was making almost as much money from my book sales as I was from my corporate salary. And at that point I was certain—-though the 'personal brand' I had created around my writing, I could make a living.

Suddenly, the idea of working for someone else seemed somewhat pointless. Surely it would be much better simply to continue growing my audience and figuring out new and better products to sell to them instead?

Well, that is precisely what I have done. I now work for myself full time and I earn more money doing so than I did in my corporate job.

So with all of that said, what is the best piece of advice I have for personal branding?

Well, I have two:

1. **Be consistent – publish content daily**
2. **Be vulnerable**

Consistency

Let me explain. Consistency is hugely important, simply because there is a hell of a lot of 'noise' out there and you have to cut through it.

You are 'competing' with other personal brands, yes. But also with *Game of Thrones*, computer games, people's Instagram feeds, movies etc.

You are basically competing with every other form of entertainment on the planet.

If you are to have any chance of shining through and reaching people you are going to have to put out content **regularly and consistently** so that you lodge in people's brains and become a feature in their lives.

Vulnerability

Secondly—-and most importantly—-you've got to get vulnerable and let people know who you really are.

Remember: the most valuable thing you have, the thing that sets you apart from everyone else on the planet, is your story. If you can't even share that without censoring yourself then you have excised your competitive edge.

I have found in my own experience that talking about things that are really personal, *and that might even make me look bad*, has the effect of drawing people to me.

Sure, some might be repelled also, but they were never going to be my 'core' audience. Meanwhile, those who truly resonate with what I'm writing about have a deeper relationship with me, will continue to follow me—-and are far more likely to buy from me when I release a product.

Honesty and vulnerability make for a win-win relationship. *You* get to be yourself without hiding anything. *Your audience* gets to know you and empathise, and perhaps gets to understand themselves a little better as a result.

And together you create something that is authentic rather than fake.

Of course, it depends to some extent on the line of business you are in. If you are a plumber seeking to build a personal brand, you may wonder about the value of sharing stories of their divorce online.

And I get that.

But a great example is James Altucher. He was a hedge fund guy, financial blogger and journalist. Then, when he opened up and started writing about his failures and personal disasters, his audience exploded.

He is now one of the best-known personal brand creators on the planet as a direct result.

The bottom line is that, whatever you're trying to build, vulnerability helps—-massively. And if you're looking to build a personal brand that really resonates with people and is profitable then it's essential.

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Renegade Dating: How Much Do Looks Matter?

Troy · 12 October 2018 · Archived copy · Original

Let's be under no illusions here: if you want to achieve success in the dating arena as a guy then how you look matters – a lot.

There is a kind of doublethink at play sometimes as guys have this idea that women are less looks-orientated than they are.

Now, in part that's true (more on that in a moment). But to ignore the deification of male models with chiseled jawlines and ripped abs in our society is myopic to say the least.

Why do you think all those guys on billboards and magazine covers are good-looking? Why movies actors and pop stars are aesthetically-pleasing?

It's because women find them attractive! And men aspire to be like them so they too may be considered hot.

OK then. So we've established that it is a fundamental biological fact that women like good-looking men, and this is borne out in the culture. What now? If you're not good looking should you just go and cry in a corner someplace?

No, of course not. Because the great thing—as far as men are concerned—is that our attractiveness is not just predicated on the way we look. It is also based on a whole host of other macro and micro indicators which, boiled down, pretty much equate to how 'powerful' we are.

Heterosexual women are attracted to men who display masculine characteristics. Traditionally these are associated with power: strength, wealthy, political influence and so on.

Why do you think guys with big muscles are popular with (some) women. Or rich guys? Or politicians?

We have ALL seen the stereotypical 'ugly' guy with a beautiful girl. And we all immediately rack our brains, trying to work out what it is he has 'got' to have attracted her.

What 'it' normally is is power in some shape or form.

It's important to note, though, that 'power' is not all about being ripped or being a millionaire. 'Power' is also expressed in other ways, which explains why the penniless guitarist with a rock band gets laid with beautiful girls. His power is expressed through his talent, his 'status' with his audience, his creative ability and so on.

The very best and simplest way of communication 'power' though is simply to be extremely confident. Why? Because a man who is confident—it is assumed—must have *some* reason for being so.

Finally, another thing to bear in mind is that what is though 'good looking' varies from girl to girl, and from culture to culture. A man who is considered a 4 in NYC might be an 8 in Bangkok for example. so never fall into the trap of thinking that the aesthetic scorecard is written in stone.

With all of this in mind, what is the best course of action to take? Quite simply:

– Make yourself as attractive as you can by working out, grooming, dressing well, etc.
– Hone other elements of your life and persona that point to power
– Improve your self-confidence
– Travel to other locales to see how you are received there.

In summary, looks are very important. but they are not the *only* factor involved in successful dating. As always, change what you can, accept the rest, and keep going out and meeting new girls.

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Renegade Entrepreneur: 3 Reasons Why I'm Obsessed With Personal Branding

Troy · 13 October 2018 · Archived copy · Original

I am obsessed with personal branding.

I write about it, I create podcasts and video content about it, I post on Instagram about it.

I talk about it to friends and business colleagues.

Personal branding is my **THING.**

Now, if you were to ask me *why* I am so attracted to it, I would probably have to go and sit down in a quiet room for several hours to think it through.

Because as with anything we are drawn to in life, our motivations are many and varied and may not even be completely obvious even to ourselves.

However, there are three key reasons why the personal brand business model resonates with me so strongly. I'm sharing them below because it's possible you might identify. Certainly, if you are considering making a personal brand yourself, they are worth thinking about.

1. I am happy being in the spotlight

OK , this needs a bit of breaking down.

Because I don't want you to get the idea that I'm some kind of crazed show-off.

Quite the contrary.

When I was at school I found it really hard to make friends.

On top of that, in some ways I didn't really WANT to make friends either.

I was shy, but I also preferred my own company.

What that meant was that when the other boys were playing football in the playground at break time, I used to sit in a corner by myself under the old oak tree and play alone. Trying to keep out of sight.

However, as I got older, I found that although I am a natural introvert (I draw more energy from being on my own than in crowds) I **also** enjoy the buzz of giving value to others through entertaining them, teaching, motivation and so on.

In particular (because I'm naturally reserved) I like to do this through writing.

(Writers are nothing else if not performers who don't like getting on stage very much).

But I also like to create podcasts, video content and—-these days—-I quite enjoy giving talks and doing face-to-face consultations too.

The reason all of this is important is simply because when you run a personal brand business, you **must** be prepared to be in the spotlight.

After all, the whole edifice is structured around **YOU.**

So if you are the kind of person who prefers to remain behind the scenes and invisible, then a PB is not for you.

This is something you need to consider upfront if you are looking at the PB model for yourself.

2. I love creating content

OK, let's narrow this down.

Basically, I love to *write.*

That means that anything like articles, Tweets, books, course materials, marketing emails, Quora answers is up my street.

In addition, I also now enjoy making podcasts (you can listen to mine here). Podcasting is really 'writing out loud' anyway, and some people create scripts beforehand.

I also don't mind doing live videos.

(Editing videos is a skill-set that I have still to learn, and to be honest I'm not incredibly excited by it.)

But if it's writing then I'm *there.*

Understand this: if you want to create a personal brand, you **MUST** put out consistent content.

I am not a celebrity. I do not have the luxury (or curse) of the world's media following me around with cameras publicising my every move.

If I did, I would monetise the attention.

But as a 'regular civilian', I have little choice but to create my own content. And I have to do it consistently in order for people to find me.

Fortunately, I love it, so it's win-win.

But if you don't enjoy creating at least one form of content then you should consider seriously if the personal brand route is really for you.

3. I believe that personal branding will withstand the A.I. revolution—at least in the medium term

Look, A.I. is a big subject and worthy of a whole other post. Let's just acknowledge here that the robots are coming, and they want your job—-certainly, if your job is easy to automate in any way at all.

That includes not just blue-collar jobs are at risk, but also a hell of a lot of white-collar ones too.

I used to work in advertising, and that industry is on the road to automation with the use of digital 'trading desks' used to buy and sell advertising across a whole host of media.

It's just one example of what's happening across the board.

The point about a personal brand is that you are essentially selling *yourself*.

I write about dating and online business. Sometimes I go off at a tangent and talk about something else entirely—-theatre, politics, literature or whatever.

But people still follow along because they have bought into *my* personality, and they way I write and view the world.

That personal touch is, in the medium term, going to be VERY hard to replicate with technology.

After all, we like certain actors, TV personalities, politicians and so on because of their personal traits.

Because of their *humanity.*

It is very difficult to see how A.I. will disrupt this for a very long time.

Certainly, I couldn't see myself following an A.I. writer or creator, simply because 'it's' points of reference would

not be human, and it is humanity above all that I seek as a consumer of content.

It's possible that either my view or the technology will change, of course.

Let's face it, pretty much anything *could* happen.

But for the moment, my view remains that building up your own audience through a personal brand remains **the** best way to future-proof your career and earning potential.

I realise there's a lot of detail here! If you want to find out more about how I built and monetised my own personal brand business go here.

Renegade Dating: The Main Factor That Is Harming Your Dating Success Right Now

troyfrancispua · 14 October 2018 · Archived copy · Original

One of the main emotions that men have to deal with in picking up women is resentment. This is more pernicious than it might sound.

The book *Alcoholics Anonymous* states that 'resentment is the number one offender. It destroys more alcoholics than anything else.'

The idea is that if someone annoys you and you allow them to 'live rent free in your head,' and you are a drinker, it will be enough to make you pick up the bottle once more.

Now, not everyone is an alcoholic. But many of us have experienced bitchy blow-outs or rejections from girls that are enough to send us running to the bar.

Only the other night I approached who cut me short mid-sentence with a single word:

'Sorry.'

She then turned away and continued talking to her friend.

'Sorry'?!!

Even though this was after a successful night of approaches, and even though I currently have three other girls waiting in the wings, and most importantly, even though *I know that my approach was sub-par* (it was late in the night, I was tired, *yada yada yada*) the memory of the blow-out still rankles.

Rejection is an inevitable part of the dating process. Even the best-looking, more eligible guy will get turned down from time-to-time—it's a fact of life. And not every girl feels obligated to be charming when she says no. So how do you get over the irritating paper-cut feeling that this can produce?

The answer is simple and it's based on ancient wisdom: in order to get over resentment, you simply have to forgive.

That's right—forgive.

Because when someone treats you badly in any way, it is almost always because *they* are suffering from some kind of spiritual or emotional pain themselves.

Have you noticed how when you are in a good mood you treat everyone kindly and politely, and when you're down you tend to snap? Well, it's the same for girls. So when that bitchy chick at the bar laughs off your approach, simply realise that she is simply acting that way because she too has been hurt. Because somewhere down the line, things didn't go well for her either.

And then smile and move on.

It is only forgives that protects you from the pain of resentment.

So learn to let resentment go.

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Plus, if you would like to learn how you can escape the matrix and live the renegade playboy life by building your own personal brand business online, go here.

Renegade Dating: How To Use Powerful Eye Contact To Meet Beautiful Girls

troyfrancispua · 16 October 2018 · Archived copy · Original

Eye contact is without doubt the dedicated renegade playboy's go-to in his quest intimacy with beautiful women.

It turns out that all that dating advice of yore—from 90's 'lad' mags, problems pages, and your mum—was correct in this particular: strong, confident eye contact is exceptionally potent in producing pantie tsunamis. Just not for the reasons that earlier proponents thought.

Eye contact, we were always told, demonstrates confidence. Women like confident men, therefore strong eye contact will get you laid (or at least a date) right?

Partly.

The devil is in the detail, and and it is really the *quality* of your eye contact that makes all the difference. This isn't about staring random girls down like a creep—your gaze must have *attitude.*

The really important thing about steady, sustained eye-contact is that communicates male-female polarity.

When you look at a woman, your eyes must tell her that you are thinking having sex with her. Your eyes, in other words, must show that you are a man who is unashamed of his desires.

A way to practice this is to go out and maintain eye contact with as many people as you can (men and women) without relinquishing it. Very quickly you will become more confident, and you will find women gazing at you for longer plus blushing, dropping their shopping and even walking into walls and bus-stops.

When you become good with eye-contact, you will find that in many cases it pretty much shorts out the need for sophisticated verbal patter because the sub-communication is doing the work for you: *I am a man, you are a girl and I am attracted to you*.

Once this baseline reality is established the chit-chat on top is secondary, an exercise in comfort-building. I

f you have this kind of vibe with a girl, then ask for the number or an instant date, and chances are she'll be amenable : eye-contact alone has done its job.

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How This 19 Year-Old Kid Mastered Online Business – And How YOU Can Too

Troy · 17 October 2018 · Archived copy · Original

I was first introduced to James Holt over a year ago when he contacted me for a project that he was working on at the time. Then, when we both started doubling down on Twitter (at the beginning of 2018) we became online buddies, meeting up in person for the first time in Budapest this summer.

In case you don't know, James is a highly successful entrepreneur who has mastered various different forms of online business including dropshipping, personal branding and niche sites. His story is incredibly inspiring for anyone looking to enjoy the freedom and fulfilment that making money online brings with it.

In this interview we go deep into every aspect of online biz—the different models available, how to choose the right one for you, how to maintain the right mindset, and how to keep your 'creative' ambitions separate from your money-making drive.

It's a fairly long interview, but it's also a goldmine of practical information and insights that will massively help you if you are an entrepreneur, or looking to dive into online business for the first time.

Enjoy!

1.The ambition of this website is to teach guys how to live the lives that want, not the lives they think they should. In practice that means two things – getting their dating sorted, and getting their business / financial lives sorted too. As far as latter is concerned, you've been incredibly successful by the age of 19, making money from niche sites, then dropshipping, and latterly personal branding, with more projects coming up next year. Care to give readers an overview of your career so far?

I started trying to make money online in the summer of 2015.

At the time, I'd just got my first girlfriend (at the age of 16) and had gone from somewhat socially awkward to a confident & cool guy in high school.

Life was good…until I got bored.

Online biz became my new obsession and has stayed that ever since then.

I started with blogging, found my first successes with niche sites and started making a decent income for a teenager.

Kinda stagnated at the $3-5k level so I looked to paid traffic to scale my business.

Dropshipping was my first successful attempt at paid traffic. Before that, I'd lost money on every ad campaign I launched.

Even now, I'm only just starting to see an ROI from Facebook and Google ads for my personal brand.

Luckily, the organic growth on Twitter has made up for my lack of success in that area and built a solid foundation for my personal brand which is currently my main focus.

Easily cleared 6-figures in 2018 while going to school / working full-time.

Goal is to scale the Start Selling Stuff brand to 7-figures in 2018 so that's where I'm spending most of my time.

2 Many guys love the idea of online business and the freedom and money it can provide, but they are unsure of which business model to try. Having been successful with several, what advice would you give?

I've been successful with niche sites (affiliate marketing), dropshipping and personal branding. (Made a couple of hundred dollars from freelancing too)

All of those business models (and many more) obviously work.

As for which is best, I think it largely depends on the person.

How much money do you have to invest?

Do you need to make money ASAP or can you afford to wait 6 months for money to start coming in?

Are you a good writer?

Are you more interested in SEO or paid advertising?

Are you looking to scale quickly or build online assets that generate passive income?

Do you have lots of experience in one of the big 3 markets (health, wealth, relationships) that you'd like to teach others?

If you can answer those questions for yourself, then choosing the right business model becomes a whole lot easier.

What you don't want to do is simply jumping into dropshipping because I teach it or personal branding because Troy teaches it.

I get a lot of people who come to me wanting to start dropshipping and I simply tell them I don't think it's the right choice for them.

Prime example? None other than Mr Troy Francis.

A great (and prolific) writer who knows how to build websites – Niche sites are a perfect fit for him and I have no issue dissuading him from getting into dropshipping for that reason.

(We had this exact conversation when we met in Budapest last summer.)

3. Following on from that, to what extent should one go with their gut, either when choosing a niche or a particular business model? Some say you should only do things you're passionate about, while others say, (effectively) 'screw that, follow the money'. I personally got into blogging originally because I love money, nut in hindsight there were more profitable things I could have done. Any thoughts?

Different strokes for different folks.

I personally follow the money – always have done.

At the same time, I don't work on businesses that I'm not excited about just to make money.

The exception being freelancing which I gave up quickly as soon as my first niche site started making money.

I guess I'm lucky in the sense that any business model that I believe will make me more money automatically excites me.

I'm heavily motivated by money.

Not because of the things money buys…

And not because of the freedom it offers either.

I just see it as a game.

And working towards increasing my income has always been incredibly exciting to me.

My lifestyle would be almost identical if I didn't make a cent online. But my life would be incredibly boring

because I'd lack a goal to work towards if that makes sense.

Enough about me, let me give some advice…

I honestly think you can mix the two (following money & passion) quite well.

For example, if I were giving advice to a younger Troy, I'd tell you to start blogging by all means, but also create niche sites on the side.

The niche sites would be 100% focused on making money. Your blog, on the other hand, you could build up just like you have done mixing artistic interests with business interests.

Side note: Having met Troy, I don't believe his self-assessment that he got into blogging for the money. He's a writer at heart which shines through in his content & occasionally leads to us having diametrically opposed views (the artist vs the businessman)

4. We both use social media (Twitter in particular) prodigiously to promote our brands. For someone new coming into the game, what advice would you give on selecting which social channels to use? It seems to me that, while you can grow a big audience and income on Twitter alone, there's a disadvantage in that your content there is relatively disposable, unlike with say YouTube or even Medium.

You can spend a lot of time pondering which platform makes most sense for you.

I generally think that's a waste of time because, especially as a beginner, you simply don't know where you could do well.

Instead, I recommend you start posting on 2-3 different platforms and see which ones take off.

For my own personal brand, I wasn't expecting to become "the dropshipping guy" on Twitter.

I used to post on YouTube and Instagram daily in addition to my Tweets. As time went by, I realized Twitter was where my message was resonating and my growth was picking up steam. Only at that point, did I double down on Twitter and let the other platforms sit on the sidelines.

Just to be clear, there's absolutely value in focusing most of your efforts on just 1-2 platforms.

In fact, that's exactly what I recommend you do. I'm just saying that in the early stages (first month), you need to figure out the best platform before focusing all your energy on one place.

No point in doubling down if you have no idea what the right move is.

5. You have said elsewhere that you are fascinated with money and business, and that really shines through. But what would you say your core motivation is? Money, freedom, not having a boss, creating something from nothing, or a combination or all of those things?

I chase money to avoid boredom.

It's all a game to me honestly. I rationalize that this is improving my future (and by god it is), but the real reason I do all this work is because I love the challenge.

School always came easy to me.

I struggled with fitness – Got that somewhat sorted at 13/14.

Struggled socially – Got that sorted at 14/15.

Struggled with girls after I already had social skills – Got that (kinda) sorted at 16/17

All these areas of self-improvement have diminishing returns which is probably why I go through phases of obsession and then maintenance.

Chasing money is the longest phase I've had so far and I'm making lifestyle choices to ensure that this phase doesn't end until I'm financially set for life.

For example, I'm not moving to a massive, transient city where there's a very real chance I'd get into chasing chicks and that obsession would replace my business obsession.

6. I have gone big on personal branding (in particular with my course Personal Brand Mastery) – it suits my personality, I love creating content etc. Plus it seems to me that having an audience of people who know, like and trust you will help you sell more of anything, regardless of your business / sector. Others, however, disagree, and say a personal brand is not necessary and you can make more simply running paid traffic for good offers.For me a personal brand *feels* more sustainable, but what are your thoughts?

A personal brand is definitely more stable than running paid traffic for affiliate offers / dropshipping products.

That doesn't necessarily make it a better business model – Again, different strokes for different folks.

A dropshipper I met up with this summer put it perfectly: Does it matter whether you make $3k every month or $36k in one month and then nothing for the rest of the year?

To many of you, the answer is obvious…

Yes, of course it matters!

But not to my friend – He isn't bothered by the massive ups and downs that paid traffic brings with it.

Personally, I couldn't stomach that. I don't mind losing money, but the idea of working 11 months out of the year without making any money is painful to me.

Of course, that isn't the case for all dropshippers. What my pal does is an extreme type of "go big or go home" dropshipping.

7. You are currently doing a year's mandatory civil service in Switzerland, and then you've said you'll be going to college to study business. We've discussed this already, as of course there is currently this 'anti-

school' sentiment in the sphere.Personally I am in favour of school as long as someone doesn't go ridiculously into debt.If someone reading this is currently weighing up the pros and cons of school, what advice would you give?

My advice would be to weight the pros and cons for YOUR specific situation.

Disregard what others are saying.

Disregard statistics about the average college debt / employment situation post-graduation.

Averages simply aren't relevant because you (hopefully) aren't aiming to be an average student.

I think college gets a bad reputation because immature 18-year-olds are sold the idea that they can go fuck around, stumble from one drunken weekend to the next and then after 4 years, magically have a high-paying job waiting for them.

Nothing could be further from the truth, of course.

However, the problem isn't JUST colleges.

If you told every 18-year-old to get into online business, learn a trade or do whatever else is in-vogue in the Twitter sphere this week, most would still find a way to screw it up.

You need to take responsibility for your life.

Realize that whether you go to college or not, you need to be learning outside of school.

You need to be working on building valuable skills and a powerful network. College can help or hinder you in doing that.

For me personally, I decided university is worth a shot.

Worst case, I lost a year where I could have gotten laid more by living in a capital city, met a few more entrepreneurs & worked more on my business.

Best case, I end up going to university for 1-3 years and meet a handful of people who will become close friends, tons of soft-touch contacts for the future. I'll also probably gain insight into the world of big business from experienced professors.

That's a bet I'll happily take.

But keep in mind, that's just my personal situation – It doesn't mean it's the best choice for anyone else.

8. How about for people who are further along in their careers? For guys who are in the proverbial 9-5 'cubicle' (as I was) there's always a decision to be made about when to make the jump to self-employment. Ideally you'd have a side-hustle and wait until you've equalled your salary with it, but on the other hand 'sink or swim' is a great motivator. What are your thoughts?

I'm not a fan of the 'sink or swim' approach.

I believe if you aren't capable of putting in the extra hours required while working your job, you don't want the freedom bad enough.

It's easy to blame your job for your lack of online income. Actually getting up every morning to work on your business when you don't have a boss telling you what to do is a lot harder.

Also, there's a very real chance you'll fall into the trap of pursuing only short-term business models because you are forced to make money ASAP.

I've been fortunate enough to not actually need the money from my businesses. This allowed me to take more risks

which is one of the reasons I've been able to grow my income exponentially.

Good luck taking this kind of risk when you don't have enough money to feed yourself for the next 2 weeks.

9. Going back to marketing, you have of course made great progress on Twitter, hitting over 10k followers within a year. What advice would you give to guys new to the platform? How do you add followers quickly? And how do you avoid getting sucked down into negativity, trolls etc?

Stick to just 1 subset of a topic at first and become the go-to guy for your little niche.

I've got experience with a handful of different online business models. However, when I was getting started on Twitter, I posted almost exclusively about dropshipping.

Not because dropshipping is the best model or because it has made me the most money (it hasn't).

Simply because that's the niche I chose for my personal brand.

In the early stages, it's best to post highly actionable content focused around your niche. Leave the motivation fluff to more established guys like myself and Troy

But seriously, nobody gives a shit when someone with 100 followers post a motivation message. At 5k followers, that would be a different story…

Not saying it's logical, but that's how Twitter works.

Moving on, you have to be real & authentic.

Don't pretend to be more experienced than you really are. People can see through the act easily. Plus, following a beginner or intermediate journey is actually interesting if you do it right.

And have a sense of humor.

Inject your personality into your Tweets. Don't become another self-improvement robot who Tweets the same tired clichés we've all seen a hundred times before.

As for dealing with negativity, I honestly think it largely comes down to not being insecure.

There's no way I could run my personal brand the way I do 5 years ago. Leaving aside the lack of business experience back then, I was simply too insecure to stick to my guns and stand by what I believe in.

I'm personally not a fan of blocking people. (Don't think I've ever blocked anyone.)

When I come across negativity, I just accept it and move on with my day.

Occasionally it gets to me, but most of the time the insults are just silly and bounce right off me.

I think people recognize that about me too so maybe that's why I get less hate than other Twitter gurus.

Ironic, since I'm such an easy target being a 19-year-old kid with a bloody cartoon avatar after all.

10. If someone said to you, right, I'm going to give myself a year and I want to be making 6 figures by the end of it via online business, what should they do? As a side point, do you think some people are born entrepreneurs while some aren't? Or can it be acquired?

Freelance copywriting is probably the safest way to reach 6-figures online in a year.

Learn copywriting, start applying for jobs on Upwork, build up a reputation, keep improving your skills and gradually raise your rates over time.

As for whether people are born entrepreneurs…

I don't know, Troy. You're asking some tough questions for a 19-year-old kid to answer!

I certainly always showed the signs of becoming an entrepreneur.

I've always been fascinated by money. Loved counting my money as a kid. My favourite game was Monopoly.

I was following the stock market during the crash of 08…at the age of 9/10.

So I guess I'd be the perfect example of someone who was born to do this stuff, but that's not to say you can't pick it up later in life and do well.

11. Looking to the future, do you have a plan, or an outline of where things will go for you? I get the sense that while you love online business, you are not exclusively tied to it—that is, you would also consider more traditional models as well. Is that correct?

I don't have a concrete plan for the future.

I want to become rich in the next 5-10 years (multi-million dollar net worth).

The real question is whether the money-making game will still fascinate me at that point or whether I move on to other pursuits / enjoying the fruits of my labour.

I don't see myself quitting business altogether, but once you're financially set, there's a big difference between working 10-20 hours per week just for fun vs swinging for the fences.

I used to want to become a banker and could actually imagine myself running my own investment fund (investing in private companies). That's the only company with billion-dollar potential I've even imagined myself starting.

12. Finally, I really liked a Tweet of yours where you said something like 'there's no point in being a poor artistic type.' By which I think you meant, yes, be artistic, but make money first. Then you can sit around writing your novel afterwards. For people like me where there can be a conflict between the 'art' and the 'business', what advice would you give?

I think trying to make money from your artistic pursuits is a stupid move.

Incredibly high failure rate and even those who succeed often end up commercializing their art to make money.

I think it makes far more sense to focus on making money and have an artistic pursuit on the side.

That way, you'll probably end up making more money and you'll never have to compromise your art.

Take my Twitter as an example…

I post some generic, motivational fluff on there these days. (Don't even get me started on the crap I post on Instagram.)

That's not necessarily the type of content I like.

But I'm running a business so my taste matters fuck-all.

What matters is what people respond to because the objective of my social media accounts is to get people's attention, so they sign up for my email list.

My email subs then get lessons I've learned from my 3+ years of experience. From the email list, the goal is to get people to buy a product of mine.

The product contains nothing but 100% actionable advice which will get people to their goals.

Not saying that is the only way to run an info-product business, but it has worked incredibly well for me and a handful of other guys I've seen do it effectively.

Point is, I'm happy posting content to grow my business, even if it isn't exactly the type of content I personally see the most value in.

Do be sure to check out James's website Start Selling Stuff – it's packed full of great, actionable information about all areas of online business. You can also find James on Twitter.

Renegade Entrepreneur: Completing A Project Is Even Better Than Sex

troyfrancispua · 19 October 2018 · Archived copy · Original

There is nothing greater than the feeling of completion – of having worked on a demanding project that is important to you for a long period, and then bringing it to a successful conclusion.

David Deida, in *The Way of the Superior Man,* writes famously that for a man to be whole he should have a mission. Something he is passionate about from the core of his soul to dedicate his life to.

In my experience this is true. For me, the passion happens to be writing. For another man it might be sports, or art or carpentry – anything, so long as it requires focus and exertion.

Ideally, whatever you choose should be something that you are **inextricably drawn to**, and it should involve you making something to put out into the world, whether that be a book, a video or a great golf swing.

Too many people are passive consumers, and no wonder: there's a whole world of content out there to be read, watched, listened to, downloaded.

There is too much information and it turns us into mindless drones.

Meanwhile, a fulfilled man is one who produces something, who gives to the world rather than merely receives. And the great thing is, it is through this act of giving that we are happiest.

But one difficulty is staying the course when things get tough. How much easier it would be simply to give up. To go back to playing *Call of Duty* or watching football instead.

Here's a tip: don't.

Just don't.

The secret to completion of projects is **consistency**. And the secret to consistency is breaking each task down to its minimum components, and executing those on a daily basis.

Don't think for now about the endgame: just think about what you need to do **today**, and do it to the best of your ability.

If you're tired and you can only manage half-an-hour's writing then just do half an hour—it's better than nothing, and it means you're exercising the muscles necessary to get to the end of the task.

Days add up to months, months add up to years, and before you know it your project will be done, and you will feel a sense of deep satisfaction.

Seek progress, not perfection. Break everything down into manageable chunks, do whatever you can in the given time you have and don't be hard on yourself: you can always polish later.

In time, you will have successfully completed your project: and when that happens you'll realise that yes, completion really is even better than sex.

If you liked this article you will love my daily email, which teaches business AND pleasure for men. To sign up go here: Troy Francis Subscribers

Plus, if you would like to learn how you can escape the matrix and live the renegade playboy life by building your own personal brand business online, go here.

First published on ROK *here*.

6 Motivation Tips For When You Don't Feel Like Going Out To Socialise

troyfrancispua · 20 October 2018 · Archived copy · Original

Do you want to enjoy the renegade life, but you're not getting the results with dating you'd like, or feel that you should be getting?

A major problem faced by many of us at one time or another is **lack of motivation**. When faced with the choice between going out into the unpredictable and potentially harsh world of the club to meet new people (or to the mall, if daygame is your thing) or staying at home and loading up Netflix, the temptation is often to choose the latter.

So how do you break free of this understandable-but-unhelpful inertia?

Here's a six-step strategy:

1. Accept Your State of Mind

Look, there's no easy way around not wanting to put yourself on the line. The truth is that there's not a human being alive who wouldn't rather life was less difficult.

Unfortunately, the reality is that 90% of the time life is a struggle and you only get out of it what you put in. But you're only human, so don't beat yourself up.

If you know you should be taking a particular course of action, but just can't bring yourself to do so, simply pause for a moment, take a deep breath and **observe your own resistance.**

Don't judge yourself — simply note your feelings and try to accept them.

2. Understand That Feelings Are Temporary

Think about all the times you've felt unhappy or anxious or worried. They passed, right? Realise that whatever you are feeling now that is making you inactive will also pass, be it tiredness, depression, boredom etc.

Take a few moments to project into your future and imagine yourself feeling positive and motivated again.

Now, make an effort to 'borrow' from those future good feelings to vibe yourself up in the now.

3. Take 'the Next Right Step

Don't think about the bigger picture—the night ahead, the intimidating door staff at the club, the bright lights, the loud music and that bitchy girl you may regret approaching.

Instead, break down the process of going out into small, manageable chunks and simply **do the next right thing**.

Hungry? Cook a meal.

Need something to wear? Iron a shirt and pick out a pocket square.

Need transport? Call a cab.

Don't stress yourself out. Just be sure to accomplish those few small incremental actions that will get you out of your apartment.

4. Keep Your Long-Term Goals in Mind

While you are taking these incremental steps, on a meta level you need to have some sense of why you are doing so.

As I've just said, you shouldn't think about the minutiae of the night ahead: what you must do, though, is keep in mind your **wider goals**. If your intention is to date prolifically then it follows that you must approach; and in order

to approach you must go out.

All success is founded to some degree on the sublimation of temporary discomfort in the interest of a greater good — think for example of the athlete who spends many hours training while his friends are socialising so that he can compete in the Olympics.

Remembering that your feelings are temporary and that taking action will have a positive impact on your ambitions should be enough to jolt you into activity.

5. Remember: Action Creates Momentum

Simple actions create momentum, and momentum creates results.

Most of us have probably felt under par before going on to have a fantastic night at least once in our lives.

Trust your own capacity to rise to the occasion once you get into a social environment. Once you've arrived at the club or the bar, the drinks are flowing, the music is playing and there are beautiful girls all around your motivation will naturally increase.

Bear in mind that how you feel will change once you get out there, and pull forward those good feelings you know you're bound to enjoy.

Having a couple of drinks at home and putting on some loud party music will help too.

6. Lower The Bar – Sometimes Just Going Out To Socialise Is Enough

Remember: you don't have to be master dating expert.

In fact, you don't even have to be that good.

All too frequently, guys (myself included) will put undue pressure on themselves, as though they have to live up to some externally-defined standard.

You don't.

However long you've been going out,you're allowed to have an off-night. Why not see how many times you can get rejected. It really doesn't matter — going out is meant to be fun, remember?

Every so often life will throw you a line. There have been many occasions I've gone out and met a girl out who just happened to like me — not because of my amazing verbal skills, but simply because of natural chemistry.

The same thing will happen for you—but *only* if you go out.

As the expression goes, you have to be in it to win it. You can't expect a girl just to turn up at your bedroom while you're playing *World of Warcraft*. But going out and socialising at least means there's a fighting chance that you might meet someone you just happen to click with through minimum effort.

Hopefully these tips will help you get over those tough bumps in the road where you just don't feel like going out.

If these worked for you, or if you have any suggestions of your own, please let me know in the comments section below.

If you liked this article you will love my daily email, which teaches business AND pleasure for men. To sign up go here: Troy Francis Subscribers

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Renegade Dating: This Book Will Teach You How To Get Better Dating Results

troyfrancispua · 21 October 2018 · Archived copy · Original

Right now my book *The Seven Laws of Seduction* is available to buy on Amazon.

(It may not be forever, though—more on that soon ;))

It is the culmination of over a decade's worth of practice out in the dating trenches, as well as exposure to the thinking of other renegade playboys.

I've spent a lot of time on it and I think it offers real value, with some great new perspectives on many elements of dating.

And so, without further ado, here's the sales pitch:

The Seven Laws of Seduction is a simple, step-by-step guide that gives men everything they need to know about how to date and seduce women.

- Are you the kind of guy who has trouble relating to women but who longs to find a girlfriend?
- Or maybe you're in a relationship that is no longer working, but you're afraid to leave, believing that you don't have any other options.
- Or perhaps you are envious of your 'natural' friends who seem to have no trouble in meeting attractive women for one-night stands?
- Then again, maybe you are a seasoned 'player' looking for new perspectives.
- It could be that you've read other dating guides and found them lacking, and you simply don't have the time or the inclination to sift through dubious information online, or attend costly seminars and bootcamps

If so, then The Seven Laws of Attraction is for you.

Look, over the last 14 years I've made the transformation from shy guy to a global expert in current dating trends.

From being a guy too shy to even look at an attractive girl, the last decade-and-a-half have seen me embark on a journey that has spanned the globe, during which I have become friends with an exclusive clique of the world's foremost renegade playboys, meeting a colourful cast of international women along the way.

How did my life change so radically? Because I discovered the Seven Laws of Seduction—closely-guarded secrets about male-female social dynamics that are known and applied by every international ladies man, but are rarely revealed to the general public.

The Seven Laws of Seduction is packed with information designed to hardwire the knowledge of the world's greatest renegade playboys directly into your brain in a fraction of the time it took for me to internalise it.

In the book you will learn:

- **How to bring out your true, masculine self**
- **How to achieve a sense of limitless abundance**
- **How to meet women every day in places you would never have thought possible**
- **How to significantly reduce your fear of approaching her**
- **The two seduction models: one-tier and two-tier. Know which one you're in and don't make the same mistakes most guys do.**
- **How a lot of conventional thinking about dating is wrong and how going with what you know in the moment will yield massive results**

- **How to leverage masculine-feminine polarity to get her tingling with excitement**
- **How your approach *in itself* can create huge attraction in the girl**

And . . . !

- **How to create a force field around your enabling you to withstand even the highest degree of social pressure**
- **Techniques to crush your fear of rejection**
- **Why 'leagues' don't exist and how you can attract the most beautiful women imaginable.**
- **The special techniques you need to know to meet girls efficiently at night**
- **How to create sexual tension**

Plus . . . !!

- **How direct sexual references are extremely powerful—when used correctly**
- **Exactly what to do on a first date**
- **How having a certifiably insane degree of self-love will 10X your dating life**

The book presents a clear and logical system for dating with a practical, user-friendly layout.]

Each chapter describes and explains one of the Seven Laws in detail and also includes –

- **A real-life example that illustrates and explains the concepts presented, showing exactly what is possible for an ordinary guy to achieve**
- **A cheat-sheet of Core Principles**
- **Motivating and powerful exercises to get you out there and dating!**

Applying these principles will seriously skyrocket your success in the dating arena so take action today. If you are serious about improving your success with women then get hold of your copy now.

Yes, I would like to 10X my dating life now with The Seven Laws of Seduction

If you liked this article you will love my daily email, which teaches business AND pleasure for men. To sign up go here: Troy Francis Subscribers

Plus, if you would like to learn how you can escape the matrix and live the renegade playboy life by building your own personal brand business online, go here.

Why It's Important To Develop An Insane Degree Of Self-Love

troyfrancispua · 23 October 2018 · Archived copy · Original

Too many men walk around thinking that the women they desire are superior to them.

In the unlikely event one of them accepts him for sex or a relationship, he assumes she must be doing him a favour, that there must be something "special" about their relationship.

Beware, for this is how pedestalization, obsession, and heartbreak are bred.

Women, we are told from a young age, are attracted to "cool" guys. The problem for many is figuring out what "cool" actually means and how to embody it.

But the most powerful piece of dating advice I have ever been given, one that changed my whole paradigm of thinking and levels of success, was that I should assume an insane degree of self-love.

Now, the truth is there were probably already things I liked about myself, but social conditioning had taught me to be humble, not to brag, to keep my head below the parapet, and be a *nice guy*.

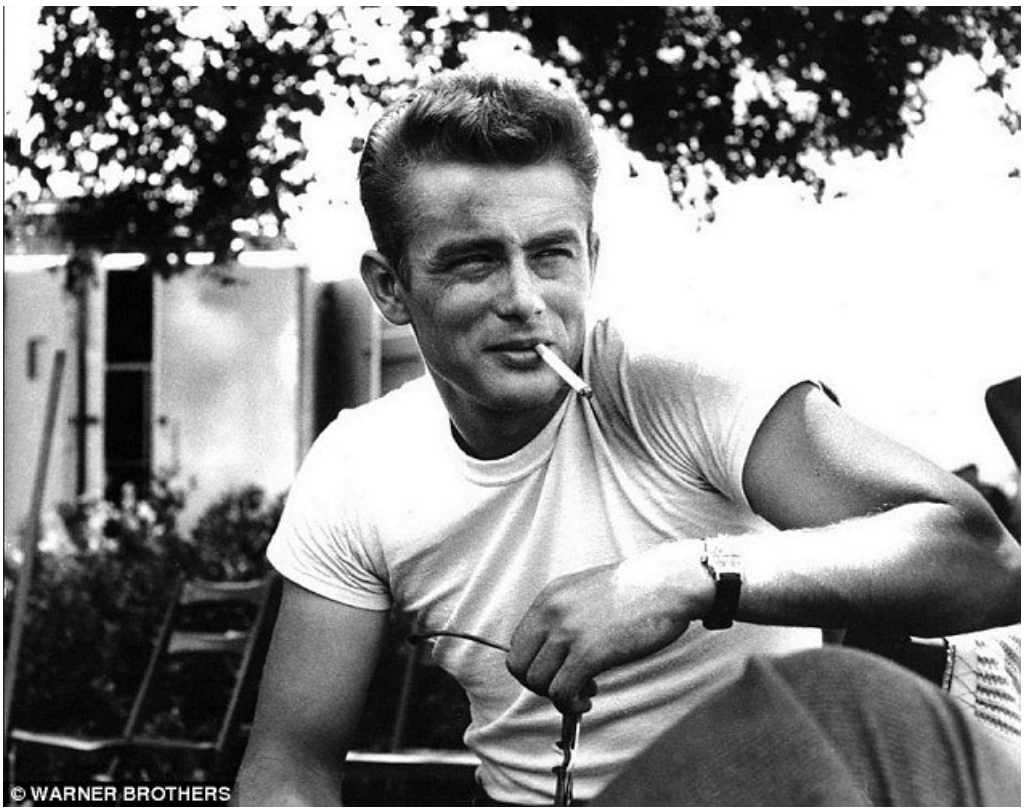
None of these behaviours helped me in my dating life.

What did help was when I started communicating an irrational, almost absurd sense of self-confidence to the world through every element of my behaviour, from the way I walked to the way I spoke, to the way I dressed.

This isn't about being bigheaded. It's more about recognising what's unique and amazing about ***you*** and being proud of it.

Once I carried myself as though I were a big deal, suddenly and mysteriously my world changed as women previously out of my reach started to show interest, and men began to take me more seriously.

Very quickly, a truth that I had never been aware of before was revealed to me: ***the individual, not society decides what "cool" is for him: each one of us gives himself permission to be cool.***



What does “cool” mean?

I remember looking at the popular kids at school and wondering what was it was about them. Many weren’t particularly good-looking or intelligent. They didn’t have taste in clothes or music, yet they still carried themselves as though they were something special.

I often wondered why this was so and who had “given them permission” to do so.

At the same time, I imagined it impossible that someone like me, someone so *inherently uncool,* could ever behave with such entitlement.

For a while, I actually believed that somehow I *wasn’t allowed* to dress fashionably, because those cool clothes were for *other people* who were already cool.

Of course, this was utter nonsense.

The fact is that “cool” is a self-designation: no one else gives you the permission to be cool, and no one is magically endowed with the quality of coolness from birth. It is a mantle that you assume for yourself, and you can do so today.

Remember, **there is no such thing as consensus**. Even if every single person in your immediate circle says you’re a loser or acts like they think so:-

- ***You don’t know that’s what they’re thinking for real.***
- ***There is no standardised measure.***
- ***There’s a big world out there, and others will think differently.***

Understand this now: It is you who makes the decision to dress cool, act cool, and be cool. *You* give yourself permission, and you should never seek it from anyone else.

Become the embodiment of that ideal image of yourself you hold inside.

Resistance

As you start to make changes to yourself, you may experience social pressure from other people. If you buy new clothes, for example, then people used to the “old you” may complain or criticise you.

Ignore them. Their thoughts are irrelevant.

They don’t really care what you wear or what you are doing with your life. They are merely trying to push you down to your former position in the hierarchy so that they can feel better about themselves.

As a wise man once told me: what other people think of you is none of your business.

Deluded self-belief

Your ultimate goal is not mere coolness. You should aim for a deluded degree of self-belief. Walk around as though you are the most exceptional guy on the planet.

If you accept the principle of the non-existence of consensus, you will see that no one can either give you permission to act this way or refute that you have a right to—you are free to do whatever you want.

So how do you achieve this almost delusional state of self-regard?

- ***Give yourself permission to do so.***
- ***Seek role models and mirror them.***
- ***Fake it to make it.***
- ***Don’t allow any contrary evidence to enter your reality.***

The first step is to make a decision, and you must make it absolutely.

The second step is really important and helped me a great deal. Pick out celebrities and others that you admire for their charisma, cool image, and behaviour and copy them.

Note how they dress, their mannerisms, and how they talk, walk, and act, and find ways to emulate them without appearing incongruent. Read interviews with them or better still meet them—if you can—to suss out how they think, their attitudes to life, and how they handle common situations. All with a view to adopting their mindsets for yourself.

Celebrities I have channelled include Robbie Williams with his alpha body language, complete conviction in his own attractiveness, and cheeky humour, and Russell Brand, whose idiosyncratic dress sense, florid verbal style, and laser eye contact I admire very much.

Both display dominant male characteristics and have very tangible self-belief.

I would also add Jay Z to that list, as his grace, warmth, and humour are a welcome sheen on his ultimate alpha male persona.

On the other side of the spectrum, you might consider someone like Harry Styles, who is boyish, scruffy, and relatively unconventional in looks but who has genuine charisma and great style.

The people that resonate most with you and have the most congruence with your personal style are the ones to model.

Also, try to ensure that all the influences you take in are positive—music, movies, books.

Don’t watch too much television.

Listen to unsentimental music that will get you fired up and hungry, like rap and techno.

Don’t wallow in sad love songs, soap operas, reality shows, and so on.

Why Should You Adopt Deluded Self-Belief?

- ***Because in order to be truly attractive you have to be prepared to stand against what "polite society" regards as normal social conduct.***
- ***Entitlement is attractive.***
- ***People will believe a narrative presented to them strongly and consistently.***

The important thing is that your self-esteem is excessive. This needn't necessarily be based on anything tangible other than the decision you've made for it to be so.

That is all that is required.

People are gullible, tending to accept what they are told. If you continually relate to them in a way that suggests you are cool they will believe it.

This is why advertising works. Consistency is the key.

Soon enough, people will accept the cool persona you present. Those that don't you should simply ignore or phase out of your reality. And the best way to appear consistently cool?

Have a primary mission or passion that has nothing to do with dating.

Renegade playboys are doers, not passive consumers.

Choose something that you love doing, whether it is music, sports, photography, writing, or art. It should be an activity where you *produce*—put something out into the world. Make *that* your number one focus and you will find yourself impassioned and full of vital energy, which will communicate itself to those around you.

Having a passion will make you less vulnerable to the negative emotions of others and will make you cooler in their eyes.

Finally, make sure that you have a group of other men that you can talk to—male friends are valuable to you. Centre yourself by catching up with them once a week and talking through your problems and successes.

Male influence will keep you balanced and on your alpha path. Make sure they are men who understand and are encouraging of your mission, who are actively working to improve themselves too.

Stick with the winners and you will prosper.

If you liked this article you will love my daily email, which teaches business AND pleasure for men. To sign up go here: Troy Francis Subscribers

Plus, if you would like to learn how you can escape the matrix and live the renegade playboy life by building your own personal brand business online, go here.

Originally published on Return of Kings here

Renegade Dating: One Simple Tip To Improve Your Dating Success

troyfrancispua · 28 October 2018 · Archived copy · Original

So you want to improve the quality or the quantity of the women you meet? Well, you're not alone. Many other guys do too. To that end they spend hours reading blogs, forums and books or swapping advice in person.

The majority would love to be given a magic bullet—that one piece of advice that would transform their interactions for good, and elevate them to the status of master players instantly.

Of course, the truth is that **magic bullets do not exist**. Successfully attracting multiple women, like any other discipline, usually requires hard work and sustained effort over a long period of time. This breaks down into many diverse areas that are discussed at length by different *goo-roos*: style, personal grooming, storytelling, passing tests etc.

But if someone were to hold a gun to my head and ask me to supply them with the one tip that transformed my game since I started learning about this stuff, then without question I would say the following:

'Whatever you do, make sure you touch her.'

Touch is the single element that separates the friend from the lover, the all-vanquishing Casanova from the sad lovelorn schlub.

Say you're on a date. Start innocuously — shake her hand, touch her forearm to make a point, her upper back etc. Then, once she's comfortable with that, **and you are also escalating verbally**, then hold her hand. Finally, pull her towards you and proceed to kiss her.

If she is uncomfortable at any point she will let you know, and then you must cool off for a bit. But otherwise keep going. Even if you're not used to it, even if it feels incongruous. Just do it.

Touch in itself creates attraction, and it is one of the most powerful tools in your arsenal for doing so.

Without touch, the friendzone yawns like a vast, inhospitable chasm before you.

Neglect it at your peril.

Live the life you want, not the life you think you

If you would like to learn how you can escape the matrix and live the renegade playboy life by building your own personal brand business online, go here.

How Controlling Your Emotions Leads To Success In Dating And Business

troyfrancispua · 30 October 2018 · Archived copy · Original

Control your emotions and not only will you control your life, but you will also position yourself to achieve massive success.

That, at least, is my belief and it is the central premise of all of my writing

Think about those times when you have tried to do something (anything, whether it be chat up a girl, start a business, complete a university assignment, whatever) but you failed.

Now think about *why* you failed.

I'm willing to bet that in nearly every case an emotional response of some kind on your part had a hand in the failure.

For example—you saw a cute girl on the train but you failed to approach her. Why? Because of fear—well, fear is an emotion.

You didn't complete your university assignment on time. Why? Because you slacked off and went to the movies instead. OK, some might argue that this example is about time management and in part they'd be right. But really the reason you went to the cinema was because you were bored—and boredom is an emotion.

Had you been able to control your emotions—fear and boredom—in these situations then would you have been guaranteed success? Would you have got the girl or handed in a stellar piece of work?

No, not necessarily.

But by bypassing fear and taking action instead you would have put yourself in a much stronger position.

You would have set yourself up for success.

People self-sabotage themselves unnecessarily all the time and fear is usually at the root of it. Logically, when you see an attractive girl walking down the street holding a Victoria's Secret bag, laughing with her friends over a cappuccino there is no reason why you can't go up and introduce yourself, *except* that you are afraid.

Think about it—what is the worst that could happen?

Well, perhaps she'd pour her drink over you. Perhaps she'd have a good laugh, turn and walk the other way.

But neither of these things would kill you (well, not unless you suffer from an allergy to cappuccino, that is).

Had you been able to successfully master your fear then your chances with that girl would have been much higher than they were when you didn't (i.e. 0%).

So What Can You Do About It?

The most popular piece of advice to give in regard to managing ones emotions is ‘feel the fear and do it anyway’ (a title so good that is almost obviates the need for the book itself.) I wholeheartedly endorse it. ‘Faking it until you make it’ is such a powerful tool that it should probably be taught in schools.

Most of the successful people we see around us are faking it to make it. Do you think most politicians really have a clue what they’re doing out there on the campaign trail? Of course they don’t. They are merely following their instincts and acting sure of themselves.

As with a great many of the principles of successful dating, things like *faking it until you make it*, being *assumptive*, assuming *arrogance* and *leading* all apply equally well to other walks of life like politics and building a successful business.

Some people, you might assume, are born with an innate ability to control their emotions while others aren’t.

But there must be more to it than that. Is it really true that emotionally controlled people are born, not made? And if it is, how can the rest of us grab some of that good stuff for ourselves.

In other words, are there specific behaviours and techniques that you can imitate and internalise to make your dating AND work life a success?

Yes, there are. And I discuss them every day in the email that I send out to my inner circle. If you want to join the club then click the link **here** now.

To learn 3 great tips for meeting high quality women go **here.**

If you would like to learn how you can escape the matrix and live the renegade playboy life by building your own personal brand business online, go **here.**

Business And Pleasure Introduction

Troy · 1 November 2018 · Archived copy · Original

Trying a bit of an experiment here – a new DAILY podcast show to run for the duration of November on YouTube, Soundcloud, iTunes etc.

Episodes will be devoted to **business and pleasure** – plus the business OF pleasure.

The renegade life is all about pleasure – but in order to afford to have a good time we have to do a little business, too.

This show covers both dating and business, and the correlations between the two.

It also marks the relaunch of my YouTube channel. I'm keen to do a lot more on YouTube in the coming months, so do follow me there if you don't already.

How Long Should You Persist With A Girl You Want To Date?

Troy · 2 November 2018 · Archived copy · Original

How long should you persist with a girl is one of those ‘how long is a piece of string’ questions for which there is no definitive answer. Nevertheless, I have some general thoughts on the matter which I outline here.

So just what should you do when you chat to a girl, she seems interested, you exchange details but then there are delays when you ask her out on a date?

To receive the DAILY Business & Pleasure email go here: https://realtroyfrancis.com/free-book/

The Best Mindset You Should Adopt if You're Socially Awkward

Troy · 4 November 2018 · Archived copy · Original

People who have had positive reference experiences since childhood tend to shine socially. If you're not one of them here's my message: your ideas still have value. YOU still matter.

Get on the DAILY Business & Pleasure email list (plus get a free ebook) here: https://realtroyfrancis.com/free-book/

Buy my 8 books on dating for just $49 (reduced from $69. Enter the code troyoffer at the checkout) here: https://gum.co/vHFeu

For my online course Personal Brand Mastery go here: https://troy-francis.teachable.com/p/…

The Renegade Playbook – *NEW FREE COURSE!*

Troy · 10 November 2018 · Archived copy · Original

I've just released a brand-new online course called **The Renegade Playbook** which is absolutely **free of charge**.

You crave freedom, right? The freedom to date who you like, live where you want, and earn money without having to answer to a boss.

You're sick and tired of living a conventional life – now you want to go renegade.

Perhaps you read about people online who have created amazing lives for themselves, dating prolifically, earning money online and enjoying the ability to live anywhere on the planet.

Well, the good news is that you can do exactly the same thing – if you're prepared to follow a simple programme, put the work in, and be persistent.

In this totally free, easily digestible four part video training, you will learn:

- The **daily habits** you need to put into place to ensure your success.
- The surprising and yet simple **formula** that, if you apply it to both your dating life and your business life, will help you achieve MASSIVE success.
- How to meet and **date more girls** than ever without using Tinder.
- How to use these principles to begin creating your own **online freedom business**
- The exact step-by-step process to create huge change in the most important parts of your life (dating and business) **in 30 days or less.**

To see me talking about the course, check out **this video.**

To enrol in the Renegade Playbook 100% free **go here.**

Yes, Christmas has come early guys! Seriously, there's a ton of value in this course – so much so that I may well end up charging for it at some point ($99 or so) so get in there now while it's still free.

How To Meet A Hot Girl At The Gym

Troy · 12 November 2018 · Archived copy · Original

Several guys have asked me recently about gym game—is it possible, is it advisable, and if so how best to go about it? To answer the first two points, yes it's possible and yes it's advisable—depending on the set-up in your particular gym.

Like most men who are reading this—I hope—I go to the gym regularly, and have been for many years. Given that all the gyms I've been a member of have been unisex I've encountered a lot of attractive girls doing so. And being into game, I haven't wasted the opportunity to approach many of them.

Let's deal with objections first. The most common reason I've heard guys give for not doing gym game is that they go there a lot and may see the girl again. It's a variation on the 'don't shit where you eat' rationale.

Actually, I think there is some validity in this. If you are really serious about your gym programme, which you should be, and you train at a venue where the customer base is small and you run into the same people time and again, then fair enough, it shouldn't be your first port of call for pickup. Your focus should absolutely be on your physique and fitness first.

However, the truth is that most gyms have a fairly transient membership, especially in large cities. After all, the 'new year' effect is well known: you January recruits hogging the benches, free weights and machines for a month or so before they give up and things return to normal once more.

As such, if you do it right, approaching in this environment can be a good thing as you may never see her again otherwise.

By the way, do subscribe to my YouTube channel and drop me a like and a comment – cheers!

Remember to sign up for my free online training The Renegade Playbook for renegade dating and business techniques. Go here: https://troy-francis.teachable.com/p/renegade-playbook

Check out my latest podcast episode!

In The Strip Clubs And Brothels Of Europe: A Winter's Tale by Ernst Graf

Troy · 29 November 2018 · Archived copy · Original

> No man is an island. Well I'm as close to it as I've ever met. There may be other people like me but by definition I am not likely to bump into them.
>
> Ernst Graf

As anyone who follows me over on Twitter will be more than aware, I am a fan of the writer and diarist Ersnt Graf. Hardly a day goes by when I don't retweet some choice morsel of his prose for others to enjoy.

(Some will recall that I interviewed here in 2017).

Perhaps some people following me get fed up with this. Maybe they're asking themselves, why the hell does Troy—who is a 'game' guy—quote this man who bangs on about strippers, hookers and Kasper Hauser (who he?) the whole time?

But the fact is that Graf is one of the finest writers working today, and his work, informed by his travels to the 'four stations of the cross'—Berlin, Vienna, Brussels and Munich, and the strip clubs, porn cinemas and brothels there—gets right to the heart of modern masculinity with a directness that no one else dares emulate.

Critical Probing

It was heartening, recently, to see Graf finally getting some mainstream critical attention from Jad Adams, author of *Madder Music, Stronger Wine: The Life of Ernest Dowson, Poet and Decadent,* the book that first introduced Graf to Dowson and ignited his long fascination for him.

Adams' admiration for Graf is palpable and deserved. Calling him 'Knut Hamsun with a hard-on', Adam's rightly characterises Graf as a highly literary writer, observing that his *Journals 1 (A Soho Golden Age)* references 'Frank Wedekind, Oscar Wilde, Sarah Kane, Henry Miller, Emile Zola and others along with artists Egon Schiele and George Grosz.'

Of course, Ernest Dowson's association with the decadent movement of the late 19th century is key here, since Graf is himself a product of the decadent imagination, inspired not only by Dowson, but also Baudelaire and others.

On Dowson's death Oscar Wilde said "Poor wounded wonderful fellow that he was, a tragic reproduction of all tragic poetry, like a symbol, or a scene. I hope bay leaves will be laid on his tomb and rue and myrtle too for he knew what love was".

Well, Ernst Graf knows what love is too—even though his instinct (or the instinct of his literary alter ego) is to run from it.

Ernst Graf isn't his real name. That was the name of the German gynaecologist who discovered the female G spot. Who knows what his real name is? In fact, who knows anything very much at all about the figure behind these books—other than what the texts themselves reveal. And who knows how much of *that* is fictionalised.

As Jad Adams notes, 'he lives somewhere, near but not in London, he has a job but we don't know what it is, he has had a girlfriend, he comments on having been bullied….then I stopped playing detective and let the flow take me. '

And that is essential—letting the flow of Graf's prose take you. The identity of the author is of no importance in comparison with what is on the page, and our appreciation of literary texts should not be sullied by the minutiae of biographical data.Many times over the years I have reached out to Graf, asking if we could possibly meet. Many times he has politely but robustly declined.

It is probably for the best.

Floozies

> To refine things down to their essence, I go on holiday because of my penis.

A Winter's Tale, like all of Graf's books to date, is a travel diary detailing his excursions to Brussels, Munich and Berlin in 2015. As usual, there isn't anything so vulgar as plot to interrupt the proceedings. As Adam's observes, Graf is a product of the modernists, and his writing has the same stream-of-conscious quality as Hamsun, and before that Eliot, Joyce and even Proust.

What we get instead of a cracking yarn is Graf's musings as he takes trains around Europe (rarely planes), checks into his favourite hotels, gets drunk and hits the red-light districts, looking at strippers and hookers but rarely doing anything with them.

What separates *A Winter's Tale* from the previous books is that it is less sexually frenzied and more reflective. Put simply, the author is getting older and he no longer has the same drive to lose himself in eros. But still, he is drawn back to the same old places, like a heroin addict shooting up water in a vain effort to reach the old highs.

Somewhere Michel Houellebecq (himself a fan of the decadents) writes about the nostalgia that middle-aged men feel not just for the experience of sex with young women, but for the desire that itself motivated that sex. We feel something of the same longing here.

> Sitting in the nightbars surrounded by floozies no longer makes me happy. They all say to me "You seem upset; what is wrong?" but my addiction makes me keep going, though I get no pleasure out of it. Wasting my time and theirs.

Graf is addicted to the nightscene–to the bars, to the strip clubs with their plastic Balkan music and gaudy neons, and to the brothels, even as his desire to interact sexually in these places recedes. Later he writes:

> This is why I travel. In a nutshell I travel to drink, and to eat, and to watch some pornography on a big screen and some scantily-clad floozies in a night bar—but just watch them, mind, rarely anything more than that. The planets and stars have to be in a rare alignment for me to feel any desire to do anything

The reason for this, we are told, is that Graf simply feels happier surrounded by prostitutes–in a way, he has become 'institutionalised' by the sex industry. He has haunted it for so long that he is unable to break away:

> I only feel comfortable when surrounded by whores. 999 times out of a thousand I never do anything with

> them, but how happy I feel to be surrounded by them if I need them. God bless these women.
>
> It says something about me that I come to a brothel and am more interested in the pictures on the wall. I seem to be becoming increasingly averse to real life women.

Many would consider this a regrettable state of affairs, recommending that Graf seek therapy for whatever psychological issues have led him here. But far from being the root of Graf's problems, the sex clubs of Europe have been his salvation—the very thing that enabled his self-actualisation:

> It was only in the strip clubs and brothels of Europe that I really learnt to cope with life and discovered some comfort and calmness.

How to account for this? Simply because the sex clubs are renegade spaces inhabited by outsiders (both the girls and the punters) and as such are places where outsiders can fit in:

> What is this addiction of mine to strip clubs & brothels? I think it's because it is an outsider's world, and it was the first time in my life I ever found a place where I felt comfortable.

What we detect here is a strange tension between the narrator's pervasive desire to visit places which, while still fascinating to him, no longer give him the 'hit' he once enjoyed. Like some priapic, Marc Dorcel version of the Ghost of Christmas Past, he is condemned to keep revisiting the life of his former self.

Sordid

But what else is there? Graf is not one for settling down with a pipe and slippers, a wife and a brood of noisy kids:

> As I get older I do not "improve" i.e. become more mature, more of a "family man". On the contrary I become purer me. That means MORE scopophiliac, MORE priapic, MORE provocative. As I get older all that happens is I become less & less ashamed of my tastes and behaviour and indulge them more purely than ever.
>
> I simply cannot understand women who want children, and men who want children. I simply have a completely different mindset to them. Why on Earth would you want to destroy your freedom by having children? I still feel I want to be free to sow my "wild oats". I cannot imagine a time when I DON'T want to sow my "wild oats".

So there is no escaping his 'four stations of the cross', and we sense that Graf is both sad *and* unrepentant about it simultaneously.

'Yes, I know it is all futile', his work says. 'But I will keep doing it anyway. I will keep travelling to these sordid places just to spite you. Just to spite *me*.'

Honest

One of the reasons I like Graf's writing so much, and why I quote him so frequently, is that he is more honest about male sexuality than pretty much anyone else with a public profile I can think of.

As I have said on Twitter, the playboy (or the libertine, a description which suits Graf better) is pilloried from *all* sides. The feminists hate him, of course (well, who don't they hate?)

But the hypocritical puritans on the right hate him too, since he rejects their prescription for a 'good life'—family, clean living and religion.

Instead, Graf finds his own form of religion in sin cities ('For me Berlin is some kind of Holy City. For some people Jerusalem is a holy city, or Mecca; for me Berlin is a holy city'). And thus the libertine is hated for his

honesty, and for his refusal not to live life on his own terms. Such is the fate of all those who don't follow the herd, as Graf is all too keenly aware. However, resilience and a lack of confidence in his greatness are not among his shortcomings:

> I do have a belief that I am creating a body of work that will one day come to mean something, like the writings of Samuel Pepys. It may not have value now, but like Coal and Diamonds and Oil, it needs Time to bring value to it. This sense of my own specialness was always my best and last defence against depression that dominated most of my life, and eventually the defeater and vanquisher of that depression. My sense of greatness DEFEATED my black depressions; AND my bitter, pathetic little enemies. They had no idea who they had taken on; no idea they had bitten off more than they could chew. I almost felt sorry for them. Their resources were so much less than mine; their "hinterland" was non-existent. The secret source of my Nile was always a bewildering mystery to them. This is how great people always triumph over the small people.

And that, ultimately is the point. Graf's *writing*—the output derived from all of this activity—is what makes all the pain and tedium and regret and disillusionment and momentary joy quickly extinguished worth it. Yes, Graf may be a 'pervert' (he uses the term himself at one point), but far more importantly he is a *writer*.

He is also an artist of the old-fashioned variety who is prepared to suffer for his art. To undergo hardships, to 'pass through Orphée's watery black mirror' and emerge with a document, a text that communicates just a little of what it is to be a human being with a pulse and a penis living on this crazy planet in the early 21st century.

> I have uploaded three of my first four books on to Amazon so they are at least preserved for posterity. And after that, I just keep on adding to them. I really don't want for anything else now—just the freedom to travel, repeatedly, back to the same places. For that oblivion, that suspension, that transcendence.

And so Graf is stuck in Nietzsche's 'perpetual recurrence', revisiting those same haunts time and again to inject that magic spark into his writing in order to pass transcendence onto us, his readers.

Toothless Bulgarian Fatties

I am very aware that not everyone reading this will share Graf's enthusiasm for paid-for sex in dark porn cinemas with toothless Bulgarian fatties (as I once cheekily remarked). But that's not really the point. What makes Graf's writing so important is the way that he captures the addictive and obsessive nature of sexual hunger and satiation that all men will recognise, regardless of their predilections.

If you have already read Graf then I would highly recommend *A Winter's Tale*, which you can purchase here.

If you are new to his work then you might be as well to start with the first volume of his Journals, available here.

Either way, if you're not reading him now then you should be. Aside from the meditations of sexuality, loneliness and existentialism, Graf is also a sharp culinary critic, as this brief restaurant review attests:

> The salad was mixed but dry; in the Café West End it comes soaked in delicious olive oil I think. But its main effect was just to make me want to sleep. I tried to have one more beer in the hotel, then to Ciné Paris for *Tropical Anal.*

To find out more about Ernst Graf, go to his website

Read more about modern relationships here.

Buy all 8 of my dating books in a bundle for $35 here.

Perfect Is The Enemy Of Good

Troy · 23 January 2019 · Archived copy · Original

New video on the dangers of perfectionism, up now.

Remember to hit the subscribe button on my YouTube channel for more exclusive content.

To get all 8 of Troy's dating and game books in a special bundle called Renegade Dating Blueprint for just $35 (reduced from $69) go here now: https://gum.co/vHFeu
To subscribe to Renegade Playboy Confidential for just $15 per month (before it goes up for 25 per month) go here now: https://gum.co/renegade
Renegade Playboy Confidential: XXX-Rated is Troy Francis's monthly, subscription-only premium content product. Imagine if you had access to the inside-track of what REALLY goes on behind the scenes for an international dating-consultant, travelling the world meeting girls of different nationalities and having all kinds of adventures along the way.
Renegade Playboy Confidential: XXX-Rated will contain a PDF newsletter detailing in precise detail all the naughty elements of Troy's latest adventures that he can't reveal anywhere else online. So you can expect to read about: – Adventures in Europe, Russia and other, far-flung parts of the world – Seedy, red-light action in some of the world's most decadent sex and BDSM clubs and parties – The stories of strippers, erotic dancers, models, secretaries, webcam girls, pros, and all the other sexy ladies that Troy comes across (!) on his travels. – The REAL low-down on what the renegade playboy is like. No. it's not all smiles and sunshine. There are good times as well as bad.
If you've read Troy's blog you will know that he pulls no punches in describing the heartbreaks as well as the highs, the failures as well as the successes. Expect to see everything recounted in Troy's super-realist style. This is renegade content, and not for the faint of heart! – This is a sneak-peak into the private world of one of the most unique dating consultants and writers on the planet—your monthly subscription will contain content available NOWHERE else.
In addition, you will also get: – A video or podcast episode where Troy breaks down in MINDBLOWING detail the exact game tools, techniques and mindsets that he has used in meeting the girls described in his stories. – This exclusive content will EMPOWER you to meet girls of the highest quality all over the globe, since you will be absolutely CERTAIN of what you need to do in ANY given scenario. – You will learn the very latest CUTTING-EDGE dating technology from one of the world's most prominent dating consultants. – You will discover the secrets that the top renegade playboys the world over use to seduce and form 'mini-relationships' with women the world over – You will be inspired and equipped to SUPERCHARGE your own dating life with this extraordinary and closely-guarded information.
BONUSES: – In addition to the PDF newsletter and video / audio file, there will also be regular bonuses dropped into the package such as: – Interviews with other well-known players – Candid chats with girls about what they look for in guys, and what techniques work best with them – Cheatsheets containing the exact techniques and tools that Troy and other world-class players use to max out their advantage in the sexual marketplace. So if 2019 is the year that you have vowed to yourself that you will TRANSFORM your sex and dating life into something incredible then you NEED to join the club right now—you need to sign up for RENEGADE PLAYBOY CONFIDENTIAL. Right now you can subscribe to RENEGADE PLAYBOY CONFIDENTIAL for just $15 / month . . . but on 1st Feb that price will be going up to $25 per / mo. So do yourself a favour and join now—you'll lock in that low price forever! Click here now to join: https://gum.co/renegade

Danny Dyer in The Dumb Waiter – Review

Troy · 7 February 2019 · Archived copy · Original

A friend and I went to see The Dumb Waiter, the Harold Pinter play, at the Harold Pinter theatre this afternoon.

My friend's a well-known singer in the UK. So whenever we go out he tends to get recognised and buttonholed by someone, either a fan or occasionally some professional contact.

Today, the manager of the late French singer Charles Aznavour came up to say hello.

'It's such a shame that Charles passed last year,' my friend said. 'I really thought he had more time left.'

'He was so healthy', said the former manager. 'But, there we are.'

Then they started talking about a potential concert in Paris to commemorate his death.

It was an interesting interlude, not least because I am a huge Charles Aznavour fan. And also, nice to get close to greatness, even if several steps removed.

Then, onto the play. It was a double-bill, actually, part of the long series of Pinter one-act plays that have been showing in the West End since last October.

The first presentation of the matinee was A Slight Ache. It was . . . interesting. The thing about Pinter—all Pinter—is that his plays give an impression of theatrical cohesion even when you really have no idea what the fuck is happening.

In other words, they *look* like plays, and *sound* like plays, and there is dramatic action. But they nevertheless remain impenetrable. It's difficult to get behind them, to work out motivation, or even—sometimes—any very clear idea of what is going on.

A Slight Ache was a radio play written by Pinter in 1958. It concerns a married couple and a match seller who keeps mysteriously appearing at the bottom of their garden. Except we never see the match seller—just the husband and wife talking into a void, vocalising their fears, their desires, their confusion.

Does the match seller actually exist? Who knows. At the final moment, the husband steps out onto the stage dressed in a balaclava and holding a tray of matches. Was he the match seller all along? Is this a comment on the 'other' that always inhabits even the closest marital relationships? Perhaps. But it doesn't matter much. Pinter is all about language and rhythm, and less about pat explanations and easy answers.

Danny Dyer in The Dumb Waiter

After the interval was The Dumb Waiter. This was the big ticket piece, the one we'd all come to see, for it starred Danny Dyer and Martin Freeman, two big UK TV stars.

The Dumb Waiter takes place in a shabby basement where two hitmen lay on beds, preparing themselves to go out on a job. They banter between themselves for a while, until the 'dumb waiter' of the title (that elevator contraption you get in certain restaurants where meals are sent up from the kitchen to the dining room) shoots down, with a handwritten note asking for a meal.

The gangsters panic. What are they to do? There is no food in the basement, other than what they have brought with them. How are they to satisfy the demands of the unknown diners above? And when will the call come for them to do their next hit?

Much of the pleasure to be derived from the production is seeing Dyer and Freeman act together. I am a fan of both, and Dyer in particular is a fascinating character, a mixture of East End tough (perfect for his current role in Eastenders, the UK soap opera) and classical actor. In this show he is mesmerising—twitchy and paranoid, in turn

aggressive and nervous.

Freeman played the straight man to Dyer's more comic turn—he too was excellent.

The afternoon was a lot of fun. As I've said before, whenever I see a Pinter play I feel as though I'm attending some strange religious ceremony, so affecting is his work. It has an odd quality all of its own—a mixture of Britishness and familiarity mixed with the bizarre and the sinister.

Most of all, though, seeing drama of that quality and spending time with my friend (who has always been uncompromising artistically) simply reawakens my own ambition. For I want to create great work too.

I want to write something that will cut through of the bullshit and stand up on its own.

I want to use the talent I have for writing to create something profound.

And while inspiration is great, I am aware that every day I'm not working towards my goal is another day wasted that I won't get back.

You can currently buy all 8 of my game / dating books in a bundle called The Renegade Dating Blueprint for just $35 (total value $250) here.

And you should also check out the brand-new course by kickboxing champion, multi-millionaire playboy with a harem of 7 girls Andrew Tate, called How To Get Girls.

To read more about modern dating, go here.

Finding God Through Sex | Renegade Life

Troy · 1 April 2019 · Archived copy · Original

> Another recent study found that the more pornography people reported watching in a survey in 2006, the more likely they were to report increased doubts about their religious beliefs and reduced importance of religion/spirituality in their daily lives in a follow-up survey in 2012 (Perry, 2017).
>
> However, there was an exception to this general trend for a subset of users. Specifically, those who watched pornography more than 2-3 times a month, and especially those who watched once a day or more, did not experience reduced importance of personal religion/spirituality over time. This suggests that for most people, viewing sexually explicit material tends to weaken their religious/spiritual commitment, yet for some reason this does not seem to be as much of a problem for heavy viewers.
>
> The reasons for this are far from clear, but the author of this study speculated that heavy users of pornography may have found a way to rationalize their behavior and enjoy it without apparent guilt without it interfering with their religious commitments. Perhaps these people find a way to keep their interest in sexually explicit material and their spiritual impulses compartmentalized. **Another intriguing possibility is that they find some way to combine the two, and may even perceive a spiritual aspect in pornography?**
>
> **Scott A. McGreal MSc** 'When Spirituality and Sexuality Clash'

There is a school of thought getting a lot of airtime online at the moment which states that sexuality and spirituality are *necessarily* at odds. That in order to 'find god' one must eschew the 'shallow' search for sex and lead an ascetic life of self-sacrifice instead.

This is a fallacy borne out of old-fashioned puritan thinking. Sex and the search for spirituality need not be mutually-exclusive. In fact, they can be part of the same continuum.

The puritan claims that casual sex is based entirely on the need for validation or the desire for escape. But this is merely a value judgement. If you disapprove of casual sex already you will look for ways to disdain it, and the best way of doing so is labelling it 'shallow' and a means of avoidance or puffing up one's pride.

But merely saying something doesn't make it so, and just because you slur 'casual' sex it doesn't mean that those slurs are 'true': they are your opinion, nothing more and nothing less.

So could the opposite proposition be true? Can sexuality bring one closer to god rather than further away?

> "You can open to God through sex. By learning to open your heart and body while embracing and trusting all energies, from rough ravishment to sublime gentleness, you can open to be lived by the mystery that lives the entire universe."
>
> **David Deida,** *Finding God Through Sex*

Certainly, friends of mine who are players state that their most spiritual moments have occurred during or after 'casual' sex. I too have found that to be the case: in fact, I'd go as far as to argue that the search for sex itself is a search for god. A misdirected search, the puritan would claim, but on whose authority?

Finding God Through Sex

Because god is 'divine'—that is, not to be found in the realm inhabited by humans—then one's search for god must *necessarily* involve altering one's consciousness in a profound way. This can be done in a variety of ways. Think, for example, of tribal dancing, where the participants dance themselves into a frenzy to loud music. Or the use of mind-altering drugs like ayahuasca. These are both ways in which ones sensibilities can be shifted from the

temporal to the spiritual realm.

Now, I personally do not touch drugs these days, and to be honest I find the idea of doing ayahuasca vaguely terrifying. However, I can see *why* people do it and understand how it *could* serve a purpose, and as such I would never criticise anyone for using it as a route to enlightenment.

So why are many people not accepting of those who seek to raise their consciousness through sex? Put simply, unexamined thinking. Because the puritanical notion that 'sex = bad' has been pummelled into us since time immemorial (and that for largely for reasons of societal control, as I touch on in my book CUCKED) people simply accept it as fact rather than taking the time to think it through.

Of course, I am not trying to argue that *all* sex under *all* circumstances is a divine act (although as it happens I am closer to that position than not). What I am saying is that is *can* be, and people would do well to examine their thinking carefully rather than merely parroting false assumptions they've picked up from mainstream culture.

To book daygame coaching with Troy this April email troy@realtroyfrancis.com

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To learn more about modern dating go here.

Individualism Versus Collectivism

Troy · 7 July 2019 · Archived copy · Original

Right now we are seeing a marked swing from individualism to collectivism in the men's self-development space. This seems to me a shame – for reasons I'll expand upon here – but more than that, it is directly contrary to the original ethos of the sphere, and for that reason it should be called out. Collectivism is a misguided project. At best you can say that it *might* result in the best for society over the long term. At worst, it accomplishes nothing but misfortune for the individual – which is contrary to the notion of 'self help'

Let's be honest – the vast majority of men come to this part of the internet in order to learn something that will directly improve *their* lives. Some men want to understand how to get better with girls and dating. Others want to learn about fitness – about how they can shape up and get the body they crave. Others still are in a precarious position financially, and need strategies for building a business, being more efficient with money, or both.

These three pillars – love, health and money – are all essentially self-interested. No one seeks dating advice so that others may date better, just as no one picks up a book on how to be rich in order to that others around him will prosper.

This is not to say that human beings are solely self-interested – of course they're not. In fact, it is quite conceivable that many have egalitarian secondary motives for seeking to improve themselves. A man might want to earn more money so that he can better support his family, for example. But we cannot deny that self-help is predominantly driven by a desire to improve one's own lot. The clue is in the prefix '*self*'.

The current male self-development 'movement' – if I can be forgiven for aggrandising it with that term – came about directly as a result of guys searching on the – then nascent – internet for tips on how to meet and date attractive girls. While 'how to meet girls' guides had of course existed before, they were largely relegated to the seedy small ads sections to be found at the back of low-rent magazines.

Further to this, the internet in any case allowed for something entirely new – the ability for hundreds of thousands of men (maybe millions) to share their experiences with women from all over the world. Now you were no longer relying on the unverifiable expertise of some relatively anonymous author who claimed to have discovered the key to attraction. Instead, data in a grand scale became available, which enabled sharp-minded men to identify trends in the dating and sexual marketplace, to analyse these, and to determine the best course of action as a result, depending on their goals (i.e. short-term flings or a monogamous long-term relationship).

As we've already seen, there was nothing remotely collectivist about the desire for such knowledge. Sure, guys (and more than a few girls) were willing to get involved and help each other out by sharing nuggets of information, tips and techniques. But in almost all cases the man searching for the information was doing so in order to increase his own personal slice of the romantic / sexual pie, not that of his friends and neighbours.

The Rise of Collectivism

However, that was then (2004 or so) and this is now. A whole 15 years has passed by since I first became interested in self-improvement and started following developments in this area. And in that time a lot has changed, most notably technology, and along with it the monetisation of the scene. Tech because, with the rise of YouTube and to some extent Instagram, guys have been able to show real-world examples of their dating techniques, as well as exercise programmes, business advice and so on. And monetisation because . . . well, in the early days it didn't really exist. And as soon as people woke up and realised that there was gold in them there hills, inevitably that was going to have an impact on the direction and tone of the content published.

But something else has happened over those 15 years – something that perhaps none of us expected. We have seen a marked shift from the individualism that caused the creation of that early content – and fuelled its consumption – to the collectivism that we are increasingly observing today.

Again, I am at pains to stress that I am not saying that this space was an entirely nihilistic and self-interested entity in the early days – far from it. A great many guys (and girls) created amazing content that they gave away for free. And even those who were charging for programmes, seminars and products (RSD, for example) often gave away a damn sight more free stuff than paid-for merch. And that's not to mention all the anon posters on forums who gave away (and still give away) gold on a daily basis. In fact, if there's one positive thing we can take from the history of this space it's that it's shown just how willing people are to help out virtual strangers by sharing information freely.

However, the message in the early 2000s was always very much 'do these things and YOU will improve YOUR life in these ways'. And now, in the last few years, we've seen that message change to 'do these things and create a better world for EVERYONE'.

At first glance this might seem perfectly OK – an improvement on the *status quo*, in fact. After all, isn't it better that we are unselfish? That we extend the hand of comradeship to help others as much as we can? Well, yes and no. It really depends on what we are being asked to do. And we must also scrutinise the motives of those who are asking us – in some cases – to make sacrifices. In whose best interests are they acting?

These days in the men's space we see a lot of so called trad-cons (traditional conservatives, often of a Christian bent) exhorting men to get married young, to 'settle down', to work hard to support their families, to be pillars of the community and so on. While this is diametrically opposed to the earlier 'go out to clubs to meet girls'-type advice that proliferated in the 2000s, on first sight it doesn't sound like particularly *bad* advice – especially when you place it in a societal context, as these voices invariably do. Thus, you get 'classics' such as 'settle down and have a family and help stave off the decline of Western Civilisation™'

The thinking goes along these lines: if everyone was a reckless libertine playboy then the world would collapse, since the foundation of a stable society is family, law and order, and so on. And depending on your viewpoint they may be correct (all other things being equal). But a problem occurs when the individual is being required to do something that he or she doesn't want to do, or that is not in his/her best interests, in the service of the 'greater good' of society.

An example of this is encouraging young people to put down their 'degenerate' ways (i.e. drinking, clubbing and the like) in favour of marriage and responsibility at a young age. Yes, it *sounds* good – until you remember that research shows that people who get married too young tend either end up getting divorced, or at least experience unhappiness as a result.

It stands to reason, after all, that anyone is going to be in a better position to choose the right person to get monogamous with after they've lived for a few years, made some mistakes, and learned about what they want, and how relationships work. And so pushing people into committed relationships in their early twenties or before, because of some misplaced idea of what is 'right', is ultimately counterproductive in many cases.

Another thing to bear in mind is that just because you act in a non self-interested manner, it doesn't mean that those around you will follow suit. Hypothetically, then, you could end up being the dude who marries straight out of high school and regrets it, only to find that the course of society is has not changed one iota despite your 'doing the right thing'.

To suggest that people act in selfishly because others might too may sound defensive, and even a little twisted, but let's face it, that's the way of the world. It's precisely the reason why Machiavelli's *The Prince* and Robert Greene's *48 Laws of Power* are so popular – because people recognise that life is not fair and that corrective action of some kind is required.

Sometimes you have to decide whether to be idealistic or pragmatical, and for me the latter has always been the natural choice.

We must also examine the motives of those who are asking us to 'man up and do the right thing'. I don't want to get into *ad hominem* here, and nor will I mention individuals by name. But just have a look at the backgrounds of many

of the Twitter 'gurus' on the trad com / purple pill side of things. A great many of them have either got married young and lived very conventional, white-picket-fence lives; others are selling products – such as relationship counselling and dating advice – from which they benefit from having a large proportion of their audiences having gone down the trad route.

I am not suggesting that such people are necessarily being dishonest or manipulative in their prescriptions and marketing – although of course that is always a possibility. But you must keep in mind that even when a message 'sounds' good – e.g. '*be a good boy and it'll be great for society*' – it may be benefitting the messenger more than it will benefit you if you take the advice.

There are two key issue with collectivism as a life plan as far as I can see. The first is that, as I've already suggested, you can't know for certain that it's going to have the desired effect. In other words, doing something because it might help a nebulous entity like 'society' somewhere down the line is a loser's game, since it might not. And also, you make yourself vulnerable and open yourself up to all sorts of potential negative consequences along the way.

In addition, helping society is all very well, but what if I simply want to please myself? At this point, the trads will throw up their hands in horror and start reciting hail Marys. But the fact remains that unless you are doing anything to hurt other people, there's nothing inherently *wrong* with individualism. In fact, it's the natural instinct and inclination of all human beings. None of us asked to be here, and none of us are coming back, either. That being the case, we might as well do everything in our power to have the best lives that we possibly can. This, it seems to me, is at the root of the Ayn Rand-style objectivism that captured the men's sphere a few years ago, before all this lily-livered 'but what about the children' stuff came into vogue.

Perhaps because I was brought up in the eighties, but for me Michael Douglas's famous line from Wall Street still rings true: *greed is good.* Again, I should reiterate that I am not saying you should harm others, or deliberately do things to the detriment of society. But you are the captain of your own ship, and it is up to you to squeeze the orange of life as hard as you can to get all the juice out of it.

If you want to live a trad life, get married at seventeen and have twelve kids than that's absolutely fine – *as long as that's really what you want, and not just something someone else has told you it would be a good idea if you did.*

But if you don't, then you would be wise to disregard all of the virtue-signalling collectivists out there, and point yourself firmly in the direction of your dreams instead

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PODCAST: The Case For INDIVIDUALISM

Troy · 8 July 2019 · Archived copy · Original

In this episode I apologise for my lengthy break from this podcast.

I discuss the new schedule for my blog (an essay every Friday) and this podcast (every Monday) I announce my new book APPROACH HER LIKE CHAD – HOW TO MEET BEAUTIFUL GIRLS WITH ROCK STAR FEARLESSNESS

I then discuss the contents of my latest essay Individualism Versus Collectivism. Why does individualism have such a bad name in the men's self-help space these days? Why do we have to do things we don't necessarily want to do in the interests of 'society'? What's wrong with being out for yourself?

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Just Take Her To The Dance, Man

Troy · 21 July 2019 · Archived copy · Original

In this episode I announce my new book APPROACH HER LIKE CHAD – HOW TO MEET BEAUTIFUL GIRLS WITH ROCK STAR FEARLESSNESS

I then discuss blue / purple pill 'dating advice', with particular reference to George Bruno of the 21 Convention's exhortation for guys to 'just take her to the dance, man'

Why is this 'advice' unhelpful? Why do men need and deserve better?

Find out in this podcast episode – and subscribe to my YouTiube channel if you haven't already.

By the way, if you urgently need to get your dating and sex life sorted, and you're sick off the 'all-filler-no-killer' info out there, then APPROACH HER LIKE CHAD is for you. And you know what's even better? Right now it's only 0.99 on Amazon!

However, I will be putting that price up after the weekend. Well, I need to eat, don't I?! So take advantage of my misguided generosity in the meantime and grab your copy right now.

Read my essay on the death of the manosphere here

How I Went From Zero To Earning £1000+ Per Month Passive Income From Writing

Troy · 2 August 2019 · Archived copy · Original

A few years ago I went from zero to earning £1000+ per month passive income from writing. I now earn a lot more than that, but this essay is aimed at beginners. Here I describe how I first went about making money just from writing.

First, I decided that I no longer wanted to be a corporate drone. I needed to become independent. And I had to think about what different things that I could possibly that could be monetized so I could create a new career for myself.

The obvious area for me to get into was writing because I have written since I was a small child, and writing has always been something that I am passionate about.

However, writing has become increasingly difficult to make a living from in the UK and across the Western world over the last decades for a number of reasons.

For one thing, the rise of the internet has meant that a lot of writing that was once paid for handsomely by publishers is now provided freely. The obvious area where this takes place is journalism.

It was once possible to make a very good living from journalism (Winston Churchill, for example, got very rich off of his journalism). But with the rise of the internet the business model of publications has changed.

In the past titles such as The Guardian would make the bulk of their money from circulation – that is from the cover charge. But now, because more and more people are using the internet to consume news, such papers make their cash from advertising.

Overall, the revenues generated by the the big newspapers and magazines is significantly less than it was 15 or 20 years ago. And that being the case budgets for journalism have shrunk accordingly.

The other thing is that the kind of books that I wanted to write – literary fiction books – were becoming less popular. Yes, we see surveys that indicate that readers are consuming more and more books per year. But I don't believe that to be the case across all genres.

My impression is that readers are consuming more popular fiction, autobiographies and nonfiction works than before. But they are not buying serious literary fiction to the extent they were in the 80s and 90s when I was growing up.

It became clear to me that the type of writing that I wanted to do – in the vein of the esoteric writers I had loved as a child like Franz Kafka, Mann, Sartre in his novels, etc – would not make me a living in the early 2000s.

In fact, it would be very hard to get that kind of material published by a traditional publishing house at all.

Literary Snob

Now, I am not without literary snobbishness. My father has worked in publishing all his life. I have loved books all of my life. As a result I am familiar with all of the top publishing houses both in the UK and overseas. And It was always my dream to have a book published by Faber & Faber, the publishing house for which T.S. Eliot, the renowned poet, once worked.

Perhaps in the 90s when I was coming into adulthood something like this might have been possible. At that time literary novelists like Bret Easton Ellis and Jay McInerney and others were still huge global names making lots of money for their novels. Martin Amis too famously secured an advance of £500,000 for his novel The Information, much of which was reputedly spent on fixing his teeth.

Unfortunately for me, that final golden age of literary fiction coincided with a time when I was drinking to excess and also using narcotics of various sorts. These substances severely curtailed my ability to produce anything of any literary value.

It is a fiction that intoxication assists the writer. In fact, while it may help out in the inspiration phase, it does nothing at all for one's ability to execute. And what every writer knows is that if you want to produce books you need sufficient discipline and focus to sit down at the desk for many hours at a time and type. Under the influence of narcotics and drugs I simply did not have that discipline or focus.

By the time I achieved sobriety in the early 2000s the publishing landscape had changed significantly. As I have said, the public's appetite for literary books had diminished. Besides, I had embarked on a different career. I was working for a famous British newspaper brand – not as a journalist, but in the commercial department, selling advertising.

Advertising sales appealed to me in part because sales had always appealed to me. My father was in sales at first, and I was encouraged by the stories of writers like Will Self who had begun his own career in ads.

However, I was to find that the profession – while lucrative enough to enable me to purchase two properties, one in London and one in Berlin – was not one I enjoyed. Nor was it one that utilised my literary talents sufficiently. But once you have started on a particular route, it is not always easy to change track, particularly as you progress from your 20s to your 30s and beyond.

I moved back to London from Manchester in 2004. In my early days in the city I changed jobs a couple of times. I left the newspaper that I had first worked for and went on to join another outfit. I stayed in that job for a year before moving onto a third behemoth of the British newspaper scene where I remained for a decade. I won't name the publishing house in question but it's worth mentioning that they paid handsomely, and it was here that I earned enough money to ultimately leave the profession.

Youth

People ask why I didn't use my position at these newspaper companies to enter into journalism. Well, there are a couple of reasons. Firstly, for a very long time I just didn't have sufficient interest in politics or current affairs. Today, of course, it is a different matter. But in my callow youth I was myopic and and solipsistic to a degree that precluded any desire to write about such matters. My only interest was in writing about myself and the things that interested me at that time. These were activities such as attending nightclubs, entering into short-lived relationships, and travelling.

While some writers undoubtedly did cover such topics it seemed impossible to me to find a way to gain sufficient remuneration for this kind of work. Sebastian Horsley, the famed Soho heroin addict, might be commissioned to write articles about his debauched lifestyle for major newspapers. But he was a man who had societal connections and indeed, money to burn. I was a ne'er-do-well who had only recently relocated to the capital. I did not have the standing or the network to persuade someone to pay for my writing.

But my luck was in. Right now the Internet was in its infancy, but it was to develop hugely over the next few years. And that would change everything.

Another reason I was uninterested in journalism that was because my true passion lay in writing fiction. For reasons I have already discussed I couldn't see a way to make fiction work for me. So I was in a quandary.

But the internet would save me.

Beginnings

I made small forays into writing for a wider public than just myself, my family and close friends in the early 2000s when I began to write for a number of very high-profile online websites.

Again, I choose not to name these here because I wrote under a different pseudonym and I don't like to confuse the stuff that I've published. Let's just say that I wrote for a very famous newspaper website; a very well-known men's grooming and lifestyle brand; and an American youth culture and lifestyle site that has now gone on to be very successful in the TV market.

For the first time ever I was writing about things I was interested in, I was gaining an audience and – most importantly of all – I was getting paid too. Not enough for me to leave my job – that would come later – but enough for me to feel a sense of achievement. Finally my writing was reaching people and they were paying attention to it.

Confidence

With experience comes confidence.

Now, my early life in Manchester was a bit of a shitshow. I didn't complete my education, and I worked in a number of nightclubs and bars before getting into the ad-sales work that I have described.

But in London I was ambitious. So I finished my degree in English literature, achieving first-class honours. Then I did a masters in creative writing at the University of London (I gained a distinction).

Today it is fashionable to bash college as an aspiration for young people and this is not a school of thought I necessarily disagree with. However, regardless of where you stand on it, that postgraduate degree in writing really was the making of me.

Why? Because it's super-charged the confidence that I mentioned before. Writing for class and having work discussed by that class every week made me see my strengths as a writer. It also made me aware of how much I had to do to catch up with others. Competition with a couple of students, great writers who I became close friends with, really forced me to up my game.

I also had a short story or two edited professionally and published in the university's annual magazine. Off the back of this I was approached by a couple of literary agents. Nothing came of these approaches but they did help to strengthen my confidence once again.

The thing about writing is that it is very personal and showing your writing to other people, particularly when you hope to get paid for it, is a daunting prospect. The only way to get over this is to become resistant to criticism by putting out as much content as you can. By writing for those websites and having my work assessed by a class, over the course of a few years I became significantly less afraid of exposing my work to the world.]

And that is precisely what you have to do too if you want to go professional with this.

Off the back of my creative writing degree, I wrote a (flawed) novel which I shopped around to a number of literary agents. While some were full of praise for my efforts, and were encouraging, none were willing to take on the book that I had presented to them.

So there it was. I was now confident that I had some writing ability, but I had an unpublished novel city in my bottom drawer, and I was not making a full-time income from my journalistic efforts.

What to do?

It was at this point that the idea of self-publishing came into my mind.

£1000 per month passive income from writing

The idea of self-publishing had always been very low down on my list of priorities. Vanity publishing – that is, when a writer pays to have his book published by a company likely set up for the purpose of fleecing luckless scriveners, has always been anathema to me.

It was never a route that I wanted to go down myself.

But I had been reading about writers who, by putting their work onto the emergent Amazon Kindle platform, had started to make great incomes. Granted, a lot of these writers were working in genre fiction – romance, erotica, crime etc. But there was also a big market for self-help books, and certainly for guides to dating.

This I knew because at the same time that I had become involved with writing for online magazines, I had also been initiated into the world of London dating coaches. Several of these would go on to become friends, but I was already aware that they were making good money from the ebooks, PDFs and indeed Amazon books that they sold off the back of their marketing efforts.

Surely if these people could do it then I could make a success of it too?

I had recently began contributing to a very prominent American website created by a well-known dating coach. I would write a weekly articles on seduction, confidence, dating and so on. These articles started to gain traction with readers and I slowly built up a name for myself. All of a sudden I was getting guys emailing me asking me for advice. Each of my articles would received hundreds of comments. Of course, not all of these were complementary, but the level of engagement was in itself a sign that people thought I had something of interest to say.

Off the back of this I realised that it was possible for me to start making money from writing about dating and relationships and so I embarked on my first book The Seven Laws of Seduction in 2014. It was eventually published on Amazon in 2015. At first the money it made was not huge, but sales were frequent. I noticed that every time I wrote a new article, or I posted on social media, the book would sell more copies.

Other commitments meant that I didn't release another book for some time afterwards, but a year or so later when I decided to take my self-publishing business seriously, I published a second book, a collection of my articles and essays from the past two years. That book sold well, and it boosted sales of the first one.

I then put out a book with the somewhat shocking title of How To Be An Assh*le. This was an examination of the 48 Laws of Power by Robert Greene and the dark tetrad personality. It was meant as a tongue-in-cheek look at how 'the nice guy' – such as myself – might incorporate elements of these darker personality traits in order to improve his social performance.

Perhaps because of the title, and the well-designed cover that I had created for me by a talented artist in the USA, the book sold very well. All of a sudden I was making over £1,000 per month from my writing.

That may not sound like a lot, but to me at that time it was incredible.

And if I could make £1,000 per month there was no reason why I couldn't make £10,000 per month or more if I wrote enough and if I marketed in my work in the right way.

Building an Audience

So it was a combination of elements that led me to becoming a professional writer. For a start, I learned to embrace self-publishing. There was no sense in being snobbish any longer. The opportunity for me to get published writing experimental fiction and to actually make a living from it had died with the last century, if it had ever truly existed at all.

If I wanted to make money I would have to self-publish, at least at first.

Secondly, I finally realised what I should have seen all along which is that if you want to make money from writing you have to write what readers want to read.

Once I settled on a subject matter that I was sufficiently enthusiastic about to create book-length content on – in this case dating – then I was well on my way to becoming a successful writer – or a writer who gets paid, at least.

Of course, I'm not saying that relationships and dating are the summit of my writerly aspirations. Not at all. However, I had to start somewhere, and these books enabled me to do just that.

As I have gone on in my writing and blogging career, I have written about other topics such as addiction, family issues, business, writing itself, and so on. I have also always sought to incorporate memoir into my writing, not only so that I can share personal stories that will resonate with readers, but also because it gives me a degree of literary satisfaction to recreate in prose things that have happened to me in my life.

Right now, having built up something of an audience, I feel freer to write what I want . . . within reason. And so I am currently working on fiction once more – a novel which I will complete as my next project.

The book is based on certain social themes that I have observed around me over the last few years, and has been significantly informed by conversations I have had with readers and with fellow content creators all across the world on social media. I won't say anything more about it at the moment except that it is currently in the outlining phase and I am very excited about it.

Building an audience is essential for any new writer in today's landscape. But once you have have amassed it – and it doesn't need to be huge, even 100 people is better than nothing – then you can start to the control the direction of traffic. That is, yes you are still there to cater to your people. But if they have brought into you sufficiently then they should also be interested in where you want to take them.

For example, I have followed Depeche Mode for many years. And if Depeche Mode announced that they are going to release an acid jazz album then I would certainly buy it, despite the fact that I have no interest in that genre. Why? Because I trust the band to present high-quality work and I believe their aesthetic interests align with mine. As a result, I am willing to follow them into unfamiliar areas.

The same is true for the writer. Once their audience is assembled, then it is their right and duty to create work that not only appeals to their base, but also expands the relationship as well.

We can get into the nuts and bolts of self publishing in another essay. Indeed, many people have created a whole raft of content on this, like Joanna Penn with her excellent Creative Penn podcast.

The most important takeaway here is that if you want to make a living writing you absolutely can. However you need to let go of any preconceptions you may have about yourself as a writer. You also need to be willing to experiment and to take risks. It was only when I smashed through paradigms that had long existed in my mind that I was able to start getting paid for doing something I love.

I hope that you found this of interest and that perhaps it will give you some encouragement for your own writing career. Do let me know your thoughts in the comments below.

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Read my essay on the book here.

HOW TO NOT BE BORING | Troy Francis Podcast

Troy · 5 August 2019 · Archived copy · Original

In this podcast I talk about how not to be boring.

'Being boring' is not an end state in itself – rather, it is a symptom of repression.

And you can train yourself not to be boring if you become unrepressed.

Here I present two strategies for freeing your mind for social interactions:

– Canned material

– Deciding to 'go random'

Both of these will help you to unfetter your mind so that you can speak with freedom, without fear.

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Read my essay on the book here.

The Purple Pill: A Higher Level of Consciousness

Troy · 9 August 2019 · Archived copy · Original

When I first discovered the 'manosphere' back in 2004 I was looking for answers.

Getting specific, I had just moved back to London and I was finding it difficult to acclimate myself to my new surroundings.

I had a new job in a new city. I had not lived in London for a long time. I had left behind the friends that I had made in Manchester. I was starting my life anew at the age of 30.

As a consequence I found my self-confidence taking a hit, with dating proving to be particularly arduous.

So I went online to find solutions to my problems – in particular, *how do I meet a girl, talk to her like a normal human being, get her contact details, and later take her on a date?*

It may seem incredible now that I needed advice on such basic matters. But I had only just emerged from a period of intense drinking and drug-taking. And while I was some leagues away from being a virgin, I had never learned how to interact with women successfully as a sober man.

Finding guidance on how to date when you are in your 30s, when most men are already either married or a long way down that line, is challenging. And it was hard to ask the new men I was only just befriending in the city.

As a result, I found myself on an online forum that was dedicated to helping guys to improve their dating skills. This forum, now defunct, helped me greatly in my early years in the capital. Through it I not only learnt actionable techniques about 'game' – that is, the study of how to meet and interact with girls – but I also made friends and built up a network of guys that I still know today.

In this way the men's quarter of the internet proved to be an essential lifeline for me both in establishing my new life, and in setting me up for the future. Indeed, since my career is now writing for this space, it is clear that I owe a debt to that little forum.

As it happens, I was only in the game for a short time before I met a girlfriend and dropped out of the scene altogether. After that relationship ended, I got together with another girl for two years. And while I remained in distant touch with the men's internet all that time, I was at best a peripheral figure there.

When I split with that second girlfriend and came back into the fray, things had changed significantly. Now guys were increasingly concerned with meta-level musings on the nature of intergender relations, influenced by evolutionary psychology.

This was OK with me. I have always been attracted to a more cerebral approach to human relations, and a lot of the reading required, including Darwin, Robin Baker and David Buss, was right up my street. It was very interesting to see the dots connected, to understand the framework behind the various sexual marketplace shenanigans that I had witnessed in real life.

The men's blogs I read at that time were compelling because, while houghtful, they were pragmatic. They offered insights which led to specific actions that I could take in the real world to improve my prospects in dating and life.

The discourse was practical, and the comments sections on the sites were filled with guys discussing the IRL applications of the OPs, comparing notes and making useful suggestions that I was able to incorporate as I embarked on a full-on game odyssey around London.

The War of the Multi-Colored Pills

Right now we are in the middle of a war between what might best be called the red pill faction and the purple pill faction. A war of words conducted on Twitter and on blogs where the combatants are talking past one another

rather than seriously engaging with each others' views.

For the record I don't have a particular problem with this. In fact I am probably guilty of it myself. After all, propaganda is a powerful weapon. And propaganda is best delivered by relentlessly promoting a message rather than by getting into the weeds of your opponent's argument.

However, it's important that we consider the new guy in all of this. That is, the guy who has only just begun to seek help for the problems he is facing in his relations with women. Because while the internecine war that is taking place may be entertaining for the participants, it is less than useful for the recent initiate.

Which leads me back to an argument I made in an earlier essay on the state of the 'manosphere': the issue with the purple pill guys is not that they are heretics to the red pill message and more that they don't offer anything of substance to take the place of red pill ideas.

You can disagree with red pill thinking until you are blue in the face. That is absolutely fine. I have no problem with people holding diverse opinions. In fact, I would relish a full and frank debate to move this whole conversation forward. Unfortunately though, what we get from the purple pill faction is not worth discussing.

A Higher Level of Consciousness

What we are seeing is a schism between pragmatism on the one hand and idealism on the other. The red pill offers a starkly drawn view of human relations that withstands scrutiny. Regardless of whether you agree with the conclusions that red pill writers have drawn, and indeed, whether you agree that they are using the right data in the first place, it must be admitted that there is a high degree of rigor evident in red pill thinking. Rigour that has been strengthened by the input of the many commentators who have shared their own evidential experiences.

The purple pill, meanwhile, is based more in aspiration and idealism than in empiricism. What purple pill thinking boils down to is as follows: *The redpill is nasty and nihilistic. Yes, certain red pill truths may hold water, but they are not the full picture. In fact, human relations are far more nuanced and varied than the red pill would suggest. The red pill, while containing elements of insight, does not hold good when one reaches* ***a higher level of consciousness.***

It is at this point that purple pill messaging becomes disingenuous. Because the purple pill writer will now suggest that if his reader is unable to discern purple pill 'truth' – that at a high level of consciousness human beings do not behave in the animalistic way that the red pill would have us believe – then that reader is himself operating at a lower level of consciousness and is therefore broken, degenerate and subhuman.

The argument is circular: only the enlightened can truly appreciate the purple pill. And anyone who questions the purple pill, having revealed himself to be unenlightened, is automatically a figure of scorn. In other words, if you can't see that human relations are more than the pitiful and reductive nightmare the red pill imagines that is because you are a 'broken person'.

Not only is this deeply offensive to those who have just gone through traumatic experiences such as divorce, it is also singularly unhelpful. Because what we are not given is any indication of *how* to ascend to the required heightened level of purple pill consciousness. In fact, the purple pill seems to be a closed shop. You either get it (because you are operating at a high vibration) or you don't.

And if you don't then tough shit.

For all its faults, the red pill has provided men with an explanation for ***why*** things are as they are, and prompted a way forward. The purple pill has yet to do either. At the moment all we have is a bunch of virtue-signallers high-fiving one another – virtue signallers enjoying the warm glow of not being like 'those nasty redpill nihilists'.

But what they are not doing is providing a clear counter-rationale, coupled with a plan of action for those men looking for advice and guidance.

Vetting

This is evidenced by the recent debate over 'vetting' that took place on Twitter.

Previously the purple pill response to negative divorce rate statistics was that if men simply learned to vet potential spouses more effectively then their risk of divorce would fall almost to zero.

But when challenged over the efficacy of vetting (which is minimal) the purple pill crew were forced to backpedal and admit that vetting is not in fact a panacea that works in all cases. Instead, they said, vetting was something that every man *should* do, but that it did not (of course) guarantee a successful marriage.

While it's commendable that they were gracious enough to concede this point, where does this leave the guy looking at divorce stats and wondering whether he should tie the knot? Clearly in no better position than he was in the first place, for now the purple pill advice pretty much comes down to ' *man up, get married and cross your fingers while you're doing it'.*

Of course, I am absolutely not saying that guys should not get married. But this is not leadership from the purple pill camp – it is at best feel good positivity masking an abdication of responsibility.

If you're going to set out a manifesto then set the damn thing out. Put your ideas out on the table for discussion. And if your ideas are lacking or non-existent then stop taking potshots at the work of others.

There is nothing wrong with writing think-pieces and discussing issues. But in the end what makes a real difference is pragmatism. That is what is required. That is what I needed when I first came into this space. Woolly, new age ephemera has its place. But it should not supplant hard-nosed, actionable advice that will really turn the dial and make a difference.

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What to do if she starts IGNORING You | Troy Francis Podcast

Troy · 12 August 2019 · Archived copy · Original

This podcast is a bit of a pep talk / rant aimed at all those guys who met a great girl only to have her stop talking to you for no obvious reason!

It's not you it's her Rejection is gods protection.

Block, delete and move on!

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How To Motivate Yourself With Micro-Indicators of Success | Troy Live

Troy · 14 August 2019 · Archived copy · Original

In this video I describe how you can harness ‘micro-indicators of success’ to motivate yourself in dating, work, business, sport and any other area of your life.

If you’re looking to improve in *any* area then you need to watch this video!

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To read more about living the life you want, not the life you think you should, read my last essay here.

Take What You Need & Discard The Rest – A Design For Life

Troy · 16 August 2019 · Archived copy · Original

I was prompted to begin this essay having just read two articles – one by Huntsman (@Flyover_Country on Twitter), and a no-nonsense rebuttal of it provided by Rian Stone (@_Rian_Stone).

Huntsman's piece is a takedown of 'the red pill' (as he conceptualises it). Rian's demolishes it.

I do not intend to get into the weeds of the argument here, because, quite frankly, I can't be bothered. Rian has already done a great job of dismantling Huntsman's studied but ultimately pointless arguments, and there's no need for me to go over old ground.

What I'd like to do instead is to zoom out and discuss what the point of the red pill is in the first place; while providing some thoughts on how to take advice in this or any other space.

Alcoholism

Back in the mists of time, when I was 27 years old, my life was on the skids.

I was living in a single room in a shared house in Manchester (in the north of England).

There were cigarette burns in the carpet.

There were old newspapers and used pizza boxes piled out on the floor.

My bed was a mattress with a sleeping bag on it.

My curtain was a blanket nailed to the wall.

There were bottles of urine artfully concealed around the place – bottles I'd pissed in to avoid having to leave the room during my regular drinking binges.

It was not glamorous living.

Now, you'd imagine that anyone in this situation would immediately sit up and say 'by jove – I think I have a bit of an issue with the old demon drink! I'd better sort this out pronto!'

As it turns out, though, denial is not merely a long river in Egypt. It's also an extremely powerful mental trick the mind plays on itself. And so for many years I didn't think of myself as having a drink problem so much as a *life problem* which required drink to oil the wheels and take the edge off.

Finally, after a series of terrible mishaps (rock bottoms), it became clear even to me that I was perhaps drinking a little too much, and it would be better if I moderated.

So what did I do?

Duh – I went online, of course!

Well, what else does anyone do in the 21st century, now the answer to pretty much any problem you can imagine is to be found with a quick Google search?

As you might imagine, a variety of different options came up from the wacky (*go into the desert and dance with shamen*), to the banal (*keep a 'drinks diary' as you cut down*).

But the one that appeared most consistently was this: i**f you want to stop drinking and stay stopped then you should attend a 12-step recovery organisation.**

Well, I tried a few of the wacky options first. But when they failed, I remembered about the 12-step organisation advice, and went along to a meeting.

That was 18 years ago. After a few mishaps in the first year, I haven't picked up a drink since.

That's 17 years+ of successful sobriety as a result of taking the 'right' advice.

12-Step Recovery

So, is everything about 12-step recovery hunky-dory? No. Off the top of my head here are just a few objections one might have to it:

- **Requires a belief in a 'higher power'**
- **While not affiliated with any religion, it 'feels' very Christian, in particular Catholic**
- **It requires abstinence (which is not what I really wanted, originally)**
- **The literature, written in the 1930s, is somewhat outdated in places**
- **Sections like 'To Wives' can seem a bit socially and politically off in 2019**
- **You have to go to regular meetings**

And so on.

Is it perfect? No. Does it work? Yes.

Or at least, it's ***worked*** for me. So far For seventeen years. When nothing else did (including hypnotherapy, counselling, controlled drinking, intermittent abstinence, etc.)

Am I a happy customer? Yes. For the most part.

What does all of this have to do with men's dating / self-help advice?

The great thing about 12-step recovery is that it's controlled anarchy.

No one is in charge.

There are 'no leaders, only trusted servants'.

You don't have to pay for it (other than a small donation in a hat, if you feel like it).

You don't have to follow any rules.

You don't even have to go (no one's going to say anything if you leave for 6 months. Except any friends you've made, of course).

There is a huge amount of freedom built into the structure of 12-step organisations which means that you are not controlled in any way. You can do whatever the hell you like .

There is also a great phrase used in meetings – ***'take what you need, discard the rest'.***

Take What You Need, Discard the Rest

It's a useful tool – and it does what it says on the tin.

12-step organisations are analogous to many other setups. There is an orthodoxy – certain guidelines (traditions), writings, and instructions (the 12 steps) – which forms the heart of the organisation and which is freely shared with new attendees.

But, like any organisation, it's made up of individuals. Some of them are deeply caring, intelligent and empathetic. Some are narcissistic. A few are downright nutters.

That's life – any sphere that you enter into, be in a business, a church or an online community – is exactly the same.

And because this is an organisation where free speech rules, then anyone can say pretty much anything to anyone

else.

What this means in practice is that you sometimes meet very well-meaning people who give advice that is inappropriate (or, in some rare cases, ill-meaning people whose advice is inappropriate).

Which is exactly why the newcomer is advised to ***'take what you need and leave the rest'.***

That is, everyone in the world can throw advice at you until they're blue in the face.

That doesn't mean you have to take it.

You should only focus on the things that resonate with you and which you think will help you with the kind of life YOU want to live.

Men's Dating / Self-Help Advice

Alrighty – so how does any of this connect with what I was saying before about men's self-help and all of that jazz?

It's all the same thing. Guys come to this space because they want **answers** on a particular issue – how to get a girl to date, how to get into a relationship, how to find a wife, what to do when they get married.

And so on.

Certainly, that was how I first stumbled on the London-based forum that I joined when I wanted to learn how to improve my dating skills.

Once you've found your source then it's your responsibility to 'vet' the information that comes out of it. To take on board what you think will work for you, and to disregard anything that you don't like, or that you don't think will serve you.

Which brings me back to Huntsman and his tirade against all-things 'red pill.'

In principle I don't have an issue with him (or anyone else) tearing strips off of the 'movement'.

I don't believe in sacred cows. I don't like hierarchies. I don't believe that respect should be given unless it's earned – and even then, it shouldn't be awarded indefinitely.

But in my view Huntsman (and his purple pill brethren) are fighting the wrong battles.

You see, Huntsman has constructed a whole essay around whether or not 'the red pill' is a 'praxeology' – that is, whether it is simply a theoretical framework; or the basis of instruction and – by extension – an ideology.

If it's genuinely the former then OK, Huntsman (seems) to say.

But if the red pill is being used to tell guys what to do then it's ***bad*** because . . . well, he doesn't really explain why.

But doubtless it has something to do with the '*decline of western civilisation*' yada yada yada.

My Two Cents

Here's my two cents.

For one thing, fuck western civ – and I mean that most sincerely. People come to this space as individuals because they want to improve some aspect of their individual lives.

That's why it's called 'self-help'.

If content creators are to serve those people then we need to serve them as individuals.

Not browbeat them as soon as they arrive with exhortations to 'do the right thing' (whatever that might be).

So the question of whether TRP is a praxeology is a moot one. Yes, in its purest form it is. And yes, some guys use

it to form the a basis for advice and recommendations.

(Myself included).

Well, what of it? It's an open market. People can create whatever content they wish.

As has been pointed out elsewhere, Huntsman is annoyed because he would prefer to control the narrative according to his own moral predilections.

He doesn't want the waters being muddied by despicable 'pleighbois' or 'degenerates' throwing their lot in.

Well, I'm sorry, but free markets don't work like that.

By the same token, audiences don't have to take on board my (or anyone else's) advice either. They can if they want, or they don't have to.

It's all the same to me.

None of us is the ultimate arbiter – not me, not Huntsman, not Rian, and not Rollo.

It's down to men to judge the content accordingly and make their own choices.

How to Improve Your Life

What does all of this mean for YOU?

Simply that the best way you can improve your life right now is to ***avoid getting dragged down into these circular and ultimately valueless arguments.***

You came here for a reason – just like I went to the internet many years ago when I needed to stop drinking.

Well, seek out the creator or resource that best addresses your particular issue.

Find someone you resonate with. Follow their content – but not slavishly. Not uncritically.

Take on board what they have to say which you feel is right, and discard the rest.

It really is as simple as that.

Many of us enjoy the cut-and-thrust on Twitter. The soap opera. The drama.

But in the end it's all noise.

This is about is men helping one another.

Content creators are responsible to their audience up to a point . . . but beyond that it's down to the audience to be discerning too.

Keep that in mind, choose your gurus wisely, and you won't go far wrong.

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You also get a special token to own TEN of my bestselling books on sex, dating and game for just $35.

To read more about the curse of the purple pill go here.

WHY POLITICS AND THE RED PILL DON'T MIX | Troy Francis Podcast

Troy · 19 August 2019 · Archived copy · Original

In this podcast I discuss why the so-called 'red pill' was infiltrated with politics in the first place, and why it should never have happened.

The onus should ***always*** be on self-improvement and getting the best out of your life rather than external matters which you can do little or nothing to affect.

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How To WIN At Dating & Life By Having An EDGE | Troy Live

Troy · 21 August 2019 · Archived copy · Original

In this video I talk about the HUGE importance of having an EDGE in every area of your life, be in dating, business, art, writing or whatever.

If you're looking to level up your game you NEED to watch this!

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Why UNDERSTANDING WHO YOU ARE Is the Key To HUGE Success In DATING & LIFE! | Troy Live

Troy · 23 August 2019 · Archived copy · Original

You have to know WHO YOU ARE in order to make an impact in the dating market – or any other market, come to that.

Knowing who you are is the KEY to charisma.

In this video I explain exactly why.

If you're looking to level up your game you NEED to watch this!

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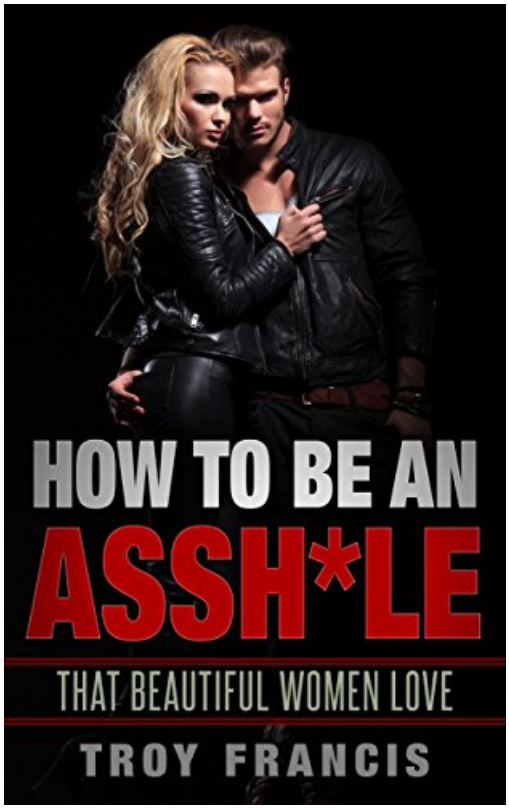
Why ‘Radical Differentiation’ is More Important Than Looks in Dating

Troy · 23 August 2019 · Archived copy · Original

The following is an excerpt from my 2017 book How to Be An Assh*le



All guys have access to the same material. Everything you need to know about meeting and dating girls is available for free on the internet.

You can read blog posts and articles.

You can devour whole books about game.

You can watch YouTube videos filled with infields, and so on.

A lot of guys do.

But one of the problems in game is that there are men who spend far too long consuming material and not enough out in the clubs or on the streets actually talking to girls.

But I digress.

There must be something, some special sauce, that separates the high-performers from the rest.

I think about my own success. I’ve done pretty well. High-caliber girls. And yet I am not especially good looking. I am not incredibly tall. I am not rich. I don’t have a fancy apartment.But I have consistently outperformed other men, many of whose advantages outstrip what I possess.

What might be the reason for this?

One answer is **tenacity**. I am, if nothing else, persistent. I follow up on every single lead until it is burnt to the ground. I leave no stone unturned.

This is a direct result of my professional training. I've worked in sales for a long time. In my very early days, before I'd even read any material or known what I was doing, I would go out to clubs every night approach every hot girl there. No matter how many rejections I got I would just keep going. If I got a phone number I would follow up the next day. If she didn't respond I would try again a couple of days later, and maybe again before finally ditching it. If she did respond I would try to get her out on a date as quickly as possible. I would buy us drinks and then we'd make out and I'd call a taxi to take us both back to my place.

This was the model, every single time, used ceaselessly, for years.

Of course, I met girls in other ways, too. Through social circle. Girls who came into the various bars where I worked. Then I moved to London and got into game proper. By now I'd stopped drinking but my tenacity was still there—in fact it had grown even stronger. My desire to get laid at all costs had pretty much taken over, except now I had all of these new pickup methods at my disposal.

For years I was like a maniac, running all over London hitting on girls everywhere I went, from the underground (subway) to the streets, to shops and coffee bars. And I was still going out, too, so bars and clubs were also rich playing fields. It was at about his time the internet and then smartphones came out.

Along with them came social media, and now suddenly here was yet another avenue filled with pretty girls for me to explore. But wherever or however I met the girls I was trying to date; my process would remain the same. They would go into my pipeline, I would message them and try to get them out on dates as soon as possible

(The only thing that changed was the fact that my dates were a lot less raucous than before (since I'd stopped drinking at this point).

My system of dating rolled on for years. I refined it slightly as I went on, tweaked it here and there, but I never changed it significantly because it worked well. As I've said, the success that I've enjoyed has come about largely because of my somewhat obsessive nature, which means that I am hyper-scrupulous about following up and leaving no stone unturned.

I make this point at some length because I want this book to be as helpful as possible and so I need to stress the importance of persistence, though it's not a core theme.

Even if you follow all the rest of the advice in this book to the letter and become the most dark tetrad, radically-differentiated, man on the planet, if you don't follow up systematically then you are not going to see the results.

Radical Differentiation

That out the way, let's now turn our attention back to radical differentiation.

First I'll tell you what it is. Then I will give you some examples to consider; celebrity case studies, plus several from my own life.

Finally, to pull it together, I'll show you how you can radically differentiate yourself and the steps you need to take to prevent going too far and looking like an idiot.

Radical Differentiation in game is simply the act—or process— of ensuring that you stand out from all other men around you in the starkest, most distinct and dramatic way possible.

The problem is this. Far too many men are beige and mediocre. They may be good-looking. They may be 'nicely' dressed. They may 'do' as far as lower level girls are concerned.

But these men—and by that I mean the vast majority of men everywhere—are ***simply not differentiated enough to stand out from the rest of the market.***

Let's think about a consumer product for a moment. Coca Cola. Think about all of those cans of Coke that you see in the cabinet when you go to the store. Perhaps you are thirsty and you fancy a can of Coke. OK, which one are you going to choose?

Well, the answer is, you're going to choose one of them, but there is no guarantee that it is going to be a specific can.

Why?

Because they all look, taste and feel the same.

Every can is identical.

When the consumer is thirsty enough and has a real taste for Coke she will reach into the refrigerator and pull out a can.

But imagine that you are one of those cans, sitting there waiting, just desperate for her to come along and choose **you**.

You know that you might be sitting there for a long time, because there is no differentiation at all between you and your fellow cans.

All of which is fine for Coca Cola as a company–they mass produce product.

They don't care ***which*** can of Coke gets chosen first as long as in the end they sell as many as possible.

It's also fine for the consumer. When she gets thirsty she'll just reach for any can that's 'good enough'.

But it's no good for that individual can waiting to be selected.

In the sexual marketplace, it's clear which side of the equation you sit on. You are the individual Coke can.

You look as good as all the other Coke cans on the shelf.

You are as shiny, as cool, and you taste just the same. **But you don't stand out. At all.**

Yes, you might get picked. Yes, if you are the front of the shelf and it's a hot day and she is thirsty then she might reach into the fridge and she might pull you out instead of one of your friends.

But that will be through luck and nothing more.

What is equally possible is that you might sit there for weeks, day-in, day-out, not chosen at all. Just sitting there in that damn fridge freezing your butt off.

Suddenly, you wake up one morning and you're past your sell-by date.

So you get hauled unceremoniously from the store with all the other past-it cans, your contents disposed of and your casing pulped (or whatever they do with past-it cans of Coke).

A clumsy analogy, perhaps. But I hope you can see what I'm getting at.

Use Radical Differentiation to Target A Niche Market

Now, say one day the store brings in a juicer whose job it is to make exotic juices from fruits and vegetables of the consumers' choice. Suddenly something much more interesting, bespoke and personalized is available. Something that, promising health benefits, has an entirely different unique selling point.

Rather than simply quenching her thirst, now the girl can enjoy a drink that is far more individual as well as possessing other benefits that you the can of Coke are unable to offer.

Which product do you think she is more likely to choose?

All over the world we are seeing a move towards niche, bespoke products. Niche websites, niche publishers, niche music channels, niche books. This is why people who work in online marketing are advised to cater for small niches rather than the masses—your audience may be smaller, but your impact and reach within that audience segment, and the profits that you can hope to extract from it, will be that much greater.

For more on this point from a business perspective I would highly recommend you read Seth Godin's excellent book ***The Purple Cow***. In it Godin argues that in order to be really successful in business you need to create a 'purple cow'— that is, something that is so unusual, fresh and original that it stands out from the rest of the market. The time for conformity is over, Godin says. The future is all about niche products and experiences. You can't hope to make it by going for the masses anymore. You have to go niche. There you can build much higher quality relationships and extract far greater profits. Why should the dating market be any different?

Women, after all, are consumers—and more enthusiastic consumers than men, at that.

Why would we assume that they would approach the sexual marketplace any differently than they do their shopping?

Women—and all of us, really—want the next shiny thing. We don't want to be bored with the generic, the bland. We want something that excites us, that speaks to us, that tells a story that intrigues us.

To read the rest, grab your copy of How To Be An Asshole here.

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New PODCAST & VIDEO on CHARISMA and POLARISATION | Troy Live

Troy · 28 August 2019 · Archived copy · Original

Continuing my series on charisma, in this video I discuss why POLARISATION is so key in dating, business and life

In this episode of the podcast I chew over the 3 Cs – charisma, confidence and conversation skills – and I get into why I believe it's so important you know yourself well in order to project powerful charisma

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Narcissism in the Dating Marketplace

Troy · 30 August 2019 · Archived copy · Original

This is an excerpt from my 2017 book ***How To Be An Assh*le***

******

Narcissism, to get colloquial for a moment, is extreme self-love. There is little on the planet more attractive to a girl than a guy who loves himself. This is of course entirely counter-intuitive to the nice guy just starting out. In fact, when you listen to all the Bruno Mars and Ed Sheeran songs that we are force-fed, you will see that society's advice on how men should behave when they want to pull a girl runs entirely counter to reality.

'You're my one and only', 'There's no one else but you baby', 'I will love you forever, if only you'll be mine' And so on.

I just made those lyrics up but they could have come from any top-forty hit in the last forty years. What these lyrics (and the pop songs I mock) have in common is they hint at, or blatantly express, supplication to the female. *'You are so wonderful,'* goes the subtext. *'If only you would consider a worm like me.'*

If you've had any real-life experience with girls, whether you're into game or not, you will see this for the nonsense that it is. But record companies, like any other company, put out product that sells. The truth is that girls do like devotion and undying love—as long as they come from the kinds of stone-cold alpha assholes they're already attracted to.

The problem is that too many men have for too long believed that if they only follow the script of supplication that Bruno Mars has laid out for them, they too will be successful. But the harsh reality is—If she doesn't want to fuck you— or really, if she isn't already fucking you—then that kind of whiny, needy, yearning crap is not going to help.

If you are a mediocre, unremarkable, guy and you come out with that, it's going to make her nauseous.

More truth.

This, by the way, is just one example of how human nature can actually appear horribly cruel when we measure it against how we would like things to be. Surely it should be the case that in order to pull that girl, all you need to do is go up to her and tell you how much you like her, and how beautiful you find her. And shouldn't telling her how devoted you're going to be (not like those other bad boys, those assholes) make her like you? Because after all, that's what women want isn't it? Commitment? So how can you possibly go wrong telling her that you're going to provide it?

The trouble is that there is no referee in male-female relationships. You can't call the police because she hasn't acted in the way that you think logically (and ethically) she should have. You have to just suck it up. And yes, it *is* counterintuitive for the most part. But here's the thing. Sex and relationships are really all about *value*— that and the delicate and complex negotiations linked to the exchange of that value.

Young women in their prime (let's call that 18-26) have huge value, value of the kind that most men will never have— certainly not in their twenties unless they strike it lucky and are very rich or famous. Think about it. It stands to reason that a high-value girl is not just going to give that value away to whatever chode comes along and asks for it. She is going to save it for the hottest, highest value man she can find.

By the way, I should point out that 'value' in this context means a great many things, and can mean different things to different girls. What it doesn't necessarily mean, though, unless she's a gold-digger, is wealth. As we will see in the course of this book, when it comes to casual sex girls don't necessarily go for rich guys since provisioning isn't part of the deal. Fame, as I've said, really helps in pickup, but so few men have genuine fame that it's not really worth discussing in detail here. Moreover, many guys getting regular high-grade girls are not famous.

So in this context what I really mean by value is '**perceived value**' – that is, the value that you communicate through every aspect of your being from your look, to your style, to—yes—your internalisation of dark tetrad characteristics.

But let's go back to that value exchange I was talking about, and let's think about the hot 23-year-old model. She can't fuck *everyone* who approaches her—she has to narrow it down. She's also too young, to want to get serious, to want kids and a mortgage and all of that stuff. She doesn't need a provider, in other words. So being rich won't necessarily help you. She does, however, have sexual needs. She has to have sex with someone. So how does she pick?

The obvious answer is that she is going to choose a man with at least equal—but very likely superior—'value' to her own. Now think about this: women, famously, are the gatekeepers of sex. Men proposition women (for the most part) and women decide whether or not to accept or reject them. But men are the gatekeepers of commitment. Because once you've entered into a sexual relationship it is up to the man whether he wants to accept a long-term partner and provide for her or not.

On some level, everyone knows this. While there is huge competition among men for the hottest girls, there is also huge competition between women (which increases as they age) as to who is going to land the best provider or husband. If you don't believe me then just look at how obsessed most women are with weddings marriage. And listen to them talk about how annoyed they get when they're invited to weddings as bridesmaids and are nowhere close to getting married themselves.

Women are well aware that men make a big personal sacrifice when they commit. It's at least fair to say that commitment is the prize that men hold equivalent to the sex that women govern. Therefore, if you come on like Bruno Mars and offer her up your heart and your commitment without any investment from her at all then what is she supposed to think? That you are bereft of other options. That you are needy. That you are desperate. Getting darker for a moment, she might even despise you for wanting her that much.

Don't for a moment think that beautiful girls are entirely happy in their skins. In fact—and this is only anecdotal, but I have heard plenty of other people express similar thoughts—some of the craziest girls are also the most attractive. It is as though their beauty somehow has a corrosive effect which causes them deep personality issues.

Perhaps it is the effect of having been basically worshipped all their lives. Or perhaps it is the disorientation that must come about as a consequence of objectification. Whatever the reasons, don't assume that just because she's sexy she has a high opinion of herself, and don't, therefore, assume that she will think well of you for supplicating. If anything, she's more likely to see you as a simple mark who's easily played. As I've said, the narcissist is someone who has extreme self love— a disproportionately high opinion of himself.

If you are such a man then it is highly unlikely that you are going to supplicate to a girl? Why? Well, first off if you believe you are the shit then you are going to assume that you have an abundance of sexual opportunities (whether that's true or not). There must be a bunch of girls out there who are just dying to fuck you. Why wouldn't they?

One narcissist I used to work with, Steve, (actually had all of the dark tetrad characteristics, so I'll be referring to him throughout the book) used to have this joke. Say he'd gone for a meeting with an attractive colleague. If you were to say something like 'So, do you think she was attracted to you?', he would always say 'She's not made of plastic, is she?'

Now, clearly this was a witticism that in other hands might land badly. But when Steve said it he had this gleam in his eye, this intense stare, that gave the strong sense that he was entirely serious. That he absolutely and entirely believed to the core of his being that unless a girl were genuinely made of plastic she couldn't help but be attracted to him.

As arrogant as this may sound this is where we want to get your thinking.

To read the rest grab your copy of HOW TO BE AN ASSH*LE here.

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The 3 Rules For Fixing Dating Problems REVEALED | Troy Francis Podcast

Troy · 2 September 2019 · Archived copy · Original

In this episode of the podcast I talk through 3 rules for fixing dating problems:

1. You probably can't
2. Spend your time developing other opportunities with other girls
3. She will come back IF it's right

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The Most Powerful Dating Technique You've Never Heard Of

Troy · 6 September 2019 · Archived copy · Original

This is an excerpt from my recent book **APPROACH HER LIKE CHAD**, about the power of Stanislavsky's 'magic if', an acting concept that will transform your dating life if used correctly.

*****

OK, here's the deal, gentlemen – approaching an attractive woman with a view to seducing her, dating her and so on is fundamentally **a performance.**

That's right. The interaction is not a 'regular' one, where you can 'just be yourself'. On the contrary, it is a highly stylised dance for which you must absolutely be your *best* self.

This is why, in order to take a leaf out of Chad's book and learn how to approach girls with devil-may-care nonchalance you have to get ready to behave in an **actorly** fashion.

It's NOT About 'Pretending to Be Someone Else' – Not QUITE, Anyway

Right now I am suffering a barrage of silent criticism from guys who have read the last few sentences and are now fuming, incandescent with rage that I appear to be suggesting that they should 'pretend to be someone else' when chatting up girls.

The truth is that I'm not doing that – or not quite, anyway. But let's dive in and I'll explain what I mean. 57

For the most part the society that we live in is very big on *authenticity* – which you might characterise as 'being yourself. Even over the past ten or fifteen years, during which time social media has come to dominate our lives, and all of us have the ability to create any sort of identity we might wish for ourselves online, the drive is still resolutely towards 'being real'.

So much so that people who are discovered to be inauthentic pay a big price for it. Liars, cheats, scammers and fakes, once found out, lose respect and get excommunicated from their communities fast.

This has transcended what Lambo-flexing dropshippers are doing on Instagram and now inhabits even the very highest spheres of politics and global influence. When we look at politicians who have come to prominence and power over the past few years, particularly Donald Trump, and perhaps Nigel Farage in the UK, we see that the reason so many people like them is that they seem more 'real' and 'authentic' than those who came before them.

And people appreciate that.

So when we consider romantic relationships we imagine that the same ethos holds good. But it doesn't. Sadly.

I'm not saying that women are attracted to fakers, or that you should lie to them. However, what you must recognise is that unalloyed vulnerability will not get you what you want in the sexual marketplace. 58

Presumably you have picked up this book because you are looking for advice and information on how better to approach women. If you were Chad already, you wouldn't need to. You would already be confident, polished and able to meet any girl you liked, unafraid of whether or not she might reject you.

Since you *are* seeking information, though, we must assume this is not the case. So you are in need of a renewed strategy for meeting women.

OK then. This is where the need for actorly skill comes in. This is where the need to find a way to *behave more like Chad* arises.

And that is exactly what I'll be teaching you in this chapter.

But before we get into technique, let me make it clear what I'm recommending here, because it might not be quite

what you think. I'm am *not* saying – and nor would I ever say – that you should lie about the material details of your life in order to get a girl to like you. Not only would it be unethical, but you will probably also mess up at some point and drop the ball.

What I'm **not** talking about, therefore, are things like:

– Pretending you're rich when you're not

– Pretending that you drive three Lambos when you don't

– Pretending to be powerful or influential

– Giving the impression that you are more important at work than is the case

And so on.

In other words, what this section is absolutely not about is trying to impress girls with false information. As I've said, I don't condone that behaviour, I've never engaged in it myself and I don't believe it will work very well anyway.

What this section (and the whole book) is about is learning how to approach better by taking a leaf out of Chad's book. To that end, what I'm going to outline is:

– Behaving as if you are as confident as Chad

– Acting as if you have the abundance that Chad does

– Acting as if whatever you are doing has been rewarded by many other women in the past

– Acting as if nothing fazes you, including rejection

etc.

I hope you can see that there is an appreciable difference between the two lists. While the first concerns itself with what might be termed 'flexing', the second is more about aping positive characteristics.

And that doesn't mean lying. If you act like you're more confident, for example, what are you doing wrong? You're not telling an untruth. In fact, you're exercising a self-development tool that is totally valid: after all, '*fake it 'til you make it*' is preached by many a self-help expert.

To put it simply, this book does not require that you make up outlandish details about your life in the hope of impressing 60

girls. All you need to do is to turn up the volume on your more Chad-like characteristics so that you make a greater impression on the girls that you meet.

In other words, you need to 'Chad up'!

How To 'Chad Up'

Now we're going to get into the specifics of how you can 'Chad up' when approaching new, beautiful girls you haven't met before.

If you are at all interested in cinema and the work of actors like Marlon Brando, Robert De Niro, and even Edward Norton and Christian Bale, you have probably come across the term 'method acting'.

Frequently, 'method acting' is used to refer to when actors 'get into' the characters they play in the most extreme ways possible. These actors live as their character both on-set and off, with all that entails. Maybe they put on weight, or lose weight. Or maybe they speak with the character's accent for the duration of the production. Or they take on a particular mannerism or facet of disability.

Whatever form it takes, method acting is usually assumed to mean something more than 'ordinary' acting, since here it entails actually *becoming* the character rather than merely pretending to be him or her.

If you have read up on method acting at all then you may well have come across the name Konstantin Sergeievich Stanislavski, for Stanislavsky, who was a Russian professor of 61

acting who lived and worked in Moscow in the early twentieth century, is said to have been the inventor of method acting (and therefore a huge influence on all the great Hollywood films of the 'golden era' of the 1970s).

Right now I am going to introduce you to a particular tool that Stanislavsky created which I have found extremely helpful throughout my game career, and which will help you to 'Chad Up' in the most realistic way possible.

That tool is called **'the magic if'**

Stanislavsky's 'Magic If'

Stanislavsky's 'magic if' is really very simple: it is the question 'what if' employed by an actor as he prepares himself to inhabit a new role.

What the performer must do is simply ask himself the question, time and again, 'what if?'

– What if I was more confident?

– What if I felt good about speaking more loudly?

– What if I didn't care at all about rejection?

– What if I just ignored those people sitting next to her and went and talked to that girl?

Hopefully you can see immediately how the 'magic if' can apply to areas relevant to dating and meeting girls. But what effect can you expect when you use it in your interactions? 62

Very simply, the 'magic if' opens up the mental space for you to see how you *could* do something even if it feels out of character or scary to you just now.

For example, if a man sees an intimidatingly beautiful, six-foot tall, slender blonde girl who looks like a Victoria's Secret model it might be hard for him, off the bat, to run up and talk to her. But how about if he uses the magic if?

– What if I wasn't fazed by her beauty?

– What if I was just the kind of cocky-funny guy who'd have no fear of chatting to a girl like that?

– What if I experienced no social anxiety whatsoever?

– What if I became more like Chad?

When you use this template, what are you doing? You are opening up the possibility for yourself to take a particular course of action without either committing to it or ruling it out either.

Once you've got as far as imagining 'what if' you were the kind of guy who'd have no fear approaching the modelesque creature before you, then you will most probably realise 'well, if I *were* that kind of guy – Chad – then probably nothing terribly *bad* would happen to me. In fact, there's a decent chance that it might go well.'

Then, once you've realised that it's conceivable that you *could* make the approach without the sky falling in, it's not that big a leap to thinking that maybe you *should* do it. And the great thing is that no-one's saying you have to commit to being Chad for the rest of your life. It's only for however long the approach takes. 63

– What if I was Chad just for this approach?

– What if I make like Chad for the next ten minutes, until I get this girl's number?

– What if I do this approach as Chad, then if it goes wrong it's not on 'me'?

In fact, the very fact that acting ‘as if’ you are Chad just for the duration of whatever interaction you are in is incredibly powerful since you basically abdicate responsibility for what happens next. You don’t need to worry about whether you get rejected or whether the girls falls immediately into your arms because you were not being ‘you’ in that moment. Instead, you were acting ‘as if’ you were Chad.

Hopefully you see how this simple act of mentally distancing yourself from the action you are taking can be hugely helpful for doing things that right now you find difficult.

To read the rest grab your copy of APPROACH HER LIKE CHAD here

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The Power Of Narcissism In Dating, Business & Life | Troy Live

Troy · 6 September 2019 · Archived copy · Original

I've uploaded two new videos on my YouTube channel about the power of NARCISSISM in dating and life in general.

Do check them out, and do subscribe to my channel – I'm aiming to hit 1000 subs by the end of September 2019 so I can start doing livestreams.

Narcissism Pt I

Narcissism Part II

To receive a FREE daily email filled with tips and advice from me on dating, writing, entrepreneurship and more, AND get a special link to own TEN of my books on dating / game for just $39 go here.

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The BDSM Scene & Sexual Marketplace Realities

Troy · 13 September 2019 · Archived copy · Original

This is an excerpt from my 2018 book 50 SHADES OF GAME VOL 1

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Aside from all of the beautiful women at BDSM clubs like Torture Garden—and there are a great many—you also get a good number of handsome, tall, well-built 'jock' men there too. This flies in the face of any suspicion you might have had that the fetish scene caters only to shrivelled old guys in raincoats, or strange pervs in gimp suits.

When you head to a fetish party it is not, as I have said, a free-for-all. It is a hyper-sexualised environment where pretty much everything is on show and where you will face intense competition. And the thing about TG in particular is that, far from being a specialized place for BDSM-enthusiasts, it is fairly mainstream.

What you tend to see is what I call 'Chelsea boys'—good-looking lads from wealthy families, who probably attended the best schools and universities in the UK and who are there because they've cottoned on to the fact that buying a pair of black latex shorts in Soho gains them entry into this sexual paradise where there are girls up for quick and anonymous fun.

I don't blame them.

But this should puncture any idea that you might have had about the fetish scene somehow being an 'easy' place to access sex. Even guys who are relatively in the know in pickup will say things to me along these lines, revealing that they have very little experience of BDSM club environments and a less than a firm grasp on the realities of sexual selection.

Put it this way. I have never walked into TG, or any other fetish club, and been inundated with sexual offers, nor has anyone else that I know. It's not like the girls are sitting around waiting to take any guy who walks up to them. The atmosphere for pick-up is broadly the same in these places it is anywhere else. You still have to look good, you still have to have confidence, you still have to be able to approach and spark attraction.

You still have to be able to extract, to lead the girl somewhere more 'private', before there's any chance of anything happening. You also still have to deal with the usual night game annoyances like cock-blocks, AMOGS, time wasters, plus high drink prices, loud music, crowds and all the rest of it. And if anything, because the girls are so scantily clad, their defences are even higher than normal since they are aware that they are being checked out and sized up by a bunch of thirsty men.

All that said, there is one huge advantage to pick-up in a BDSM club and it is this: many of the girls (and guys) are there in order to have an adventure, to do something out of the ordinary, something they wouldn't normally do. For that reason alone, if you meet a girl who likes you then there is an above average chance that you will end up having sex in the venue itself, as opposed to at a normal club where your chances of that happening are lower.

The truth is people go to fetish parties in order to—well, *do* fetishy things. And that includes having anonymous sex with strangers they just met. So if you can be that stranger who pushes the right buttons, who triggers the right emotions, you are in a good position.

But it's not as easy as just walking through the door.

In actual fact, as I have observed, the sexual marketplace differences are if anything more stark and delineated in a BDSM club than they are elsewhere. I think this is something to do with the animal nature of such places, where everyone is half-naked and ready to act on his or her instincts. Thus you get the alphas striding around—those tall, good-looking jocks who were probably on the rugby team, or the cricket team, who tower over everyone and dominate the scene. It is perhaps depressing for the game aficionado to see the ease with which these guys pick off all of the best women. It's these guys, with their muscular bodies, deep tans and shit-eating white-toothed grins who

are really the winners.

However, don't despair. This isn't to say that you can't get a look-in too if you aren't one of those types. You can. You'll just need to work a little harder and smarter.

Of course, in the middle you get a lot of betas—average guys. And then at the very low end are omega males. These are the types of guys who not only don't fit in, but who actively *don't want to fit in* either.

Omegas

It is amazing how many of these guys I have seen around, not just in Torture Garden, but also outside of London in the various other fetish pleasure palaces I've visited across Europe. These men are almost universally out-of-shape, middle-aged, and frequently bald, or else with unkempt, greasy hair of the Michel Houellebecq variety.

These men are observers rather than participants. They are voyeurs in the classic sense, since they don't try to get involved. They've given up that particular ghost a long time ago. Instead, they ingest a good deal of narcotics and sit around on couches, usually naked, masturbating dolefully for the entire night. I'm serious. You might find it hard to believe that this actually happens, but I've see it with my own eyes with alarming regularity, so much so that these omegas appear to me a specific subset worthy of special comment.

They appear regularly at Torture Garden, at Kit Kat Club, and Insomnia in Berlin, in Zagreb and in many other locations. Whether they all know one another—whether there are forums for 'men who wank at fetish events'—I don't know, but there is definitely a very real and distinct subculture out there. I sometimes wonder if this is the fate that will befall me. Whether I'll end up one of these strange, middle-aged wanking men later part in life. I'm in my forties now. Perhaps it won't be too long before I join their ranks.

I think what will save me from that fate, though, is the fact that I no longer use narcotics of any kind. What I suspect happens to these omega men is that they get locked into a cycle of self-hatred, fuelled by drugs, that leads them to almost enjoy debasing themselves. Because after all, they are openly signalling that they are unable to attract female attention and that their only remaining option is to enjoy the fun several steps removed. You never want to end up so bereft of hope and dignity that this sorry spectacle becomes your life. But the omega men are a stark reminder that the sexual marketplace is ruthless, indifferent and not interested in you one iota.

If you want to find success you must either be born with sufficient alpha characteristics already, or you must work on yourself until you win by sheer force of will. Fortunately, with all of the resources now available it is entirely possible for you to make the transformation you need to. There is no need, anymore, to be the sad, lonely, onanistic man on the couch bombed out of his mind on drugs, looking on as the whole world fucks around him.

To read the rest grab your copy of 50 SHADES OF GAME VO1 1 here

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The Huge Power In Having A Mentor For Dating, Business & In Life

Troy · 20 September 2019 · Archived copy · Original

Recently I've been working with a number of men on a one-on-one basis to help them to improve their dating and sex lives.

In general, I do this over **Skype**, or i**n-person** in London (and other cities generally in Europe).

Skype Coaching Calls

When I work with a client on Skype, we first do a deep dive into the guy's background – his history with women, his relationship successes and failures, his skills and his weaknesses.

Most importantly of all, we discuss, in detail, what he hopes to gain from his sessions.

That preparatory work completed, we then agree a plan for how we can best work together over the short, medium or long-term. We book in a series of Skype sessions – usually one a week – and in these 'meetings' we sit down together and discuss progress.

The benefit to the client is threefold – for a start, he gets **direct access to me and my experience** – not only in my own life, but also that gleaned from all the other guys I've counselled.

Secondly, he gets **accountability** – that is, since he knows that he has a call coming up with me at a set time each week, *he has a far greater incentive to do the work than someone who's winging it by themselves.*

Research shows that accountability plays a HUGE part in helping people to become successful in many different spheres – and it's no different in your personal life than it is in the professional arena.

Thirdly, the client derives a boost from the **positive encouragement** I give him. Of course, it goes without saying that part of the job of a coach is to be tough and to call people out when they're not doing the work. And I cover this off – my services are **only** intended for men who are really serious about getting better with women, and relationships.

However, it doesn't do anyone any good to feel that they are constantly failing to meet expectations. And for that reason a big part of what I do is to be a source of positive encouragement for those I counsel.

Let's face it, we get enough flack out there in the dating arena already, and everyone needs a cheerleader from time to time.

Skype consultation periods can go on for as little as one session, or for multiple years – it all depends on what you need right now, and how best we can work together.

Which is why my service is entirely bespoke – there's on 'one size fits all' solution.

Mentoring is essential for growth

Anyway, the point of all of this is that you can't beat actual mentoring – that is, *personal contact with another human being who has been there and done what you're aiming to do.*

Yes, you can read all the books in the world. But there's something about a personalised interaction with a coach that is – to put it mildly – life-changing.

If my coaching sounds like it could save you from years of hard work and disappointment (SPOILER: IT WILL!) then get in touch with me now by emailing me on **troy@realtroyfrancis.com**

If we're a good fit to work together then I'll put some time in the diary for our first session.

Live the life you want, not the life you think you should.

To read the rest grab your copy of my latest book APPROACH HER LIKE CHAD go here

To receive a FREE daily email filled with tips and advice from me on dating, writing, entrepreneurship and more, AND get a special link to own ELEVEN of my books on dating / game for just $39 go here.

To read my last article – on BDSM – go here.

BODY LANGUAGE MASTERY 1 – Male Body Language Tips | Troy Live

Troy · 27 September 2019 · Archived copy · Original

BODY LANGUAGE MASTERY 1 – Male Body Language Tips

– Have a commending presence
– People should turn to look at you when you enter the room
– Stand tall
– Take up space
– Strong eye contact
– Loud voice

To enrol in BODY LANGUAGE MASTERY Q3 by Jon from MODERN LIFE DATING go here

You get: – In-depth video content showing real female body language – 3x webinars per week, featuring Troy Francis, Jon, Rollo Tomassi, Rich Cooper, Rian Stone etc – Access to the private Facebook group

Click here now to join BODY LANGUAGE MASTERY

Join between 27th Sept – 1st Oct 2019 only. Places limited so hurry.

BODY LANGUAGE MASTERY 2 – Eye Contact | Troy Live

Troy · 28 September 2019 · Archived copy · Original

BODY LANGUAGE MASTERY 2 – Eye Contact

– No glance happens by mistake
– A look, then a look back = GOOD
– Learn to distinguish a look imbued with special meaning

To enrol in BODY LANGUAGE MASTERY Q3 by Jon from MODERN LIFE DATING go here

You get: – In-depth video content showing real female body language – 3x webinars per week, featuring Troy Francis, Jon, Rollo Tomassi, Rich Cooper, Rian Stone etc – Access to the private Facebook group

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BODY LANGUAGE MASTERY 3 – Proximity | Troy Live

Troy · 29 September 2019 · Archived copy · Original

BODY LANGUAGE MASTERY 3 – Proximity

– Women less inclined / socialised / expected to approach than men
– Therefore PROXIMITY is a useful too for them
– Learn to be conscious of the proximity of females around you

To enrol in BODY LANGUAGE MASTERY Q3 by Jon from MODERN LIFE DATING go here

You get: – In-depth video content showing real female body language – 3x webinars per week, featuring Troy Francis, Jon, Rollo Tomassi, Rich Cooper, Rian Stone etc – Access to the private Facebook group

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BODY LANGUAGE MASTERY 4 – Which Way Are Her FEET Pointing?? | Troy Live

Troy · 30 September 2019 · Archived copy · Original

BODY LANGUAGE MASTERY 4 – which way are her feet pointing??

– If you're sitting opposite her and her feet are pointing towards you that's a good sign
– If they're facing elsewhere, she may be disinterested
– This is not a make or break thing, but it's worth watching out for when you meet new girls.

To enrol in BODY LANGUAGE MASTERY Q3 by Jon from MODERN LIFE DATING go here

You get: – In-depth video content showing real female body language – 3x webinars per week, featuring Troy Francis, Jon, Rollo Tomassi, Rich Cooper, Rian Stone etc – Access to the private Facebook group

Click here now to join BODY LANGUAGE MASTERY

Join between 27th Sept – 1st Oct 2019 only. Places limited so hurry.

BODY LANGUAGE MASTERY 5 – A CRAZY Body Language SECRET! | Troy Live

Troy · 1 October 2019 · Archived copy · Original

BODY LANGUAGE MASTERY 5 – a CRAZY & counter-intuitive body language SECRET:

– if she playfully hits you, or otherwise initiates contact, then there's a very good chance she's interested
– Watch out for this in all your interactions

To enrol in BODY LANGUAGE MASTERY Q3 by Jon from MODERN LIFE DATING go here

You get: – In-depth video content showing real female body language – 3x webinars per week, featuring Troy Francis, Jon, Rollo Tomassi, Rich Cooper, Rian Stone etc – Access to the private Facebook group

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Join between 27th Sept – 1st Oct 2019 only. Places limited so hurry.

CONFIDENCE COACH Videos 1 – 3 | Troy Live

Troy · 4 October 2019 · Archived copy · Original

This week I published 3 videos on YouTube about confidence, telling the story of how I used to be extremely unconfident, what I did about it, and how I maintain confidence now.

I hope that my confidence story and the ideas and suggestions I share will help you to grow if you are lacking in confidence too.

If you haven't already done so please do **subscribe to my YouTube channel** for more content like this – it's very much appreciated.

How To STICK TO YOUR DECISIONS & Not BACK DOWN in Life, Business and Dating | Troy Live

Troy · 11 October 2019 · Archived copy · Original

I've published a new video about decision-making on my YouTube channel today. Check it out below – and if you don't follow me on YouTube then do be sure to hit the subscribe button, since I'm uploading a lot of content there at the moment.

Building the channel is a key focus for me moving forward and I will start doing regular livestreams very soon, so watch this space!

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To receive a FREE daily email filled with tips and advice from me on dating, writing, entrepreneurship and more, AND get a special link to own ELEVEN of my books on dating / game for just $39 go here.

To read my last article – on BDSM – go here.

MINIMALISM: How Much MONEY Do You Actually NEED? | Troy Live

Troy · 18 October 2019 · Archived copy · Original

In this new video on my YouTube channel I talk about a subject of great interest to me – minimalism, and how much money you actually need to live a great life.

Watch the video below and let me know what you think

Also, be sure to hit the SUBSCRIBE button and the 'notifications' bell. I'm concentrating on building up my YouTube presence at the moment and things like that (plus 'likes' on the videos!) really help a lot.

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To receive a FREE daily email filled with tips and advice from me on dating, writing, entrepreneurship and more, AND get a special link to own ELEVEN of my books on dating / game for just $39 go here.

To read my last article – on BDSM – go here.

The Importance of Self-Reflection | Troy Live

Troy · 25 October 2019 · Archived copy · Original

In this new video I discuss why you need to take some time to yourself for self reflection.

If you haven't already, do take a moment to hit SUBSCRIBE and NOTIFICATIONS on my YouTube channel so you'll be kept up to date with all my latest releases.

Grab your copy of my latest book APPROACH HER LIKE CHAD go here

To receive a FREE daily email filled with tips and advice from me on dating, writing, entrepreneurship and more, AND get a special link to own ELEVEN of my books on dating / game for just $39 go here.

To read my last article – on BDSM – go here.

Degenerate Diaries 1: A Global Sexual Marketplace in 2020?

Troy · 3 January 2020 · Archived copy · Original

And now that the hullabaloo and glamour of the holiday season has receded, leaving only cold, icy weather, hangover and the winter blues, it's a good time to reflect a little on what the coming year – and indeed decade – might bring.

In fact, this is something I will be discussing with none other than Mr Black Label Logic a little later on on my YouTube channel, and so it works well for me to collect my thoughts a little here.

But before I get into the topic, a couple of parish notices are appropriate first – not least because the eagle-eyed among you will be aware that I haven't updated this blog for some time now. I must confess that I can offer little in the way of an excuse for such oversight, other than that I've been (a) a little lazy and (b) consumed with building up the aforementioned YouTube channel (and if you haven't subscribed to it yet then please do so, here, since I'm uploading pretty much daily content to it during the week).

Yes, the life of the professional content creator is one that incorporates many twists and turns. As you will be aware, if you've followed my 'career' for some time (do I dare aggrandise it with that epithet? Yes, I think I do) then you'll know that I started out as a faceless blogger. I then graduated to Twitter – with a little bit of Facebook thrown in for good measure. Podcasting started fairly early on and I haven'r even counted how many episodes I've put out, but it's been a decent number.

Video, and YouTube in particular, I've flirted with for some time, but it was only really last year in around March that I began using it seriously. Why the reticence, you might well ask (or not, for which I don't blame you at all).

Well, video has never been my strong point. And since I have a face best suited not even for radio, but for the jacket of a dusty tome entombed in some silent and chilly library where the attendants glare at you in admonishment for the unbearable sound your eyelashes make as you blink, then it's perhaps excusable that I've done my best to avoid it all of this time.

However, like it or not, I have to accept that video – and YouTube in particular, at this precise point in history – is *where it's at*. If you want to grow your audience – to *increase your footprint* as soy snark-keters have it – then you need to be where the *eyeballs* are. And that, my friends, is not on this website, regrettably – it's in the land of cat and prank and makeup tutorial and platitudinous self-help guru and in-your-Honda-Civic-screaming-at-the-moon videos.

Yep, YouTube.

So I approached YouTube like any respectable former-addict-alcoholic content marketer would approach – *by posting a shit-ton of content on there and seeing what happened.*

And what did happen Troy? you are now asking, your hands holding your gleeful (facial) cheeks in exhilarated anticipation. Well, I built up 2000 subscribers and my videos now get an average of about 300 views a time in the first day or so.

No, i'm not going to be dethroning PewDiePie any time soon. *But man, the conversions coming off of that shit . . .* Because to be clear, my income is now largely derived from book sales and consultation fees (as well as some affiliate marketing). And YouTube videos *without a doubt* convert to sales – in my experience – better than any other medium I've used.

Including this blog.

I say that because I can track sales through Gumroad – my main platform for books sales – and I can tell you for nothing that the majority of the riches which enabled me to take my girlfriend to a Soho restaurant formerly frequented by The Beatles, The Rolling Stones, Princess Diana and Jimmy Savile (OK, I made that last one up)

came largely through YouTube.

Which leaves me in something of a bind, gov. Why? Because really I'm a writer – I'M A WRITER, GODDAMIT! DON'T YOU UNDERSTAND! – and I'm not sure that I want to dilute my time too much by standing in the middle of Soho shouting about **'5 Ways To Tell If She's Into You'** into my iPhone for a video while the meth addicts gaze at me piteously.

But needs must. And so now I find myself saddled with the plight which most 'artists' have had to contend with over the centuries – apart from those supported by private patrons – how to balance earning those shekels with creating work of value.

Of course, I hope I do both. I'm proud of many of the videos I've put out so far. The podcasts, in particular, do well (maybe because you can't see me LOLZ) since they allow me to meditate for longer on a particular theme. And livestreams have been revelatory – seriously. When I get into the groove of talking about something it's hard to shut me up – and when it enter 'flow state' something cool happens when the filters are down and I come out with things of a depth that, on occasion, surprises even me.

Interviewing other manospherical figures like Corey – with whom I discussed religion – is great fun too, and a lot of value comes out of it.

And yet I'm aware that in my many sperg-outs about 'following your passions' and all of that crap on Twitter I will say that my passion is writing. And yet in 2019 I probably did less of it than in any of the preceding 5 years.

Well, that has to change. Which is why I'm revitalising the blog as of today. My intention – and I want you to hold me to it – is to publish one long-form article like this per week (at least). So if you see me slacking feel free to shame me on the social media platform of your choice.

I'll also keep up the YouTube schedule for the time being, which breaks down like this:

- **Monday: Podcast**
- **Tuesday: Scripted video (usually answering a reader question so don't be shy – if there's a topic you want me to tackle type it below or send it to troy@realtroyfrancis.com)**
- **Wed / Thurs / Fri – videos, either pre-recorded or livestream**
- **I'm looking to start a BRAND NEW LIVESTREAM SHOW as of next week so watch this space for further details**
- **(Sat / Sun – play Words With Friends and watch Love Island)**

If you want more writing from me the know that I also send out a short article via email Monday – Friday to my subscribers. You can get that by going here.

Anything else . . . ? Hmmm, well there's Patreon too. Being honest, I started my Patreon page last year and I haven't given it as much attention as it deserves – YET. However, I will be putting lots of additional content there very soon. Go here to find out more.

But back to the writing / commercial vids toss-up I alerted you to a moment ago? How – *you are now agog to know* – do I intend to resolve this dichotomy? Well, basically I'm going to do both. My next written project is a novel, which I've been working on since last year, but will actually sit down and write this month (first draft at least). What's it's about? It's a satire about cults and it takes pot shots at some manosphere figures is all I'll say for the moment. I may put out some free excerpts when it's in the works.

Aside from that, I'm also planning to record a new course around dating and charisma. This will be a BIG release, and my deepest dive EVER into dating technology, the sexual marketplace, and what you need to do as man to survive and thrive in the 2020s. I'm really excited about it, as you should be too.

Perhaps it's a little self-indulgent of me to try to marry a literary career to that of a dating 'coach' and red pill

content creator . . . but fuck it, I'm a self-indulgent kind of guy. The great thing is, I can put out literary books – novels – and you don't have to buy them (but I hope you do of course). You can just enjoy the dating and mindset insights instead.

But it's the 2020s and we're all renaissance men and women now. We have no choice. And it's better that way anyway. Trust me.

Was there something else? Oh yeah – a globalised sexual marketplace in 2020 and beyond, the lovechild of Tinder and Instagram, a deformed abortion of love bequeathed to us by the tech giants, a soliloquy from the sadists in Silicon Valley.

Yep, it's only going to get worse.

Yep, you need to be on guard.

Which is precisely why you need me.

Well, you know I'm right, don't you

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Degenerate Diaries 2: Assess, Accept, Adapt

Troy · 10 January 2020 · Archived copy · Original

If you take a look around the online men's space – the space that deals with sex, dating and self-development, plus related topics – you'll see that there are broadly two types of content creators out there: those who want to change the world, and those who want to change themselves.

Now, at first glance, the former might seem to be the more noble, right?

After all, who wouldn't like to change the world? To make conditions better for the men and women around us?

To create a more stable society where human beings uniformly treat one another with respect, and according to clear ethical standards?

I'm sure a great many of us would like to see such a dream come true, but unfortunately it's just that – a dream.

I don't want to come across as defeatist. But what you have to realise is that human nature is very deeply ingrained – more deeply, even,than societal programming (and that's pretty deep too).

So if it's your aim to change the way people are fundamentally constituted then realise that you have an uphill battle ahead of you. That's 200,000 years' worth of programming you want to unravel.

And you are only one lone voice crying out in the wilderness. Yes, you might have tens of thousands of people following you on Twitter, or some other platform, and you might have a close coterie of associates racking up similar numbers, **but that's still a drop in the ocean.**

You're not going to reprogramme the collective unconscious from behind your laptop in Joe & The Juice.

The kinds of people who seek to affect human and societal change tend to be trads – traditionalists – religious folk, and those at the far ends of both sides of the political spectrum.

The underlying thinking all these groups have in common is '*if only things were like **this** then everything would be great. So let's find ways to force people to act like **this**'.*

Let's take female promiscuity as an example. There are those who believe that girls sleeping around when they're young is responsible for the breakdown of society, since such girls find it harder to bond in relationships and marriage *(or so the thinking goes, anyway).*

The traditionalist's response to this is to try to find ways to reduce or eradicate female promiscuity through religious laws, or via social shaming.

Probably a lot of these trads would also legislate against female promiscuity were they in government.

This is why you hear about people organising conferences to teach women how to be better. It's a symptom of the mistaken belief that human nature – in its bestial sense – is responsive to tuition.

That people will do 'the right thing' if you use logic and resonant arguments in persuading them to do so.

But this approach is flawed – it just won't work. Put simply, the sex drive is far deeper and more inherent in both men and women than appeals to their 'better nature' can reach. And the sexual impulse can't be turned on or off with logic. So people who attempt to do so are wasting their time.

Even legal censure – which in practical terms is beyond the reach of most of us – only works to a certain extent. How many times have you read stories of infidelities and extra-marital sex taking place in countries where such things are forbidden by law? And where there are sometimes severe punishments for transgressors?

All of this is exactly why I recommend **the 3 'A's – ASSESS, ACCEPT & ADAPT** as a better way forward.

Because really the only thing in life you can control is yourself and your immediate circumstances.

Therefore it's better to take things as they are and plan your strategy accordingly. Here's how it breaks down –

- **ASSESS the terrain honestly and ruthlessly – both your personal situation plus what's going on around you. How do people REALLY act? Don't rely on online gurus to tell you. Trust your own observations and gut**
- **ACCEPT life the way it is. Yes, maybe the sexual marketplace isn't to your liking. But that doesn't mean it's a good idea to go on Twitter and moan. Instead, take a deep breathe and decide to simply ACCEPT.**
- **ADAPT – this is the most important part. Now you've worked out what your position is (both positively and negatively) and accepted it, you're ready to plan your next move.**

The great news – as I said on Rule Zero recently – is that, despite whatever challenges the current market may throw up, we also have more opportunities than EVER before.

You have all the information you need at your fingertips. You have instant seamless connectivity via the internet and apps. You have cheap global travel. You have all the tools you need to live better than the richest sultan in his palace less than a century ago.

So rather than railing against forces you can't influence in 2020, and becoming unhappy and bitter in the process, instead ASSESS, ACCEPT and ADAPT. And move forward to a better life in dating, business and sex.

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Degenerate Diaries 3: Uninhibitedness Is Your New Secret Weapon In The Dating Apocalypse

Troy · 17 January 2020 · Archived copy · Original

As you may know if you've been watching my videos on YouTube this week, I've recently been re-reading (again) The Art of Seduction by the great Robert Greene. If you haven't taken the time to read the book yet then you absolutely should. But be warned: it's not a cheap and tawdry 'pickup' book (if you want those, check out my bundle RENEGADE DATING BLUEPRINT hur hurrrr) but rather an elegant and cerebral exploration of the art of seduction over the centuries, referencing such diverse figures as Ovid, Freud, John F Kennedy and Marilyn Monroe.

I'm a sucker for Greene's writing, and if there's a single contemporary writer I emulate it's him. Why? Because he is essentially a voyeur (or so it seems to me – maybe I'm wrong). That is, he studies human nature via literary and historical texts, and observation, and codifies what he finds in precise and finely-wrought prose, however unflattering to our species it might be. Most of my contemporaries in this space have read The 48 Laws of Power, and it's much-quoted as a result. But I feel that 'Seduction' is somewhat overlooked. Perhaps that's because people don't quite know what to make of it. As I mentioned, it's not a 'dating' guide in any sense, and if you're hitting up the strip in Vegas in the hope of hooking up with attractive young party girls it's probably not going to be your go-to text. But it contains many profound lessons that apply to the sexual marketplace and beyond nevertheless.

I now want to quote a passage from the book where Greene writes about *uninhibitedness* – a hugely important element of charisma and seduction which isn't much taught, presumably because it is an elusive quality that dating coaches find somewhat hard to articulate:

> Most people are repressed, and have little access to their unconscious – a problem that creates opportunities for the charismatic, who can become a kind of screen on which others project their secret fantasies and longings. You will first have to show that you are less inhibited than your audience – that you radiate a dangerous sexuality, have no fear of death, are delightfully spontaneous. Even a hint of these qualities will make people think you are more powerful than you are . . . .

> An extension of your being uninhibited is a dreamlike quality in your work and character that reveals your openness to your unconscious. It was the possession of this quality that transformed artists like Wagner and Picasso into charismatic idols. Its cousin is a fluidity of body and spirit; while the repressed are rigid, Charismatics have an ease and an adaptability that show their openness to experience.

Like so much of Greene's writing in this book, if you never watched a dating or charisma advice video in your life, but simply imbibed this paragraph and applied it wholesale to your own behaviour, you would without a doubt see an exponential increase in your success in the sexual marketplace. Why? Well, you only have to look around you on an evening out in a bar, lounge or club to see that those men who appear to be least inhibited are in receipt of the greatest amount of female attention.

Rock Star Status

But let's consider this in the context of our handy, perennial example, the rock star. The rock star is almost *contractually obliged* to be uninhibited. It's in the job description. I recently went to see the British electronic band Underworld at Wembley Arena – a fantastic concert. The band is composed of just two members: Rick Smith, instrumentalist, and Karl Hyde, the singer. Over the course of two hours they took us through some brooding and (relatively) restrained new material, to apocalyptically-banging favourites like Rez, Born Slippy and Moaner (from their Beaucoup Fish album).

The effect on the audience was unmistakeable – something about the music, the lights, and the band's presentation

had taken us to a state of near-religious ecstasy. The energy in the room was off the charts. It was as though they'd been disseminating MDMA through the aircon system. Not a small part of this is Karl Hyde's stage-persona. Hyde is a skinny, post-punk dude in his early sixties. He was dressed simply in jeans and a white long-sleeved t-shirt. He is not the world's greatest singer: he likely wouldn't get past the first audition on X-Factor. He is also not a skilled dancer: his moves are perhaps best described as 'dad rave'. BUT, he is uninhibited as fuck. He shuts his eyes, shakes his head, and pumps his fists up and down to the beats, twisting his emaciated body this way and that in a wildly escalating embodiment of ecstasy.

Watching him let loose on stage in front of 10,000 people it's impossible not to feel a kind of catharsis oneself. He is an 'ordinary guy' seemingly in direct communion with his subconscious. And thus he plays the role of shaman – via his elevated state the crowd too are able to access something of their own subconscious. To experience a kind of transcendental state themselves.

As Greene says, most people are repressed and have little access to their subconscious. Certainly this is true in the dating marketplace, where many women are addicted to their phones, shopping, social media and Netflix shows, and are dulled by these things so that they are not really in touch with their inner selves.

Which is precisely why, when the guy turns up at the club who is totally 'in the moment', dancing in some wacky way being louder than everyone else, saying random, surreal shit, and basically totally ignoring normie social conventions, they go nuts. You've probably seen the sort of guy I'm talking about on a night out, and it's kind of annoying when he appears, because a lot of the time, if we're honest, we *do* feel inhibited and not 'free' in the social space ourselves. And so when a man who has those qualities turns up and seems to effortlessly own the room we feel defeated because we sense immediately the vast erotic power he holds over the women present. For them, something of his vibe hints at *great sex* – because he is *free*, not closed up and repressed like the betas who are holding their drinks up close to their chests. He signals fantasy and adventure. He is someone who might just break the women out of the dull ennui of their everyday lives. He is a superhero, come to the existential rescue.

Of course, most people access such states with drink and drugs. I don't recommend either. While in the short term they might make you a hit at parties, the longer-term prognosis is not good. But, it's up to you. For myself, I haven't used alcohol or other substances for around 18 years, because of the pesky ol' *addictive personality*. Instead, I had to learn to be uninhibited sober, both in nightclubs and during the daytime. It's not easy, but I got pretty damn good at it.

Basically, you have to recognise the absurdity of life. Then you must realise that no one else gives a damn about you, and that, since we're all going to be dead pretty soon, it doesn't really matter what the hell you do (within the law). Then you have to see how messing around with people's reality – their expectations of you, and of polite social behaviour – is actually pretty funny. Then you must allow your competitive streak to ignite – if that guy can be loud, you can be louder. If that dude can dance weird, you can dance weirder, etc. And then you must consider that all of humanity is a steaming pile of confused crap, and no one else knows what the hell's going on either, and you're only trying to get laid, which is pretty amusing when you come to think about it, and that your actions in this context – as in most other contexts – has practically zero practical significance at all.

And then . . . you must walk into the centre of the arena and simply . . .be.

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Me Too, Nick (Degenerate Diaries 4)

Troy · 25 January 2020 · Archived copy · Original

Good old Nick. Nickster. Nicky. The Knickerman. Mr Nicktastic. Otherwise known as Mr Nick Daniel, deputy head of advertising sales at Asinine Media (a small outfit dedicated to the publication of dismal magazines and websites giving dismal financial advice to dismal, sad men in the dismal sad provinces).

But good old Nick is a laugh down the pub, isn't he? One of the lads. Always up for a giggle. For the *banter*. The *bants. Bants with the boys.* Always the first to arrive. Always the last to leave. That's our Nick. *Hey, you remember that time we got thrown out the strip club because The Knickerman got up on stage and started grinding his 40-something ass up against the pole? Yeah. that was FUCKING HILARIOUS WASN'T IT? Mr NICKTASTIC IS A FUCKING LEGEND!!!*

A fucking legend in his own alcohol-drenched lunchtime. It's amazing any work ever gets done. Nick has a team (*THE NICKS – BUNCH OF FUCKING WINNERS!*) who all *fucking love him*, and who spend their days visiting the big London ad agencies trying to persuade them to part with their client's shekels for a page or a half-page in SMALL BUSINESS ACCOUNTING – a mind-meltingly bland organ – next month.

Fucking legend, Nick . . . but *getting on a bit.* It's not like back in 1997, when *The Nickster,* fresh out of uni, rocked up one morning in the office *half-cut*, only to get *torn a new one* by the fearsome, bearded and beady-eyed 'Hitler' Barry (the previous ad director). But Barry never held a grudge. They all loved Nick. *Well, one of the lads, wasn't he?*

T*empus fugit*. Things change. 'Hitler' Barry got made redundant years ago. *Fucking internet, changing up the game.* The board brought management consultants in, 22 year-old Oxbridge kids with skin like babies' bottoms, not a day's work experience in their lives except maybe doing the washing up that day Nanny was ill. And these snot-nosed, know-nothing kids sniff around for a minute and then carve the company up how they see fit. Time and time again.

We've got to be nimble, as the CEO said. *We've got to move with the times.*

Well, *The Nickster* moved with the times. Survived the culls. *Good old Nick*. They're never gonna fire *him*, are they? *Fucking top bloke*. With his brightly coloured novelty socks blooming from the bottom of his black corduroys; his tweed jacket with ironic patches on the elbows; his regulation Ralph Lauren shirts. Plus those thick-rimmed glasses that make him look a bit like a Silicon Valley billionaire but without the suntan. Or the billions.

Fucking decent bloke, and *a hit with the ladies*, too, back in the early 2000s. Always *porking* someone – Soraya in Accounts. Nerdy Jane, the receptionist at LSD advertising. Needy Janine. And – memorably – busty, cockney, chirpy little Marie, 'Hitler' Barry's PA of a decade or more: *fuck me Nick, if old Barry finds out you'll be toast! He won't old chap. The Nickster's like teflon – never gets caught.*

All that changed in the summer of 2010, though, when old Nick did get caught – in love, and then marriage – with the *lovely* and long-suffering Debbie, seven years his senior, Newcastle Uni grad, a decent job in PR at a firm over in Clerkenwell. Lovely Debbie. *Well, she puts up with me doesn't she? Deserves a fucking medal for that, old Nick.*

And then the wedding in Shropshire, a beautiful sun-drenched day, with Nick's work team in attendance along with his somewhat diffident, rural family, and even old 'Hitler' Barry putting in an appearance at the party in the evening. Nick's best man, *Roger Doger the Rugger Bugger*, made a memorable speech foregrounding that awfully embarrassing but *funny-as-fuck* time when Nick *pulled a bird* down at Infernos in Clapham then woke up with her the next morning only to discover that she had *a little bit extra downstairs*. Yep, the rugby lads *pissed themselves* at that one, didn't they?, and who can blame them (although Debbie's father didn't look too impressed, but *if you can't have a laugh and a joke on your fucking wedding day then when can you for Christ's sake?*)

Ah, weren't the wedding photos lovely, though? With Old Nickster mugging at the camera giving it the Jim Carrey rubber-face thing, and Debbie smiling ruefully but supportively beside him. *She puts up with a lot, doesn't she?*

It was 2011 when the first of the kiddies arrived – *Little Davey.* It had been about time. *They weren't getting any younger, were they?* Debbie, aged 38, had been *pushing it* in terms of the old fertility window, and if they were gonna do it it was *now or never*. And so good Old Nick obligingly *stepped up to the plate*. Sometimes you just gotta *man up and go for it. Glad to hear it's all still working down there*, as Roger Dodger later observed.

Little Davey, followed a year laster by *Little Daisy*. Davey and Daisey. *Smashers, both of them*. Of course, they moved out of London. The Nickmeister sold his Stockwell basement flat (T*he Party Palace*) and they bought a house out towards Haywards Heath. *The commutes not bad. And of course, the schools around there are first rate, too . . . And that's the main thing isn't it?*

2020 and now Nick's 40 years old and still *funny as fuck: just cos you settle down it doesn't change who you are. That what you young-uns have to understand*, as Nick tells Elle, who, at 22, is the youngest member of the team. Pretty, young, fresh. Just up from Cambridge. First job in media and all that. Y*ou have to look after them, don't you? It's your responsibility. There comes a point in your career when it's . . . a duty.*

Sex? Not so much these days. Well it always cools off, doesn't it? To be expected. We're not fucking teenagers any more. And *the bugle* doesn't help. The old *Colombian Marching Powder*. Does any other substance known to man inflame desire while impeding performance with such perfect symmetry?

They're in The Prince's Head, the *old boozer* just across from the office. All the bar staff know Nick there. Well, of course they do – *geezer's a fucking legend*. And he's still the last to leave. Always. *Family life is great and all that, but it doesn't mean you compromise who you are.*

The skin 's now not so fresh and clear as it was back in 2011. You get kind of . . . crumpled. But that's nothing to worry about. *Men age better anyway*. You should have seen me when 'Hitler' Barry finally put his hand in his pocket after a particularly buoyant quarter, and took the whole office on a skiing trip to the Alps in 2001. The apres ski, the parties, *the birds. Fuck me. I'm not saying I was a player, exactly, but, you know, I had it.*

But things were different then, of course. That was before the commute. Two hours on the train, it takes, Elle. Sometimes I'm lucky if I catch the last one out of Victoria. After work drinks. You know how it is. A team that doesn't drink together isn't really a team, is it?

You've got to have a laugh. You've got to bond. And how we bond at Asinine Media is over a few *bevies.* You gotta *show you can handle it. Have a laugh* for crying out loud. *Cos what's life all about anyway if you can't have a laugh?* Mind you, there's been a few times I've missed even the last train and I've had to stay at the Holiday Inn over in Paddington. Woken up in me clothes there. Only a couple of times mind. No, the wife doesn't mind. She's *a sort*, Debbie. *The Debster*. She puts the kids to bed, does all of that. *Fucking legend.*

Elle nods appreciatively. Her hair is blonde, in a bob, gleaming on her head. She's wearing a dress that's aiming for officious, even severe, but which is *just a little too tight.* Her knee, emerging from its slit, and then the bottom of her thigh. You can see the bottom of her thigh, *bare*, when she crosses her legs.

No, she seems like a good girl. A good sort. Eager to learn and all that. Some of them think just because they went to Oxbridge they know it all, but they don't. *Sales isn't like that.* It's not something you pick up in a book. Now she's nodding along, eager to please, and her lips part microscopically when Nick talks and they look *moist* and . . . *plump.*

Old Nick remembers other times when girls have looked at him like that, back at the ski lodge, back in the *old, old, wild, wild days. You see the thing about birds is, they don't make it obvious, do they?* as Roger Dodger always used to say. *They're not gonna wear a sign on their head. You've gotta make a fucking move.*

Yeah, she's *young enough to be your daughter*. But in the IPA haze, boundaries seems malleable. *We're all animals in the end, aren't we?* Descended from chimps and bonobos. *And have you seen what those fuckers get up to?* Amazing the BBC gets away with showing it.

You could . . . *could* . . . extend your hand forward, just a little bit, and touch that *delicious bare* thigh. *Well, what*

harm can it do? Yeah, you're the boss, but fuck that . . . those are just labels. *We're all adults here.* Human nature is stronger than job titles. Plus you're *Old Nick – the Nickster* – fucking teflon. Nothing ever sticks. Debbie – well, what about Debbie? Far away, in the sexless semi with the smashers. *What she won't know won't hurt her.* And anyway, in some fundamental she'd understand. She knows about *the birds and the bees.* And only God can judge me.

'It's certainly been interesting, getting to see how everything works,' Ella was saying, smiling prettily. *'It's early days. But Q1 is shaping up well, and if you work hard you could be seeing a decent chunk of bonus coming your way at the end of it'.* And just like that, he does it. The fingers come to rest on the bottom of Elle's *bare* thigh. The warmth of her skin – almost moist. Just a touch. And so very, very soft.

Christ I'm pissed.

Next there's some sort of confusion. A high-pitched cry. Rapid movements, hard to interpret. A bar stool tips over. A crash as a glass smashes on the floor. Someone shouting. People standing, staring, and Dom, the landlord, leading him gently but firmly to the door.

Sorry Nick mate, he says. But you're gonna have to go. You're barred.

It's never pleasant to wake up in a strange hotel when your phone's run out of juice and you don't know what time it is.

But it's even worse when slowly, with unerring cruelty, the sounds and images of the night before start to impose themselves, flooding the cinema of the mind with awful, garish technicolour and sound.

Good old Nick.

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Why Self-Sufficiency Is So Attractive | Degenerate Diaries

Troy · 14 February 2020 · Archived copy · Original

I've recently been re-reading Robert Greene's excellent book The Art of Seduction, which I recommend everyone gets a copy of. Here's an extract where Greene talks about the huge power of narcissism in sexual dynamics.

> To adopt the power of the coquette you must understand one other quality: narcissism. Sigmund Freud characterised the 'narcissistic woman' (most often obsessed with her appearance) as the type with the greatest effect on men. As children, he explains, we pass through a narcissistic phase that is immensely pleasurable. Happily self-contained and self-involved, we have little psychic need of other people. Then, slowly, we are socialised and taught to pay attention to others – but we secretly yearn for those blissful early days. The narcissistic woman reminds a man of that period, and makes him envious. Perhaps contact with her will restore that feeling of self-involvement.

Of course, Greene is here referring to the effect that female behaviour has on men. However, this can apply equally the other way around. Human nature is human nature after all. And anyway, perhaps it reminds you of a situation where you've been dating a narcissistic woman who was entirely absorbed with herself, and how that absorption pulled you in even deeper. There's a strange process that takes place whereby narcissistic people who care only for themselves can make us almost addicted to them, begging for more. And the more they disregard us, the more we want them.

The task for the would-be seducer, then, is to figure out how he can mobilise this dynamic himself in order to make women obsessively interested in him. And really it's not that difficult. You simply need to always put yourself first, or 'make yourself your own mental point of origin', as Rollo Tomassi, author of The Rational Male would have it.

Robert Greene then goes on to write the following:

> A man is also challenged by the female coquette's independence – he wants to be the one to make her dependent to burst her bubble. It is far more likely, though, that he will end up becoming her slave, giving her incessant attention to gain her love, and failing. For the narcissistic woman is not emotionally needy: she is self-sufficient. And this is surprisingly seductive. Self-esteem is critical in seduction. (Your attitude to yourself is read by the other person in subtle and unconscious ways). Low self-esteem repels, confidence and self-sufficiency attract. The less you seem to need other people, the more likely others will be drawn to you. Understand the importance of this in relationships and you will find your neediness easier to suppress

This makes crystal clear precisely why self-sufficiency is so attractive to both sexes (and again, although Greene is talking about female behaviour here, this works equally well the other way around. Indeed, some have claimed that 'game' or dating skills are simply female tactics turned on their head and used by men). Because if you appear self-sufficient then the other person will assume that you have high self-esteem. And that is almost universally attractive since people tend to believe what they are told. Therefore if you communicate that you think highly of yourself then those you would seek to attract will assume there is some basis in it. In other words 'he must have some reason for thinking he's so great. Probably he has successfully dated a lot of beautiful women in the past'. When you transmit this impression then you will effortlessly attract people to you. You will appear more charismatic simply because, well, if you weren't charismatic then would you really have the nerve to behave in such a fashion? It's unlikely.

That said, this isn't about faking it to make it. You really should have a high regard for yourself, and you really should be independent. And this really should be based on actual rather than fabricated value.

I have written in the past on the idea of 'positive selfishness' and it's worth bringing up again here. Those who are on their own true path, and who are selfish in their focus, tend to be rewarded in the sexual marketplace above those

who are externally-focussed and hungry for attention and validation from women. It's a cruel quirk of human nature that things work this way, but they do, and you must be aware of it and coordinate your persona accordingly.

I'm sure many of us have had the experience of being head over heels in love with someone and attendant to their every whim, only to be cruelly rejected. Maybe you've also been on the other side of the fence – disinterested in a lover (or potential lover) who became correspondingly obsessed with you.

The truth of the matter is that all human beings seek value, in their romantic relationships as well as elsewhere. This might sound like a crude commercialisation of the mysterious and sacred erotic terrain, but let's face it, it's true. And therefore if you would like to earn you share – or more than your share – of pleasure in this arena, then you must learn to be more self-absorbed, more narcissistic, and more self-sufficient. Or project these things at least.

Of course, many know this instinctively, but fail to act accordingly. Why? Because they fear that their intrinsic value is not sufficient, and the object of their affections will simply walk away. But can't you see that if you're thinking like this then you've already lost the game? Because if even you don't think you're good enough then why the hell should she? This is where faking it until you make it can help – up to a point. But at the same time you must also work hard to build your interests and your value up. You must have a mission that is separate to whoever you are dating (or seeking to date). It must be all-consuming and it must take up a lot of your time. That way, regardless of the vicissitudes of the dating marketplace, you will have a bigger, all-encompassing focus. And that in itself will only make you all the more attractive – the object of female obsession, in fact.

Because all of us, male and female, are jealous of people like this, who are on their own path, and we seek to possess them in the hope that we too might become like them, or at least benefit from their seemingly superhuman powers.

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How Heath Ledger's JOKER Method Acting Will Transform Your Social Presence | Degenerate Diaries

Troy · 21 February 2020 · Archived copy · Original

I recently read about the fascinating process through which the now-deceased actor Heath Ledger prepared himself for his iconic role as the Joker in the 2008 superhero thriller The Dark Knight. Having studied acting and theatre myself I have always found the techniques employed by actors to be fascinating, and have often utilised them myself in improving my social presence and dating life. According to one source:

> "When asked about his preparation process and how he got into character for his role in The Dark Knight, Heath himself said that he locked himself away in his London hotel room for around a month, writing a character diary and constantly experimenting with different voices."

Now, we all know that Ledger sadly died a few months after filming for The Dark Knight had been completed, and while some have blamed his immersion in the role as a contributing factor, we can never know all the factors involved. But even in spite of that tragic development, Ledger's decision to entirely immerse himself in the character he was working on to the exclusion of even socialising with others is fascinating, and immediately piqued my attention.

For one thing, I have always loved the anonymity of hotels where, once you've checked in, you are pretty much left to do as you wish, but with everything you want on hand via a quick telephone call to room service. As someone who has travelled solo extensively I've stayed in many hotels on my own and I've usually found the experience to be both restorative and amenable to contemplation. So I can completely understand why Ledger chose to locate himself in a hotel for his transformation. When you are working on an inside-out psychological change then your own home – or anywhere familiar – is really not appropriate. You can only imagine how all of Ledger's possessions would remind him of his 'true' self and thus get in the way of his becoming someone else. Isolation, too, seems to have been central to Ledger's method (I'm assuming he was alone in the hotel – this would make sense, and I haven't seen anything to suggest otherwise).

Again, if you want to effect large-scale personal change you need to disassociate yourself, albeit temporarily, from those others who are apt to bring you back down to earth, reminding you who you 'really are'. Still more fascinating is Ledger's actual method, described here as keeping a journal and experimenting with different voices. I suspect that he also tried out different physical manifestations of the Joker too, as he used the private space he'd secured for himself to really get under the skin of the new character.

All of which leads me to the central proposition of this article – namely that, if Heath Ledger can do this for a movie role and create an Oscar-winning performance, then why can't you do it to create an entirely new character for yourself to portray socially? In other words, if you are normally a somewhat self-effacing and diffident 'nice guy', could you use this Ledger method acting technique in order to create your alter ego as a dashing and mysterious international playboy? Or as a powerful and dominant man? Or as whatever else you would like to become?

My answer is yes – and this is definitely something I'll be expanding on further in future articles and videos, as well as in my forthcoming Charisma And Dating Academy Course.

For now, though, I want to highlight an idea by Samuel Kampa, a PhD candidate in philosophy at Fordham University, who writes about the 'Possible World Box' in regard to Heath Ledger:

> *"I recently extended this model by looking at situations where character immersion comes into play. When you're fully immersed in a character, you cognitively attend exclusively to statements your character would endorse. Your attention is fixed exclusively on your Possible World Box, and your Possible World Box contains only the*

> *beliefs and desires of your character. For example, if and when Ledger was fully immersed in the character of the Joker, he consciously thought things such as 'Chaos is beautiful' or 'Chance alone is fair,' and he did not consciously think 'I am Heath Ledger' or 'I am acting on a soundstage.' In other words, Ledger attended only to his Possible World Box, paying no attention to his Belief and Desire boxes."*

So, when creating the character of your ideal self, you needn't get worried about 'losing yourself' in your imagination and going insane. Instead, what you must do is create a Possible World Box that contains all the beliefs and desires of this ideal self, and only attend to that.

For example, your personal world box might contain the idea that 'I am irresistible to the opposite sex'. And while your personal Belief box might contain the notion that 'some women don't find me cute', while you are in character you will disregard this entirely. Because your new, ideal character has no use or time for such thinking.

If you want to use this method to re-engineer or recalibrate your character to become – say – more of a sexy rake type individual, then you should take yourself away from others for a little while (OK, a month in a hotel might be a bit much, but a shorter amount of time away from the normal comforts of home is desirable) and use journaling as a tool to work out just what's in the 'Possible World Box' for your new character.

That done, you should then set about working out how a person with such values and beliefs would present themselves in public (right down to things like stance, gait, facial expression and so on) and then practice embodying this. It might sound a little off-the-wall, but research has shown that even by thinking about their roles, the manner in which actors behave in the real world off-set afterwards changes for a considerable length of time. So this kind of preparation work is surprisingly powerful.

And if you explore it in relation to your social presence and dating skills then you will definitely begin to see benefits.

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Which Gender Is Most Ruthless In Relationships & Life? | Degenerate Diaries

Troy · 29 February 2020 · Archived copy · Original

I was inspired to write about ruthlessness after reading an article about how the Winter 2020 Love Island UK winner Paige Turley cheated on her former boyfriend, the singer Lewis Capaldi, with his best friend while they were still in college. In an article in The Sun newspaper a source describes the affair like this:

> 'Paige pretends to be a nice girl but within months of dating Lewis, she was cheating with Garry, one of his best friends. Lewis adored Paige, and at that time he would have done anything for her. But she obviously didn't feel the same or else she wouldn't have betrayed him. Those of us who knew what was going on felt she was pretty heartless. Eventually she dumped Lewis and began officially dating Garry instead, leaving Lewis absolutely devastated. He really thought they had a future'

A cursory search for more information on Garry reveals him to be something of a chad, as you might expect. Standing next to Lewis Capaldi in one photograph he appears to be both taller and better looking than the singer.. While Capaldi went on to become more famous, with huge chart success, including 2 number one singles in the UK, and a huge debut album *Divinely Uninspired To A Hellish Extent*, it seems that Garry was also a budding musician who's appeared on X Factor and narrowly missed out on getting into the band One Direction. It's therefore quite possible that at the time Paige jettisoned Lewis for Garry the latter looked like he was going to be the more successful Paige is also particularly welcoming of the limelight, it seems. Before going on to win Love Island she had previously appeared on Britain's Got Talent, showcasing her (considerable) vocal abilities, which she was also recently able to demonstrate in the talent show episode of Love Island. So while Paige's relationship with joint-winner Finn Tapp appears genuine, and I'm sure they like one another, a cynic might argue that her whole 'journey' on the show was designed to win her more exposure for her singing career – and indeed, that her previous relationships with both Lewis and Garry were also a part of that strategy. Whether or not this is the case I can't say, and nor can anyone else. But it's an interesting case study on what could potentially be regarded as female ruthlessness from the outside. Which begs the question, are women more ruthless than men, both in terms of their sex and careers?

Who's The Most Ruthless?

The first thing to note is that women certainly CAN be ruthless in these areas. There is a phenomenon in relationships known as the 'light switch effect', that takes place when a woman who has previously been enamoured of a man – singing his praises to family, friends and on social media – suddenly flips, like a light-switch, and acts as though she never liked him in the first place. This is something that can often blindside the unfortunate man, who, believing himself to be the recipient of her unconditional love, allows himself to rest on his laurels, only to be dismayed when the blow falls. It is also well-known that women can be ruthless in corporate situations where – arguably – they must take on more traditionally masculine traits in order to succeed. And certainly there is plenty of anecdotal evidence that female bosses can be demanding, something which I myself have observed in the past. In the case of relationships I think it is undeniable that women can display a ruthless streak. Most men have some kind of 'light-switch' story to tell. But the reason for this is pretty straightforward. Women after all have an inherent and pressing need to find the best possible mate they can in order to procreate with. And if you are not him – or if she believes that she can do better elsewhere – then there's a reasonable chance she'll move on in order to maximise her genetic potential. Not that Paige was necessarily considering having kids with Garry by the way – perhaps she felt herself to be too young at that time – but the subconscious drive remains present nonetheless. There is also the theory that in the more turbulent and bloody times of antiquity it was evolutionarily advantageous for women to be able to 'move on' quickly with a new partner. After all, if her main provider figure was suddenly killed by a rival tribesman, then for the sake of any offspring it would have been beneficial for her to seek provisioning elsewhere,

rather than to risk her child's safety by mourning too long over her loss. With all of that said, though, are women more ruthless than men? No, I don't believe so. Men are quite capable of being just as ruthless in the dating marketplace, as well as – of course – in the boardroom. But this is perhaps tempered by their comparative lack of urgency, their desire for comfort and their lack of options. Simply put, men don't have to worry about their 'biological clock' for reproduction so much. In addition, guys tend to rather like routine and comfort, and most men would prefer to maintain a substandard relationship than rock the boat and potentially have to enter the dating marketplace once more. Finally, the stark reality is that women tend to have more dating options than men do. So while Paige, as an attractive young woman, was able to move effortlessly from Lewis to Garry, for Lewis finding a replacement was likely something of an uphill battle – at least until his musical success ensured that the aphrodisiac of fame kicked in, that is. But a successful man with many sexual options can be just as ruthless as any woman. Take, for example, Leonardo Di Caprio, who has a famous predilection for dating only women under the age of 25. It would appear, tracking the course of his previous partners, that he has little compunction in ditching them to move onto the next glamorous young ingenue when they got 'too old' In the end, one's ability to be ruthless is directly proportional to the amount of power one wields. And the higher up the chain you are in either the dating marketplace, the career totem pole, or any other type of hierarchy, the more ruthless you are in danger of becoming. ***Follow me on YouTube here Sign up for my daily email here Buy Renegade Dating Blueprint here. Watch the video version of this post here*** ****Image royalty free and taken from Unsplash**

My Girlfriend DUMPED Me Because Of Coronavirus | Degenerate Diaries

Troy · 6 March 2020 · Archived copy · Original

I want to read to you the post that I saw on Reddit where a guy describes the way his girlfriend dumped him due to the Coronavirus, so here we go:

> **I wish this would be a joke but it isn't. So I have been together with my now ex for 3 months and our relationship was going great. Sure we had our ups and downs but generally speaking we were happy together. She even introduced me to her family and she met my parents.**
>
> **Then the Coronavirus hit Europe and she started sending me those batshit crazy conspiracy theories: „USA are behind the virus", „Israel did it", „governments are hiding the truth" – of course I thought that those videos are clickbait. I explained to her that neither the USA, Israel or any other government would have a single benefit out of releasing a global virus.**
>
> **She never replied to my answers and just jumped over them. She got into multi level marketing too so i knew that she's easy to influence….**
>
> **Anyways yesterday was a very normal day: she was working, I was working (we are not living together) we were texting, sharing memes and had a phone call before she went to bed. There was nothing strange or worrysome going on.**
>
> **But then the bomb went off this morning. She send me a text message that basically said that „the Coronavirus showed me that i have to work harder on my religion and pleasing god and that we were living in sin and for this reason we have to break up because i have to keep myself and my family save. Please don't make it any harder and don't try to contact me"**
>
> **WTF. Of course i tried to contact her but she blocked me everywhere. I'm not mad or sad but my brain just can't comprehend this – it's really bizarre and feels like a joke. She wasn't even this religious before and it really wasn't a topic in our conversations.**
>
> **If she would have broken up with me because I cheated, she found someone else or she simply doesn't love me anymore – sucks but atleast I could understand it. But this is such a crazy reason to break up that my brain simply reached its limits.**
>
> **Of course the thing is done and it will take some time to get over this entire situation but I'm sure that I will find someone new.**
>
> **Has this ever happened before to somebody else? This complete change of heart within a single day? I really want to understand this.**

Well, what a strange and unfortunate story. First of all I would like to make it clear that I am not writing this to denigrate or to mock the man who wrote this story on reddit. On the contrary, I feel great sympathy for this guy and his plight. It is never easy to break up with a partner, particularly when the reason that they give you for the break up is so insubstantial and seemingly illogical. That said, I wonder if there is anything that we can learn from this guy's situation and whether it has applicability to our own dating lives.

The first thing that I would point out is that these guys were only dating for three months. That in itself is a red flag. At the 3-month mark you are not in any sense in a serious relationship. At the very most you are still feeling one another out.

My advice is not to formalise a relationship until much later than the three month mark – and ideally you're talking six months up to even a year. So after just three months, if something of this kind happens, that is to say, if she pulls some strange and bizarre stunt which leads to you breaking up, you should not be deeply saddened or hurt because, in reality, the relationship has hardly begun anyway.

Therefore this guy's mindset was wrong from the off – he believed a relationship existed and was a robust entity when in fact it was still in its most nascent stage.

In any case, I believe it's very fortunate that our narrator got to see this side of his girl before things progressed any further because the behaviour she showed was not simply rational, and if she was capable of a trick like this this early on then goodness knows what she might have done later had things continued.

The second red flag she displayed was her fondness for conspiracy theories: the Reddit poster says that she tried to assign guilt for Coronavirus to both the US and Israeli governments. While it is clear that certain aspects of current affairs remain unexplained and we might speculate on the hidden reasons why, in the main, conspiracy theories are the preserve of weak-minded folk who like to imagine that the complexities of human life can be assimilated easily into bite-sized memes and overarching theories. *It's so-and-so's fault that conditions are like this. If only so-and-so didn't act in their own interests then things will be so much better for the rest of us.* And so on. In each case we see an attempt to mollify the complexities of life to make it understandable, and in some ways more comfortable, as a result.

Better to believe in randomness. We live in complex times where different stimuli compete to create the reality that manifests itself around us. And that being the case, it is nigh on impossible for the individual to ascribe robust meaning to the phenomena that we encounter on a daily basis. And it's pretty pointless to try. While it can be fun to engage with conspiracy theories once in a while, at some point you must ask yourself if it is really helping you to achieve your goals or not. Most of the time you will conclude that it isn't. Conspiracy theories tend to be for losers who smoke too much weed and sit in their mother's basement fapping to bizarre anime porn. Don't fall into this trap yourself. Instead concentrate on the things that you can control.

The next red flag is this girl's adherence to Christian doctrine – that is to say, her willingness to jettison her boyfriend for her belief in Christ. *At least, that's the excuse that she gives him anyway*. He describes her as saying

'the Coronavirus shows me that I have to work harder on my religion and that we are living in sin and that therefore we must break up'. Taken at face value this is completely ridiculous. Even the most devout Christian would have to be pretty arrogant to assume that a worldwide epidemic has been created for the sole purpose of teaching them a lesson about the brief, three month relationship that they have been in. This is self-aggrandisement of the very worst kind. In fact, it's a betrayal of the Christian requirement for reduction of the ego, since it's incredibly egotistical to assume that everything that happens in the world is about you. Would god really create coronavirus just break apart a young couple? I think not.

What if she actually believes what she's saying and chooses to place her religion above her nascent relationship with our hero? Then he's better off without her anyway. Why? Because such a seismic move so early wouldn't bode well for the future. She would only do the same thing again further down the line. And the reality is that however 'alpha' you are, or however impressive a man you are, you will never be able to compete with God. So why even try? Far better to find someone who is less wrapped up in the supernatural, and more open to a relationship with you, a human being, instead.

It is also possible that she doesn't believe this BS she's spouting at all, and that in fact the whole *'God created coronavirus and so therefore we should split up'* schtick is actually just an excuse for her to ditch her boyfriend. If so, well, that's unfortunate, but what can you do? For whatever reason she has decided she wants out of the relationship and it is very unlikely that she can be talked round. As I've intimated, our hero would be ill-advised to do so anyway, because who wants to remain with someone who comes up with such a crazy excuse for kicking you to the curb?

But if it is the case that this guy would like to resume intimacy with his girl then the very best thing that he can do is simply to break all contact for a minimum of three months. That is to say, he should not respond to her message. He should block her on social media. He should not email her or speak with her or speak with any of their mutual friends or anything of that kind. A complete and very clean break must commence now. If – and it's only an if – she decides that she wants to re-engage with him **then she must come to him**. There's no point in him chasing her as the one who's been dumped. It's a harsh truth and it's very difficult to abide by this kind of advice, but once a woman's mind is made up it is very difficult to change it.

Of course, the failure of this young couple's relationship by no means the worst casualty of the Coronavirus, but it is certainly a blow for the guy who wrote the reddit post. Nevertheless, three months into a nascent relationship you've hardly got to know the other person at all unpredictable behaviour like this from the girl suggests it wouldn't have worked out over the long-term anyway.

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Can DAYDREAMING Really Get You Your DREAM GIRL? | Degenerate Diaries

Troy · 13 March 2020 · Archived copy · Original

Sanford Meisner was a fixture at the Neighbourhood Playhouse theatre in New York for 50 years and is best known as a teacher of acting. His style has influenced actors as famous and diverse as Tom Cruise, Naomi Watts, Mark Rydell, Jon Voight, Jeff Goldblum, Diane Keaton and Christoph Waltz to name but a few.

Meisner described acting as living truthfully under imaginary circumstances. His approach was for the actor to get out of their head so that they behave instinctively to their surrounding environments. But what does all of this have to do with the socialising and dating dynamics? Quite simply, if you are hoping to go out to socialize and to meet new people, then it makes sense that you must be in the best possible mental state to do so. If you are a chad, that is to say if you are a guy who is naturally extremely confident, then this won't be difficult for you. You will find it easy to be in the right frame of mind and to attract women naturally and effortlessly. But what about those who lack that self-confidence? Who, through no fault of their own, have led lives such that they have not developed social poise and the ability to command a room?

Without a doubt, a great many men who come to the aid of dating channels, books and coaches fall into this category. Certainly, I was in this camp myself for a very long time. A possible solution is to look to acting techniques such as those laid out by Meisner, in order to better their performance in the social realm. If acting is living truthfully under imaginary circumstances then surely we can also live truthfully under real circumstances – just with an amplified and more enhanced personality than the one that comes naturally to us. How to do this? Well, as I've observed in previous videos, pretending to be someone else doesn't usually work because you can't control all of the different variables that make up a character. For example, it is difficult to control all aspects of your body language – your eye movements, the way your hands sit, the way that you walk and so on. Even if you are able to control some of these things, inevitably others will go under the radar. Which is why many actors, particularly method actors, prefer to make the necessary changes to themselves from the inside out. And this is where the technique of daydreaming or if you prefer, visualisation, really comes into its own.

Daydreaming

Meisner says the following "'The fantasy of the daydream is the most personal, most secret of the acting values. What it means in ordinary language is that we use our imagination in order to fulfil in ourselves what we have more or less determined is our emotional condition before we begin the scene"

In other words, he recommends actors spend time daydreaming as a way of imagining the character and his values and so on prior to stepping on stage or in front of the camera. Well, we can do exactly the same thing before we go for a night out or to the coffee bars, the shops or restaurants in order to meet people. As crazy as it might sound, this type of visualisation has been used by prominent actors, politicians and sports stars for many many years now as a way of improving performance. So why should we not use this technique in the dating marketplace?

After all, scientific research backs up the fact that visualising the outcome of a performance or an event prior to it occurring works. In the 1970s a test was undertaken where 20 people were selected for an experiment where they were shown pictures of white and red blood cells, what they look like and how the body creates them. For 6 weeks, twice a day, each of these people created an image of his body making more white blood cells. They worked for about an hour each time in a quiet atmosphere. At the end of the experiment they had a blood test. The results were incredible – all 20 of the participants had increased the number of their white blood cells by a huge amount.

So you can see that the mind and the body are intimately connected, and that the imagination has a profound effect on the way that the body operates. That being the case, I want you to try this experiment before you go out to socialize and to meet women. I would like you to spend some time sitting quietly alone imagining yourself going

into the social event you are about to attend. I want you to imagine everyone looking at you approvingly, admiringly, even enviously. I want you to imagine walking up to the most attractive girl in the venue, putting out your hand to introduce yourself and her accepting your approach with delight and visible excitement. I want you then to play the movie forward in your head so you imagine you and her spending a whole evening together becoming more and more intimate, until the night ends in whatever pleasurable way you would like to conjure up. Then you must go out and enjoy your evening for real.

What you will find – I guarantee – is that you will feel more confident, more able to socialize and more assured in your social presence and in your ability to be socially effective. I *can't* guarantee that you will end up being intimate with the woman of your dreams that night, but I will venture that your overall experience will be better than if you had not done this exercise. Ideally you want to make a regular practice of doing this kind of daydreaming or visualisation.

You should incorporate it as part of your routine in much the same way that you might incorporate meditation, exercise or any other healthy habit. Because the power that the mind has over the body is mysterious and immense. And so we might as well tap into it in the same way that Meisner's actors tap into it, in order to come across in the most powerful and impressive way possible in the dating marketplace.

As I have said before, the dating marketplace today is far more competitive than it's ever been in the past. You have to stand out. Using a method like visualisation will help you to do just that. I'm really keen to hear how this goes for you, so do let me know in the comments below

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Coronavirus – So Where Do We Go From Here? | Degenerate Diaries

Troy · 20 March 2020 · Archived copy · Original

Well, this is a strange state of affairs, isn't it?

Unprecedented, in fact.

We are facing a global situation of a kind i've never seen before in my lifetime (and I'm in my 40s).

I'm in London, and right now, although the govt has stopped short of ordering complete lockdown, the strong 'advice' is for people to socially isolate and for clubs, theatres and restaurants to close down.

Many other countries have closed their borders and ordered near-complete lockdown in major cities.

Even as I write this I'm struck by how crazy this all is – it feels rather like a bad Netflix series, or a sci-fi movie.

But it's not – it's reality, and it's happening right now.

We can't fight it.

There's no way around this thing. We can only go through it.

Even 'game', or dating, is pretty much off the cards right now

(I don't mean with girlfriends or 'plates', but with new 'leads')

Daytime approach and night game are not really viable in most places right now.

You *could* do online game – but you'll need to rely on 'low-hanging fruit' and get girls to come directly to your place.

And some may not be keen, since we're all being told to 'socially distance' ourselves.

OK then. So is this a time for despair, anxiety and depression?

No, not at all.

You see, the key to life in general (not just during a global pandemic) is **acceptance.**

There are a great many situations in which we are – in practice – powerless.

That is to say, there's little or nothing we can do to alter external circumstances.

We thus have two options – rail against those circumstances (futile) or accept them and work out a sensible way forward.

For me, the obvious choice is the latter.

If you've been asked to stay at home and not go to work, or whatever, you have to see it as an opportunity.

You MUST seize the opportunity to do something really awesome.

Because look, just because you're not out and about meeting new girls right now, you can STILL brush up on your skills.

You can read books, watch videos, listen to podcasts.

You can do a deep dive into sexual dynamics with sites like Rational Male, and watching shows like Rule Zero.

Or, if you prefer, you can focus on your fitness (plenty of exercises you can do at home).

Or, you can start that new business you've been talking about for ages.

The coronavirus scare could turn out to be the greatest moment of your life – the moment your life changed for good – if you take the right action.

If you remain calm, relentlessly positive, agile and endlessly adaptable.

Remember too that 'this too shall pass'

However nuts everything seems at the moment, we WILL come through this.

We WILL see a return to normality.

In the meantime, why not do something amazing for YOU and your future?

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The Best Thing To Do On Lockdown | Degenerate Diaries

Troy · 27 March 2020 · Archived copy · Original

We've spent the last few days talking about the 'lockdown' situation that many countries are facing, and I've been making suggestions about how best to spend your time under these unusual circumstances – namely, with self-improvement.

Well, with that in mind, I have some exciting news to share with you – Jon of Modern Life Dating has just reopened his fantastic BODY LANGUAGE MASTERY course.

The cart is open now, and it clangs shut again at midnight EST on 30th March.

For those who don't know, Body Language Mastery is an essential and comprehensive video course breaking down female body language, allowing you to find out whether she's into you or not just by observing her actions rather than her words.

I've operated in the dating space for over 15 years now, and I've never seen a product that shows this stuff so well and so clearly.

But there's a lot more to it than that. Because on top of that video course you also get THREE WEEKS' WORTH of twice-daily webinars led by Jon himself, with authorities such as Rollo Tomassi, Rich Cooper, Rian Stone, Vince from Masculine Geek – and ME – joining the conversation.

I've been in a lot of these webinars now, and I can tell you that they really are extraordinary. Imagine a 'red pill' PhD course, and you'll get pretty close to how these sessions play out

Because you see although the body language videos are at the heart of the course, the topics discussed within the webinars go far beyond that, taking in seduction skills, style, fitness, money, cryptos, business, nomadic living and really pretty much anything else you can think of.

Plus, not only do you get to attend these live sessions (and let's face it, given that many places are in lockdown at the moment, it may be that you have little else to do anyway!), but you also get access to recordings of the sessions . . . and of every single other webinar session that Jon has led as part of the course in 2019! Which is a stunning 90+ hours' worth of red pill expert content.

This is a package with value that far exceeds anything you normally see in this space – not least because Jon (as well as myself, and the other gentlemen mentioned) will stop at NOTHING to ensure that you improve in all the right areas.

This isn't the sort of course where you get a nice certificate at the end without having done the work. This is a programme that will transform you utterly as a man – as long as you do the work. And with Jon at the helm, there's nowhere to hide – you WILL level up over the course of the 3 weeks.

Here's a comprehensive list of what you get in Body Language Mastery:

– A Head to Toe Video Breakdown of Female Body Language that shows you if she is sexually interested in you or not. ($999 value)

– 100% video access to all the previous webinars from Quarter 1 to Quarter 4. " 90+ hours of Red Pilled content on how to get more women, make more money, and build muscle."

– Access to body language mastery 1.0 , body language mastery 2.0 , and the new male body language program which is coming out with this one as well.

– Live Access for 3 weeks of twice daily webinar Q&A sessions for All Quarter 1, Quarter 2, Quarter 3, and Quarter 4 webinars (160 hours total coaching) on Zoom that allow you to interact with top members of the Red Pill Community and Multimillionaires to Ask Them Your Personal Questions. Speakers included –

Troy Francis, Rollo Tomassi, Richard Cooper, Rian Stone, Carl From BlackLabelLogic.com, Donovan Sharpe, Ed Latimore, and More! ($9999 value)

– Access To A Men's Only Facebook Group That Allows You To Connect With Top Level Men in the Community in Order to Expand Your Network of Power, Knowledge, and Authority. ($1999 value)

And the cost for all of this?

A one-time payment of just $597 . . .for which you get a ridiculous $13,000+ value.

It's an incredible deal for sure. But you have to hurry. Because – as mentioned – the enrolment period is only 5 days (including today) – that is, March 26th, March 27th, March 28th, March 29th and March 30th – (limited due to extreme demand).

When Jon re-opens the course later in the fiscal year, the price WILL go up. So if you're tempted, then act now in order to secure that nice $597 entry-point.

In addition to all of this, I will be aiming to attend at least one of the webinars per day for the three-week live period. So if you're keen to get further access to me then this is a great opportunity to do so. And in addition, anyone signing up for the course through my affiliate link will get an ONE HOUR SKYPE CALL with me absolutely FREE!

So if you want to make the most of this lockdown situation we're all facing, and make sure you're ready to hit the ground running afterwards, then click here to sign up for BODY LANGUAGE MASTERY by Jon Modern Life Dating now.

Where Do You Turn For Protection? | Degenerate Diaries

Troy · 3 April 2020 · Archived copy · Original

Where do you turn for protection?

Because right now, in the midst of this crisis, it's a natural human instinct to hope that some higher agency will come in and sort everything out. Of course, you might be a stone-cold alpha type who scoffs at such a notion. Well, fine – congratulations.

But let's not pretend that many people don't look to others – their wives and girlfriends, employers, governments, strongman leaders, and even God – to nurture and protect them when shit hits the fan. Well, it's understandable. But perhaps the biggest and bitterest 'red pill' you can swallow is that NOTHING AND NO ONE IS COMING TO SAVE YOU.

Yeah, I guess that sounds kind of grim. But it needn't be – just bear with me for a minute. You see the fact of the matter is that we are born alone, and we die alone. The only person you can truly rely on to love you unconditionally is your mother – maybe. And even that isn't true for everyone. We hear stories of babies being abandoned all the time. When you grow up to become and adult and you go out into society, because as a generation we have been somewhat mollycoddled and wrapped in cotton wool, there is an underlying expectation that someone else out there will carry the can if things go wrong. in the UK you're protected if you lose your job, if you fall ill (with the National Health Service), and we have all sorts of employment rights and all the rest of it.

Now, I'm not saying that this is a bad thing, and in fact the standard of living for the average person has risen HUGELY over the the last 70 years or so. But as we're (perhaps) beginning to see now, the state only has so much resource. Its ability to look after you can only stretch so far. And when a 'black swan' event takes place that weighs heavily on available resources . . . well, things start to fray at the edges.

The same could be said for marriage too. In the west we're sold this idea that your partner is your 'rock'. That they will be there for you no matter what – especially when you get married. While I'm not contending that EVERYONE is out to do you wrong, the fact is that people are inherently self-interested. And when push comes to shove, if you marry a woman who, after a while, decides that her needs may be better met elsewhere then how long do you realistically think she's going to hang around?

It's true of employers, of course. Well, we all know that the old 'job-for-life' expectation is dead these days. There is no loyalty in the employment market, from either the employer or employee's side. All of this is a long way of making the point that you really can't rely on anyone else except yourself. That's not to say that you won't meet allies along the way. But in the end you must face facts – the only person you can 100% rely on is yourself.

But this is not a bad thing – far from it. Because once you've grasped the fact that you need to be intentional and autonomous in all areas of your life from dating to business to your politics – then you can begin the hugely enjoyable and rewarding process of self-ownership.

On that note, if you're interested in exploring the idea of making an income online then do check out my course PERSONAL BRAND MASTERY here. It's on sale at £97 (reduced from £297) for the month of April.

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Men's Fashion – Dressing Well As A Man | Degenerate Diaries

Troy · 17 April 2020 · Archived copy · Original

There's no point in pretending that dressing well does not give you an advantage socially, at work and when meeting women.

It does.

Yes, there are other things you could argue are more important, like your confidence, how you carry yourself and so on. But if you dress like a boss then you will do better than if you don't. It's really as simple as that.

So let's get right into it. Of course, the truth is that style is a huge, huge subject. There are whole websites dedicated to it, and one article can't compete with that level of detail.

Nevertheless there are a few things that I always bear in mind with clothes that I wanted to share. They've stood me in good stead over the years and they will you too.

1. The 3 key things you need to know about style

There are three key elements of dressing you must keep at the forefront of your mind. They are fit, form and flourish.

– Fit

The fit of any garment is so important. Certainly more important than who designed it and where you bought it for. A shirt from a top brand that is baggy and fits you badly will look worse than a well-fitting shirt from Primark.

Of course, it's nice to have expensive clothes, but try everything on first and make sure it fits, particularly around the shoulders, waist and torso generally. If the fit is poor then either don't buy the garment or take it to a tailor and have it altered.

– Form

Now we get into the fabrics that your clothes are made of. Always try to buy natural rather than synthetic—wool, cotton, silk etc. Polyester, or 'polyester mixes' are just not as good quality.

This is where spending a little more money on certain items of clothing—especially shirts, suits, blazers and coats—is a good idea. Because the problem with that Primark shirt is that while it may look great the first time you wear it, after a couple of months that may not be the case.

– Flourish

Every item of clothing you buy—or most of them—should have a flourish of some kind. Something that makes it stand out and be memorable. This could be something like a colourful lining in a suit jacket, button holes that with different coloured stitching, fancy socks and so on.

Warning—I am not advising you to go all-out wacky here. The aim is not to look like a DJ at a tacky nightclub. This is about details, not the overall picture, which, needless to say, should be cool.

2. The most important dressing skill

The most important dressing skill you can acquire is the ability to create a **striking silhouette.**

What do I mean by that?

Basically, you have to think about the whole outfit, not just this shirt, or that pair of shoes, or whatever. Every day when you get up you have to have a clear idea of the kind of overall 'look' you are aiming for.

And you have to ensure that you achieve it without having items that jar with the intended picture.

Of course, the best tool you can get to help with this is a full-length mirror. The next best tool you can get is the honest opinion of a good friend. Use both frequently.

3. What women think of how you dress

Basically, women think a great deal more of you if you dress well.

A while ago I began dating a girl who works in one of London's most exclusive department stores, in one of the most expensive sections. When I spoke to her for initially, the very first thing she mentioned was my coat, which she said looked like a 'Putin coat' (it is long, dark with furry collars—it has a kind of Russian military vibe about it).

She later told me that it was the coat that swung it for her, and the fact that I was a guy with the confidence to dress up sealed her attraction to me.

******

Clearly, the specific style you choose is a very personal thing and will depend on all number of different factors. But if you bear these general principles in mind then your style game will improve exponentially. If you'd like more content on style and clothes then let me know, as it's something I'd be keen to cover more.

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Is Dating Broken In 2020?

Troy · 22 April 2020 · Archived copy · Original

Is dating broken is 2020? This video dives deep and explains all.

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Charisma 101 – Everything You Need To Know

Troy · 22 April 2020 · Archived copy · Original

An in-depth talk on charisma – what is it and how it will benefit you.

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Stand Out From The Normies Or She'll Ruthlessly Ignore You

Troy · 24 April 2020 · Archived copy · Original

Join me live as I discuss why it's essential in today's dating marketplace that you learn to stand out from the crowd.

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Your New Dating Strategy For 2020 & Beyond: Holistic Game

Troy · 25 April 2020 · Archived copy · Original

Today I talk about why 'holistic game' is the key to modern dating. Plus how the key thing that's going to make the difference in interaction is your MOJO.

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This Exercise Will Completely Transform Your Game

Troy · 4 May 2020 · Archived copy · Original

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When Reality Collapses In On Itself

Troy · 8 January 2021 · Archived copy · Original

People in the QAnon community have been talking for ages about a 'great awakening'. For me, the greatest awakening this week has been how *chad* a dude can look wearing horns and stars-n-stripes face paint sitting on the dais at the Senate on a Wednesday night.

In the eye of such an explosive epistemological-political 'storm', it was a much-needed tonic that this 'QAnon Shaman' chose to turn up for the insurrectionary fun dressed like a bugged-out acid casualty lost on his way to Burning Man.

But levity aside, Wednesday's events merely demonstrate further how far down the rabbit-hole of competing narrative frameworks we have fallen.

If you want to see what reality looks like when it collapses in on itself, close your eyes and imagine a Jeremy Corbyn-lookalike chud with his feet up on Nancy Pelosi's desk.

Listen, I don't mind a bit of chaos and insurrection. We're all going to die anyway, so why not enjoy the decline? And if what floats your boat is breaking into a government building while badly dressed to take selfies then whatever.

The real problem here is that *we have two groups of people who fervently believe in entirely opposing versions of events.*

You have most of the world, who have seen Biden win the US election and who are simply getting on with their lives. And then you have a bunch of others who believe that the election was stolen via Dominion voting machines, Venezuela, dodgy servers in Germany and . . . whatever.

I don't intend to get into the relative 'merits' of these positions here (although it seems to me that all Trump had to do was release the Kraken properly in one of his many legal cases and we wouldn't be in this position now). The key point is the disconnect between these two versions of events, and the impossibility of ever reconciling them.

Put simply, if we live in a world where significant numbers of people can't even agree on who won an election in one of the (previously) most-respected democracies on earth then we have a problem.

And that problem was created in the broiling crucible of social media, where 'truth' no longer matters. Wednesday was merely the physical expression of the epistemological meltdown that has been taking place across Twitter, Reddit, 4Chan and other platforms over the last four years or so.

It's always seemed ironic to me that many on the right decry postmodernism when Donald Trump is possibly the most postmodern figure ever. And certainly (as has been noted elsewhere) it's kinda incoherent to rage against the erosion of meta-narratives when you yourself are promoting 'alternative facts'.

But the bottom line is that the internet – and social media in particular – has fuelled this chronicular dissonance, and that genie ain't going back in the bottle any time soon.

Machiavellian

I don't, however, want this to be a worthy, handwringing piece about how we must 'do better'. Because as any Machiavellian worth his salt will have figured out by now, there are huge advantages to be accrued through a creative and artful massaging of one's presence on the internet as well as in real life.

To put it another way, if history is now turning its back on what used to be known as empirical truth then that opens up huge opportunities for the canny self-publicist who is prepared to bend the rules and benefit from an enhanced identity.

I often advise guys that they should retain some degree of mystery when they interact with women, at least in the early stages. And let's be honest, the old 'wear your heart on your sleeve and just be vulnerable' schtick doesn't work (if it ever did) and now seems as old-fashioned as an episode of *The Waltons.*

In 2021, more than ever before, we create *ourselves*. Well, what do you think all those girls and guys on Instagram, Tik Tok and YouTube are doing? The 'brand of me' machine is going from strength to strength. And while you make take issue with people who you regard as being inferior to you making money on social media and reality TV, the truth is that *they* are the smart ones, since they have figured out before you that self-creation and self-curation is the future, not just in terms of business, but also in terms of how we understand ourselves and have others understand us.

The bottom line is that 'you' are no longer a fixed entity with a finite set of attributes and characteristics ('Troy is shy, quiet, and doesn't like to party'). Instead, you are a mass of diverse potentialities, any of which you might choose to develop and advertise depending on your mood and the requirements of the situation in which you find yourself.

And that holds good whether you are in the White House, on the news, on Instagram Stories or on Tinder.

This may run entirely contrary to your deeply held convictions about HONOUR< INTEGRITY< NOBILITY and so on. Well, tough – you're on the wrong site lol.

But for the pragmatists out there, it's not necessarily that we should be gleeful about this new reality (or debased reality). Rather, we are perceptive enough to recognise that it prevails, and entrepreneurial enough shape it to achieve our own ends in dating, business and elsewhere.

Happy new year!

If you like my writing then you should definitely get Renegade Dating Blueprint. It includes 11 of my books on dating, game and relationships.

The Death of Togetherness

Troy · 16 January 2021 · Archived copy · Original

A few splintered images.

A dance floor in the Amnesia nightclub on Ibiza, an island off the coast of Spain. Girls with glitter on their faces. Sweaty skin and t-shirt as you squeeze your way from bar to podium. Smiles and high-fives. A crowd juiced up on house music and ecstasy.

In a basement room in Marylebone in London I sit slumped in a plastic chair, the kind you get in schools. Around me, a throng of men and women, some old, some young, some rich, some poor. All are straining forward to hear the speaker, a guy in his sixties, an actor, quite well-known, telling the story of how he nearly lost his liberty. sanity and life to the *demon drink*, and how it was only through *hitting rock bottom* and discovering a *power greater than himself* that he was able to turn things around.

On a battered old couch in a nightclub at the end of the world (actually Berlin) I smoke shisha and watch as a girl gets fucked until she squirts, and the man next to me carves out a fat line of cocaine to snort. He inhales with studied disinterest.

A trio of dissolute memories. There are many more. Like the time we all stood in Trafalgar Sq and watched the Pet Shop Boys perform a specially-composed electronic soundtrack to the film Battleship Potemkin. Seeing La Boheme at the Royal Opera House with my father and his girlfriend. Creamfields in Liverpool for the millennial. The massed crowds in the ruin bars in Budapest. A lecture by Martin Amis in London. Twilo in Manhattan. Christmas church services when I was at school. Seeing Who's Afraid of Virginia Woolf at the Apollo with my mother.

What do all of these things have in common? Quite simply, all of them are predicated on people *coming together*. On their converging, commingling, communing. On their singing together, dancing together, worshipping together, feeling together, emoting together – and sometimes emoting bodily fluids together.

The other thing these disparate activities have is that all of them have been banned across most of the Western world. Seriously – work your way down the list. How many of the things I've mentioned here could still take place?

That's right – none of them.

And now, from where I'm sitting in East London, it looks like it will be a very long time before they are permitted again, if at all.

Togetherness – the coming together of people to love, laugh, experience, worship and protest, has died. We have killed it, and replaced it with the cold comfort of the Zoom screen.

One of the great tragedies of lockdowns is that they rob us of a very fundamental human experience – that of coming together with our fellow men and women *en masse.*

The line *humans are social animals* gets thrown around a lot, but I haven't seen much research on *why* it is we have this deep drive to come together. Regardless, it is present and it is vital – for our mental, material and spiritual health.

In London, face-to-face alcohol recovery meetings are still running, although a great many former members now prefer to attend online instead. But the stalwarts who still brave the real world experience all say the same thing – Zoom is *just not the same*.

And of course that goes equally for yoga classes, school lessons, football matches and religious services as well. There is just something about getting a group of people into the same space that is powerful. An *energy* that is inimitable.

I have always been a misanthropic, narcissistic, introverted loner. I have spent a lot of my life thinking of myself as

(a) better or (b) worse than the rest of the human race (and sometimes both at the same time). But even I crave that energy – the energy that is ignited by communion. That is created when a group of people – sometimes friends, often strangers – get together in a common pursuit or cause.

I crave it, I miss it and I mourn it. Because right now it's hard to imagine it coming back. Or not for a long time, anyway.

When you are living through times of great turmoil and change it's hard to interpret events as they happen, or even to collect them together into a single cohesive narrative. And certainly early last year it was difficult to comprehend the degree to which the fundamental underpinnings of our lives had been *royally fucked.* With time things became depressingly clear, and in this case hindsight was decidedly not a great thing.

And who knows where we'll end up?

Optimistically we may see an easing of restrictions and some return to normality later this year. But I suspect the scars of what has happened will last much longer. And whenever we finally emerge, bloody, bruised and battered from this, we must remember what we lost, and what we must protect.

A Eulogy For London

Troy · 25 January 2021 · Archived copy · Original

As the Covid-tastrophe continues apace, having ripped all of 2020 and January 2021 to shreds, it must be apparent by now to everyone that we are living through a seismic historic period of history.

Many of us have not directly experienced war, and most of my generation (in the west, at least) have been fortunate enough to have led materially-comfortable lives. As such, we've become accustomed to a world where *not very much happens*. Or at least, not very much happens that is of such great import that it has shaken us out of our dewy consumerist slumbers.

Until now.

For the first time for many of us, a global event has taken hold that has altered the very fabric of our most intimate lives.

Princess Diana

You see, 'news' doesn't always mean that much on an individual level. I recall when Princess Diana died back in 1997. I awoke on somebody's sofa in Liverpool still drunk from the night before, and heard the announcement on the radio. And while many of my countrymen went into meltdown and took to the streets to cry and leave flowers, I just carried on drinking.

Well, I didn't know Diana, did I? It didn't affect me….

The same might be said of the War on Terror. I – like a majority of people – was not in the military, and I was not called upon to take part. And so for us the 'war' was a *simulacrum* – something played out on television which, while concerning, made little difference on a granular level.

It's different with the pandemic. There's really no escaping the news cycle this time. Many of us know someone who has suffered from the disease. I know a couple of people who have died from it. But who can have successfully escaped the consequences of the restrictions that have been employed in the UK, USA and many other countries across the world?

Lockdown Life

Lockdowns have altered our reality – the way in which we see and experience life – to a greater degree than any other measure or event that I can think of. They touch *everything*. Who you see, how many times a day you see them, where you travel, your ability to engage with culture by going to the theatre or to an art gallery. Your ability to meet friends for a meal or a simple drink. Getting together with your family at Christmas (or Easter!).

Nothing is the same.

And while last March we might have been forgiven for thinking that this was a mere blip, and that things would be back to normal soon; and last summer it felt – in London at least – that we'd seen the back of the damned thing and that our old lives were slowly returning, this winter has dashed any such optimism.

I have been coming to London, either for regular visits or as a resident, for about 30 years now, and I've NEVER seen it like it is now.

This Tweet by journalist Martin Daubney hit home:

On Friday afternoon – a time when, even in the depth of January, you would expect Oxford Street and Soho to be buzzing, thronged with shoppers and office workers, and revellers heading out for drinks, instead there were a handful of joggers and walkers taking their daily exercise, a few cars, some ragtag groups huddled together eating takeout from the Burger King on Leicester Square, lots of police and the usual plethora of drunks, drug addicts and the homeless (the one constant that never changes).

And the worst of it is that god only knows then this will be over. When – and whether – our great city will return to its former glory.

Let's face it, it probably won't – not for a long time, anyway. The economic fallout from all of this is simply too vast. With zero tourists for a year, fewer students, and forced closures for at least 6 months (and counting) the hospitality and retail industries are being crushed into the ground. And even if everything were to open up again tomorrow, would that be enough to recoup all of those lost profits? Would the crowds be as big, given how many are moving out of the city, and how many workers are now doing their job remotely?

Many times in the last month or so I've found myself experiencing genuine sadness – grief – at what has become of our lives. At how quickly very simple things that we used to take for granted have been snatched away from us. Even when things ease up again (assuming they do) I suspect that all of us will need to go through some sort of *healing process* to absolve ourselves from the dragging, negative feelings of anxiety and helplessness that have become *baked in* to our lives in the past twelve months.

For me, London will always be a fantastic city, and it will always be home. But that is for personal reasons, and even if the city descends into a kind of sub-Joker urban hellscape I'll still love it (in fact that might be pretty cool!).

But this does not undermine the fact that materially, socially and spiritually we have lost a great deal.

And only time will tell how quickly and successfully we recoup it.

If you like my writing then you should definitely get Renegade Dating Blueprint. It includes 11 of my books on dating, game and relationships.

Cosplay Totalitarianism

Troy · 30 January 2021 · Archived copy · Original

A report in The Times today highlights a study by the Dept of Health, Office for National Statistics and the Government Actuary's Department which concludes that overall recession caused by lockdowns will be more harmful than the virus.

While it states that there would have been 200k extra deaths in the three months to March, including 76k extra deaths from an overwhelmed National Health Service, it goes on to use 'quality adjusted life years' , calculating that a recession will lead to the loss of 1.3m years of quality life versus 1.1m years lost to Coronavirus deaths.

And living under lockdown itself results in an estimated 1.1m years worth of good quality life lost to inactivity, alcoholism, drug addiction and other factors.

It may on the face of it seem a little harsh to weigh the actual death of actual human beings against a number that appears somehow arbitrary, almost plucked from the air. But the whole point of a piece of work like this is to try to get a little closer to the truth about the trade-offs we are making trying to manage the spread of the disease via a method (lockdown) which is itself hugely damaging to mental and physical health, the economy and so on.

Mexico

I was speaking to a friend who'd just got back to London from Mexico the other day. He described returning to this 'Sceptered Isle' as being rather like *The Wizard of Oz* in reverse – going from the colour and ebullience of Tulum to the black-and-white gloom of the industrial hinterlands between Heathrow and South London with Covid restrictions in full force.

In reality, I wonder whether the 1.1m years 'quality life' figure is an underestimate? Certainly, it's hard to calculate precisely what we have lost through this unprecedented mass global experiment of shutting down most of the civilised world and requiring that people stay in their homes for wearyingly long stretches of time.

Think of all those experiences, all that colour and joy that has been forfeited in the past year.

How can you possibly quantify that?

Perhaps, when historians look back on this in the future they will decide that, regrettable though the lockdowns were, it really was the best tool that governments had at the time to try to mitigate the effects of the disease.

Maybe they will consider them a huge overreaction, a cure worse than the ailment it was meant to sooth.

Living through this, though, we are not gifted with hindsight or the ability to see the wood for the trees. All we can see (in London, and many other parts of the world) are shuttered shops, boarded-up restaurants and streets empty but for a few derelicts: only the alcoholics and the crack heads are truly free in 2021.

Cosplay Totalitarianism

And regardless of your hot take on precisely *why* all of this is happening – that is, whether you believe that your government are simply doing what they believe to be the best thing, or if you think that the alien lizards at DAVOS planned all of this years ago to spring their heinous 'great reset' on us all (a conspiracy so secret that there's even an extremely boring book about it by Charles Schwab) the end result is the same: we are experiencing a state that might best be termed *cosplay totalitarianism.*

Because right now you could be arrested for doing all manner of things that we previously took for granted, from hugging grandma, to opening your pizza parlour and inviting guests in, to *going on holiday*.

Not only that, but all vestiges of culture, and really all of those things that make life worth living outside of work,

outdoor exercise, loved ones (if you're lucky) and sleep have been banned.

And will remain banned.

For months.

The pubs are closed. The theatres and cinemas are closed. Bookshops and libraries are closed. Art galleries are closed. You can't attend live sports events. Gyms are closed. Well, you can finish off the list for yourself.

Worst of all, we hear stories of heavy-handed policing, of people being fined for sitting on a park bench and drinking a coffee. And even more sinisterly, we are now encouraged to report our neighbours and even family members for minor infringements.

In other words, the life that we are forced to live right now is *significantly worse* than that lived by the majority in the world described in George Orwell's *1984*. Because, remember, it was only members of the party in that book who had the tellyscreens and were under constant surveillance. The ordinary people – *the proles* – could go to the pub, meet friends, have fun and do pretty much what we liked. All of which sounds like luxury to us now.

Sometimes when I walk out into the street and see long queues of people waiting to buy food at the supermarkets it crosses my mind that this – *these conditions* – must be pretty well equivalent to what people experienced under communism in the former soviet union, or some other totalitarian regime.

And whether you believe the 'new normal' is in fact the slow creep of a new (and intentional) authoritarianism, or you just think this is a bunch of people in government doing what they consider the right thing, *doesn't really matter*. We are where we are – in a state little better than that experienced by a country under enemy occupation. And it's not great.

I suspect that the collective PTSD suffered after this is over will take quite some time to heal.

If you like my writing then you should definitely get Renegade Dating Blueprint. It includes 11 of my books on dating, game and relationships.

Should you chase debauchery or excellence?

Troy · 5 February 2021 · Archived copy · Original

Surprisingly for a man as grumpy as the economist, writer and YouTuber Aaron Clarey, his latest work, *The Book Of Numbers*, climaxes in a relatively upbeat manner.

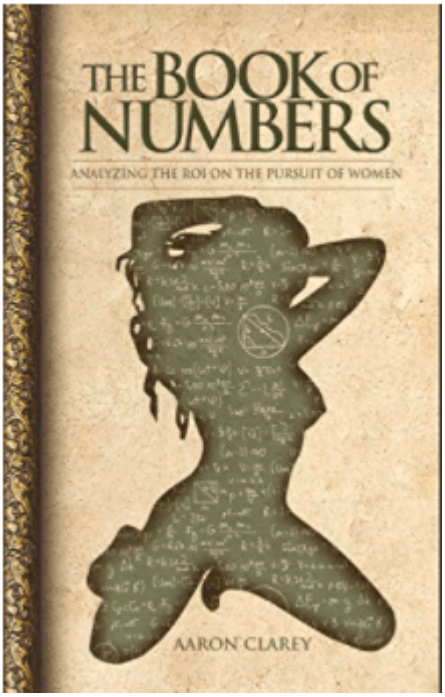
Yes, before we get there we have to wade through a bunch of *elan*-crushing statistics that conclusively prove that 'the real ROI of the pursuit of women in 0% and the price is 'your entire life'.

But then Cappy makes a HUGE point which – rather like the final scene of *The Usual Suspects* – changes *everything*: that taking ACTION makes all the difference.

Action, he demonstrates, is the single factor that has the potential to raise you up from a worthless schlub eating his own (considerable) bodyweight in potato chips to a man of quality who has a somewhat enhanced chance of meeting a decent woman with whom he might be relatively happy.

(I think I threw enough qualifiers into that last sentence).

And in the final section he passionately advocates for men to 'pursue excellence' in their lives. Excellence, we are told, can be divided into seven sub-categories: ***physique, profession, adventure, camaraderie, passion, intellectual pursuit and morality.*** Work hard to triumph in each of these areas and you will not only have made use of your precious time on the planet, but also, ironically, it will make it more likely that women previously out of your league will be attracted to you.



The Book of Numbers by Aaron Clarey

Debauchery or Excellence?

The question is this – you landed up on this planet without your consent, and unless you *take an elegant exit with your own hand t*hen you're pretty much stuck here, so what the hell do you do with your time?

For most people the answer to this is *get married and start a family*. But if you agree with the Captain that the ROI of such an enterprise is simply too low (or non-existent), what then? Well, as he says: 'While there are a limitless number of things you can do in life (boating, fishing, motorcycles, hunting, etc.) all these non-wife/family things fall into two general camps: debauchery and excellence'

More. 'Debauchery is pretty much what every young man has settled for today. Most men have given up on life, become slovenly, don't work out, and waste their lives living in an alternate reality online'.

Well what's so bad about that? Simply, Cappy argues, that 'if you prefer not to waste your life' then excellence is the preferable option.

But what of poor, neglected debauchery – why does it get such short shrift from Cappy, and in the men's online space in general?

A lot of the time it's because content creators push the idea that your 'legacy' is important (and actually this is why trad cons are so keen to lecture everyone to have a traditional family life. Cappy declines to use this argument by the way). But of course in reality 'legacy' is a chimera. Once you're dead, you're dead, and whether you've spawned a tribe of proud upstanding patriarchs, or you've outdone Shakespeare in the *scrivener's trade*, you're not gonna know anything about it (much less be able to boast about it on Twitter).

As Woody Allen wrote: 'I don't want to achieve immortality through my work; I want to achieve immortality through not dying. I don't want to live on in the hearts of my countrymen; I want to live on in my apartment'.

Because here's the nub of it – our consciousness, that is to say our capacity for physical, spiritual and sensual enjoyment (and every other kind) only persists until the moment we cark it. And then it's game over.

Which is why out-and-out debauchery is such an attractive proposition. As Lord Byron argued: 'The great object of life is Sensation – to feel that we exist – even though in pain – it is this 'craving void' which drives us to battle – to travel – to intemperate but keenly felt pursuits of every description whose principle attraction is the agitation inseparable from their accomplishment'.

In other words – fuck all that self-development stuff, let's party.

I suppose that in order to do a proper analysis of this we would need to delve into the stats once again. For example what brings a man more net enjoyment? Beating his personal best for deadlifts, writing the great American novel, or imbibing mescaline at the Cancun pool party and winding up *in flagrante delicto* with some co-ed cutie? And how would these differing sorts of experience be adequately measured and compared?

As someone who has dedicated most of his life to debauchery and degeneracy, I can honestly report that it's a lot of fun and shouldn't be written off as mere adolescent foolery. After all, If someone told you today – *right now* – that you only had a month left to live, what would you do? Sit down to create a new cryptocurrency in your name, or book the next flight to Rio?

That said, I do of course have sympathy with the 'chase excellence' stance, not only because to be honest you need to be making some bank to enjoy debauchery properly (see the Tates), and also because for many of us there is hedonic pleasure to be derived from many of the things that Clarey lists (fitness training, writing, business etc.)

But listen – if time is short and you fancy going out in a cloud of opium and glory then be my guest. After all, what have you got to lose?

Before that you may as well buy Aaron's *The Book of Numbers* – it's a jolly wheeze!

If you like my writing and want to check out my 11 books on dating and game – a mixture of memoir, tall tales and a ton of actionable advice – then grab my collection RENEGADE DATING BLUEPRINT now before the price goes up – it's only $39!

Yeah, Lockdowns Suck – but you really only have THREE choices right now

Troy · 15 February 2021 · Archived copy · Original

Lockdowns suck.

And having been subjected to them for nearly a year in many parts of the West we've had ample time to verify that proposition. No need for guesswork. Instead, full and unwelcome exposure has enabled us to reach this conclusion with surety – that lockdowns 100% definitely suck.

That being said, what options are available to you, dear reader, right now in mid-February 2021?

Basically it boils down to three possibilities (and one of them is really not very good). Here they are – choose wisely.

1. You can sit around complaining

This is the not-very-good option. And it's what much of the populous is doing. This *thing* has happened that you are not happy about and you are powerless over it. And – naturally – you want to vent your unhappiness, your frustration about the big, bad *thing*. And so you do . . . to friends, family, the man in the corner shop, the woman in the park, plus millions of strangers on Twitter and in the comments sections of online newspapers.

And where does it get you?

Precisely nowhere.

At least it's low-investment I suppose. But then again it isn't really – you *are* making an investment. One of time, and (negative) energy. And for your pains you are getting . . . nothing. Nothing except maybe the occasional *attaboy f*rom a fellow disgruntled anon.

2. Travel

Your second option is to get around the problem by simply upping sticks and travelling to somewhere where restrictions are minimal or even non-existent. Dubai is one such place (although it's become a little less attractive for Brits with jobs to come back to now that it's been put on the UK's 'red list'.) Mexico is another welcoming destination where the beaches are white, the sand is hot, and the party is in full swing. And if you like it cold then parts of Europe – in particular Ukraine and Belarus – offer a tempting escape.

The travel route is a good one, and arguably the best. However, there are a couple of things to bear in mind. The first is the implications of leaving your home base in terms of costs and messing around with quarantine, PCR tests and all the rest of it.

Plus, if you're from the UK you may want to consider what your options would be for returning if more countries are put on that pesky 'red list'. (Ditto if your country is operating a similar system).

Also, should think seriously about the *opportunity cost* you may incur from travelling right now. Because let's face it, while travel is a lot of fun, and it may be extremely tempting to get out of dodge at the moment, the likelihood of you putting your all into your work while you're on the road is, well, in question let's say.

Which leads us onto point 3 . . .

3. Stay put and use the time to grind

Your third option is to simply accept what's going on, stay where you are and grind like hell.

And actually, although it may sound a little nerdy, this option has much to recommend it. Which is why it's the one

I've plumped for to this point.

You see, the beginning of a new year (and the first quarter in particular) is really important in terms of setting yourself up for a profitable and successful calendar year. So much so that the blogger Blackdragon (AKA Caleb Jones) wrote a fantastic piece about it some time ago that stuck with me.

In his article Jones argued that the early part of the year is vital for entrepreneurs (and anyone else really), since it is now that the bulk of the work gets done.

Why? Because the second and third quarters span spring and summer, and what happens then? The weather gets better. People start booking trips and vacations. The city centres empty out. All of a sudden it's harder to get hold of people, and worse, you may feel less inclined to work hard yourself as the nights get longer, the weather gets better and hemlines start rising.

And after summer? We hit Q4 – which is basically the great Xmas vortex. Because let's not kid ourselves, as soon as September bids a hazy farewell and we're into October it may just as well be Christmas. Well we say it every year, don't we – *how come Christmas keeps starting earlier and earlier?* And once again, just like in the summer, your business contacts will become more and more elusive as parties, events and gatherings crop up – not to mention family functions – and all the time and bandwidth you might otherwise have had is sucked out of the season by Santa.

Which really just leaves you Jan, Feb, March and maybe a little of April and May to really get down to business. Because for many much of the rest of the year is little better than an extended holiday. So you might as well spend the time grinding, thus allowing for a more measured pace of life around the middle of the year.

Now as it happens, in 2021 this really isn't a bad strategy anyway since most of the world is closed. And the re-opening is likely to start gathering steam in the summer. So all things considered, if you can just hold out for another month of two, but use this time to further your own personal goals in business, fitness and learning social skills (weight these depending on what is most pressing for you) then you'll be in a good place.

If you agree, and if levelling up in all the key areas of masculinity is of interest to you then I highly recommend you have a look at The High Value Academy, the new course by Myron Gaines and Fresh CEO. It's everything I wish I'd known when I was in my twenties in one course, and it's only available until this Friday 19th February. Go here to find out more.

If you like my writing and want to check out my 11 books on dating and game – a mixture of memoir, tall tales and a ton of actionable advice – then grab my collection RENEGADE DATING BLUEPRINT now before the price goes up – it's only $39!

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Sometimes It Just Feels Good To Be Alive

Troy · 5 August 2021 · Archived copy · Original

I went to the kiosk just down from my apartment in Berlin to buy coffee. The owners – a Turkish family – know me since I've been coming in sporadically for six years. They know me only by sight since I don't speak Turkish and my German is negligible.

Today, the glamorous matriarch was behind the counter – kind eyes, and what I imagine to be an acerbic wit. In her late 50s now, she was doubtless beautiful back in the day.

'Tschuss', she said, as I walked out

'Tschuss', I replied.

A human interaction, albeit of the smallest kind.

Berlin has always seemed to me a mysterious city, especially in the late afternoon, when the light starts to fade and – across Kottbusser Tor and Friedrichshain – the neons flame up. Bars, kebab shops, casinos, shisha lounges, and of course – in non-pandemic times – clubs, which pound for days and nights at a time with heavy techno music. So many intersecting lives. All those individual drives and agendas melding together in a strange twilight world of hedonism, glamour and excess.

It *seems* mysterious, but perhaps that's just because I don't speak the language – and perhaps that's how I like it. There are advantages, after all, in being a stranger in a strange land. You become – necessarily – an observer, in the thick of it but never fully part of things. It's a role I've always cherished, since I've often preferred to think of myself as a chronicler rather than a participant (although the truth is that I've participated with enthusiasm more times than I can recall).

I walked out of the kiosk into the bright morning, the sun rising behind the busy main street that intersects with mine. The summer warmth in the air was tempered by that slight coolness you feel in the early part of a day that promises to be hot – and you welcome it since it merely heightens your anticipation for the balmy noon to come. Green leaves on the trees, the smell of fresh bread from the *backerei*, people hurrying to work, kids on their way to school – human life happening around me, and along with it the reminder that yes, despite everything I am still here, and despite my railing against much of what the world is, there is still breath in my body, and I can still enjoy the simple sensual experience of being alive – the cool air, the breeze, the sunshine, the sounds of a city waking up, the street signs, buildings, graffiti, the moan of the traffic and an awareness that – however pointless all this may ultimately be – I remain and I *live*, for today at least.

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What Could They POSSIBLY Have In Common?

Troy · 9 August 2021 · Archived copy · Original

I saw an amusing Tweet yesterday by someone called @kitten_beloved and I liked it so much that I immediately retweeted it. Kitten had herself retweeted a picture of Elon Musk with his girlfriend Grimes originally shared by someone called @gasstationbarbie who had written above it 'what do they have in common like what do they talk about I want to know'.

Yes, the languid faux-ennui of an individual too bored to bother with anything so boomer-ish as punctuation is annoying AF. Nevertheless, the Tweet reveals a common misconception about relationships that it worth commenting on, namely that in order for it to 'work' you and your S.O. must have 'lots of things in common'. This mode of thinking was ridiculed by @kitten_beloved who jibed 'People think the secret to relationships is that you both like rock climbing'.

Kitten was right on target: anyone who thinks that the glue that enjoins couples is composed solely of 'interests', 'hobbies' and, even worse,'cultural reference points' is a buffoon who likely needs to get out and live a little more

The fact is that at 49 Elon is 17 years older than his paramour, who is 32. This alone, quite apart from Grimes being a techno-hippyish weirdo artist and Musk being a billionaire rocket builder, would be enough for most normal folks to shake their heads and opine that 'it'll never last'.

But it there's one thing we can be certain of it is that 'normal folks' are almost always wrong, and this issue is no exception. Because when you're talking about something as intangible as why two individuals bond it is reductive in the extreme to suggest that it's all down to whether they both watched The Wonder Years when they were kids, or whether they both enjoy ice hockey, or indeed, rock climbing.

I'm not saying there's any harm in you and your partner liking the same pastimes. Many couples do and that's cool. But activities in themselves don't provide the spark. The spark – otherwise known as chemistry – is nebulous. Game sometimes purports to be able to ingnite it and occasionally it can help, but in the majority of cases it is organic. And it exists quite apart from anything so mundane as 'shared interests'.

I personally have dated a number of girls younger than me and from backgrounds very different to my own. These were some of my most succesful relationships, by which I mean, these are the women with whom I got on the best. And quite frankly, nothing appals me more than the prospect of shaking up with someone just because they remember the same episodes of Blue Peter as me from watching them as a kid.

Variety, after all, is the spice of life. Vive la difference! Only a dullard in cowed abeyance to the drab mores of moronic tradition would elect to pursue a partner of exactly the same age and background as him in the mistaken belief that this is the 'safer' option.

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Manipulation Versus Simply Being Social

Troy · 10 August 2021 · Archived copy · Original

Yesterday I did a stream with James Tusk where we discussed an article 'Sales Funnels and High Value Men – The Rise of Strategic Dating' about a new book called *138 Dates* by Rebekah Campbell. In it Campbell encourages women to be strategic about their dating and to utilise 'sales funnels' and vetting in order to find a partner.

The piece also examines the Reddit forum *Female Dating Strategy* and its offshoot podcast of the same name. These forums offer similar no-nonsense dating advice for women eager to sort the wheat from the chaff in their search for 'the one'.

The article attracted a predictable degree of ire from guys in the 'red pill' community, who were outraged that a woman might have standards for herself seek to systemise her approach.

More damningly (and perhaps more pertinently) they pointed out that if a man had written such an article then, in today's political climate, he would likely be vilified as a misogynist hellbent on objectifying women, whereas Campbell's book was awarded prime real estate in *The Guardian.*

This is doubtless true, but it shouldn't be up to me, dear reader, to remind you that we live in a cruel world and that since you only have a few useful decades on this planet it's wise to pick your battles with care.

There was one quote in The Guardian piece that stood out for me, where Savannah, host of *The Female Dating Strategy Podcast*, sought to distance her approach from that of latter-day PUAS and their 'manipulation':

> While female dating strategy has been compared to pick-up artistry for the way it "gamifies" dating, Savannah believes FDS "isn't about trying to manipulate men into trying to behave a certain way … it's more about finding a man who is comfortable with you having boundaries and standards, and who understands how to treat a woman."

This interested me because the default assumption is always that so-called 'pick-up artists' are engaged in manipulation, which Cambridge defines as *'controlling someone or something to your advantage, often unfairly or dishonestly'.*

Now since I am not a pick-up artist myself I can't say whether this is accurate in the majority of cases, but it seems to me a little unfair to tar everyone with the same brush. Certainly, what those of us interested in inter-gender dynamics and social skills teach these days is effectively the *opposite* of manipulation: what we advocate for is simply putting oneself out there socially in an open, honest and *authentic* manner (yes, there's that terrible 'new age' sounding buzzword).

Through this practice of 'radical honesty' (because after all, when you see someone you are attracted to the most honest thing you can possibly do is go and appraise them of the fact) you are quickly able to identify those women who are interested versus those who are not.

How? Well, those are interested will respond to you in a warm, appreciative and positive manner. They will smile, ask you questions, flick their hair and so on. Those not interested will be short and dismissive. In the former cases you proceed with the conversation by asking questions and making compliments. In the latter cases you simply smile and say goodbye.

It's not rocket science, even though some may have a vested interest in implying that it is.

I recently read the book '*Dating Essentials For Men'* by Dr Robert Glover, and I was very struck by his conception of 'high interest' versus 'low interest'. His prescription is that you socialise with as many women as possible while going about your normal business and you simply screen for those who live you versus those who don't.

Yes, it's an extremely simple formulation, but in the end this stuff is pretty simple. The only difficult aspects are acquiring the knowledge in the first place, motivation and accountability – and this is why so many guys require a mentor to help them up-skill.

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Becoming Mariah Carey [The Tusk Banter Bus Rolls On]

Troy · 3 September 2021 · Archived copy · Original

The James Tusk banter bus rolls on. Right now I'm in Warsaw – once again – the wonderful Polish capital for a last-minute bootcamp training event. Over the weekend we will be joined by more students.

We will also be creating content – filming those students who've given us their permission to do so in order to capture their journeys and something of the essence of a session like this which is difficult to describe unless you've actually attended.

In case you don't know what I'm talking about, what happens on a bootcamp is we assemble a bunch of guys who need help with their social skills and put them through their paces, throwing them into challenging situations and approaches and feeding back on everything from their fashion to their posture, body language and verbals.

Given the intensity of this kind of training, students normally come out the other side exhausted but very happy with the progress they've made. In many cases we see guys who've never even spoken to a stranger before go on dates and even become intimate with women that they meet.

Of course, when the event is large, like the one we ran in Helsinki a week or so ago, it becomes quite a logistical feat to pull off, organising students, trainers and smoothing over any issues that come up as we proceed.

Which means that in between sessions the last thing you want is hassle.

Travel Woes

The life of the travelling trainer, living day-by-day on that banter bus that travels from country to country and city to city is, as you can imagine, an unconventional one. And as you take flights and check into hotels (pretty much always hotels these days since AirBnB became so expensive and to be frank all the messing around picking up keys isn't worth it) the most petty, first-world problems come glaringly into focus.

At the airport you are told that baggage wasn't included with your air ticket and you must report to another desk to pay the excess charge. At the hotel your room is on the sixth floor and when you get there the card key doesn't work. And when you finally do get in their aircon doesn't seem to be working.

And so on.

Magnified by tiredness and the irritability that comes with travel such minor blips assume massive proportions and it becomes difficult not to assume the diva-like wrath of Mariah Carey at the height of her fame.

Tusk travels perpetually, pretty much. I'm travelling more this year but I still have one hand holding the side of the pool since I have my flat in London. But as summer rolls into autumn and the opportunities that travel affords become more apparent, my tenuous grip on 'normal life' becomes ever weaker. At some point I will probably let go altogether and drift off into the great unknown, living a life which even 15 years ago would have been pretty much impossible.

Inexpensive and (relatively) easy travel plus the ability to make money online has changed up the game in unimaginable ways, and the old idea of what a 'normal life' should look like can be disposed of if you wish.

But perhaps human beings aren't yet psychologically ready to forgo a sense of place and community, which is what happens when you are on the road for long periods of time. That, after all, is why rock stars go crazy in the course of long tours.

Still, the call of the wild is all but irresistible. And if you believe – as I do – that life is random, chaotic and without overarching 'meaning' then why not lean into the absurdity and rootlessness of hotel and airport lounge life?

The important thing is just to try not to go crazy if the maids try to get in to clean your room when you're still

sleeping after a late night!

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Tension Is The Key

Troy · 4 September 2021 · Archived copy · Original

When you are attracted to a woman and approach her with the aim of getting a date it is important that she understands clearly what your intention is. That is to say, she must recognise that you are interested in her romantically, *that you are hitting on her.* There should be no confusion on this point – the very worst thing is for her to think that you are trying to make a new friend.

I emphasise this seemingly obvious point because when you work with clients you quickly notice that many guys default to 'being the friend' after they approach a girl with a compliment. Why?

Because it's the default, *easy* thing to do.

For example, a man might approach a woman, tell her she looks attractive, and then immediately start asking her for recommendations for what to see and do in the city.

Our job when we are training guys to be more social is to push them into conversations with women they find cute so they become more adept at it, but the nature of those conversations is extremely important if you want to get positive results. And friendly chit chat is not what you should aim for.

Let's consider the psychological protectionism at play here for a moment. Our guy has just screwed up the courage to walk up to a girl he doesn't know and pay her a compliment, thus indicating that he is interested in her. In other words he's put himself on the line because doing so means she can shoot him down easily – *'sorry, I'm not interested'.*

Well, she hasn't done that yet. But having taken an initial risk he feels winded and resistant to putting himself through further punishment. And so – unconsciously – he opts for the safe route. He reverts to polite chit chat. But in doing so the *tension* of the interaction ebbs away and – unless she happens to like him because of the way he looks or because of his status – the chances are she won't be interested in giving him her number or meeting up with him for drinks.

Tension, you see, is all important in a male-female interaction: in fact, if you don't have some level of it then you have nothing. *Tension* is achieved when the *suggestion* of sex is put on the table and remains as yet unresolved. But understand this: in most cases the women you meet won't input that suggestion themselves – it is up to you as the man (and as the one who approached) to do so. If you fail then you will quickly be relegated to the friendzone, or sent away with a cheery *'well, it was nice to meet you.'*

Creating and maintaining tension in a male-female conversation is not easy but it is central to success in this area. I cover it in detail in my course Dating Conversation Success, and it's a subject that I'll return to here as well.

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In Dating You Should Go For What You Want [But Be Flexible]

Troy · 9 September 2021 · Archived copy · Original

There is a paradox – life is short and so you should go for the things that you want. But if you're too ready to rule people, experiences and things out because they don't quite measure up you risk missing out something you would have really enjoyed.

I was working with a client in Warsaw the other day. We'll call him Mr C. Mr C is well-dressed and decent-looking. He does, however, suffer from acute social anxiety. As we were walking around the city and I was encouraging him to start conversations with attractive women, Mr C made a persuasive argument: that his interactions *always* went better when he was strongly attracted to the girl he was talking to, and therefore speaking to anyone else was a waste of time.

In one regard Mr C is right – there is no doubt that when you interact with a woman you feel a strong desire for something magical happens. An intense chemistry can be created between the two of you. Not that this happens unfailingly. But you can't fake authentic feeling: when you're genuinely into her she will feel it and this will often trigger a commensurate physiological response in her.

That said, the problem with cleaving too strongly to this idea is that you leave other opportunities on the table, and Mr C was walking around rejecting the idea of approaching perfectly cute women because 'she's just not *quite* my type'.

I don't intend to get mawkishly sentimental here, but the truth is that you can't always tell ahead of time whether you are going to gel with a particular woman or not. It often happens that a girl who on first glance you are not particularly interested in appears more attractive after you've spoken to her for a few minutes. That chemistry thing works both ways, you see. And while it is correct to say that men are largely motivated by looks, the way we respond to and rate her looks is affected by the way she acts and how you two get on.

I don't therefore propose that you approach women who are definitely not your physical type for the sake of it. I do suggest, though, that you widen the window of what you deem to be attractive as far as possible. For example, if you're into in-shape girls with brunette hair, that covers a hell of a lot of ground – tall girls, short girls, English women, Korean women, Italian women and so on. Also, is 'brunette' a non-negotiable? How about if she has mousy brown hair? Or dirty blonde hair? And so on.

The point is that it is worth at least having a conversation with anyone you meet who falls roughly within your parameters of desire because that intangible 'chemistry' thing works in mysterious ways. Often you will find that that woman who you initially didn't think too much starts to really turn you on as you get to know one another better.

The very worst thing you can do is use 'she's not quite the sort I normally go for' as a tool for avoiding approaches that deep down you know you should be making. Yes, speak to those women who give you that 'DNA tug', but don't limit yourself because of fear or arbitrarily exacting standards.

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Do You Take Less Pleasure In Life As You Get Older?

Troy · 10 September 2021 · Archived copy · Original

One problem with getting older is that you've done everything before. Not absolutely everything, of course (more on that later). But by my age (late 40s) when you've seen quite a few seasons pass it's difficult to avoid a feeling of *sameness* and ennui.

You meet a girl. She's cute, but her reactions are almost an identikit version of those of that other girl you dated two years ago. You go to a new city only to find the same stores – H&M, Zara, Starbucks, McDonalds etc. You listen to music – some of it thrills you, but strangely the narcotic effect of that new song wears off more rapidly than before.

An example – there are songs I've been listening to for over 30 years that are STILL fixtures on my playlist. I listen to them time and again, never getting bored. Tracks by The Smiths, Depeche Mode etc. When we were in Poland I discovered the new album by John Grant on Spotify and listened to it obsessively for a 48 hour period, in particular the track Just So You Know. After that time had elapsed my fascination died. I haven't played the album again since.

I love all types of music and I make an effort to discover new stuff. I Shazam constantly. I was doing this all the time I was in Russia with Tusk and I've amassed a playlist of something like 100 tracks – it includes some gems and a lot of pop dross (which I love too). However – and this is something I've heard people older than me complain about – because there's nothing new under the sun you can immediately identify the reference points for new music. A lot of the time old tracks have been sampled. For example, when I was in Krakow I heard a dance track that borrowed the main riff from 'Situation' by Yazoo. It's a great riff, but it's not new (to me, at least. The kids in the club, who presumably have never heard of Yazoo – who has these days? -seemed to be loving it).

This feeling of 'sameness' that follows me around and which I need to shake is exacerbated by a culture that very deliberately looks to the past for inspiration. Dua Lipa's great 'lockdown' album Future Nostalgia was very clearly influenced by the 80s and 90s. She has some great songs, but is ultimately reworking the past.

So what is the solution for a man like me, wandering the world without much purpose beyond my own desires and entertainment? Well, work is key. Teaching students is great because it gets me out of my head and concentrating on their problems and issues instead. And seeing others succeed is a tonic. Writing and content creation too are essential – I do believe the old adage that if the thing that you want to consume doesn't exist out there then you should invent it yourself. Production is always more satisfying than consumption.

I also believe that pushing oneself and seeking out new experiences, new stimulation, new countries, new ways of life is necessary, perhaps even more so as you age. Whereas for younger people everything seems new, when you've lived for a while it is incumbent on you to seek out the novel for yourself.

Unfortunately for many men this is impossible since they've boxed themselves into a corner with marriage, family commitments, work and so on. Because – perhaps more by accident than design – my situation is a little different there are no excuses for me not to discover new frontiers.

Maybe that's the case for you, too?

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How Do You Know When To Break Up?

Troy · 9 October 2021 · Archived copy · Original

Breakups are hard, one of the hardest things that we have to go through. I have a friend who once said to me ‘even the death of my father was not as painful as some of the breakups I’ve been through’. Let that sink in for a moment.The demise of his own flesh and blood was somehow easier to comprehend and process than the departure of a former lover.

Let there be no doubt – breakups are wrenching and torturous experiences. And as someone who has been through not one but two breakups this year I feel qualified to speak on the matter. As Oscar Wilde nearly wrote: “To lose one girlfriend may be regarded as a misfortune; to lose both looks like carelessness.”

So if you are watching this in the hope that it will somehow help you to easily extricate yourself from a subpar relationship that no longer suits then understand – there is no easy way out. The time will never be right. You will have regrets whatever you do. There is often no guarantee that the actions you take will lead to an increase in your personal happiness. And above all, you are on your own – no one can make the decision to break up for you because no one else intimately understands your motives and life in the way that you do.

All of that being said, there is another side to the conundrum since the fear of breaking up can also confound you, sentencing you to a prolonged sojourn in a relationship that is monotonous, mentally draining or even abusive. That unique fear attached to saying ‘I’m sorry but this is no longer working for me’ has trapped so many of us in doomed and damaging situations – for years. Years of precious life wasted because we were too scared to undergo a heartbreaking but very common and very human process.

So why is it that it can be so difficult to know when you should break up with someone, and why is it so hard to actually pull the trigger? Because – and I hope you will forgive me the cliche – things are never truly black and white. On top of which our old friend the sunk cost fallacy looms large.

It is, in my experience at least, unusual to find yourself in a relationship with someone who is wholly bad. After all, if they were so terrible then why would you have got together with them in the first place? In most cases she is merely human with some good and some bad. And often you will beamoan that fact. ‘If only she was a bitch! How much easier then would it be to end it!’.

Men in particular seem perpetually stuck at a fork in the road – one way leads to a tranquil land of security, snuggles, Netflix and shared meals and country walks; the other to a wilder terrain of promiscuity, new girls, travel and danger. Our tragedy is that we want both at the same time, but the two are not easily reconciled. And so we self-lacerate, commiserating with friends stuck in the same place, over drinks at the tavern by the fork in the road.

Often it’s not so much the other person that is the problem, more that your paths don’t align. Specifically, the problem is often what you both want in the future. Women naturally have a tendency towards the domestic. Most – although not all – want children, and children require stability and a comfortable, stable home. And so while a young woman might prefer exciting bad boy types for short flings, later she will either seek to convert one of these bad boys to the settled life, or else she’ll seek out a guy who better fits the provider role.

But many men, even those who eventually want families of their own, also crave freedom, sexual and otherwise. But this is simply not factored into our current system of monogamy and marriage, and the resulting tension – rarely spoken about in the mainstream and yet readily apparent to any thinking person – causes many problems.

The simple fact is that if your life goals are not aligned with those of the person you are with then you should break up with her. immediately. Your inner voice is saying ‘yes, but I may change my mind in time’. But ‘may’ is no good – if you are not on the same page now then you should spit up.

But what happens if you’ve fallen in love?

Love, you see, is the tricky fucker that causes all the problems. Because love is the opposite of rationality. It clouds everything, and, like heroin, creates a sense of comfortable inertia so beguiling that it is nearly impossible to resist.

(And yes, I'm using the term 'love' as a kind of catch-all umbrella term for 'the feelz' here. Whether or not 'love' actually exists at all is the subject for another video. But the feelz certainly do – they are a chemical manifestation of the Oxytocin that floods your brain when you become intimate with someone over an extended period of time).

And this is why, if you happen to be a committed bachelor, you should avoid dating girls for more than about three months, or if you do, you should make sure the ground rules are set in advance and that you don't see them too regularly. Because once you fall under the narcotic sway of love then all bets are off and you are stuck watching videos like this one and reaching out to friends and dating coaches about what to do knowing full well that no one can get you out of this mess but yourself.

It has been said that it's easier to get into a relationship than to get out of one and I can confirm that this is true. I can also confirm the Churchillian adage that 'if you're going through hell, keep going'. There is no other way. You will not avoid pain. You cannot.

And what do you fear most, whether you end it or she does? The excruciating knowledge that the one you crave is still out there but that all access to her is now denied forever.

When I split with my girlfriend earlier this year I learned a very important lesson – that to ensure pain without doing anything to assuage it is one of the greatest skills you can learn as a man. Some cuts are too deep to endure. Some losses are too profound. There is no 'getting over it'. 'You'll get over it' is an irrelevance, an insult when two who were in love have been irrevocably divided. You cannot 'put it into perspective'. You cannot 'look on the bright side'. These words – empty cliches all – simply make no sense when set against the enormity of a loss so big that it extinguishes all arguments, all objections.

The best that you can do, when you split up with someone and when it really gets you – and it happens to all of us – is to compartmentalise. The pain exists. You don't accept it because you can't. But you acknowledge it. You don't try to diminish it or numb it. You acknowledge it. And then you get on with your life, one damn second at a time. There is nothing else to be done. There is no other, better way.

Mostly you try to forget, or at least, not to remember, by burying yourself stolidly and stubbornly in the tasks of the day. And sometimes, rarely, if you can bear it, you indulge yourself with the bittersweet act of remembrance.

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"You once wrote 'you meant everything to me' on a note you sent me. Well, you meant everything to me too. I am an imperfect, broken human being whose life and ambitions are hard to understand, but you stood with me and you tried your best, and for that I honour you. I know now you think it all meant nothing, but I promise you from the bottom of my heart that is not true. We never properly talked about it all – I lacked the necessary courage for that – and I suppose now we never will, but I want you to know that I have never experienced a deeper and purer feeling of love than I did when I was with you. I know that now you think it was all a mirage, but it never was for me, I promise you of that. And although I suppose the end was always inevitable – and for months I couldn't even bring myself to think or speak of it as 'the end' – the loss of you is a weight I carry around with me every day.

And that loss sealed my fate. I have now passed the fork in the road. Because if I were ever to have taken the path to the right I would only have travelled it with you. You were my travelling companion. You were the only one. And I have no desire to travel with anyone else.

And so now a new path has opened up to me, with new vistas ahead – a rich terrain which regretfully I can only explore without you. I suppose it was always inevitable. But that doesn't reduce the pain one iota, I can assure you, however it may look on the outside.

I hate goodbyes, and so I won't say one now, but I will say: be well, enjoy and endure what you must. We will meet again in dreams."

CHARISMA AND DATING ACADEMY reopens for new students on 05/11/2021 – to learn more and get on the waiting list join my email list now

REMEMBER, REMEMBER THE FIFTH OF NOVEMBER!

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12 Days of Inner Game

Troy · 31 October 2021 · Archived copy · Original

In celebration of the launch of my course CHARISMA & DATING ACADEMY Q4 I will be running a whole TWELVE DAYS' worth of content on INNER GAME on YouTube from Nov 1st – Nov 12th 2021

If 'game' is about externals like flirting, body language and eye contact then 'inner game' focuses on the mindsets and psychological preparation you need in order to become proficient in the dating marketplace.

'Inner game' has been unfairly maligned by purists over the years, but the facts are that –

- 'Game' on its own will only take you so far
- If you don't have your inner game sorted out then all the flirting techniques in the world won't save you
- Strong inner game can – in some cases – remove the need for game techniques entirely

In order to deliver as much free content as I possibly can on this essential topic I will be live-streaming on YouTube, Twitter, Facebook (and possibly Insta) for TWELVE DAYS at 11.30am EST | 16.30pm UK every day from Nov 1st – Nov 12 (apart from on Sat 6th and Sun 7th when the streams will take place at 4am EST | 9am UK).

I will be talking about all aspects of INNER GAME plus taking questions.

Here's the schedule:

Mon 1st Nov 11.30am EST | 16.30pm UK – What Is 'Inner Game' And Why Is It Important For Dating?
Tues 2nd Nov 11.30am EST | 16.30pm UK – Top 10 Inner Game Secrets
Weds 3rd Nov 11.30am EST | 16.30pm UK – Developing 'Real' Inner Game (Defeating Social Anxiety)
Thurs 4th Nov 11.30am EST | 16.30pm UK – Want To Find A Girlfriend? Why Inner Game Is ESSENTIAL
Fri 5th Nov 11.30am EST | 16.30pm UK – 5 'Bad Boy' Inner Game Mindsets
Sat 6th Nov 4am EST | 9am UK – Instagram, Tinder, global dating & Inner Game
Sun 7th Nov 4am EST | 9am UK – Charisma & Inner Game
Mon 8th Nov 11.30am EST | 16.30pm UK – Dark Triad & Inner Game
Tues 9th Nov 11.30am EST | 16.30pm UK – How To STAND OUT From The Other Guys Orbiting Her
Weds 10th Nov 11.30am EST | 16.30pm UK – When INNER GAME Meets OUTER GAME
Thurs 11.30am EST | 16.30pm UK – Overcoming Psychological Issues
Fri 11.30am EST | 16.30pm UK – Inner Game Q&A

(Topics subject to change as we work through the schedule)

Information will be practical and actionable – this free series will really help you to maximise your dating opportunities in the run-up to Christmas. And there will be time for a Q&A during every live-stream so get your questions ready!

Make sure you're subscribed to my YouTube channel so you don't miss any of this first-class content!

See you next week,

Troy.

What Is Inner Game & Why Is It Important? | 12 Days of Inner Game

Troy · 2 November 2021 · Archived copy · Original

Timothy Gallwey first coined the term 'inner game' in his book The Inner Game of Tennis: The Classic Guide to the Mental Side of Peak Performance, writing that "every game is composed of two parts, an outer game and an inner game"; where the outer game is fought against another opponent and the inner game is fought against your own inner doubts and fears.

More:

In every human endeavour there are two arenas of engagement: the outer and the inner.

The outer game is played on an external arena to overcome external obstacles to reach an external goal. The inner game takes place within the mind of the player and is played against such obstacles as fear, self-doubt, lapses in focus, and limiting concepts or assumptions.

And from Urban Dictionary:

With regards success with women, and as opposed to outer game, your inner game is the opinion you have of yourself (your self esteem) and the pursuits in life that make you interesting and successful. This all contributes to your self confidence. A confident person is more likely to score with women.

A strong outer game can for a short while give an impression of confidence and help to attract women. However, without a strong inner game, it may be difficult to retain women you have attracted since they will soon realise that you have little going on in your life that would make them stick around.

Inner game can be worked on and improved as much as the outer game, and indeed the two concepts are highly linked to one another. A strong inner game will help with the outer game when it comes to general banter with a woman since you will have plenty of things going on in your life to talk about!

Example of someone who has poor inner game:

Woman: …that was a funny joke, so what do you do?
You: Er, I'm an accountant.
Woman: Ok. So do you have any hobbies?
You: I like going out with my mates, watching movies and stuff.
Woman: (yawn)

Example of someone who has strong inner game:

Woman: …that was a funny joke, so what do you do?
You: I'm an accountant. I'm working in New York next week with a big client, it's usually a blast since we spend a lot of time eating at nice restaurants and being taken out for corporate drinks.
Woman: Wow. So do you have any hobbies?
You: I'm a keen rock climber actually. Next month I'm spending the weekend sport climbing in the south of France. I love it there.
Woman: That's amazing! I would love to do something like that…

Practical Implications

'Inner game' is indeed the way that you think about yourself, and crucially, it is also about how you present yourself (to women). Essentially it's about acting like that hot, self-assured guy who is already successful (pre-selected) even if this is not necessarily the case objectively.

At the same time, if there's no substance behind the sparkle then you won't gain any long term success in dating

because, frankly. women will figure out pretty quickly that there isn't a lot worth hanging around for.

So you should be consistently building your value in the background (money, muscles, game, and frame) while at the same time projecting the fact that you are high value. How to do this if you're right at the start of your journey and don't yet have the trappings of success? Recognise that the very fact you are working towards greatness puts you in the top 5% already! Yes, potential has to be realised, of course, but you know deep down what you are capable of – well, use that as your inspiration, as your spark, as your flame.

You're Not A Pushover

Inner Game is also about showing that you're not a pushover, that you don't put women on pedestals randomly and for no reason other than that they're cute. Because after all, what high value person would do that?

Think about the times when you've met someone in power, such as the CEO of the company you work for, or a famous person – they might be superficially nice to you, but there's ZERO chance they're going to let you into their inner circle, or even really respect you very much UNLESS you're able to bering some serious value to the table.

Well, you should be the same. Yes, that attractive woman you met at the Tulum beach party may look like a million dollars, but as a high value individual you need to know that she brings other qualities to the table before you afford her too much significance. And that takes time.

In other words, the high value man is not a simp. He has standards. He Is pleasant, charming, witty and even flirtatious, but he isn't a pushover. He has boundaries and he respects himself and he doesn't tolerate BS. At times he might even seem like something of a jerk, and perhaps he is, but only because he has a very high regard for himself and for the importance of his mission (whatever that happens to be).

In behaving this way, the high value man can't help but sub-communicate his value to those around him, and women will instinctively find this attractive for a couple of reasons. First, because no one really values anything or anyone that they can get too easily, and second, women are of course naturally drawn to mate with the highest value men they possibly can.

Why Is Inner Game Important For Dating?

'Inner game' has been unfairly maligned by purists over the years, but the facts are that –

- 'Game' on its own will only take you so far
- If you don't have your inner game sorted out then all the flirting techniques in the world won't save you
- Strong inner game can – in some cases – remove the need for game techniques entirely

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Top 10 Inner Game Secrets | 12 Days of Inner Game

Troy · 3 November 2021 · Archived copy · Original

Without further ado, here are my top 10 inner game secrets.

1. Fake It 'til You Make It DOES Work – Up To A Point

'Fake it 'til you make it' gets bad press in the self-development space which is not surprising. The implication, after all, is that you can simply sit on your butt and pretend to be awesome even though you're really just a shlub.

But the fact is that presenting as the person that you aspire to be DOES work in social situations, and it will get you more traction in dating.

For example, the man who sweeps confidently across the room in a Primark suit that cost $80 will command more initial attention than the nervous millionaire cowering in the corner in Armani.

The massive caveat, though, is that you must simultaneously work on your ACTUAL value, as perceived value will only take you so far.

2. People Tend To Believe What You Present

A huge realisation for me was that people tend to believe what you put out there into the world (for a while, at least) which is why 1 is true.

Thus, if you walk into the cocktail lounge with the air of a sophisticated and successful man of the world – and you do so in a congruent manner – then the women around you are likely to take this at face value and see you as an attractive option.

Again, though, the caveat is that at a certain point the lustre of the illusion you have cultivated will fade, so you must 'do the work' in increasing your real-world value at the same time.

3. Your Actions Need Not Match Your Feelings

Absolutely huge – just because you feel inferior and depressed inside, it doesn't mean you have to act like it.

Despite all the positive self-talk in the world we can't always control our feelings, but we can control the way in which we act. So it's your job to go out and present yourself as a debonair and commanding man even if that's not how you're feeling in the moment.

4. Self-esteem Is Based On Your Certainty Of Your Own Capabilities

Self-esteem should not come from external things like how much money you have, what cars you drive and so on. Instead, it should be based on the confidence you have in your own innate qualities and capabilities

If you ground your self-esteem in the internal rather than the external then short-term setbacks will phase you less.

For example, imagine you get rejected by a beautiful woman in an upscale cocktail lounge. Instead of taking that as your cue to sulk and hide for the rest of the evening, you should stride forth confident in the knowledge that just because she happened not to be attracted to you doesn't mean that you are not an attractive man due to your inherent qualities.

5. In A Movie The Hero Goes Through Many Trials And Tribulations But Never Doubts Himself

Life is not necessarily a single linear path from low status to high status. Many people go through ups and downs

through the years – from rags to riches, back to rags, and then onto riches once more.

Think about James Bond in No Time To Die. He is battling against Spectre, a formidable criminal organisation. At times he appears to be cornering them, and then something will happen leaving him in a precarious, sometimes deadly situation.

But despite the ups and downs James Bond never doubts himself because, well, he's James Bond and he is cognizant of his fundamental value.

You should be the same – whatever life throws at you, never doubt in your ability to ascend.

6. Everyone Else Is Faking It Too

In life we have a tendency to compare our insides with other peoples' outsides – that is, we consider our feelings of low self-esteem against the apparent confidence of those around us and in the media.

But when you meet and get to know rich, famous and prominent people who appear to have the world at their feet you discover that actually they are just like us – unsure, sometimes afraid, and to a certain extent putting on an act.

Which is absolutely fine – but don't let the apparent impermeability of someone else lead you to think yourself pathetic in comparison. You're not. You're simply comparing their external front with your own internal state.

7. It's OK To Sometimes Feel Insecure, Sad, Fearful And Depressed

As the old song goes, 'I never promised you a rose garden'. Life is hard – it has thorns that can rip the skin and make you bleed. That's just the way of things.

But unfortunately in our dopamine-addicted age we have a tendency to think that feeling bad is a weakness. It's not. It's simply a part of life.

Feeling bad but carrying on anyway (and presenting a strong front) is what will make you thrive where others falter.

8. If You Find It Hard To Be Confident Create An Alter-Ego For Yourself

An easy mental trick to play to make you feel and seem more confident in social situations is to create an alter-ego for yourself that is supremely confident.

An example of this is the Sasha Fierce character that Beyonce created for herself, allowing her to step fearlessly on-stage and wow enormous audiences

Imagine a superhero version of yourself that is fearless, and consciously play that role when you go into social situations.

9. Everything In Life Is A Frame Battle – Get Used To It

In life other people will try to pull you down. And if they sense weakness, they will work even harder to destroy you – or at least to ruin your confidence and make you shut up. It's not pleasant, but it's true.

Human nature is not all sweetness and light unfortunately. But once you recognise that this is the case and that, in the end, you are the only one you can 100% rely on in your corner, you must summon the fortitude to be your own champion, and refuse to allow others to try to minimise or silence you.

In a flirtatious situation, a woman might react as though you are unattractive and not worthy of her when you approach. Well, that's her frame. Yours is (or should be) that you are an attractive man with many great qualities. Who is 'right' or 'wrong' is immaterial. Maintain your frame always and you will garner respect from the right people.

10. Healthy Scepticism Of Others Can Help

A lot of the time we compare ourselves negatively to other people, which is not good. Instead, it can be helpful to look sceptically at them and ask ‘what’s so good about him or her?’

For example, that beautiful instagram girl with 200k followers. Easy to put her on a pedestal. But what’s she really bringing to the party other than her looks.

Or that millionaire with his huge real estate portfolio – impressive, no doubt. But is he creative? Is he intelligent? Can he move people emotionally? What’s actually ‘good’ about him other than the fact that he made some smart investments.

As we’ve seen, life is one big frame battle. But instead of buying into other peoples’ frame and feeling bad in comparison, what we should do instead is look critically at them – not to be a dick, but simply because actually no-one is perfect, we all have strengths and weaknesses, and your capabilities have a place too.

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Developing ‘Real’ Inner Game (Defeating Social Anxiety) | 12 Days Of Inner Game

Troy · 5 November 2021 · Archived copy · Original

Let’s turn our attention for a moment to developing ‘real’ inner game. By this I mean we need to go further than a few trite platitudes worthy of Instagram, because not everyone is fortunate enough to start from a ‘good-enough’ baseline.

Many guys – myself included – who come to this space for advice and guidance on dating have real underlying issues, both mental and otherwise. And chief amongst these is social anxiety.

First off, what is social anxiety? Here’s a definition from the British National Health Service website:

> ‘Social anxiety disorder is an overwhelming fear of social situations like meeting or speaking to people. Symptoms of social anxiety include worrying about speaking to people, dreading social events, avoiding eye contact and low self-esteem. Talking therapies are the main treatment for social anxiety. Self-help courses and antidepressants can also help some people.’

Or in other words, social anxiety is what they used to call ‘shyness’ in less complicated times.

I’m being humorous, but social anxiety is no laughing matter – it can fatally inhibit not just your dating life, but your social life and your career as well. Because when you come to think about it, social acumen is really the key to everything you want in life, since getting nearly anything is contingent on convincing someone else that they should give it to you.

As the NHS quote states, talking therapies – that is, talking to someone, whether a professional counsellor or a coach like me – is one of the best ways to ease the problem. Antidepressants may also help in the short term, but for me the real solution was to take on board certain mindset tools and techniques by really thinking through socialising and place in the social hierarchy, and then taking massive action in terms of going out and approaching not only attractive women, but also starting conversations with groups and even guys who I wanted to befriend.

In other words, what might be termed ‘aversion therapy’ (a type of behaviour therapy designed to make patients give up an undesirable habit by causing them to associate it with an unpleasant effect) is key – that is, throwing yourself into many thousands of uncomfortable situations where you will either sink or swim, and continuing to do so until you begin to find your feet and it becomes a little easier.

But the mindset part is essential also – you shouldn’t act without first ensuring that you have the mental tools that will provide you with sufficient fortitude to do so. (These, of course, are what I teach in CAD ACADEMY).

If you are reading this and having trouble imagining that you will ever be able to pull yourself out of the dark pit of despondence that you currently find yourself in, I am living proof that it is possible, since I suffered from all of the symptoms highlighted by the NHS.

Let’s take one example – avoiding eye contact. For years I was completely unable to hold eye contact with anyone – not other guys, and certainly not attractive women. I have recounted several times the story of how once, on a visit to Oxford University where I was a prospective student, I was greeted at breakfast by a pretty girl who asked me how I’d enjoyed my evening the day before. Not only was I unable to look at her, I was also unable even to summon up a single word in reply, leaving her to pityingly dismiss me and continue talking with her friend.

A big problem that I had back then (aged 16 or so) was terrible acne, which certainly increased my low self-esteem. But to be honest, the low self-esteem had long been present anyway, perhaps as a consequence of certain unfortunate events that had taken place in my family after my parents’ divorce.

But whatever the reasons, the lack of self-esteem mutated, as I became an adolescent, into vigorous self-hatred

which (like the prototype 'black pill' guy I was) I fetishised and amplified, since I secretly rather enjoyed wallowing in the self-pity this birthed.

As you can imagine, to pull myself out of this suboptimal state I had to face up to a great many demons and to try to undo a lot of damage. And there is no doubt that talking therapy and yes, antidepressants helped me a great deal.

But to get myself to a point where my dating life was abundant, and even further, to a stage where I was able to impart advice to other men, the only 'real' cure was continued exposure to the thing that I feared most – rejection by attractive women. And you know what? The more pushed myself into situations where this was a risk, the more comfortable I felt, until now approaching is pretty much second nature.

I am not claiming that this was an easy process, or that it will be for you. It took a lot of time, risk-taking and facing my demons head on. But it was also worth it, because I can genuinely say that my life is many thousands of times better today than it was back then across all areas I can think of, dating and career being just two.

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It's A NEW YEAR! 2023! What The Hell Do I Do Now???!

Troy · 1 January 2023 · Archived copy · Original

Well, here we are – we've reached New Year's Day 2023.

How the hell did that happen?

By the way, it's with some muted sadness that I say goodbye to the Christmas period. Despite my protestations to the contrary, I actually rather like Christmas. It just always seems like such a build-up to not-very-much-really. Rather like my lovemaking. And I often wonder whether, collectively, we'll all realise it one day and, chastened, moderate our celebrations the next year.

Probably not.

Anyway, regardless, here we are in 2023. A new vista stretches out before all of us. A wonderful blank canvas has been proffered to us, on which we are invited to paint a masterpiece. Or to daub it in drab colours and meaningless shapes. The choice is in our hands.

Of course, in a wider sense, 'New Year' is entirely meaningless. The calendar is a man-made set of arbitrary measurements that don't make a jot of difference to nature and to the the physical – or metaphysical – worlds, which will carry on regardless, thank you very much.

But in a psychological sense the new year *is* important. It *feels* like a new beginning. As though a new chapter has commenced. As though a whole new realm of possibilities has opened up before us. As though this, finally, is the opportunity we have been waiting for to really make a change in our lives.

And since our feelings to a large extent constitute our 'reality' then today really could be the start of an entirely new phase in our lives.

The key challenge, though, is to harness the new energy and enthusiasm that we are feeling and to use it to create momentum and positive change – whether that's in dating or in business or whatever.

But the very first step, as always, must be getting very clear on what it is we actually want in all the key areas of our lives.

Because without even knowing what we are aiming for, how can we possibly formulate plans to go out and obtain it?

That being the case, it's worth completing the following exercise today at some point.

Grab a piece of paper and a pen and go sit somewhere quietly, on your own.

Make a series of columns and write down each of the most important life areas that you would like to influence on it. These might include (but are not limited to):

Dating | Work | Fitness | Travel | Spirituality | etc.

Now, under each heading, I want you – in a few words – to sketch out where you would like to be by the end of 2023.

What peak experiences would you like to have enjoyed?

What tangible 'results' would you like to have seen?

If you were telling the story of 2023 next New Years' Eve, what key 'boasts' would you like to be able to make?

For example:

Dating

I had 3-4 new dates per month every month in 2023.

I met some very cool new women.

I travelled to these amazing destinations with them . . . .

Work

In 2023 I scaled my business to past mid six-figures.

I launched a new book / product that sold in incredible numbers.

I increased my market share by X%

Fitness

I have reduced my body fat to X%

I have reached these personal bests . . .

I have gained this % of muscle mass

Thinking about where you would like to be – and most importantly, **actually writing it down –** is a powerful exercise for focussing the mind on your future success.

You see, the human mind is an incredibly powerful instrument.

And we can achieve far more than we imagine.

After all, if there's something you would like in your own life, and someone else has already achieved the same thing (or something like it) then that's proof that it can be done.

And how did that other person do it?

They are not superhuman.

They are just a person, like you, with roughly the same tools and capabilities.

The only difference – if there is one – is the degree of focus and persistence they have applied to the endeavour.

But such focus and persistence is entirely within your grasp.

You must simply get very clear on what it is you want to achieve first.

Because without that clarity you have nothing to aim for.

Research shows that writing – particularly writing by hand – is a great way of 'fixing' that clarity in your mind. Of making it real.

So take the time to do the exercise today.

A final note. 'New Years' Resolutions' get a bad rap – usually from people who have no idea about the power of setting intentions. But these are not really resolutions. They are instead statements about the progress you would like to make.

And that's a worthwhile thing to consider at any time of year.

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How Soon Should I Message Her Once I Have Her Phone Number?

Troy · 2 January 2023 · Archived copy · Original

A question that comes up time and again: how soon should I message her once I have her phone number?

It's an obvious question, and an understandable one, but it bespeaks a certain wrongheadedness about the dating process.

Put simply, if you are bugging out about how soon (or not) to message her then you are overly-invested in the interaction, and likely in her too.

You care too much.

And a man who cares too much is, nine times out of ten, a man without many options.

Because after all, why would you be bothered by a small thing such as when to send a damn text message if you had multiple romantic opportunities?

Do you think that perennial point of comparison Leonardo Di Caprio overthinks how soon – or not – he texts?

Of course he doesn't.

Why not?

Well, first because he is a 'high value man' – of such high value that he is doubtless under the impression that the woman is glad to receive his message no matter how rapidly or slowly it arrives.

And second, because he has a countless array of other options open to him for dating.

So if it doesn't work out with this particular woman then another will appear to take her place very shortly.

OK, but we're not all Leonardo Di Caprio, I hear you cry. Or anything even approximating his level of fame and influence.

Which is doubtless true.

But how about your level of self-love and self-regard?

Just because you didn't star in Titanic you're not allowed to think highly of yourself?

Of course you are,

I am not exhorting you to be delusional, by the way. I am merely pointing out that (1) there's no earthly reason why, as the star of your own life, you shouldn't regard yourself highly, and (2) you will generally appear more attractive to others if you do so.

So from the point of view of optics alone you shouldn't overthink the whys and wherefores of when you message too much. You should simply message when the fancy takes you regardless of whatever the woman's response may or may not be.

But if you want something a little more prescriptive on this (and I don't blame you if you do) then my recommendation is that you should text sooner rather than later once you have her number.

Why? Quite simply because – if you hadn't noticed – we live in an extremely fast-paced world.

Social media feeds are live and they pump out content continuously 24 hours a day.

There is a 24 hour news cycle.

New shows and movies drop on platforms like Netflix every day.

There's always some fresh piece of gossip from the royals, from the worlds of entertainment, politics and sport.

And there's always some new alert sounding on our phones, jolting us out of any temporary reverie and forcing us to pay attention.

Now like it or not, when you are hoping to get to know a new woman, whose investment in you at this point is, let's face it, probably minimal, you are in active competition against all these other forms of entertainment.

Yes, while you may consider yourself something far more serious, for her, at this early stage, you are just another voice amongst the many that vye for her attention every moment of the day.

And that being the case it is simply common sense that you should make yourself visible to her as soon as possible,

Because in 2023 attention is key. And if you don't have her attention then you have nothing. And her attention – which was doubtless awarded to you momentarily when you first met – is fleeting, and can quickly turn to another.

Say you meet her in Starbucks at 3pm on Wednesday afternoon. You have a pleasant conversation and both of you leave happy. But then on the way home her ex-boyfriend messages her. Or that cute guy from Tinder she's been thinking about finally sends her a WhatsApp. Or a rather appealing-looking minor celebrity with a blue checkmark slides into her DMs on Instagram.

It's not that she will immediately forget about you. Apart from anything else, face-to-face initial meets are always more impactful and memorable than anything that gestates online. But you must concede that as time passes and other romantic possibilities emerge your place in her affections will inevitably be compromised.

And for that reason it makes sense to message quickly. You made a great impression when you met her. Why let that go to waste? Maintain the momentum. Engage her digitally as you did in real life. Ensure that you remain central in her thoughts. And then, when you've chatted back and forth for a little while, set up a date and meet for real.

In a world where attention spans are decreasing and all manner of media floods us with stimulation at all times of the day and night, it makes zero sense to hang back when you meet someone new. You want to explode into her consciousness, not fumble and trip like an errant mouse. So do what is required and send that initial message straight away!

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How Do I Get A Girlfriend?

Troy · 3 January 2023 · Archived copy · Original

Comes a question from someone who consumes my content: *'Hey Troy, love the videos. I have a very simple question. I am 23 years' old with no sexual experience and all I want is to find a girlfriend. How do I get a girlfriend?'*

Now once upon a time – we are led to believe – the answer to this was straightforward. You go out – maybe to a party or a bar – get talking to a woman you find yourself attracted to, ask her on a date and then . . . voila! You are at floor one in the elevator marked 'ride up to the floor marked "girlfriend"'

Actually, in my long experience of dating (since the early 90s no less!) it was never actually this easy. Women were always more inclined towards the highest grade men they could get (well why not?). There was always competition from other, better-looking, richer and more 'jacked' dudes. And you *always* had to ensure that your personal development was on point – particularly in regard to your appearance (grooming, style etc), fitness and social skills.

Still, back in the day, before social media and dating apps became the behemoth we now know, it *seemed* a lot more straightforward. Whereas in 2023 dating feels like a labyrinthine nightmare.

So, how does our friend 'get' a girlfriend?

Actually, let's take a step back for a minute.

If you're the kind of guy who asks a question like this, then understand that you are on the wrong track from the off.

In other words, if you are sitting there wondering 'how do I get a girlfriend?' then that right there is your problem.

You are too focused on the outcome. You are very probably under the impression that getting this imaginary girlfriend will somehow magically solve all of your other life problems. And you likely have little or no understanding of the additional complexities and, yes, problems, having a girlfriend will likely introduce into your life.

Not just that, but you are seemingly too keen to hand over your autonomy to this imaginary person, forsaking all the good things there are about being single,

None of which is particularly attractive to women.

So if you are asking yourself the question 'how do I get a girlfriend', what you should really do is take a step back and instead ask 'why do I want a girlfriend so badly anyway?'

I appreciate that it's easy for me to say that, and if you feel that you have lacked affection for a portion of your life, or even for most of it, then finding someone 'special' seems like the most important thing in the world.

But what you must understand is that another human being will never make you whole in the way that perhaps you

imagine.

And that actually when you introduce another person into the mix you will subject yourself to layers of friction and complication that you likely never imagined possible before.

With all of that being said, what is the answer? How do you get a girlfriend in 2023?

The answer is counterintuitive, as are most things in this area. And it is that the best way to 'get' a girlfriend in 2023 is to not want one.

Yes, that's right. The less you want a girlfriend, the more likely it is you will end up with one.

How does that work? Quite simply, it comes back to the old idea, much repeated in the men's self-development sphere, that you should be working on your own purpose first and foremost. And that romantic relationships should be secondary to that.

For example, imagine it's always been your ambition to be a great painter. Then you should be working on that – painting day and night – rather than concerning yourself with something as insignificant as a relationship.

Because in the end we all have very limited time on this planet. Shockingly limited time, actually. And while love is hugely significant in our lives, in the final analysis what mark do you want to leave on this planet? No man is honoured for having been in love. He is honoured – or may be, at least – for the work he does.

And you know what? A man on his mission is just naturally more attractive to women than one who isn't. What woman wouldn't prefer to deal with a guy with goals, drive and ambition, rather than one whose only distinguishing characteristic, as far as she's aware, is wanting her?

Even when you meet a woman and begin seeing her, the more you appear keen for things to become 'serious' between the two of you, the more repelled she is likely to be.

This may be explained by the age-old conundrum that defines most human interactions; namely, that we always want the things we can't have.

So if you are super-accessible, and ready to bend to her every whim, then she's less likely to want you.

Whereas if you are hard to reach, busy, immersed in some great passion project – well, that just seems to increase your value in her eyes.

So next time you find yourself sitting there wondering 'how to get a girlfriend', consider instead that you would be far better off finding some other purpose in life that has nothing at all to do with women.

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Does Meeting Face-To-Face In Public No Longer Work In 2023?

Troy · 4 January 2023 · Archived copy · Original

An interesting post from the Dating Advice For Men Reddit:

Any attractive dudes in here that constantly encounter mutual attraction they are unable to capitalise on?

It's usually fleeting encounters in public, but even in situations that are supposed to be deemed "appropriate" social environments like bars and parties it is challenging. It seems that unless you are formally introduced, have mutuals or meet organically it will rarely go anywhere.

I've tried at length to pursue strangers with whom I share a mutual attraction, and have had plenty go smoothly throughout the entirety of the interaction; numbers exchanged, comfortable smiles, etc. Almost never see them again. Why does meeting "strangers" still carry such a stigma? Outside of college and work, most men have extremely limited networks, this makes it extremely difficult to meet someone and online is somehow worse.

Well, is he right in his observation, or wrong?

I would say wrong, since this is simply not my lived experience, and nor is it the experience of the guys I work with professionally, or the many guys we have coached between us over the years.

However – and herein lies the problem – my take on this is *necessarily* coloured by my own personal experiences.

And so is the OP's.

And there is folly in assuming that our experiences are universal, as this simply isn't true.

Let's have a think, for a moment, about the factors that *might* be impeding the OP's ability to actually get these women he is meeting in social situations out on a date.

Here are just a few:

- **The city or town where he lives is small, and people are culturally more cautious there**
- **He lives in a country where meeting strangers is generally frowned upon**
- **He is doing (or not doing) something in these interactions that is negatively affecting their outcomes. For example, perhaps he is being super-friendly, but not generating the kind of attraction it takes to get a woman really interested.**
- **Perhaps his 'text game' sucks.**
- **Maybe he is misconstruing these women's initial interest in him, evaluating it as more pronounced than it really is.**
- **Perhaps his conversation skills are lacking, or he is simply boring, and thus not really lighting the fires of the women he is meeting.**

- **He doesn't tell us how many times he has done this (saying 'I've tried at length' is somewhat vague) – it might be that his sample size is simply too small.**

And so on.

The OP attributes his lack of success solely to one factor – that 'meeting strangers' carries a stigma with it.

But is this really the reason he's not getting dates, or could it be one – or a combination of – the other factors I've mentioned?

The truth is we don't know, and unless he reaches out to me and I get to meet him in person, we are unlikely to find out.

But the wider takeaway here is that *unless* you have a holistic view of yourself and all the factors that may be affecting your situation, it's hard to figure out what's actually going on.

Which is precisely why getting a mentor is such a smart thing to do. It can literally shave years off your learning curve.

(And by the way, if you're interested in having me as a mentor then you can book a free call with me to discuss here).

Overall, though, having any sort of limiting belief in your mind when you go out to socialise is going to be unhelpful.

Going out believing that 'no one ever meets face-to-face these days' will inevitably impact on your success, because, guess what, you will be subtly communicating to those people you meet that 'this is not quite right'.

And they will pick up on that energy and likely mirror it back to you.

In my personal experience, men and women still love to meet in person, whether that's in a bar, a cool lounge, a hotel lobby, a restaurant or a nightclub.

And many, many people far prefer it to meeting online, which feels sterile and somehow impersonal in comparison.

(Not to mention all the other problems that online brings with it, like catfishing and so on).

Yes, some people – often depending on their cultural background – find it novel or unusual to meet strangers with whom they have no prior connection at all.

And some people prefer to meet others connected with their social circle.

But that is by no means the entire population of the planet.

And even those who may *normally* meet via social circle will make an exception for the right guy or girl.

And as with so much that surrounds dating and interpersonal relationships, it comes down to your mindset.

If you go out entirely and firmly believing that: (1) meeting face-to-face is the most natural thing in the world (2) that it is far superior to meeting online and (3) that you are a high value man who any woman will be lucky to meet, even if you don't happen to have any mutual friends yet then the energy you exude will be attractive and will draw the right people to you.

I'm not saying that *every* woman you interact with will want to go on a date with you, but that was never going to happen anyway.

What I am saying is that the energy you put out into the world tends to be reflected back to you. And therefore it pays to go out with an open heart as a social person keen to meet others, and to share positive experiences with them.

Do this with conviction and in time you *will* meet others you resonate with, I promise.

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