

Dating Power Dynamics



A no holds barred, hand-to-hand combat guide to win in love, seduction & dating

**In war and love
everything is UNfair**

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CHAPTER 6

WHAT INFLUENCES YOUR SMV

With the previous chapters we have learned the power dynamics of the sexual marketplace, the main traits that people seek in a mate, and how you can improve and market your own traits.

However, it's not just about what you have to offer.

It's also about what the competition does and have, the level of the potential mates and, since the value of many traits is not set in stone, the personal and environmental variables that affect mate preferences.

To make an example, imagine you are in a car race.

And you have a great car.

That bodes well for your chances of doing well in the race.

But your odds of winning also depend on where you are starting in the grid, the weather condition (external environment), how good the competitors' cars are and, as well.. On the preferences of the spectators.

What if some spectators don't care about who's fastest but prefer the most beautiful car, or the more entertaining racer?

The fact that sexual market value is at least partially relative should seem obvious. Yet, some people seem to disagree and prefer to cling to the idea that "high value men and women are high value everywhere".

And well... That's true to a fairly large extent.

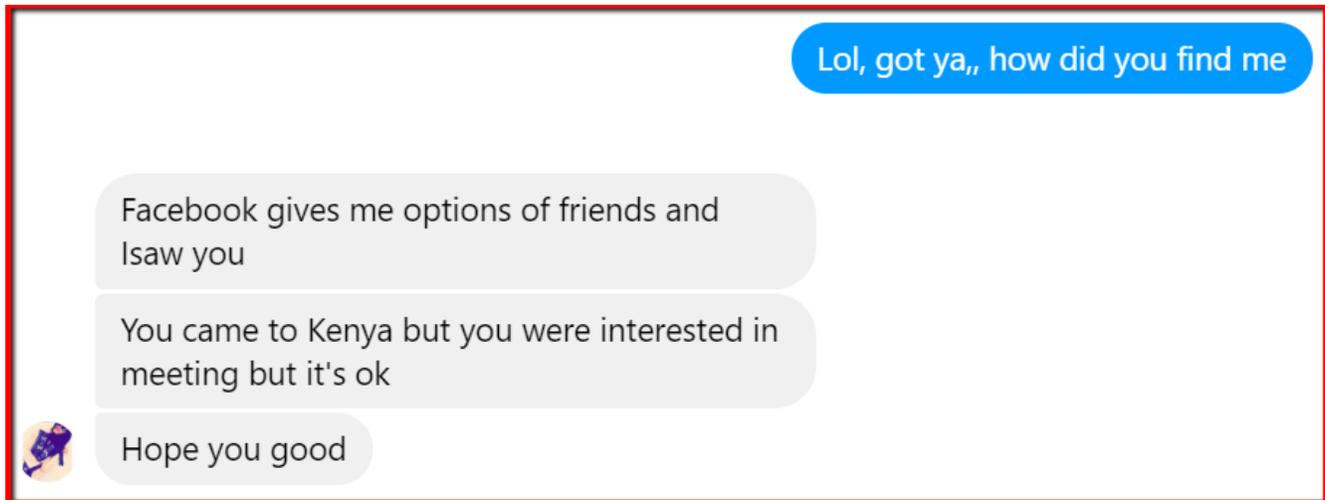
But these people are missing out on some real world data. And the truth is that your sexual market value is relative. Sometimes highly relative.

As Miller says:

Women aren't measuring you against all the men on earth; they're measuring you against the other men they have access to

And the same is true for men, of course.

Let me just give you a quick example of sexual market relativity. This is just but a snapshot from my experience as a white man traveling to Africa:



This lady stalked me on FB and then indirectly complained I didn't find time to meet her. And she was pretty, too, and from a big city. Trust me, girls don't stalk me in Europe for a chance to meet in person¹.

Or have you wondered why so many dating coaches set up shop outside the West, and always complain of Western women and feminism?

Could it be that they don't get laid nearly as much in more competitive markets in the West?

You can bet that's the case...

Alright, done with the intro.

This chapter will review all the external influences and what you can do to use them to your advantage.

Some of these variables provide opportunities for some "dating hacking" and to the closest thing we can find to a "shortcut to success".

Let's start:

¹ This is just one example of a general tendency where meeting and having quick sex with local girls was very easy. Sure the "passport appeal" might have played a role in at least a few circumstances, but that's also part of the overall SMV package.

How Gender Ratios Impact SMV

Gender ratio has a huge effect on the balance of power between genders.

This is a well-known phenomenon in the economic discipline since it obeys the basic law of offer and demand.

It's also well known in evolutionary psychology, but I found Jon Birger's work in [DateOnomics](#) more enlightening because it focuses only on the gender ratio.

So, what happens when we change the gender ratio?

When there are fewer men than women:

- Women have less power in demanding resources and commitment in exchange for sex
- Men tend to pursue more of a short-term strategy than one based on monogamous continued investment
- Cheating in monogamous relationships increases

When there are fewer women than men:

- Women tend to become choosier
- When men land a woman, they appreciate her more, are more jealous and more protective.

Cheating by women also increases, but not as much as for men when women are abundant.

Do you see why now?

It's because, contrary to men women have not as much to gain from being impregnated by many men. Once they choose the best they can get, there is little genetic benefit in having sex with a less valuable man

The gender ratio is one of the most underappreciated variables in dating. But gender ratio is one of the most powerful determinants of power dynamics between men and women².

PRO TIP: Move where your gender is a minority

If you are serious about maximizing your returns, choose professions and fields where your gender is the minority.

If you want to find a mate more easily and more quickly, consider moving to places and careers with more of the gender you are seeking.

Women and men who want to enjoy the quickest boost in their sexual market value might be better advised moving to a place with better gender ratio (quick solution) than working on themselves (the long-term, harder solution).

I call the former "lateral mobility", and while everyone focuses on self-development, such as "upward mobility", the former is far quicker.

Or, better yet, simply do both.

How Quality & Availability of Mating Options Impacts SMV

Gender ration usually predicts quality and availability as well, but quality and availability can also move independently of gender ration.

Poor countries, for example, tend to have lower quality mates, on average.

But since what truly matters is the perception of quality and availability, people often change behavior not based on reality actual data, but on cues they perceive from the environment.

² Birger also makes the case that feminism is a reaction of women having more difficulties finding a good partner, and thus seeking to decrease their financial dependence on men and increase their power and influence in politics and business. Fascinating stuff and I believe there is a backdrop of truth here. But it's more speculative.

For example, if men see a lot of smiling and flirting women around them, *even if it's just a video*, they will value their partner less.

No similar effect was found for women. Women watching videos of smiling men did not subsequently rate their partner lower.

Having a lot of friendly, flirty, or sexually available women around leads men to shift more towards a short-term strategy.

Even when they willingly decide not to stray, men might still devalue their relationship, and their partner, unless they are aware of it.

Thus, our current society full of ads and videos of skimpily dressed models might make men unhappier in their relationships and, potentially, undermine their dating effectiveness as they think there are more available women than there truly are.

Men who are tricked into believing that there are more available women than there truly are might hold on for too long, or miss out on otherwise good women as they erroneously believe that a better one is just around the corner.

PRO Tip: If you want to settle down in a happy relationship, you must make a conscious effort

Men even more than women should be aware that simply by living in a society that uses sexy and photoshopped women to promote everything, they are led to believe that there are more options than there truly are.

How Race Impacts SMV

And here we get to another difficult subject: how race impacts dating options.

A chart speaks more than a 1.000 words:

2014

OkCupid QuickMatch Scores

		ASIAN women	BLACK women	LATINA women	WHITE women
men rating women	ASIAN men rating...	15%	-20%	2%	3%
	BLACK men rating...	2%	1%	2%	-6%
	LATINO men rating...	4%	-18%	10%	4%
	WHITE men rating...	9%	-17%	3%	6%

		ASIAN men	BLACK men	LATINO men	WHITE men
women rating men	ASIAN women rating...	24%	-27%	-15%	18%
	BLACK women rating...	-13%	23%	-3%	-6%
	LATINA women rating...	-14%	-16%	18%	12%
	WHITE women rating...	-12%	-8%	1%	19%

Good to be Asian and white women & good to be white men.

This is taken from OKCupid data, based on messages sent and replied to.

OKCupid is mostly popular in the West, so also keep that in mind.

The “exotic bias” might be at play too, here. A black man wouldn’t get as many points from a black woman in Africa because there are many black men there. And an Asian man wouldn’t get as many points from Asian women in Asia, for the simple fact that there are many of them and different races might get “exotic” points.

From a more general point of view: the impact of race can be huge. But it works mostly a “business card”.

Race is the superficial layer and matters less once you get to know the person.

Then, all the other qualities we talked about take center stage.

Exceptions of course apply, with some people being potentially super-prejudiced or having strong personal preferences.

That being said, as we know, first impressions and “business cards” do matter. And being in the right environment with the right race can be a huge boost (or a challenge)

The same for age here applies: race matters more for women than for men. Both from a judge point of view and from a judged point of view.

Why?

By now you should be able to answer why: it's because men are judged by women on more traits.

That means that also race, same as we said for age, gets “diluted” among all other traits more for men than for women.

Men are, on average, more looks-oriented.

And that’s why her race and his personal preferences about race matter more³.

There is also a temporal element to personal preferences.

I remember as a teenager, standing with my friend with an open magazine on a bunch of models finalists of “miss world something”. I pointed out to a few Asian finalists saying “God, Asian girls are so unattractive”. My friends disagreed, and I insisted “look, compare them with this one, or that one... Which one would you prefer”. Fast forward to today, and I have a slight preference for Asian girls.

This is just one example that you shouldn’t expect your own tastes to be carved in stone and fixed for ever. And neither are the personal preferences of many other people.

As a final note, black skin is a big polarizer in the West.

Some men and women will be turned off while other will be attracted to it⁴.

Being a polarizer can be a good thing as you get stronger reactions and waste less time with “maybes”.

PRO TIP 1: Move Where You're Most Prized

Move where your skin provides you the biggest advantages, or move away from areas where you're at a disadvantage.

³ And then there are women lovers like me, who appreciates beauty in all its forms :)

⁴ Note to men: for women, being attractive because of their skin or race can have the annoying sensation of being objectified by some weird fetishists.

So avoid saying you’re attracted to their race / skin / background early on.

Asian men might want to consider moving out of predominantly black countries, while black women might want to reconsider living in Asian countries (unless they're going for the white tourists who like black women).

White men get a huge boost in black Africa and a big boost in Asian countries, and men from richer countries always get a boost in poorer countries.

PRO TIP 2: Never tell someone you like their race

Never tell someone when you've just started dating that you like their race.

People want to feel unique, and when you tell them you like their race or ethnicity, you are also saying you might care less about *them* as individuals.

Furthermore, people fear that if you like their race, you might easily dump and replace them with someone from their same ethnicity, because it sounds that all you care about is the superficial layer rather than deeper personality.

How Culture Impacts SMV

Culture is a hotly debated topic.

Of course, the debate is wholly ideological, because what's natural and what's cultural is often quite easy to discern (often, not always).

And part of it is also well documented.

A quick dip into history here.

For a few decades and up until recently, what evolutionary psychologists refer to as the "Standard Social Science Model", postulated that what people find attractive in a mate is wholly or mostly cultural.

Of course, that's obviously and patently wrong.

On the other hand, some evolutionary psychologists sometimes went too far on the "nature side", and postulated that "there is nothing random about attraction" and that "people all want the same thing".

That's also not true.

But, in this case, the truth is not perfectly in the middle, but more on the “nature” side.

Most people the whole world over indeed prize and appreciate similar traits, but with a few significant exceptions.

What are the exceptions?

These are some of the major ones:

1. Women’s freedom, including the value of chastity and the liberty to engage in casual sex, changes with the level of cultural openness

The type of culture, open and libertine or conservative and repressive, has a huge impact on dating power dynamics and the traits that men and women seek and advertise.

For example, cultures where sexual mores have become open and libertine do not value chastity (the Netherlands, Scandinavia).

But in more restrictive cultures female chastity is still a valued prize (rural China, some Islamic countries).

In short, it works like this: when men can expect chastity and when it’s relatively common for women to marry virgins, men do value chastity. When chastity and virginity are rare, men don’t care much about it⁵.

Liberal cultures also tend to award more power to women, since women tend to have better education, better access to jobs and, hence, are less materially dependent on men.

Liberal cultures also tend to afford and grant a whole litany of social and legal protections to women, further empowering their dating sexual choices.

2. Slim / Plumb female figure varies within cultures

Another culturally-sensitive trait is the “slim VS plumb” body built.

As a matter of fact, the slim/plumb preference might be the most culturally variable standard of beauty when it comes to women.

⁵ For the record, a virgin woman is “safer” than a highly promiscuous one but, depending on the woman, she might be riskier than a woman with a low partner count because she might be interested in trying a few more guys

Men don't seem to have an inbuilt preference for a rigid amount of fat and go for what is considered "higher status" in their culture.

Some have speculated that the amount of food and resources available influence what's considered "higher status", with poorer tribes preferring plumper women⁶.

The scientific literature doesn't say it, but the cliché', which I have found to be true countless of times, is that black men like a big buttock.

It would be interesting to see if black men in Africa prefer big buttocks more than the ones born in the West, but I haven't found any research on it.

3. Skin color (dark / tanned / pale)

Skin color is another trait that seem to ebb and flow along the variables of time and cultures.

White skin in middle age Europe was attractive, while today a tan is attractive.

However, on average, men tend to prefer whiter skin because, some evolutionary psychology says, skin tend to get darker with age.

So white skin is another indicator of youth.

As for everything, plenty of exceptions apply and personal taste matters, of course, including the temporal element to personal tastes⁷.

But on average, outside of the west, the preference is for pale/white skin (I have a few interesting anecdotes on this one, but we'll skip them for brevity).

4. Openness to casual sex and short-term dating

The culture influences how open or not open the local men and, especially, women are to pursuing casual sex.

Looking at the average sexual partner count by country for example provides a rough overview of how open a country is to short term sex⁸.

⁶ Frankly, I'm not too convinced about that explanation, and some authors speculated that large female buttocks in some African regions emerged from male sexual preferences. But, as usual, the "why" matters less for practical purposes.

⁷ A couple friends of mine don't find pale women attractive at all. Overall, I don't care much, but I had a slight preference for tanned skins, while today I have an ever so slight preference for white skins.

⁸ Rough because people notoriously lie when it comes to sexual partners' count

For example, when traveling to Vietnam I expected very easy sex.

I thought “the socio-economical conditions are similar to Thailand and the Philippines, girls equally love foreign men... So it should be the same”.

But that wasn't the case.

Vietnam is last but two⁹ in sexual partners' count and women, albeit very willing to date, were far less willing to meet for sex only on dating apps.

I believe there are other factors at play as well¹⁰, but culture is likely an important one.

Again, I'm talking on average here.

I had a couple of pulls in Vietnam that were some of the quickest I have ever had but, on average, women were far more unwilling to engage in casual sex¹¹.

5. Eyes / nose shapes

The attractiveness of the *size* of eyes and noses is not culturally determined.

Bigger eyes and pupils tend to be attractive, while with noses it's smaller sizes which tend to be more attractive (noses always grow, so small noses are a sign of youth, says Wright).

But what's attractive in terms of *shape* is often culturally-determined.

See as an example the thriving industry of plastic surgery in South Korea, enlarging eyes and adding eyelids, and adding height and depth to the base of the nose.

Again, as a stark example of cultural and personal variance, I find the flatter base of Asian noses to be very endearing.

6. What counts as status symbols, & resource signaling

In Western societies, and today in much of the world, men are wired in a race to acquire consumerist indicators of their spending power.

⁹ <https://www.statista.com/statistics/248856/average-number-of-sexual-partners-in-selected-countries-worldwide/>

¹⁰ There are fewer transsexuals in Vietnam, and thus fewer women per each man, providing a better gender ratio for women

¹¹ Here is an interesting anecdote: picking up on the mannerism, women sometimes tell me something along these lines: “I know you have a lot of girls / how many girls you bring here”, etc. In Vietnam two girls told me “I know you have a lot of *girlfriends*”. That made me think that being a “player”, for those Vietnamese women, was about long-term deceit, rather than honest short-term sex

Typical symbols include sportscars, expensive watches, bottle service at the club, Gucci shoes, etc. etc.

What counts as indicators of wealth is culturally-determined and, some authors have opined, in a different society individuals might come to compete in “conspicuous charity” instead of “conspicuous spending on random artifacts”. If it weren’t for advertising, that is.

Businesses have more spending power than charity organizations, and they have the more power to set what is interpreted as status symbol (and that also means that we’re probably stuck with consumerism for a while).

But it’s something that social policy might want to take note on, because changing the way men advertise their spending power might be the most effective way of doing some good for the world.

Signs of commitment are also cultural.

Nothing said a diamond is a woman’s best friend until an advertisement first said it -together with slapping a hefty price tag on them, symbol of his commitment to her and his spending power-.

7. What counts as proof of kindness and “good heart” (ie.: virtue-signaling)

Yes, virtue signaling is a weak form of sexual signaling (and social signaling, too).

We typically interpret certain ideological positions as “good” or “bad” and assign “good” or “bad” etiquettes to people depending on which ideological positions they espouse.

People who espouse good ideological positions are seen as being magnanimous, kind and “having a good heart” -even if, sometimes, those positions might not really be rational or helpful-.

Those ideologies are mostly culturally-produced.

Today a man with a good heart fights “against climate change”, buys CO2 offset surcharges, and “supports women” (beat me as to how helpful that really is to women).

But outside of the West, those are not nearly as powerful to showboat an individual’s “good heart”. Women in a poor country might even fail to see it as a

sign of prosocial behavior, and think “who’s so stupid to pay more for the same seat? Oh yeah, and give me a plastic bag with this plastic straw I just bought”. That is not true though for the most driven women in those poor countries, who tend to be more “Westernized” and follow the Western culture and example.

But in 100 years, it will probably be very different things that men will virtue signal about.

8. Temporal mode: sexiness VS complete packages

We have already mentioned how men and women change preferences and behavior depending if they are in “casual sex mode” or “long term mode”, which sometimes they refer as “casual” or “serious”¹².

Attractive and sexy men see a boost in their value when women are willing and ready for casual sex, since women become more like men in short term mode¹³.

Conversely, women who are more the “complete package”, with intelligence, good jobs and an appearance of seriousness and loyalty also see a boost in their overall value when men are looking for long term partners.

This tells us that the environment and the culture, whether it’s filled with lots of casual sex or lots of individuals pursuing long-term relationships, also gives different value and power to different individuals.

A sexier man in a very conservative culture will have less short-term dating power than, say, during spring break or college circles. While a wealthier man will have more power to attract a high-quality long term mate in environments and culture where women have more of a “long-term mindset”.

9. Dominant / Subordinate culture

As you might have noticed, much of what’s culturally prized often ends up being what’s culturally dominant -we go back to power dynamics here-.

¹² Especially the individuals who engage mostly in long term dating like to call it “serious”, which somewhat implies that casual sex is “inferior”

¹³ However, it’s my opinion that also very wealthy men can get a boost if they can position their wealth as “an exciting new experience”, for example taking her to a mansion with a swimming pool while driving a Ferrari. It works especially well for women who are not used to that kind of glitz

Western culture, first with Europe and then with the US, predominantly and historically white, have been the most dominant societies.

So typically white physical features have also been regarded as valuable in many other cultures (see the examples of [some nose jobs here](#), the “height ideal” described there does not conform to any true “ideal” at all, it just looks more like a white person’s nose).

Within the global trend, there are also plenty of smaller cultural influences. Black men for example received a boost in some countries and subcultures thanks to the success of rap music and culture.

And Asians can enjoy a boost among subgroups that appreciate specific Asian cultural aspects, see for example the Japanese who can take advantage of international crowds of manga lovers, circles in which Japanese men and women receive a tremendous value boost¹⁴.

So usually it works like this: subordinate cultures tend to prize the dominant culture. And individuals from the dominant culture receive a sexual boost (a positive bias of “high status”).

When one individual is from a culture or country that is considered “inferior”, then he will be the subject of a negative bias stereotype¹⁵.

On the other hand, when there is a lack of clearly defined “superior/inferior” cultural branding, the “foreigner” status is polarizing.

Some are attracted to it, while some prefer the locals (I suspect, but have no data for it, that the preference overlaps with individuals’ propensities towards risk-taking).

As a rule of thumb, though, polarizing is an advantage, so foreigners do often get a boost¹⁶. Even just “dressing different” can provide an advantage. More than once I

¹⁴ Albeit we can’t be sure of which came first, the love for manga or for Asian features, I think we can safely assume that, at least in some cases, manga came first and it had at least some influences on mate preferences.

¹⁵ Of course nobody would use the words “superior/inferior”, but that’s exactly how the brain first classifies it

¹⁶ There is also a boost from men and women who have never “tried” a different race and want to do it.

More driven men and adventurous women are more partial to the “exotic boost” effect because “trying” something new feel for them like “planting their flag”.

matched on Tinder with women who told me they “saw me” somewhere ([see an example here](#), [and here](#), both in cities of millions of inhabitants and both in crowded malls).

And that’s the positive way of peacocking, not dressing like an idiot.

There are a few more minor ways in which cultures can boost or depress someone’s overall value and affect different personal traits but, for all intents and purposes, consider all the other traits to be international and cross-cultural.

10. Feminism & Egalitarianism

The West has undergone some major cultural changes with the feminist revolution and with the “egalitarianism” movement.

And albeit most of human’s nature hasn’t changed, the cultural changes did reverberate through the sexual market place.

David Buss for example finds out that men care much less today about “domestic skills”. And while both sexes increased the importance of financial prospects in a mate, men now care significantly more about women’s financial prospects than in the past.

Possibly, as women work more and contribute more to the household finances, men also care more about what they “bring to the table”.

Finally, today both men and women care much more about mutual attraction and love.

While in the past people tended to be more “practical”, today they care more about “feelings”.

Should You Fight the Culture? Don’t You Dare...

Cultures do change, but I wouldn’t necessarily advice you start fighting for a cultural revolution.

Cultures change slowly, and rarely changes because someone is protesting it or because an angry minority doesn’t like it.

It’s a drive related to power, conquest and dominance. And it’s one of the reasons why I consider women with that mindset being less relationship quality material. Double standard? Of course!

On the other hand, those who are fighting the culture can look bitter and they advertise, loud and clear, that they might not be “good enough” to succeed under that culture.

In short, **fighting the culture is unlikely to change the culture and more likely to make you look bitter and not good enough for the cultural standards**¹⁷.

And, finally, beware of the typical “cultural-progressive” manipulation.

The typical “cultural-progressive” manipulation is publicly professing that the cultural diktats “are a meaningless imposition” while privately conforming to it because, deep down, they know it *does* matter –or they wouldn’t have to complain in the first place-.

Or did you really think that women who complain about the “thin standards” really eat whatever they wanna eat with a clean conscience?

Exactly...

Finally, I also advise you not to fight those who fight to change the culture.

Why not?

Because those are usually the liberals, left-wingers and the early “virtue signalers”. When you oppose them, you look conservative and they might easily frame you as the “stuffy, advantaged oppressor who’s fighting for his entrenched interests in the establishment and the status quo”.

You don’t want that.

And you don’t want to waste time in those meaningless cultural wars. Wars are for losers, and you’re not one.

PRO TIP 1: Pick A Job & Place Where Your Culture Is Most Dominant

¹⁷ There are exceptions of course. If you're famous and well-liked, you have more freedom to go against the grain. For example, a black model standing against racism in Asia might become more famous through the exposure. And in some cases, people bucking a trend can become leaders of counter-cultural movements, increasing their social power and sexual market value.

But that usually works better for men and there are high risks and little rewards for women.

Overall, these are exceptions, and you don't make the rule with the exceptions.

The rule is that, **so long you want to win within that culture, you better work *with* the culture**

If you're serious about maximizing your potential, think if you can move into places, workplaces, or cultural niches where your background and culture are dominant.

PRO TIP 2: Seek A Culture & Environment, Then A Mate

As we have seen, people have a vast array of behavior and sexual behavior they can select from.

And what they select tends to be in good part determined by the culture.

So it makes sense to seek mates in cultures that best fit what you are looking for.

If you seek monogamy, it makes sense to pick mates from cultures where monogamy is successful. If you seek supportive men, it makes sense to choose men from cultures that value supportive men (China). And if you seek docile and kind women, it makes sense to seek them from cultures that value those qualities (Japan, Taiwan).

On the other hand, if you seek easy sex and equal partnerships, move to more libertine cultures.

If you can't choose the culture, look at the family background. Women without a father are more likely to be "sexually loose" and men with philandering fathers are more likely to be the same¹⁸.

How The State & Impacts SMV

How does the state influence the power dynamics of the sexual marketplace?

Simple: the state can provide -or not provide- the financial and child-rearing support that women should otherwise seek by themselves in the sexual marketplace.

¹⁸ There is an exception: sometimes some people come to dislike their background so much that they swear to be just the opposite. You will be able to pick that up relatively easily by the way they speak about their family and background.

In more socialist countries, women get unemployment benefits, time off, free kindergartens, etc.

Socialist states give more power to women and decrease the need for a male provider. Socialist states, in a way, boost female choice and casual sex because they lower the risks connected to casual sex, including the risks to reputation. Rumors of being a cheating slut are less dangerous to a woman in a Scandinavia than to a woman in a poor rural village in Africa.

Indeed, as we have previously seen, women who compete for loyalty and chastity signs tend to reside in societies where they are more dependent on men and where men have more dating power.

PRO TIP: Move Where Your Best Quality Is in Short Supply

If you live in a rich socialist country, the "provider dating style" is not so attractive: lovers fare comparatively better there.

You can still be a provider of course, but you must make it less about the money and more about the collaboration and health of the relationship.

And if you live in a poor country or in a liberal country, making money will have an even bigger impact on your sexual market value, so it makes sense to focus more on work performance.

If you already have money, moving to poorer countries can provide a big boon to your sexual market value.

How Wealth Distribution & Gender Equality Impacts SMV

The same principles apply to countries with less wealth inequalities and more economic opportunities for women, since both tend to decrease female dependence on men.

Research shows that countries with less wealth inequality and more gender equality had a higher incidence of free sex and a higher count of sex partners.

This is an important aspect of gender competition as groups. Albeit most current evolutionary psychologists deny that men and women could ever compete as groups, I believe they are wrong.

One of the reasons why more men are conservative and more women are more liberal is because a bigger state and more equality empowers women.

And this is probably why, subconsciously, some men want to see women have fewer career opportunities and why some would like to see abortion and pills of the day after denied to women: because it empowers females' sexuality.

How Children (& Age) Impact SMV

Some authors believe that a child makes a woman much less attractive. Especially if she's a bit older.

And, in many cases, they are right.

But "many cases" is not all, as other authors have pointed out¹⁹.

A woman with already one child might be less attractive for men who have no children themselves and want to nest up.

But it might not be a big handicap for men who are *not* interested in long-term dating, for men who also have children, or for men who don't want children themselves (her children are his raincheck pass on having to provide her with some).

Plus, a woman with children advertises some good traits about her.

What are those traits?

1. Stayed alive for longer while raising children

¹⁹ Since we are not fully monogamous, probably our ancestors often dated with children on both the female and male side. That means that male mate choice didn't have the luxury of favoring a woman who did not yet have any children.

Any woman who managed to reach her mid-thirties and raise several children successfully while staying attractive might have made a better genetic bet for a choosy male than an untested teenager of unproven fertility.

2. Proved -and honed- her mothering skills

The proof of her mothering abilities is right there with her living children. Plus, she had the chance of gaining mothering experience.

3. Proved her fertility

What better proof of fertility than existing offspring?

Indeed, male primates tend to shun adolescent females without offspring, and prefer older, high-ranking females with offspring.

This ties back to the case for mothers past their 20s still being highly attractive potential mates (the “MILF” phenomenon).

Personally, I found an older mother FB connection of mine, closer to 40 than to 30, to be far hotter than many younger women (I removed her picture from this version of the ebook, sorry guys :).

Children’s Sexual Choice

Finally, on top of mate choice, there is also “children’s choice”.

Women who already have children care about what their children think of the new man, and how the new man treat the children.

From a genetical point of view, a healthy child is worth 5 lovers in the bushes, so it’s only natural that mothers cared²⁰.

Men with Children

Children for men in dating market tend to be less of an issue because, most of the times, it’s the woman who will raise them.

²⁰ Some authors speculated that having to appease a woman’s already existing children, which was likely the norm in our ancestral past, also put evolutionary pressure on men to become better fathers

Still, on average, women without children prefer men without children because they fear that his wealth and emotional resources are being diverted to the existing children.

On the other hand, existing children also show good qualities.

A woman has already picked him, and the man is fertile, for example. And he successfully raised kids and helped to keep them alive, which suggests he's a caring and competent man.

How Personality and Personal Preferences Impact SMV

Personality has a huge influence on the dynamics and power dynamics of the sexual marketplace.

Its influence is probably larger than culture, and it's usually severely underrepresented because few studies or analysis focus on either the variance of the answers, or the outliers.

Instead, much of sexual and evolutionary psychology research focuses on commonalities and on aggregate results.

Result: we miss out on the extent and on the importance of personal variance. But we'll try to fix it here.

Personal Variance in Short-Term VS Long-Term Dating

One important and well-established area in which personality influences mating behaviors are the so-called "socio sexual orientations", as measured by the "socio sexuality orientation inventory".

Sociosexual orientations refer to the propensity to engage in short-term dating, and it presents large individual variations.

Said in simpler terms: men and women differ in their likelihood of seeking and enjoying no-strings attached sex and casual partners.

And both men and women differ in their levels of fidelity.

As we have seen, men tend to seek more short term dating than women and to shun long term when they can get lots of “short term” action, while women tend to prefer long-term when they can get high-quality men to commit.

But that’s the rule of thumb.

Given the high variance, there are plenty of men who shun short-term in favor of long term and plenty of women who love their short-term frolicking.

Needless to say, if you seek long-term, you’re better off with someone who prefers long-term.

But since they’re likely not going to tell you that they are more inclined towards short-term, you need to figure it out by yourself (later we’ll see more telltale signs).

Low VS High Sex Drive, Asexuals, & Sexually Repressed

People differ in their drive and in the intensity, frequency and lust with which they seek and enjoy sex.

Individuals with low sex drive are less interested and prone to casual sex, and short-term dating strategies focused on sexual arousal work less well with them. Comparatively, other traits like resources, emotional bonding, and intellectual stimulation work better with low sex drive and asexual individuals and not because they necessarily care more about them, but because they have one less trait to divide their attention.

A popular statistic has been that around 1% of the human population is asexual, and the incidence is usually higher among women than among men.

So you have probably met several individuals who have very little or no interest in sex. For reasons of social pressure though they are unlikely to come out and tell you “I have no interest in sex”.

Ethnic differences have also been reported, with some survey showing higher incidence among Indians and Pakistani.

Finally, there are “false low sex drive” individuals who seem like they have little interest in sex, but how are actually repressed high sex drive individuals only waiting to burst.

I would guess they are more common in more repressive cultures for the simple fact that more repressive cultures discourage and shame sexual lust. However, don't make the mistake to think that every single sexually conservative or every low-sex drive individual is a repressed sexual beast: some are, but many others truly have less interest in sex than you might have.

Exceptions Are Always There: Sometimes Rare, but Real (& Hidden)

Any rule presents its exception.

But not all rules have the same amount of exceptions, with some rules being almost universal and others being little more than a coin toss.

So, for example, the general rule that women like taller men than they are, has few exceptions.

But that's not the same to say that there is no variance in how much women care about it, or that there are no ways around. [See an example here](#) and read the note for more exceptions I've personally encountered²¹.

Some more exceptions to otherwise deep and universal general rules include:

- The general rule is young female is better, but a few gerontophiles do exist
- The general rule is that powerful alpha male is attractive, but some women are (also) attracted to more feminine looking men -sometimes even dorky man²²
- The general rule is that men prefer large breasts, but some men prefer smaller breasts, some of them justifying with the "higher class" look they confer²³

Other general rules have more exceptions.

For example, the general rule that women like a mannish man has a lot of

²¹ Albeit even there, there are exceptions. Some of the women who made it the most glaringly obvious they liked me were 3 significantly taller women. Probably because they had to since they didn't expect me to target them. Still, there seem to be exceptions even there.

²² [Amanda Knox](#) is an example of an attractive woman who loved Harry Potter and went after an otherwise shy man who looked liked Harry Potter.

²³ Some men appreciate both. I love big breasts but also loved my ex girlfriend's very small breast because, with her physique, it made her look truly high class

exceptions, and the “boysh” and more feminine look appeals to a relatively large swath of the female population, including some more mature women who would rarely admit it.

They don’t admit it because of social pressure.

Social pressure acts as a mitigating factor to personal preferences, also contributing to keeping the outliers out of the public eye.

Because of social pressure, we tend to believe there is more homogeneity and less “sexual kinks” than there really are.

Why do people don’t admit their real preferences?

Obviously, it’s because they know full well that “sexual kink” often translates to just “being weird” in the public eye. That would be costly for their social status, so they just pretend to like what the majority likes.

Among our previous examples, you will rarely know which men are gerontophiliacs. Out of social pressure and social status reasons, gerontophiliacs will hardly ever talk about their sexual tastes with other people²⁴. And the few who will act on their sexual preferences will still not want to be seen in public with really old partners.

But no matter how well people hide or repress their quirks, the exceptions are still real.

And the personal variance is one of the reasons why sex and dating truly do are a number’s game.

PRO TIP: Meet More People, It’s a Number’s Game

Never stop trying my friend.

No matter where you stand, it's still all a number's game, so you have to meet more people

²⁴ You know outliers exist but it doesn’t fully hit home until you experience it first-hand. I was aghast when a friend of mine confessed he was into a lady who must have been in her 70’s. It was her quaint, warm demeanor that excited him, he said. This was a guy with a pretty young girlfriend.

But work smarter, too, using this ebook's information to become more strategic about your dating.

How Population Density Impacts SMV

Rural areas tend to be more conservative, while big urban conglomerate better support more libertine cultures.

In rural areas, people are far more attuned to their reputation and to what others think. Madonna games are more pervasive, and dating tends to be more conservative.

You can clearly see it in the statistics as well: rural areas have higher rates of marriages, and both men and women tend to marry younger.

In a way, rural areas provide an environment more similar to our original "Savanna": smaller groups, stronger social ties... And stronger social repression.

How Social Influences Impact SMV

Social influences might be even stronger than cultural influences and, sometimes, might even subvert an individual's personal choice.

Attraction is not simply what *she* likes but, in big part, also what *other* women seem to like.

Why?

From a genetical point of view, she wants offspring that can easily find a mate to further procreate.

And if other women like it, well... What *many* women like is statistically (and genetically) more important than *one* single woman likes or doesn't like. Even if that woman is herself.

This means that attraction is not highly objective but, in part, it's also a social construct. And that's why **female attraction is also social and influenced by what other people (especially women) seem to like.**

And since humans are not computers, there is also a good amount of "guesstimating" what other females find attractive.

That's why one night a man with two women flirting with him is a sought-after man at the bar and the following night when he's sitting alone he might be a wallflower.

Pro Tip: Boost Your Preselection Score

Attraction is social.

Women have a marked tendency to like and pursue what other women like.

In scientific literature it's sometimes called "mate copying", while in seduction circles instead it's called "preselection".

However you want to call it, the phenomenon is real.

Learning to move socially in a way that makes you look in demand and high status can make the world of difference in small venues and social circles.

Curating your online presence to showcase social status and female preselection can also reap strong rewards.

Leaving some women's items in your room can also help to look preselected.

How Temporal-Modes Impact SMV

We have already mentioned how men and women change preferences and behavior depending if they are in "short-term mode" or "long-term mode", which sometimes they refer as "casual" or "serious".

Attractive and sexy men (and men who can position their wealth as an "exciting experience") see a boost in their value when women are willing and ready for casual sex.

Conversely, women who are more the “complete package” also see a boost in their overall value when men are looking for long term partners.

This tells us that the environment and the culture, whether it’s filled with lots of casual sex or lots of individuals pursuing long-term relationships, also gives different value and power to different individuals.

A sexier man in a very conservative culture will have less short-term dating power than, say, during spring break or college circles.

And a wealthier man will have more power to attract a high-quality long term mate in environments and culture where women have more of a “long-term mindset”.

Albeit people tend to have individual preferences towards short or long-term mating, some situations and environment can prime and nudge people towards one or another.

For example, temporary or transient situations and places with high turnover rates tend to have a short-term bias. Think of airport hotel bars, ski resorts, and tourism-based cities, for example.

PRO TIP: Provider Guys Move Out of Wealthy Party Towns

Sexy men will maximize their value in party-towns, among younger crowds and, for lack of a better word, shallow environments. I don’t mean it in the pejorative way, but “shallow” in the sense that people tend to stop at the external layers of SMV.

Men with money but without good looks have little to offer in party environments that don’t have VIP table and other indicators of wealth.

But they can secure a higher quality mate in more conservative environments where women do little casual sex and are more focused on long-term dating.

Men with game but without looks will fare more poorly in looks-first environments such as pool parties, beach, loud venues, etc. (unless they can dance and lead sexually).

How Different SMPs Impact SMV

Finally, combining all the above factors plus more, we get different types of markets, which varying levels of competitiveness.

And by playing in a different market, the individual's SMV and relative dating success will vary widely.

Here we will define some of sexual market places as "difficult markets" when one gender has little leverage or "good markets" when one gender has more leverage.

Here are a few of these markets:

Difficult markets for women

These are sexual markets where women are at a relative disadvantage:

- **Russia & EX URSS Countries**

All the top 5 biggest alcohol consuming countries are located in the ex URSS ([Wikipedia](#)).

In Belarus a whopping 11% of the population is physically dependent on alcohol, and most alcoholics are men.

That leaves lots of women chasing fewer eligible bachelors.

Have you ever wondered why Eastern and Russian women men have a stereotype for being more feminine and attentive to their looks?

Now you may know why...

- **Big Cities**

Lena Edlund in a paper called [Sex and the City](#) shows that urban areas see a bigger inflow of young women than young men.

Young men go to the city because of higher wages.

Same for women.

But also unskilled women move to the city, potentially looking for high earners.

That also means that well off male city dwellers have even more options that they would have otherwise.

This is statistically significant because men have a much smaller propensity to pursue women based on their income. Women instead have a much smaller propensity of being happy up with men who are below their socio-economic level. And that makes big cities a slightly more difficult market for women.

- **College Degree Cohort**

If you are a smart and driven woman, chances are that you are in a difficult market.

In the last decades women, by and large, have been overtaking men. In 1994 more women received a bachelor degree or higher.

And the disparity has only grown since then.

- **Religious Groups**

In the West women tend to be more devout than men and men tend to leave organized religions more frequently than women.

That means that church groups often see more women than men.

- **SE Asia**

Everywhere there are more gay men than lesbian women.

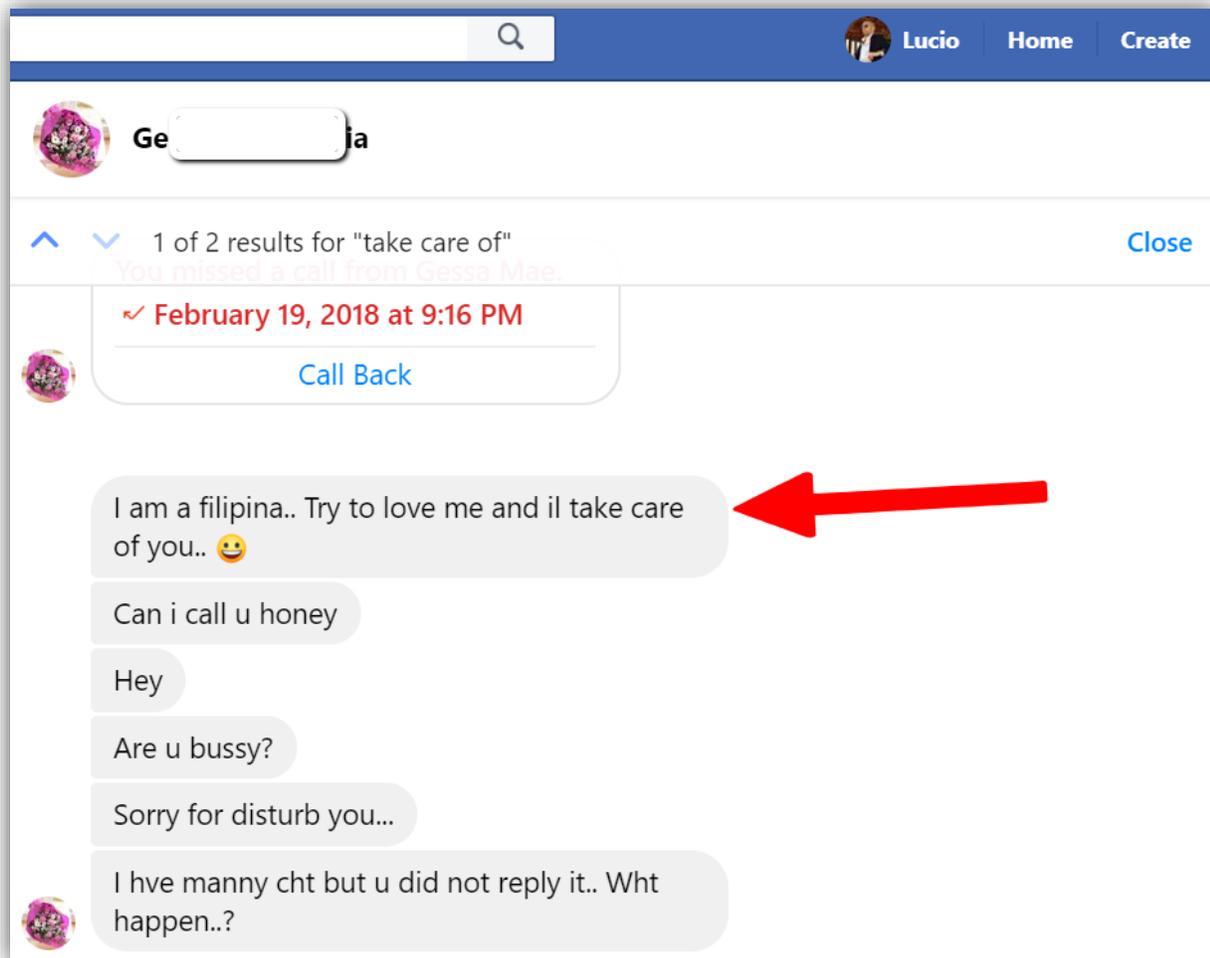
However, in some places in the world a significantly large percentage of the male population crosses into gay/transsexual.

Sometimes to the point of being indistinguishable from women (here's [how to recognize ladyboys](#)).

Not only these are men that disappear from the man's cohort, but they move into the women cohort chasing other men, giving men the fake feeling that there are even more women than there truly are.

This makes Southeast Asian dating markets very poor for women.

Look at this example again:



This is a woman in the Philippines who was literally harassing me. Albeit an extreme example, it does show that a combination of "sought after race" (white) and a good overall market for men can turn the normal sexual dynamics on their head (ie.: women chasing men).

Difficult markets for men

These are sexual markets where men are at a relative disadvantage:

- **Italy / Latin America**

Italian men tend to take care of themselves, including their clothes and style, much more than the global average of men do.

And together with Latin America, men tend to be more forward in their dating. That increases the competition and makes women feel like they have lots of options.

- **China**

Decades of one child policy with a bias for male children led to a population with an oversupply of men.

Why do you think Chinese men must own a flat to date well? And why can Chinese women inquire about what the men own?

Because women have their pick²⁵.

- **Technical Universities**

Except for architecture, which is already mostly women in many places, most technical universities are oversupplied with guys (and they will most likely stay so)

- **Tech Sectors**

If you want to date well, stay away from silicon valley, tech startups and developers-centric companies.

Or at least do become a millionaire there :).

Go into HR instead.

Smaller Neighborhood Markets

Finally, don't forget that even within cities there are micro-sexual market places. And you should probably choose a neighborhood based on the niche you are pursuing and the type of partners you are pursuing.

For example, if you saw of my earlier text messages I use in my articles you might have noticed I often mention Wittembergplatz.

Wittembergplatz is at the heart of Berlin's fashion neighborhood, and it's also

²⁵ Some authors even say the Chinese economic boom is partly fueled by men trying to acquire goods that they can exchange on the sexual marketplace.

near my place. I didn't choose that place randomly. I chose it because the girls I like are more often found around that area.

Micro sexual market places are also sometimes restricted to a single club, bar, or meetup.

Says Miller:

You don't need to be as cool as Brad Pitt, you just have to be a little more Pitt-like than the other guys in this bar, on this night, in this town.

BONUS: YOUR MATING PLAN

Available in the full version.