



THIS EBOOK WILL CHANGE YOUR LIFE

12 SECRETS ABOUT

ATTRACTING WOMEN

THAT SOCIETY WON'T TELL YOU

MAKE HER WET

MAKE HER MOAN

MAKE HER YOURS

12 Secrets About Attracting Women That Society Won't Tell You

As the title says, this ebook covers 12 secrets about attracting girls that society won't tell you and certainly didn't tell me. As a kid growing up in Birmingham England, I always wanted to be that fun, cool, and popular guy who girls wanted to be around, but I just wasn't and it hurt me more than I can really say with words. I didn't have a clue how to relate to people and it seemed like every time I opened my mouth all I did was either piss people off, bore them to tears, or just make them laugh at how clueless I was. I was lonely, lost, confused and angry at why I couldn't figure out how to make people like me, guys as well as girls. And to make matters worse, back then in the mid 90s (I'm 36 btw) platforms like the seduction community, Youtube and podcasts didn't exist and all the info I got on how to be cool and attractive to women came from Hollywood rom coms where the awkward but loveable nerd finally got the pretty girl in the end and over the arrogant jock. I took those subtle messages to heart and applied them to my efforts with women only to have nothing but failure and frustration make up my (non-existent) dating life as a result.

The fact is that almost none of the dating advice the popular media gives men ever never works in real life. Women won't swoon with love if you express your undying love for them after the second date, they'll think you're a needy weirdo and ghost you. They don't like to hear you say that they complete you because it implies that you're broken and broken people aren't attractive. And nice guys don't 'get the girl'. Sure it can happen, but the truth is that if you've got a nice guy and a bad boy both competing for a girl's affections then the nice guy will lose literally 9 times out of 10 if not more.

The media's dating advice has proved itself to be pure bs that had me friendzoned more times than I care to admit and as I mentioned earlier basically just lonely, miserable, and lost without hope.

My life's in a completely different place now, but I won't get into how that happened here (maybe in a future post if you guys want it) but what I will do is explain some of the things I've learned about women that my parents, friends, newspapers, magazines, TV shows and films never told me and probably haven't told you. Oh and you're also going to see screenshots of chats I've had with clients

You ready?

"Here come the pain."



1 - Women are attracted to strong alpha males

This was the biggest realisation I ever had to be honest, and when I look back it's actually funny that I ever thought otherwise. The simple truth is that strong, confident and dominant men turn women on, and when you really look at human biology it's obvious to see why. Today we live in a civilised society where we've managed to massively cut out things like murder, illness, and death and where daily violence isn't a way of life for most people but that's a very recent thing evolutionarily speaking. Our ancestors were literally hunter gatherers who lived in tribes of about 120 in harsh climates where they had to make their own tools to build their own shelters and hunt/kill dangerous wild animals every day to make clothes and feed themselves. They literally lived in a world where danger lurked at every turn and where the presence of a human being you didn't know carried a very strong chance of your entire village being murdered, raped, and sold off into slavery. In a world like that (which was the case for all of human history and only really ended maybe a few hundred years ago) you needed strong warrior alpha males around because they were the guys who kept everyone alive.

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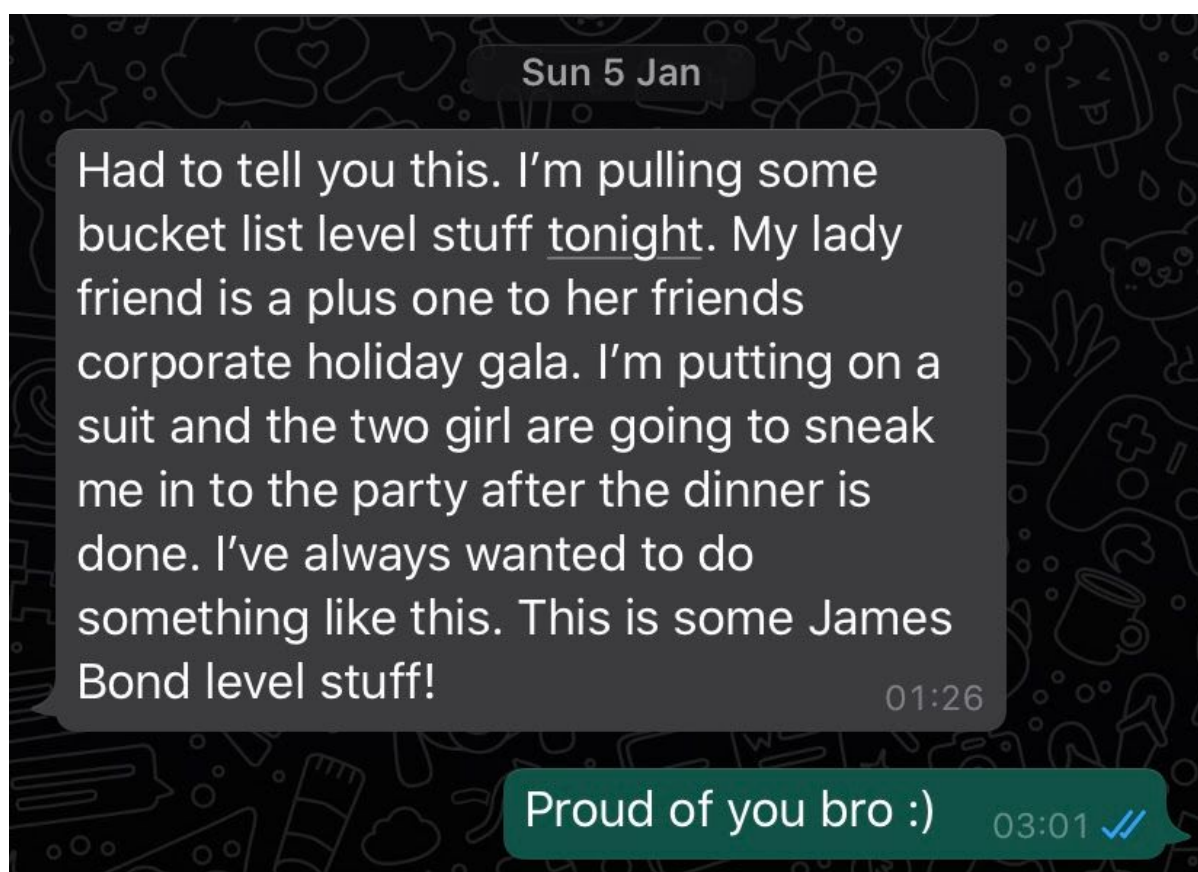
They fought off lion attacks and killed deer, they built tools and devised creative strategies to crush the enemy at war. In times when everybody was terrified and looking to others for guidance, they were that guidance, they were exciting, and were leaders who showed everyone exactly what to do to survive such a brutal existence.

Even today, the major thing women need from their men is protection for themselves and their children and that's exactly what alpha males historically gave them. Firstly, alpha males could protect them physically in a way that betas couldn't and secondly, being allied to them raised their status in the tribe which brought its own set of protections too. In days when there were no police, humans basically operated on an honour system where people policed themselves.

You steal from me and I beat you to a pulp.

You attack my daughter and I end your life.

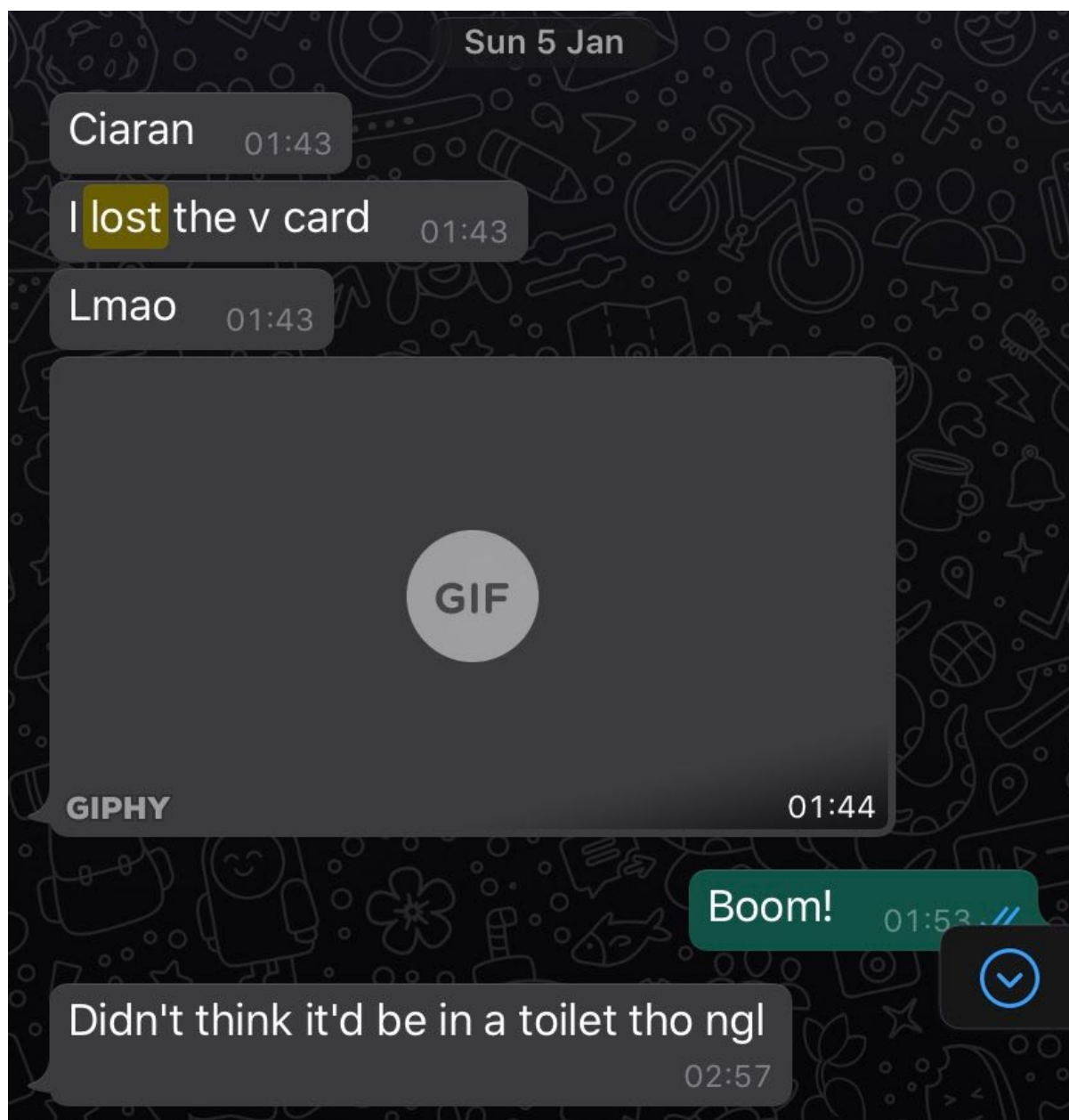
The wife of a well known and respected alpha male would have dealt with way less threats to her security or safety than the wife of a beta male. Fast forward to today and violence aside, not much has changed.



2 - Women like being desired

So here's an interesting paradox about women. Yes they want to be respected and no, they don't want to be treated like sex objects, but you know what's also true? If they're interested in you then they want you to actively want to fuck them. Now if that wording seems a bit crass then I'm sorry but it is what it is and you have to call a spade a spade.

If a girl really likes you then she'll actively get turned by the idea of you badly wanting her and less aroused if you don't. And I mean that in a literal sense, by the way. If she really likes you then the idea of you having mad and passionate lust for her will be an active turn on that gets her going in all the right places. Yes, she may or may not choose to have sex with you depending on the type of relationship you guys have and her particular set of values but what I just said is still true. This is one mistake I made too often in the past where I was so scared of conveying sexual intent to girls that I made zero moves, never got slightly sexual, came across like a neutered eunuch and eventually lost their interest in favour of guys who 'got it'.



3 - Women like men who take charge

Growing up I received so many societal messages telling me not to be the creepy rapist guy who put women into situations they weren't comfortable with that I became paralysed with fear at the idea of being one of those men. I also saw thousands of films and TV shows where when a guy and girl first kissed it was because she made that first move and I actually believed that would happen in real life although it almost never does.

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On a slight tangent, the next time you're watching a Hollywood movie or TV, notice how women always go in for the first kiss and it's never the man unless his name's James Bond. Its like they have an agenda to not let men be sexually proactive on TV.

Anyway, another thing I remember is a film called Coming to America starring Eddie Murphy where at some point this prick of a character called Daryl that the movie really wanted you to hate said:

You know what girls want? They want a man to take charge, and tell them what to do.

Now the truth is that there was truth to what that man was saying because while women don't necessarily want to be told what to do, they do want a take-charge man. However; because of how ugly the film made him look I was as disgusted as anyone else by what he said that made a conscious decision because of it. I told myself that if a girl liked me she'd make it abundantly clear by openly telling me and going in for that first kiss. But that never ever happened because the girls who liked me actively wanted me to take charge of the situation.

They wanted me to call first, proactively arrange meet-ups and say where they'll be, kiss first, and actively try to have sex with them so they could say no and feel like good girls with morals but still feel the sexual thrill of almost being naughty. They basically wanted me to be the man who was going to lead them through an experience but I didn't do that at all. Every aspect of my interactions with them was me basically putting them on pedestals and being too scared to go after what I really wanted for fear of offending them. I didn't lead in any way and they didn't like it one bit. As a man, you're expected to take charge and make all the first moves and if you don't do it you'll most likely be moved aside for guys who do.



4 - Girls give really subtle signals

Another thing the world doesn't tell us is that women and men communicate in completely different ways and that

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expecting the opposite gender to use our own communication style is a huge waste of time. Here's an example of what I mean; when a guy likes a woman and wants her to know it he'll just tell her (provided he has the courage). However; when a girl likes a guy and wants him to know it she'll probably:

- Like his pictures on IG.
- Stand close to him so her breasts almost graze his chest.
- Put her hand on his shoulder when she walks past him.

Or loads of other little things. The point is that the signals women give men are incredibly subtle and indirect and if you go into your interactions with them expecting them to outwardly say things like 'Hey I really like you, so ask me out!' or 'I'm really turned on and I want to have sex with you!' then you'll find yourself waiting for a very very, very very, very long time.

19 Nov 2019

I had to cancel plans I made with a girl this week (not a date, it was a group thing but still) and say no to a house party, cuz I'm just too busy. 14:54

Whatever the social thing I was striving for was, I think I'm there now 14:54

Gabriel Telegram 2

Whatever the social thing I was striving for was, I think I'm there now

Remember what I told you before uni started 14:55 ✓✓

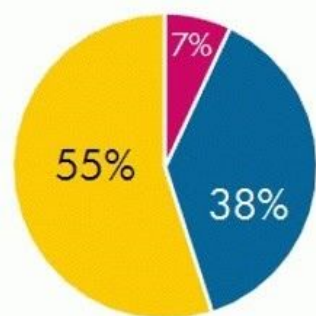
Me from a year ago wouldn't have had this much shit going on in his life 14:55

Yeha 14:55



5 - Girls are more attracted to your vibe than your words

This is more true than words can convey. Women are attracted to your energy, confidence, vocal tone and status waaaay more than the specific words you say. Trying to win them over with the right phrase is infinitely less powerful than doing so with the right energy. It's not what you say that turns them off or on, it's who you're being when you say it.



Elements of Personal Communication

- 7% spoken words
- 38% voice, tone
- 55% body language

Source: **Professor Albert Mehrabian**
University of California Los Angeles

However; as a caveat let me just say that everything I've just said only applies to face to face or telephone chats. Any time you're chatting through text, email or any medium that removes human interaction then your words will be 100% important because the girl in question won't be able to see your facial expressions and body language or hear the tone of your voice.

Will do. Long story short last night I invited two girls to dinner with a group of my friends. Got somewhat lost on the way to the restaurant as I hadn't been there before myself but they stuck with me. Meeting them both today for skiing

08:21

Wed 22 Jan

Pulled an Irish girl from the pub last night! I remembered what you said about diving in with the friends group rather than separating too aggressively, so I sat with her friends and chatted everyone up. Eventually we got food and the rest of the group sort of left us behind as we walked. Took her to my apartment

18:25

Boom

18:26 ✓✓

Proud of you bro

18:26 ✓✓

Wouldn't be here without you

18:27

I really appreciate that man. Seriously

18:28 ✓✓

6 - You'll have more success with women if you appeal to their emotions rather than their logical minds

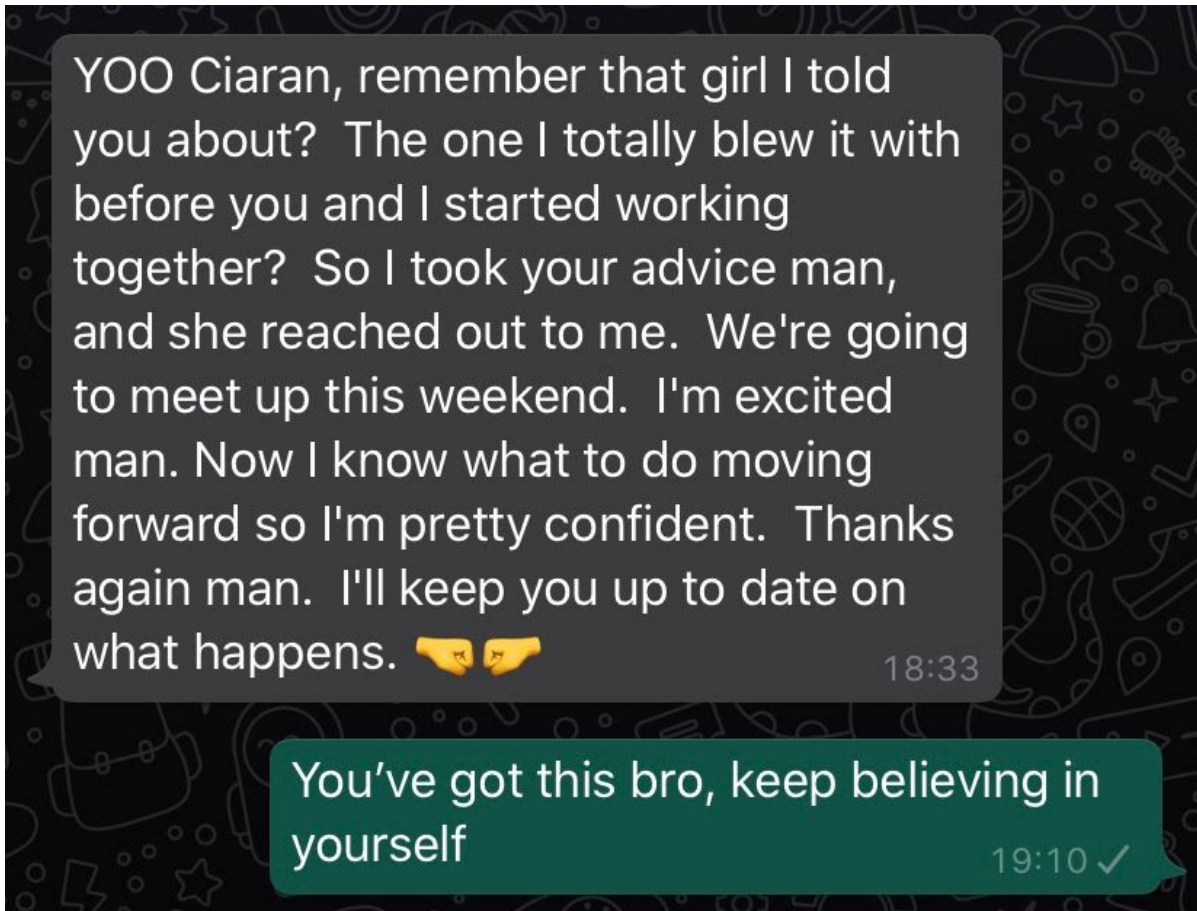
The guys I coach always want to know what the amazing magic words are that will make girls fall in love with them but you know what? There are no amazing magic words. What you really want to have is an amazing magic vibe and by that I mean being happy, confident, self assured and set on your own path in life. Two guys can say exactly the same words to exactly the same girl only 24 hours apart and get completely different reactions from her based on the emotional states they're in when they talk to her.

People say that 93% of communication is non-verbal and that's especially true when talking to girls. Yeah, having funny lines is nice, but if you don't have confident energy underpinning them then those lines are basically useless. Also; being confident within yourself will free up your brain to create the witty phrases you think will help you to seduce girls. The whole point of those lines is to act as a mask that gives the impression that you're a confident and self assured person so why use the mask when you can just cultivate the mindset? But in any event the point I'm getting at here is if that you're with a girl who you want to like you then don't focus on what you're saying, focus on who you're being. Generate a happy, positive and assertive energy about yourself and see what happens for you.

Now before I get started here let me say that women 1000% have logical brains that are just as capable of analysing situations as ours. I couldn't tell you how many women I've worked with over the years but I can tell you that every one of them was just as capable as any man. But the truth is that women like to give their logical brains a rest when they're dealing with guys they're attracted to. They want to feel a huge range of emotions that captivate and enthrall them and it's just that simple. By the way, this is part of why girls can become addicted to painful relationships with men who aren't right for them. The strong emotions these relationships provide are exciting and somewhat addictive. Anyway; the point I'm making is that most guys expect girls to logically decide to be with them. They expect them to say:

Yeah, I've crunched the numbers and the math checks out. You make \$100,000 per year, have a luxury 5 bedroom apartment and a beautiful Ferrari car. I like, love and respect all of the above and am now prepared to be your loyal girlfriend moving forward and use your penis as a cream-filled lollipop whenever required.

But when it comes to their relationships, women aren't motivated by logic. Sure they might actively want a guy with money and resources but if that guy isn't interesting at the same time then she won't feel anything for him. If you want a girl to realise how much you love her and actively want to be in a relationship with you then spiking her emotions will be infinitely better than appealing to her logical mind. She needs you to give her a great time. She doesn't need your resume.



7 - Girls want a man who's better than them

Have you ever noticed how girls go for guys who are older or make more money? And have you also noticed how if a woman ends up making more money than her boyfriend/husband or if he loses his job it can often spell the slow downfall of their relationship?

Well as Jordan Peterson said, humans, like other primates orient themselves into hierarchies with the most competent at the top and the least competent at the bottom. What women basically do is go for men who are either level with them in the hierarchy or above them and it's something every man simply needs to know. We mate across and down the hierarchy and they mate across and up. You'll never see a romance novel that's been written for women by women where the heroine falls in love with a man who's beneath her socially. But; you will see tons of stories where some average woman falls in love with a billionaire (50 Shades of Grey) or a warlord (The Golden Dynasty).

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As a side note, let me just say that Hollywood romantic movies don't count as they're usually the fantasies of the beta males who wrote them. Anyway, back to the post. This means that if a woman is with a man who somehow falls beneath her down the social hierarchy then she'll slowly start to lose attraction for him and there's nothing even she can do about that. Part of her attraction for him was whatever it was that gave him his social position and when that goes away so will her desire. Sure she can choose to stay with him despite her dwindled attraction as many women do, but she can't make herself feel the way she used to.

But just so you don't think I'm attacking women here just know that this is basically the female equivalent of a man losing interest because his wife put on 65lbs of whale blubber. Men are primarily attracted to looks that signify a healthy body that can bear healthy children and women are primarily attracted to signs of confidence and societal influence. When either men or women begin to see the absence of what they're attracted to then their attraction will fade no matter how much they want it to stay.

But moving back to women, the simple truth is that if a girl thinks you're around her level she won't like you as much as she would if she thought you were better than her. And if she thinks you're beneath her, she probably won't want you at all.

Heyy Ciaran, just an update -- I'm matching way more on Hinge and Tinder after the advice you've given me. It's crazy, even during quarantine girls are wanting me to come over to their place! Couldn't have done it without ya man.

15:10

I appreciate that man, but you've got to take some credit. You've listened to all my advice and taken huge action. Props bro 🍊 😄 🤝

15:24 ✓

8 - They're not only used to being approached by guys, but lots of them like it too

We as guys spend a lot of time agonising over how to approach girls. Will they like us? Will we offend them? Will we look creepy? Etc etc. To a lot of us, the idea of approaching a woman is this unusual and terrifying thing that floods stress hormones throughout our bloodstreams, but you know something? Most girls are used to being approached by guys and are actually quite comfortable with it. Most women are approached at least once a week so after a few months/years it becomes just another day at the office.

Another thing you need to know is that as long as you're not being an obvious asshole the girl you approach is unlikely to see you as anything worse than a minor nuisance. And you know what? Once she gets rid of you'll she'll usually forget you even existed within minutes. As guys we spend days and sometimes weeks agonising over failed approaches and beating ourselves up about them but it's pointless for two reasons. Firstly because the girls in question would have forgotten us quite quickly if they didn't like us. And secondly; because there's an equally good chance that we made their days by approaching them.

I've personally had conversations with quite a few girls who've told me that they like being approached by guys. In fact, 3 of the 4 long term girlfriends I've had have always come home with a smile on their face whenever some guy's approached them on the street. My ex was always like:

5 guys stopped me on the street today!

And an ex of mine who went to live in Jamaica for a while kept telling me how much she loved the fact that almost every guy over there approached her to say how beautiful she was. Now am I saying that all women want craploads of male attention? No I'm not, but what I am saying is that the narrative we've all been told about women hating being approached by guys isn't true for all of them. Not by a long shot.

But here's the problem as I see it. Yes, there's lots of women who enjoy it (35-65% in my opinion) but those women won't speak up publicly. Any woman who stands tall in a public forum and admits to enjoying having men approach her in the street is going to be terrified of looking like a slut or a tease so they keep that fact to themselves. Then that leaves the girls who genuinely do hate it free to proudly voice their opinions on social media and on the news as though they're speaking for all women everywhere when they're only speaking for themselves. I did a challenge a while back called 100 Women in 50 Days where I approached 2 attractive women on the street every day. I couldn't tell you how many times one of them said to me:

I'm married so I have to say no but thank you so much!

Women don't all hate being approached. A lot of them enjoy it. Remember that.



9 - Women lose respect for you if you obey them too much

So as I've said; women generally want a strong and confident leader of a man, but the thing is that they can't be sure that you're actually that guy without testing you. Most guys will pretend to be what they think a girl wants from them at first but it's hard to put on a front and eventually cracks start to show in their facades. This means that girls will often test us when they meet us to make sure that we are who we're pretending to be so they don't waste their time with us. But in fairness these tests can and often do continue into the relationship. One of the ways they can do that is by being demanding or making lots and lots of requests of us and I'll give you an example of what I mean. Let's say you're with a girl who's being unnecessarily demanding and saying things like:

Don't go out with your friends! Go out with me! I don't care how long you guys have had this night out planned! Do

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what I want instead!

If you give into ridiculous demands like this (which she herself knows are stupid) then she'll lose respect for you as a man and be less attracted as a result. The simple truth is that most women want men who will be firm and put them in their place when they deserve it because doing so reminds them that you're the strong and confident man who can protect them from the world.



Richard Gray

Happy Birthday Ciaran! I always enjoy your motivational and advice videos mate. Hope you had an awesome birthday! 😊👊

16 h Love Reply



Amin Azil 🙌

Wow! Delightful read, I'm reading your stuff for inspiration **Ciaran Callam** please keep it up 😂 and Happy birthday!!

1 h Love Reply



Ciaran Callam

Amin Azil will do and thanks brother 😊

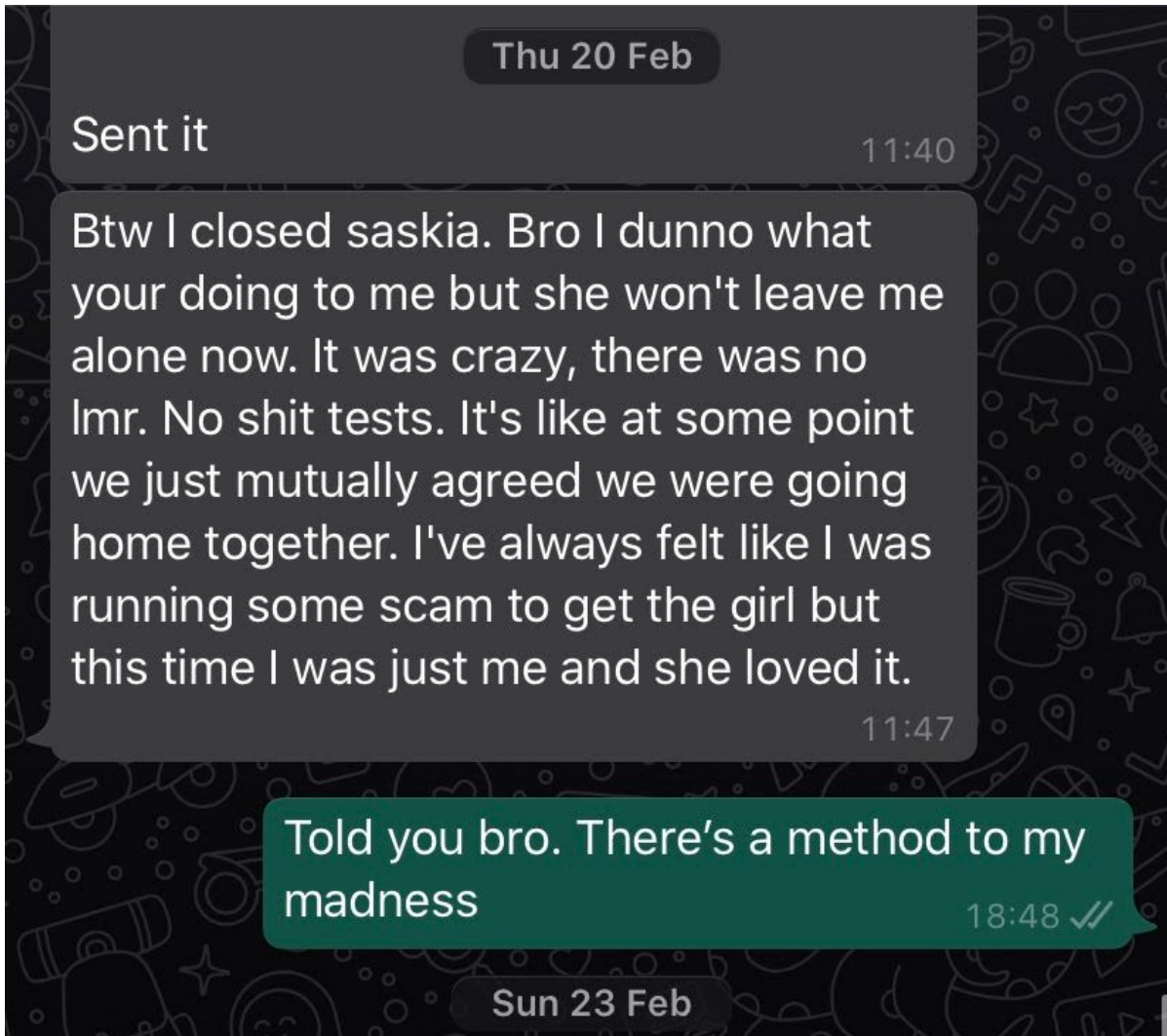
1 h Like Reply



10 - They tend to raise their sons to become men they're not attracted to themselves

So here's an interesting little paradox. Most of us were raised by our moms to always be nice and respectful to girls. They basically did everything they could to make sure that we'd be nothing but kind, courteous and inoffensive to the opposite sex while never once showing us how to be attractive men that women crave. This then meant that we grew up treating women with absolute dignity but never really being the strong and confident forces that they needed and that meant that they didn't want us and we basically became frustrated and miserable as a result. But there's a reason for why that happens and it basically goes like this.

Most women have at some point either had their hearts broken by some bad boy or seen it happen to their friends and when they have a son they absolutely hate the idea of him being one of those people for a few reasons. Firstly, they don't want to ever imagine their son having sex with lots of women (just like men hate the idea of their daughters having sex with lots of men), and secondly, they just hate the idea of having a son who causes women pain so they coach all of that potentiality out of him.



11 - Women's attraction doesn't last forever

An interesting thing about women that I didn't learn for quite some time is that they're not attracted to us the way we are to them, and I'll explain what I mean. Let's say a man sees a pretty woman and is attracted to her. After that's been established then he always will be attracted to her until she's no longer pretty. Sure, they can fall in love with each other after which point he'll continue to love her despite any massive weight gain she might experience but his attraction will still diminish. Well with women, their attraction for us is kind of a like a bucket that's full of water but has a small hole in the bottom causing little droplets to leak out.

If you imagine that the water in the bucket represents the amount of attraction a woman has for you and that there's an arbitrary horizontal line that's halfway down that bucket and runs in a ring across it then that line would indicate

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the amount of attraction she can lose before losing sexual interest in you. As a man you basically need to keep that sexual attraction bucket topped up with water before it falls down past that arbitrary friend zone line and as harsh as it sounds it's really that simple. If you meet a girl and have a great night with her where you attract her by being witty, charming and funny then you need to keep it up in order for her to continue to see you the same way in future.

Sure, that water of attraction is only leaking out of her bucket in a very small drip and yeah any particular attractive thing that you might do would be the equivalent of pouring a whole cup of water into said bucket, but that bucket is still diminishing and always will be. This is a huge part of why the men I mentioned earlier often lose their wives and girlfriends when they get fired and fall into slumps for months on end.

The status their jobs afforded them in the eyes of their partners were like cups of water constantly being poured into their sexual buckets and once the jobs went away then the attraction eventually drained to nothing. I've literally seen it happen first hand.

It isn't enough to just attract a girl once, you have to keep her attracted to you on an ongoing basis. Whether she's your girlfriend, fuck buddy, or wife, you need to make sure that you don't get complacent or you'll start the downfall of your relationship.

Just wanted to give an update. 15:27

Been working on what you've shown me everyday. Last night I talked to the girl I was supposed to meet this past weekend via facetime. 15:28

She was talking about how almost everything I've been conveying has been on point. She's said "the things you say are almost too perfect." She's almost a bit intimidated by me. Anyways, dude...even with the coronavirus, it's great to get validation about having good game. Things are really picking up. 15:29



Good idea. She knows my story about anxiety, but I agree with ya. Comfort is lacking a bit. I'll definitely open myself up a bit more. She was trying to dig a little into my past relationship last night actually. 15:48

So I feel your instinct is right 15:49

It's crazy how you pick that up so quickly dude lol

12 - Most of them want to be dominated in the bedroom

This one was a real humdinger for me when I learnt it but yeah, most women want to be totally dominated in the bedroom. Like completely owned in mind, body and soul. Sure there's a time and a place for lovey dovey soul sex, but that's not what most of them want most of the time. They basically want a man to treat them like a lady by day and to impose his will on them like a savage and ravage them through an intense sexual experience that leaves them barely able to walk by night. And yes; I do accept that not all women want this, there's a minority that don't want to be dominated at all, but those minorities are just that, the minority and greatly outnumbered by women who want to be dominated to varying degrees. 50 Shades of Grey is basically a BDSM book about a young woman who's dominated by a wealthy businessman and it was an international smash of a bestseller.

And why is that? It's because it hit a lot of women's key attraction triggers namely the inherent desire that most women have to be with a man of means who can dominate them properly among others. But still, you don't just have to read 50 Shades of Grey because 9 out of 10 female romance novels will all feature a strong man of means who sexually dominates the heroine.


In any event, though; society at large coached me and millions of other men to be the exact opposite of this at all times. I couldn't tell you how many hours I wasted in bed with girls who wanted me to just take them while I was so terrified about doing something offensive and offending them that I did absolutely nothing. Or the girls who I treated like delicate little snowflakes in bed and just bored to tears in the process. I know for a fact that you have made the same mistakes.

Ciao for now.

Book a [Breakthrough Session](#) with me to discuss how I can help you smash your dating problems.

 Photos

 Music

 Did You Know



Stefano Adamos



Where I was when I met Ciaran

At this point in my life I was getting very frustrated with my success with women. I would say I was averagely successful, but I wanted way more. I wanted women to be a source of pleasure and not a source of frustration. I was not sure how to go about meeting women because I thought I needed all this extra stuff to do it like money, cars, status etc. Now all these things don't hurt you, but they are not a necessity. I was not sure how to spend my time and energy to gain maximum value from my investment, and I spent a lot of time doing stuff that did not help me reach my goals.

How Ciaran helped

When I started working with Ciaran, my energy was all over the place and he helped me realise what I should pay attention to, what I should work on and what I should stop worrying about. This took a tremendous amount of stress off my shoulders because now I could spend my time and energy in a directed manner, under Ciaran's experience and guidance. This resulted in me being happier and more confident in all aspects of my life, not just women. He helped me become a way better version of myself. I went from 0 approaches to hundreds of approaches in the 6 months we worked together. I became confident in my own skin and realised the value I have. I literally had more personal growth in 6 months than most of my life before that. In addition, the one thing I loved when working with Ciaran was that the progress was made in just a few weeks.

Results with women now

As mentioned earlier, I approached hundreds of women while working with Ciaran and had a huge amount of social interactions. I went from banging only the girls I could get, to banging the girls I want. I don't consider myself a master or anything yet, but I understand what it takes to be successful with women and how you get there. Working with Ciaran has made my journey with women be enjoyable and not an endless frustration.

Book a [Breakthrough Session](#) with me to discuss how I can help you smash your dating problems.