

Book TWO: The Short Book of...

Dating AND INTERACTING *with* WOMEN



The
Book for
Everyone Who
Hates The
Modern
Dating World

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What follows is a near-final version of Chapter 1 of Book 2. In advance of the Book 2 launch, we're pre-releasing Chapter 1 to our followers.

Book TWO: *The Short Book of*

DATING and INTERACTING with WOMEN: DO'S, DON'TS, AND HOW TO RECOGNIZE THEM

The Book for Everyone Who Hates The Modern Dating World

If you've read Book One (*Guys, Stop Using Dating Apps !: Meet and Date Women in Real Life*) you know that meeting women in Every Day Life (EDL) is a far more natural and successful way to meet women than the soul-crushing and superficial grind of dating apps.

Regardless of whether you meet women in EDL or on dating apps and other online venues, you must be your best self when approaching and dating women.

Your goal must be to put your best foot forward. Think of this: women can walk in high heels to make themselves appear taller and wear Spanx to make themselves appear thinner. You, too, must consider things that make you appear to be a catch, but it's not a good makeup job and shapewear—it's about the things that women want to see in a man. Your attractiveness isn't based upon your age, your occupation, or where you live. Regardless of your starting point, Book 2 of *The Short Book Series (Dating and Interacting with Women: Do's, Don'ts, and How To Recognize Them)* covers what you must do to put your best foot forward.

This book is divided into 3 easily readable sections so that mastering the basics of the early stages of dating is as easy as 1, 2, 3 for you:

- **Chapter 1:** What you absolutely cannot do with women
- **Chapter 2:** What you must be able to recognize in women that you need to avoid
- **Chapter 3:** What you need to do to be truly attractive to a woman

CHAPTER 1: Things You Absolutely *Cannot* Do With Women

You cannot act needy, and must eliminate neediness from your life.

Neediness is common in both men and women. You can see neediness in young male and female college-aged students all the way to your oldest friends. Neediness is pervasive; it's unattractive in a woman and pathetic in a man. In order to eliminate neediness from within yourself and to avoid women who are needy, you must first

recognize neediness. A working definition for purposes of this book is ***the need to control the interactions of another person so that you feel wanted at all times***. To crystallize "neediness", here are examples of behaviors that you must learn to identify and avoid—both in yourself and in the women you may potentially date:

- *What are you doing? Where are you? Who are you with? When are you going home?*
- *Turn on your read responses in your text app and on WhatsApp so I know when you read my messages.* (A woman actually requested this of me recently.)
- *Why didn't you call me last night?*
- *Why are you golfing with your friends when you could be with me?* (an actual text to me)
- You get busy at work and she sends something like, *I haven't heard from you today...are you purposely creating distance between us?* (another actual text to me)

Neediness manifests in a lack of personal restraint. Simply put, a needy person has a need for attention, constantly desires demonstrations of love, and wants to be in control.

You cannot be controlling by asking probing and intrusive questions (*a variation of neediness*).

Instead of barraging a woman with questions about what exactly she's been doing and who she's been spending time with, be confident enough to assume that she isn't purposely evading you or engaging in shady behaviors to which you may object.

Conversations that are controlling and that scream of neediness usually start with questions like: *What are you doing?*, *Where are you going?*, and *Where have you been?*. You cannot ask these types of questions because they make you appear controlling and needy.

Please know that there's nothing wrong with this type of information coming out in normal conversation—you just cannot consistently seek answers to these types of questions. For example, she may say, "I had the best Saturday afternoon with Mary because we hit the sale at Nordstrom". You then respond by saying, "Wow— that's pretty cool. Did you get some things you really like, honey?". Instead of probing with a *who*, *what*, *when* question that makes her feel like she has to report back to you, you're asking a question about what she likes. You can see this is a different type of question—one that shows that you're interested in whether or not she's happy about her shopping day, rather than making her explain her whereabouts to satisfy your inappropriate controlling and needy behavior.

You cannot blow up her phone or over-pursue her.

Many of us need to learn how to use a phone in a way that helps us make positive impressions rather than display that we're wimps—controlling and needy.

In Book 1 of this series (*Guys, Stop Using Dating Apps !: Meet and Date Women in Real Life*), you learned how to meet women with a positive attitude and get her phone number during Every Day Life (EDL). But regardless of how you meet someone—in EDL or on a dating app—there are phone and text behaviors you need to avoid, else you will define yourself as a needy, desperate wimp.

After you first get her number, it's okay to text her for the first time later that day or the next day. **Then you wait for her to reply.** When she does, realize it's not a race to respond to her within seconds or minutes. If she's calling or (more likely) texting you after 8:00pm at night, you can respond the next day. You might be out having a good time or simply busy when she texts you, but you **definitely** aren't sitting around, staring at your phone, waiting for her to text you. Unless she texts you something like, "I'm driving by the dive bar you like; are you in there?", don't respond immediately. You don't want to appear desperate.

If, after your first call or text to her, she does not respond, **DO NOTHING. Do NOT call or text her again.** If she never calls you back or never texts you a response, let it go. It is likely that if you let it go, you will hear back from her once she realizes that you're a catch and must have other women in your life since you're not chasing after her like all the other guys do.

When you do finally get to a normal back and forth text and phone relationship, there is a rule you must follow: **keep it brief.** That means that texts are concise and phone calls are brief. You must not spend hours on the phone discussing your day or hers unless you live on opposite ends of the country and you won't be seeing her in person for a while. In-person dates are when you talk and discuss the many things that transpired since the last time the two of you saw each other. If you spend a bunch of time on the phone between dates, what will you talk about when you finally get to the in-person date? Your goal here is to optimize for the time you spend together face-to-face.

You must never chase a woman (or anyone else, for that matter).

The absolute worst thing you can do is chase a woman. You will appear desperate. In the phone and texting examples above, if you don't wait for her to respond to calls and texts, then you are chasing her. Not chasing a woman demonstrates self-restraint, and even applies after initial dating when the two of you are considered an item.

Think of chasing this way: when you chase a child, they run away from you. It's what happens naturally. Similarly, if you chase a woman, she will take a step backward. But consider this: when you look like fun to the child because you are playful, the child will come to *you*. You must apply this same concept to women. Be fun, offer a fun outing (a date), and the woman is more likely to say "yes" than if you blow up her phone or appear to chase her in any other way.

As you become more comfortable not chasing because you understand it's an unattractive behavior, it will become less an issue of restraint and more an issue of confidence. You are confident that you are a great guy and a catch; therefore, it's her loss not to respond to your calls and texts. You must work to internalize this concept, and let it become your natural behavior.

PRO TIP: If you call or text a woman to ask her to do something really cool—like go to a concert or game or party that is something she really likes to do—and she doesn't reply, take someone else! Eventually, she will hear about you going and that it was hugely fun. How will she hear about it? Either through your friend group, or when you next see her, you can casually mention that the party she missed was awesome!

Beyond the huge negative effects chasing a woman has on your attractiveness to her, there is an even deeper reason that you cannot chase a woman. Your goal is to find a woman that has mutual interest in you and that you can have a meaningful relationship with. If you are chasing a woman constantly, what does that say about her interest in you? Is she more interested in your willingness to be a fall-back when she is not out with other guys? It's simply not a good sign when you're not feeling that there is mutual interest on her part. If this happens, you must withdraw to see if she comes to you—by initiating texts and phone calls, and showing genuine interest in you without you chasing her. Think about it: if you have high confidence and high self esteem, you view yourself as a prize—someone to be sought after for a meaningful relationship with a woman. Men with high confidence and high self esteem desire a woman that shows equal interest in them. You want her to want *you* as much as you want her.

You must be fun and comfortable and not blow yourself up.

Hear this: the number one piece of feedback I hear from clients that digest the concepts in *The Short Book Series* is, “Now women regularly tell me, ‘You’re so fun to be with’, or ‘You’re easy to be with. It’s comfortable.’” That’s the goal: ***make everything as comfortable and easy as possible because it adds to the component of fun.*** As a result, both of you will want to date, hang out, and just be together, whether it’s a simple date in the park or a formal function.

Here’s an example of **NOT** being fun, but actually blowing yourself up with a woman: I was with a guy recently and witnessed this common mistake. A very attractive female physician was flirting a bit with my friend who always dresses himself according to the latest fad. If there's an expensive brand, he owns and wears it—items like \$750 Prada hoodies and \$1,500 Balenciaga sweatpants. In this case, the woman he approached made a joke and said “Wow—you're so bougie”. Rather than laugh with her and make a simple joke out of her comment, he engaged in a tit-for-tat escalating attack on the poor woman that seriously repelled her—not just for the moment. She never wants to be

around this guy again. I know, because she told me, “Leave your friend home next time”.

Clearly, he violated the rule of keeping it fun, easy, light, and comfortable and lost the opportunity for a date with a fabulous woman. After the attractive woman went on to chat it up with another guy, I told him, “Dude—all you had to do was make a joke like ‘I like nice things, are you nice?’.”

You must control your emotions.

The advice in this section basically boils down to: ***don't wear your feelings on your sleeve***. You have plenty of time to develop a deeper emotional connection once you establish a relationship, but being overly emotional—either in a negative or a positive way—is off putting in the initial stages of dating.

You cannot get angry or overly happy when you are meeting and getting to know someone. When I first meet a woman, they have a clean slate. I don't yet know if they are habitually late, like to get sloppy drunk, or do other things that would cause me to not want to pursue a relationship with them. That's why it's called dating—so you can learn about the person and determine if you like them and want to spend more and more time with them. So when you learn that they are always late, get sloppy drunk, or habitually do something that is off-putting, then you did exactly what you're supposed to do: you learned about them and determined if that person is a good fit with you. (By the way, they should be doing the same thing.) If and when you discover some off-putting and unattractive behavior, you cannot get angry or let your emotions show that you are really annoyed. If she wants to get sloppy drunk, it's really none of your business. You cannot get angry and go apeshit. In fact, ***you cannot get angry and go apeshit about anything that shows you cannot control your emotions***. It's a bad look and to her, a very unattractive trait in a guy.

The opposite side of the coin is that you also cannot gush. Let me tell you a story: I have a buddy that uses dating apps regularly and he tells every woman he meets the same overly effusive things. Recently, during a first date, he told a woman that he would do anything to help her with her car repairs and that she was the most beautiful woman he'd ever seen. He has put each and every woman he's met over the last 2 years on a pedestal. Most recently, he spent 6 hours on the phone with a woman that lives 30 minutes away after they had their first date. All of his friends, including me, know when he meets someone new, because he stops taking our calls and becomes unavailable. It usually ends after a week or two and suddenly he reappears. **DON'T BE THIS GUY**. It's pathetic and he can't help himself. He is clearly not in control of his emotions and he will never have a meaningful relationship with a woman. The women he meets get free dinners, drinks, and sometimes a weekend away. Then, despite the free ride, they still cannot stand his pathetic behavior and they drift away, sooner rather than later.

My same friend cannot control his emotions and often shows he is gushingly happy that a woman even gave him a telephone number. Because he immediately puts these

women on a pedestal, things go wrong early on when she does something that he believes is “wrong”. Then the pendulum swings from gushing happiness to anger, which he displays to her in many negative ways. It’s all very sad to watch.

You cannot be cheap.

You don’t have to spend buckets of money, but you cannot be cheap. This means you cannot constantly talk about money and expenses, or quibble over the check at a restaurant. It’s not a good look for anyone, but it’s definitely unappealing for a woman to recognize that this guy she is dating, or thinking about dating, is a cheap guy. It defies the coaching I provide in this book and Book 1: you must be fun and lighthearted. Have you ever had a buddy that goes through a restaurant menu commenting on the price of every item? It’s so unattractive! So, do not complain about money, and pick up the tab for the first date, at minimum. If you can, always pick up the tab, but if you can’t, do what is comfortable for you and her **AFTER** the first few dates.

PRO TIP: I have watched guys with \$1,500 tennis shoes and Rolex watches create a spectacle when they chew out a bartender for not giving them a free drink after they bought the previous 2 drinks. These same guys are the people who ask everyone, “How much did that cost?” They are so obsessed with showing off their watches and cars that they have missed the point of having a happy life. This envy of others causes them to chase fancy shoes, watches, and cars to “show” the world that they made it to the big time, but they quibble about the small things in life. If you can buy \$1,500 tennis shoes, buy the \$12 drink without complaint.

You must kill “Mr. Nice Guy” BUT not be a jerk

So many of my clients cannot understand the negatives of being “Mr. Nice Guy”. Let me first describe Mr. Nice Guy and why he is unattractive.

Mr. Nice Guy is way too eager to please. He avoids conflict, and he’s always agreeing with the woman he’s interested in—even when it goes against his own desires.

The Nice Guy always accommodates, is always available, and is always agreeable to women—both to women he’s interested in, and especially to women he really likes. As you might guess, this causes him to appear desperate and needy, which in turn causes women to think he isn’t very exciting or challenging. As a result, the Nice Guy is very boring. Men can suffer from Mr. Nice Guy issues when they are first dating a woman, or even later—after years of marriage—when they become complacent and find it easier to just fall into the mode of “Yes, dear” when dealing with a long-term partner.

Ultimately, Nice Guys have a lack of self-respect and authenticity and zero self-confidence. This makes them extremely unattractive to women.

Being a Nice Guy may get you in the door, but it is a problem—a pattern that you must not even *begin* despite your belief that it's working well for you. Here's why: when you are Mr. Nice Guy, it doesn't allow you to level relationships. By constantly trying to please the woman of your desires, you are putting her above you—therefore, you and the woman are not level. Your desires will go unmet, which will lead to resentment or frustration on your part, and eventually an ultimate break in the relationship. Even if you stick it out and are willing to be miserable, this behavior still isn't sustainable because she'll find the fact that you're not “manning up” unattractive. She will seek a man who's not afraid to express himself and stay true to his core desires and beliefs—a man she can't push around.

Be polite. Be respectful. But *don't* be a pushover. Don't drop everything and come running when she calls. Definitely do some of the things that she wants to do if they are interesting to you, but also pursue the things that *you* want to do. A dating or longer term relationship should eventually be mutual and level, so **DON'T** Be Mr. Nice Guy!

END OF CHAPTER ONE