

Scot McKay (00:02)

Alright, gentlemen, here's the deal. We all want to get better in our relationships with women. We all want to attract them more effectively. And we're always looking for that hook, that trick that will make women more attracted to us. How to be more masculine, how to be more of a leader. Well, you know what gets overlooked, kind of lost in the shuffle, is what if you're just more likable in general? Now, this is such

Scot McKay (00:30)

a fall out of bed easy topic, yet nobody ever covers it. Well, my guest today is named Jonathan Van Viegen and he's originally from Toronto, Canada, but man, he went to some warmer weather. He lives in Panama now.

Jonathan Van Viegen (00:45)

Yeah.

Scot McKay (00:46)

And not just like Panama City, Florida. He lives like in the nation of Panama. And so, man, he went he went full bore after getting into that climate shift and pretty good stuff. I've been to Panama myself, it's underrated, it's a great place. He is a surfer, which is near and dear to my heart, and I'm a little jealous that he gets to be in Panama all the time to do some

Jonathan Van Viegen (01:06)

Yeah.

Scot McKay (01:07)

surfing. He's also a world traveler, hence living in Panama for sure.

Scot McKay (01:13)

And he has a book coming out. Matter of fact, you can pre-order it right now on Amazon when you go to mountaintoppodcast.com/amazon called Choosing Us. Jonathan Van Viegen is a couples therapist and coach. And what's the topic today? Making her like you more. Go figure. Jonathan, welcome to the show, man.

Jonathan Van Viegen (01:36)

Thank you so much for having me. It's great. I love the connection too. I love the surfing. It and the travel. So wonderful to be here. Thank you.

Scot McKay (01:44)

Yeah, well, other stuff started getting in the way of surfing and some of it just as much fun. But you know, it it becomes kind of a different season.

Jonathan Van Viegen (01:50)

Yeah, it's but it's

Jonathan Van Viegen (01:53)

what I noticed with surfing is when you're in it and then you're not for whatever reason, your heart wants to be back in it. It's like it never leaves and never escapes, you know?

Scot McKay (02:04)

Yeah, my heart is torn in like forty different directions. That's my problem. But I do. I miss the surfing. I still have all my surfing gear. I have a great surfboard. It's actually tuned to the waves we have closest to us. And yeah, I need to get out there more than I do. That's a fact. That's a fact.

Jonathan Van Viegen (02:15)
Mm. Mm-hmm. Mm-hmm.

Scot McKay (02:19)
You're not the first surfing guest I've had on lately. And I've been jealous of all you guys. One of you went

Jonathan Van Viegen (02:23)
Mm, mm, mm.

Scot McKay (02:26)
One of you had your house burned down in the Palisades in LA.

Scot McKay (02:30)
And said, Screw this noise, I'm moving to Costa Rica. I'm like,

Jonathan Van Viegen (02:33)
Yeah. Yeah.

Scot McKay (02:35)
That's that's how you move that cheese, man. You go

Jonathan Van Viegen (02:38)
Yeah.

Scot McKay (02:39)
completely rip it out of the ground and go somewhere else. But

Jonathan Van Viegen (02:43)
Well, and then you're gonna

Jonathan Van Viegen (02:43)
get consistent surf in Costa Rica too. Right.

Scot McKay (02:46)
Yeah, I know. On

Scot McKay (02:48)
the all he's on the Pacific side too. That helps. Yeah, that's the way to go. That's the way to go. But enough

Jonathan Van Viegen (02:50)
Yeah, me too. Yeah.

Scot McKay (02:54)
about me and you. Why don't we ever talk more about being likable vis a vis attracting women, Jonathan? Where's the disconnect there? Why is this why is this a a a topic that just isn't covered?

Jonathan Van Viegen (03:14)
I think it's overlooked because a lot of the noise out there is talking about leadership, mature masculinity, you know, how to show up and all that. But if you kind of go back to the early days in dating, whether it's your wife, your girlfriend, fiancée, whatever, personally I was an asshole. If I sorry if I'm not allowed to say that word, but

Scot McKay (03:36)

No, man, if it is what it is, you

Scot McKay (03:38)

know, spit it out, you know. I love the past tense rendering of it for sure, yeah.

Jonathan Van Viegen (03:40)

And yeah. Well,

Jonathan Van Viegen (03:44)

I just I had major anger issues and

Scot McKay (03:47)

Mm.

Jonathan Van Viegen (03:47)

those surfaced in six weeks knowing my wife, three months, year one, year two, year five, but she never left. And so you gotta ask yourself, how can a woman overlook your deepest flaws and still want to be intimate with you?

Jonathan Van Viegen (04:10)

There's there's something in there that tells you that she's willing to hold her nose, pinch her nose, and still want to be close to you. And that drills down to they must like a part of us as who we are as a man, who's who we are as a person. Because no woman will ever get close or stay close. And we talk about duty sex all the time. No woman will stay close to a man.

Jonathan Van Viegen (04:38)

Or want to be intimate or give the best parts of her emotionally, physically, if she doesn't like him. And so you don't need more cold plunges. You don't need carnivore. You don't need to hit the gym to get your wife to respect you and admire you. What you need to do is focus on the emotional plane of existence that we all live on, because we all live in the body-mind spirit. And on that emotional plane of existence, you want to make sure that she likes you.

Jonathan Van Viegen (05:09)

And unfortunately not a lot of people are talking about it, but it's the core doctrine, one of the pillars of what I do and it's what I tell men. So

Scot McKay (05:18)

Well, there's a little bit of a disconnect there because on one hand you're saying you were kind of a jerk. And then on the other hand, you were saying, but she still liked me enough to stick around. But I don't think you're trying to say I caused her to like me because I was a jerk. So what's going on

Jonathan Van Viegen (05:36)

No, no. It

Scot McKay (05:37)

there? I mean, you're a recovering asshole, right? So I mean

Jonathan Van Viegen (05:40)

Recovering asshole

Jonathan Van Viegen (05:41)

for sure, anger issues that they still surface today. I'm 18 years deep with my wife. Obviously, the mature masculine obviously, men, you wanna you wanna keep your wife happy long term, that she doesn't want to leave your marriage. Work on those anger issues. Try to become a better man day in, day out. But you gotta understand that if a woman really likes you, who you are

Jonathan Van Viegen (06:05)

she'll put up with your crap. And I'm not saying be an asshole forever and then expect your wife to like you. Cause eventually, you know, the the dam will break and then she'll be like, I'm peaceing out, right? But if you nurture her, and there's one formula that we all need that all men need, like, how do you grow likability? I can... I'll get to that. But you've got to focus on maintaining that fondness, that

Jonathan Van Viegen (06:33)

likability from your wife. If you don't, you're dead in the water. So

Scot McKay (06:38)

So your wife stuck

Scot McKay (06:40)

through thick and thin, even through anger issues. And I mean anger

Jonathan Van Viegen (06:45)

Mm-hmm.

Scot McKay (06:46)

issues cause a woman to feel unsafe. And that's the cardinal sin. So a lot of these guys

Jonathan Van Viegen (06:48)

Totally. Totally.

Scot McKay (06:51)

are gonna knee-jerk and say, well you must be tall, good looking, and have millions of dollars and six pack abs and a big dick, and that's why she stuck around.

Jonathan Van Viegen (07:00)

Yeah.

Jonathan Van Viegen (07:01)

Yeah. Yeah. But do those women really stick around with their hearts? Like I think a lot of those women stick around and they they put a wall around their heart. You know, they're not really emotionally there. They're transactionally there, right? but it But if you want

Scot McKay (07:16)

That's a good answer and that's the correct answer. Frankly.

Jonathan Van Viegen (07:19)

if you want that... Like, I I just don't want a divorce. I have two kids, you know, I'd lived through so much trauma that caused that anger.

Jonathan Van Viegen (07:29)

in the first place, you know, I I want to see it all the way to the curtains, you know, close at, you know, till the last air leaves my lungs. And I don't want to give up half my income and half my wealth because I get a divorce, you know, I and I definitely don't want my kids to be jumping between houses over the holidays. So if that's the case, then yes, look at the food in your teeth. Make a commitment to be a

better man.

Jonathan Van Viegen (07:59)

But while you're doing that, because you're still gonna screw up and you're gonna take one step forward, one step back, your anger's gonna come out, like you maybe you're struggling with addiction, you relapse. Just for my sake, your sake, for the love of God, just make sure your wife likes you for who you are.

Scot McKay (08:18)

Well, you know, we can glibly talk about that, but I think your audience here is gonna want you to put some flesh on those bones. What was your

Jonathan Van Viegen (08:25)

Yeah.

Scot McKay (08:25)

secret to becoming more likable and in fact conquering this part that you knew had to go away in order for that goal

Jonathan Van Viegen (08:32)

Mm-hmm.

Scot McKay (08:33)

to be achieved? How'd that happen, Jonathan?

Jonathan Van Viegen (08:36)

Good question. So go back to our biology as men. And men we went out and hunted and our women stayed home. And so when we were out hunting, we developed hypervigilance for the world around us. We constantly asked, what was that sound? What was that shadow? You know, we were trapping, we were tracking animals and stuff like that.

Jonathan Van Viegen (09:04)

So we developed a hypervigilance. Well, fast forward to 2026, and men don't even know who cuts his wife's hair.

Scot McKay (09:15)

That's really a powerful vision right there. Yeah, there's someone with scissors who whacks at my wife's wig and I don't even know who's got the scissors. I just have blind

Jonathan Van Viegen (09:26)

Do you know his name?

Scot McKay (09:28)

trust. Yeah.

Jonathan Van Viegen (09:29)

But it's not even that, it's like do you know what color she likes to get her hair done in, you know, when she gets it dyed? You know, is she thinking of short hair, long hair?

Scot McKay (09:37)

Well yeah, if you don't know what color your wife's hair is, I think you're having

Scot McKay (09:41)

a hard time being likable already. Yeah.

Jonathan Van Viegen (09:43)
Yeah. So

Jonathan Van Viegen (09:44)
we need to take that hyper vigilance that we have for the outside world. If I invite you over to my house and I'm having a beer in the driveway and I've got the hood of my car open and I'm peeking down into my engine, first thing you're gonna do is you're gonna walk up to me and say, Hey, what's going on? What's what's up with the engine?

Scot McKay (10:02)
I'm probably gonna say let's go surfing.

Jonathan Van Viegen (10:05)
Maybe you'll say that too. Right. But if we go surfing, you'll

Scot McKay (10:08)
But no, you're not wrong.

Jonathan Van Viegen (10:09)
be asking me, you'll be asking me what board I'm riding. Am I goofy? Do I want to take go for lefts, rights, or we want to find a point break? But the point is, is that we have curiosity for the things that interest us.

Scot McKay (10:27)
Yeah, I think that's absolutely true. You talk about men being hyper vigilant. I

Jonathan Van Viegen (10:33)
Mm-hmm.

Scot McKay (10:33)
think men who are first responders and law enforcement have that more finely tuned. You know.

Jonathan Van Viegen (10:41)
Mm-hmm.

Scot McKay (10:42)
Their spidey senses tingle more than other guys. I think if you've been through handgun training, any kind

Jonathan Van Viegen (10:49)
Mm-hmm.

Scot McKay (10:49)
of martial arts training, even like Krav Maga, which isn't so in vogue anymore, but

Jonathan Van Viegen (10:54)
Mm-hmm.

Scot McKay (10:55)
That really teaches you to heighten your senses and know what's

Jonathan Van Viegen (10:59)
Mm-hmm.

Scot McKay (11:00)
around you. I mean, any man who's gone through any of that in any way, shape, or form goes to a restaurant and sits with his back against the wall and faces the door. You know, before

Jonathan Van Viegen (11:09)
Mm-hmm. Mm-hmm.

Scot McKay (11:10)
he goes and gets into a car, he surveys the entire lay of the land. You know, women do this out of fear.

Jonathan Van Viegen (11:16)
Mm-hmm.

Scot McKay (11:17)
Men do this out of masculine leadership. You know, I just want to

Jonathan Van Viegen (11:19)
Mm-hmm. Mm-hmm.

Scot McKay (11:21)
be able to mitigate any specific situation that might arise. You know what I mean? They talk all military and stuff. And of course, women find this very likable because here's a guy, you know, a man in uniform, for example, he's in a leadership position. He's in a provider, protector position, which makes women very hot and horny for them.

Jonathan Van Viegen (11:43)
Mm-hmm.

Scot McKay (11:43)
But I think

Scot McKay (11:44)
there's being attracted and then there's actually liking the guy. And

Jonathan Van Viegen (11:49)
Mm-hmm.

Scot McKay (11:50)
let me go ahead and kind of set the table a little bit for the next phase of this discussion. A lot of guys are talking about being stoic and being real manly, and you've got to kinda

Jonathan Van Viegen (12:00)
Mm-hmm. Mm-hmm.

Scot McKay (12:03)
say less and you know not react and be such a baby about things, but you gotta slow down.

Scot McKay (12:13)
Quiet down, think more, talk less. And that's the key to leading, you know, lots of boundaries, et cetera,

Jonathan Van Viegen (12:21)
Mm-hmm.

Scot McKay (12:22)
et cetera. And I think all of that's great, but the part that gets lost in the shuffle with

Jonathan Van Viegen (12:27)
Mm-hmm.

Scot McKay (12:27)
the whole manosphere thing nowadays is you can still be funny. You

Jonathan Van Viegen (12:32)
Mm-hmm.

Scot McKay (12:33)
can be warm. Things can be light. You can do all this with a smile on your face and with a sense of humor.

Scot McKay (12:41)
And

Jonathan Van Viegen (12:42)
Mm-hmm.

Scot McKay (12:43)
the magic there is if you're making women feel safe and protected and there's no danger and she feels like, okay, this guy showed up. Now everything's gonna be okay. He'll have everything handled. It's not necessarily because you're this hard guy, you know, with a gruff exterior like Clint Eastwood

Jonathan Van Viegen (12:58)
Mm. Mm-hmm.

Scot McKay (13:00)
in a spaghetti western, but rather because

Jonathan Van Viegen (13:02)
Mm-hmm.

Scot McKay (13:04)
you're not only that guy, but you're actually fun to be around and you're

Scot McKay (13:08)
pleasant and friendly and know how to make women laugh. And making women

Jonathan Van Viegen (13:11)
Mm-hmm.

Scot McKay (13:12)
laugh makes them feel safe and comfortable as well. So the nuance

Jonathan Van Viegen (13:15)
Mm-hmm.

Scot McKay (13:16)

to being likable transcends where most guys are living nowadays when they're thinking about how am I going to be the man who's so attractive and hot to women, you know?

Jonathan Van Viegen (13:23)

Mm-hmm. Mm-hmm.

Jonathan Van Viegen (13:26)

Mm-hmm. Yeah, 100%. I would agree with them.

Jonathan Van Viegen (13:30)

To me where the rubber meets the road, and this is really important. I don't believe that we need to become anyone, whether that's stoic, you know, the the the king in 300, what was Leonidas? I can't remember

Jonathan Van Viegen (13:46)

the guy's name is who kicked that guy down the well. I don't think we have to become anyone that we're not. And in fact, like I did a graduate degree in marriage and family therapy, and I graduated summa cum laude and number one in my class. And nothing I learned in that degree was powerful enough in terms of insight that would tell me how to change people's personalities.

Jonathan Van Viegen (14:16)

Like I think if anyone could change or has the power to write some theory about how to change your personality and become something that you're not. I mean, let me know when you when you come up with that theory because you're gonna be a billionaire and I wanna be friends with a billionaire.

Scot McKay (14:30)

Benjamin Hardy.

Scot McKay (14:32)

Personality Isn't Permanent. That cat's been on this

Jonathan Van Viegen (14:35)

Could be.

Scot McKay (14:36)

show and he basically said everything that the Myers Briggs told you you are is

Jonathan Van Viegen (14:40)

Mm-hmm, mm-hmm.

Scot McKay (14:42)

subject to change. You can flex it.

Jonathan Van Viegen (14:45)

I think you can flex it and I think you can flex it with affirmation a hundred percent. And but I I I don't know that we can default to being stoic if we're an extrovert and we like to make people laugh.

Scot McKay (14:55)

Well, I think what you're saying is long for,

Scot McKay (14:57)

you know, even though someone's told you just be yourself, and you're like, well,

Jonathan Van Viegen (15:03)
Mm-hmm.

Scot McKay (15:03)
great, what if myself isn't working?

Jonathan Van Viegen (15:06)
Mm-hmm.

Scot McKay (15:07)
Being inauthentic and trying to be someone you're definitely not is never gonna make you more likable either. You've got to become the best version

Jonathan Van Viegen (15:13)
No, no.

Scot McKay (15:15)
of your authentic self, right?

Jonathan Van Viegen (15:17)
Exactly. But then coming back to the second point that I want to make was we have forgotten a book I believe it was written about a hundred years ago. I maybe is a little bit less, but Dale Carnegie's book, How To Win Friends and Influence People.

Scot McKay (15:31)
The you you

Scot McKay (15:32)
would... You're shocked how old that thing is now. And it's funny, in the new version, they're talking

Jonathan Van Viegen (15:36)
Mm-hmm.

Scot McKay (15:37)
about the internet and stuff. It's like,

Jonathan Van Viegen (15:40)
yeah, yeah.

Scot McKay (15:41)
I don't think Dale Carnegie wrote this chapter with his own hand. I see what you're doing there, yeah. But a hundred percent.

Jonathan Van Viegen (15:45)
Don't think so. No. Which I understand as an

Jonathan Van Viegen (15:48)
author, you you have to update your books and then after you die, the publisher gets to hire an author and deduct it from your royalties. But

Scot McKay (15:57)

Yeah. Think And Grow

Scot McKay (15:58)

Rich talks about Elon Musk and stuff now. Yeah, stuff like that, yeah.

Jonathan Van Viegen (16:00)

Yeah. Yeah.

Jonathan Van Viegen (16:02)

But but let's go to the ethos of that book for a second because it ties into my version of hypervigilant. Why that book was such a success is it teaches people how to make friends, how to get people basically it's a book on how to get people to like you, right?

Scot McKay (16:16)

It's the greatest relationship book ever. No one's topped it yet. Yeah.

Jonathan Van Viegen (16:19)

Totally.

Jonathan Van Viegen (16:21)

And this is where the rubber meets the road in my whole likability thesis. It comes down to asking questions. It comes down to if I had to pick as a man and I was staring down the two paths of my wife is going to a lawyer, or maybe there's no other path, or maybe she's staying, but but I'm at a crossroads in my marriage.

Jonathan Van Viegen (16:45)

I'm not trying to be more stoic. I'm not trying to be more funny. I'm not trying to be more anything. I'm gonna develop that skill of being hyper vigilant and asking my wife questions. I'm gonna read the room when she walks in it, and I'm gonna be curious for her. So if you want her to like you again, start asking her questions. I don't even care what questions you ask, just ask her anything.

Scot McKay (17:13)

That's so funny, it time and time again becomes the absolute truth that there is a subset of things that work and a subset of things that don't work. Sometimes it's counterintuitive, but you know the guys who know what they're doing and have field tested this stuff versus a bunch of theory engineers by how they talk about what works.

Scot McKay (17:41)

And you have no way of knowing this. You said you listened to a few episodes, etc., but you know, you haven't been a hardcore addict of this show or anything.

Jonathan Van Viegen (17:46)

Mm-hmm. Mm-hmm. Mm-hmm.

Scot McKay (17:50)

But the things you're mentioning, being curious, I think so many people nowadays are so incurious.

Jonathan Van Viegen (17:56)

Totally mm.

Scot McKay (17:57)

And that's so unattractive. And when you just don't give a rat's ass about anything but what you're focused on, and if it's if it's someone else's interest, you just don't care.

Jonathan Van Viegen (18:08)
Mm-hmm.

Scot McKay (18:09)
You like,

Scot McKay (18:09)
instead of saying yes, and... and running improv with them, like I love to talk about, you just no, but... it and change the subject. They'll just like go,

Jonathan Van Viegen (18:11)
Mm-hmm. Mm-hmm. Mm-hmm.

Scot McKay (18:18)
Well, this guy isn't one of me. He's not my tribe. Why should I even make an effort? And the other thing

Jonathan Van Viegen (18:20)
Mm-hmm, mm-hmm, mm-hmm.

Scot McKay (18:24)
you talked about was reading the room. Man, that's been one of my soapboxes lately. It seems like since COVID in particular, people have just lost

Scot McKay (18:37)
self-awareness en masse. I mean, people just don't have that skill anymore. They

Jonathan Van Viegen (18:42)
No.

Scot McKay (18:43)
don't physically they don't have self-awareness. Like people back up into each other. Like, you know, you go to the grocery store and you have like get out of people's way because they don't know where they're going and it's crazy.

Jonathan Van Viegen (18:51)
Mm-hmm. Mm-hmm.

Scot McKay (18:54)
But, you know, they'll be in social situations or trying to understand someone's body language or their facial expression, semiotics.

Scot McKay (19:03)
And they get it all wrong. They just get it completely

Jonathan Van Viegen (19:05)
Mm-hmm.

Scot McKay (19:06)
crossed up. And then there's this then they shouldn't be surprised when there's this disconnect in communication. And when the communication is awkward and stilted, you don't build rapport. And when you don't build rapport, boom, the two of you aren't gonna like each other.

Jonathan Van Viegen (19:19)
Mm-hmm. Mm-hmm.

Scot McKay (19:22)
Also a lot of guys, and this is something I'm just thinking of right now, they think being feared is the same as being respected. And

Jonathan Van Viegen (19:29)
Mm-hmm.

Scot McKay (19:30)
you know, you wanna be real scary and tough.

Scot McKay (19:33)
And women are like, I don't feel comfortable around this guy. I fear this guy. And then

Jonathan Van Viegen (19:37)
Mm-hmm, mm-hmm, mm-hmm.

Scot McKay (19:39)
fear, in some circles being thought of as the opposite of love, makes you inherently unlikable if you're afraid of them. Now, I mean, it can cause a visceral sexual reaction in a woman, you know, the bad boy thing.

Jonathan Van Viegen (19:46)
Mm-hmm, mhm, mhm, mhm, mm-hmm, mm-hmm.

Scot McKay (19:53)
But this isn't like. And I mean, listen, my wife is my best friend.

Jonathan Van Viegen (19:58)
Mm-hmm.

Scot McKay (19:59)
We like each other. In this family, we have a habit of not only saying I love you, but I like you because it matters. It's

Jonathan Van Viegen (20:06)
Mm-hmm.

Scot McKay (20:07)
not a throwaway. It's it's not insignificant vis-a-vis I love you. I love you means I'm committed to you. I care about you at a really super deep level. I like you is I really dig having you around. I want to hang out with you, which

Jonathan Van Viegen (20:24)
Mm-hmm. Mm-hmm.

Scot McKay (20:26)
is very cool.

Jonathan Van Viegen (20:27)
Mm-hmm. Mm-hmm. Totally.

Scot McKay (20:28)

And I think that's what you want. You know, a lot of guys

Scot McKay (20:31)

also, and here's something you can I I'd love to hear your comments on this. A lot of guys, when they get real stoic and macho, they're like, I don't care what anybody thinks of me. You know,

Jonathan Van Viegen (20:39)

Mm-hmm.

Scot McKay (20:39)

if you care what people think of you, you're a simp. Like, well, yeah, you know what? If you don't have anybody thinking highly of you at all, you might as well become

Jonathan Van Viegen (20:46)

Uh-huh.

Scot McKay (20:47)

Ted Kaczynski and become a hermit and have nobody around you. And that's no

Jonathan Van Viegen (20:49)

For sure. For sure.

Scot McKay (20:50)

way to live. What do you think?

Jonathan Van Viegen (20:54)

Yeah, I I you know, I go back to Raymond Carver's poem.

Jonathan Van Viegen (21:01)

And and it it it basically goes, and so did you get what you wanted out of this life, even so? Yes, I did. And what did you want? To feel myself beloved or to be beloved, to feel myself beloved on this earth. That's his poem, Late Fragment. And the reason why I like that poem is because I think it describes that feeling that we all want to know about ourselves. It's not

Jonathan Van Viegen (21:27)

Important for me to be loved by my wife as much as it is to be liked or beloved. Right. That would be how she thinks of me, not just how she feels about me. And, you know, going back to that, you don't need that fear. If you think of the the way women, let's let's deal with safety for a second. Men can rely on their physical prowess to get themselves out of unsafe situations.

Jonathan Van Viegen (21:56)

How do women do that? They have to use their vocal cords. They have to talk. That's the only way they feel safe. So, you know, ask any woman and she's in an uncomfortable situation, she's gonna try and talk to calm the situation down. Whereas men, if I'm angry, I can just take a swing at you, right? So if we know that about women, what calms their nervous system is talking, well then let's talk to them.

Jonathan Van Viegen (22:24)

And the best way to do that, according to Dale Carnegie, is to just simply ask questions.

Scot McKay (22:29)

And then listen.

Jonathan Van Viegen (22:30)
And then listen and then listen, right?

Scot McKay (22:33)
Yeah, one of the classic bits from How to Win Friends and Influence People by Dale Carnegie is the time he talks about how he met a woman and she talked and talked and talked and rified on one question he asked her for ten minutes and succeeded at talking about herself that entire time.

Jonathan Van Viegen (22:52)
Yeah.

Scot McKay (22:53)
And when they had to part ways at the end of that ten minutes, she goes, Mr. Carnegie, you're such a wonderful conversationalist.

Jonathan Van Viegen (23:00)
Yeah, I remember that one.

Jonathan Van Viegen (23:03)
It's so true. But but this is what your wife craves. Every woman on the planet craves. Like when it's a morning and my wife wakes up at eight o'clock, I am so hyper vigilant. And I I use that in a basically reading the room. I've read her room so much over the course of 18 years, I can tell you if this is a morning she's washing her hair or why she isn't washing her hair.

Jonathan Van Viegen (23:30)
I could tell you whether she's wearing shorts that day or whether she's wearing pants based on what I know about her schedule later in that day. This is why I go back to the best analogy that I can use is do you know the name of the guy who cuts your wife's hair? Because if you can know that much detail about your wife's life, how does she not feel beloved? And then how does she not give you that same likability in return? Right.

Scot McKay (23:58)
Well,

Scot McKay (23:59)
the person cutting my wife's hair is a chick. Yeah.

Jonathan Van Viegen (24:02)
Could be a woman.

Scot McKay (24:04)
Again, this goes back to people being incurious. All you guys listening, you know, you too, Jonathan, when was the last time someone took an interest in who you are and what you're about, to the point of being willing to listen to the story? It's almost

Jonathan Van Viegen (24:22)
Can I respond to that?

Scot McKay (24:24)
never.

Scot McKay (24:26)

Whether you know them, have known them for ages, even friends you've reconnected with after a couple of years, you know, we as dudes can just pick up where we left off. It's small talk about what you've been doing for the last two years, and then it's I hope you'll listen to me and what I have to say. And people you

Jonathan Van Viegen (24:44)
Mm-hmm. Mm-hmm.

Scot McKay (24:46)
just met. I mean, I take guys out in field and we'll talk to a woman and we'll take an interest in something about her, and she'll just start singing like a canary and think we're great.

Jonathan Van Viegen (24:56)
Mm-hmm, mm-hmm.

Scot McKay (24:57)
Because it never happens.

Scot McKay (25:01)
And everybody wants to tell their story. Everybody wants to feel seen and heard. But everybody

Jonathan Van Viegen (25:07)
Mm-hmm.

Scot McKay (25:08)
is too busy trying to get seen and get heard that they forget to give back instead of just take, take, taking.

Jonathan Van Viegen (25:16)
Totally. But it's but it's those lack of questions that hurt deeply. When we just we just came back from a trip to Canada, we hadn't been to to our home province in almost five years and met up with friends and family alike that we hadn't seen in years. I think that there were

Scot McKay (25:37)
I'm surprised

Scot McKay (25:38)
you were able to go back during COVID five years ago.

Jonathan Van Viegen (25:41)
Well, yeah, I know we got right under the radar. We we were right there before everything shut down. But that said, I saw probably two dozen of friends and family. I think one or two people asked me questions about what's going on in my life today. Right? No one cares. And st it

Scot McKay (26:00)
Nobody cares. It's a mistake to think people care. No matter

Scot McKay (26:04)
how amazing and charmed your life is, nobody cares. Nobody cares. They don't.

Jonathan Van Viegen (26:09)
No one cares. No, no one cares if you

Jonathan Van Viegen (26:12)

got into grad school. No one cares if you got a new job. And so that attention, and you know, Gary Vaynerchuk talks about this. We live in the attention economy. It's like get people's attention. Then give your wife your attention. And I don't mean to follow, I don't mean follow her around. Yeah,

Scot McKay (26:29)

I don't think that's an original thought with Gary Vee. I just don't think anybody's listening to it.

Jonathan Van Viegen (26:34)

I just I I don't think you got to follow her around like a puppy dog.

Jonathan Van Viegen (26:37)

But just when she walks in the door, notice her haircut, help out with the you she just went shopping, you know, ask her what she bought. You went to the mall and or she, you know, ordered something on Amazon, ask her about it. Like it's this isn't rocket science. You could you could be a funny guy, you could be depressed, you could be struggling with alcohol, you could be an asshole like I was, angry. Man, if you just have an interest in your wife.

Jonathan Van Viegen (27:08)

She'll stay she'll like you. Right.

Scot McKay (27:11)

It's a great start. What else you got? What do we do from there?

Jonathan Van Viegen (27:14)

Well, and

Jonathan Van Viegen (27:16)

then you gotta work on that on the on the picking out the food in your teeth. Right. Cause

Scot McKay (27:21)

Okay.

Jonathan Van Viegen (27:22)

that's gonna kinda like that's like put putting the car in reverse. Like, you know, you're stepping on the gas, but at the same time you're also stepping on the brake, you know, or or worse, trying to go in reverse. You know, if if you're not dealing with your anger issues, if you're not dealing with, you know, the parts of you that you know deep down that you gotta look at, you know, you you gotta do something about that for sure.

Scot McKay (27:46)

I have a little framework that I'm surprised was an original thought, but I've never heard

Jonathan Van Viegen (27:50)

Mm.

Scot McKay (27:51)

anybody else talk about it. I talk about it in my program Invincible. And these guys know I don't pitch my stuff nonstop during my show,

Jonathan Van Viegen (28:00)

Mm-hmm.

Scot McKay (28:00)

but Invincible is the program where you'll find out... where I talk about connectability.

Jonathan Van Viegen (28:07)

Mm-hmm.

Scot McKay (28:08)

And it just occurred to me

Scot McKay (28:11)

one day that if we're out on first dates or we're approaching women and meeting them, they gotta like us.

Jonathan Van Viegen (28:18)

Mm-hmm.

Scot McKay (28:19)

And I'm not so sure that the like and the feeling comfortable with us and having an affinity for us is even relevant to sexual attraction. I think it's another layer.

Jonathan Van Viegen (28:32)

Mm. Mm-hmm.

Scot McKay (28:35)

So what happens, see, is you know, I got the "big four" pillars of how you succeed with women. And they're interesting in how they interact because masculinity as women define it, you know,

Jonathan Van Viegen (28:46)

Mm-hmm.

Scot McKay (28:47)

making them feel safe and comfortable is a major one.

Jonathan Van Viegen (28:49)

Mm-hmm. Mm-hmm.

Scot McKay (28:52)

And another one

Scot McKay (28:57)

Is confidence. Another one's actually

Jonathan Van Viegen (28:58)

Mm-hmm.

Scot McKay (28:59)

liking women, which I modified over the past few years because so many people can't stand the gender they're trying to attract. It's crazy, it's madness. And then character. Well, it's true. And it's so funny

Jonathan Van Viegen (29:05)

Mm-hmm. Mm-hmm. I'd I gotta use that. Yeah. It's so true.

Scot McKay (29:13)

because if you can make a woman feel comfortable with you, but she doesn't feel that masculine energy that ignites her femininity.

Jonathan Van Viegen (29:26)
Mm.

Scot McKay (29:28)
You're in The Just Be Friends Zone. She'll go, I just don't feel it. But

Jonathan Van Viegen (29:29)
Mm-hmm. Mm-hmm.

Scot McKay (29:31)
if she if she feels that spark, that sexual

Jonathan Van Viegen (29:34)
Mm-hmm.

Scot McKay (29:36)
spark, but she feels you're a little too dangerous,

Jonathan Van Viegen (29:41)
Mm-hmm.

Scot McKay (29:42)
then she's not gonna go want to be alone with you. She's not gonna

Jonathan Van Viegen (29:45)
Mm-hmm.

Scot McKay (29:46)
want to spend time with you, and she's gonna flake on you. She's gonna

Jonathan Van Viegen (29:48)
Mm-hmm.

Jonathan Van Viegen (29:49)
Mm-hmm.

Scot McKay (29:49)
Lie

Scot McKay (29:50)
to you. She could tell she's gonna tell you she's available and she's not. But when you have

Jonathan Van Viegen (29:53)
Mm-hmm.

Scot McKay (29:54)
that magical ability to both make her feel safe and comfortable with you and turn her on with your masculinity. And I'm not gonna leave these guys in suspense. Most of the guys who are

Jonathan Van Viegen (29:59)

Mm-hmm. Mm-hmm. Mm-hmm.

Scot McKay (30:05)
being put in The Just Be Friends Zone think

Jonathan Van Viegen (30:07)
Mm-hmm.

Scot McKay (30:09)
that they're making a woman feel safe and comfortable with them when in reality they're just harmless.

Jonathan Van Viegen (30:15)
Yeah. Yeah.

Scot McKay (30:15)
They didn't create

Scot McKay (30:16)
the situation where the woman feels safer and more comfortable because he's there. They're just not afraid of him. He's just no threat. Yeah, right.

Jonathan Van Viegen (30:21)
Mm-hmm. They're just a non threat. Yeah. Yeah.

Scot McKay (30:25)
So that's different than creating the safety and security. So if you're creating a place where the woman feels she's she's safe and secure with you, but there's what's commonly called a sexual threat, which doesn't survive

Jonathan Van Viegen (30:38)
Mm-hmm.

Scot McKay (30:39)
the post #MeToo era test, but

Jonathan Van Viegen (30:41)
Mm-hmm. Mm-hmm.

Scot McKay (30:42)
It was actually very descriptive. Like you meet

Scot McKay (30:44)
someone and go, ooh, this could turn into sex. This is different. You know, there's there's an impending kind of butterflies in the stomach effect here that this we could get naked and go at it. That's

Jonathan Van Viegen (30:57)
Mm, mm.

Scot McKay (30:58)
what a sexual threat really should be, right? And

Jonathan Van Viegen (31:01)
Mm-hmm.

Scot McKay (31:02)

if you can make a woman feel safe vis-a-vis, I'm going to take you and penetrate you.

Jonathan Van Viegen (31:07)

Mm-hmm.

Scot McKay (31:08)

That's when everybody gets really horny. That's the kernel of sex, right? But

Jonathan Van Viegen (31:10)

Mm-hmm. Mm-hmm. Mm-hmm.

Scot McKay (31:13)

I don't think you ever really get there seriously until you like each other. So, what's connectability?

Jonathan Van Viegen (31:18)

Mm-hmm. No.

Scot McKay (31:22)

I believe that, although there are some tricky ones that aren't really applicable, and I'll give you a key example in a minute.

Jonathan Van Viegen (31:30)

Mm-hmm.

Scot McKay (31:31)

I think there are basic human traits that anybody's sane of sound mind.

Scot McKay (31:37)

Always likes for another human being to have. Now, the one that's negotiable is you know, someone will say, everybody loves someone exciting, not boring. Well, I believe two

Jonathan Van Viegen (31:47)

Mm-hmm.

Scot McKay (31:47)

boring people can like the heck out of each other. So I don't know about that. But

Jonathan Van Viegen (31:51)

Totally. Yeah.

Scot McKay (31:52)

nobody likes a liar. Everybody wants someone who's honest. No one likes someone

Jonathan Van Viegen (31:54)

No. Mm-hmm.

Scot McKay (31:57)

who's narcissistic and selfish. They like someone who'll give.

Jonathan Van Viegen (32:00)

Mm-hmm.

Scot McKay (32:00)
Nobody

Scot McKay (32:01)
likes someone who's sickly on death's door. They like someone who's healthy. Nobody likes someone

Jonathan Van Viegen (32:03)
Mm-hmm. Mm-hmm.

Scot McKay (32:05)
who's late. They like someone who's punctual and on time. You

Jonathan Van Viegen (32:08)
Mm-hmm.

Scot McKay (32:09)
know, I want a black-hearted son of a bitch who's, you know, kills people and then and just wants to hurt people as a husband said no woman ever, right? We want someone to have a kind heart

Jonathan Van Viegen (32:20)
Mm-hmm. Mm-hmm.

Scot McKay (32:22)
and want to make the world a better place, not a worse place.

Scot McKay (32:26)
The more of those kind of check boxes you can tick off, the more, the greater the likelihood more of the general population is gonna like you.

Jonathan Van Viegen (32:37)
Mm-hmm.

Scot McKay (32:39)
You know, ask questions rather than talking about yourself all the time. Be curious instead of incurious, right? Be positive instead of negative. Although I think two negative Nancy's can hang out too. But typically

Jonathan Van Viegen (32:52)
Mm-hmm.

Scot McKay (32:53)
people who are downers

Scot McKay (32:55)
are liked less than people who are optimistic.

Jonathan Van Viegen (32:58)
Mm-hmm.

Scot McKay (32:58)
You know, the more of those checkboxes you check, the you're starting from a better place as soon as you sit down across the table from a woman and get to know each other.

Jonathan Van Viegen (33:07)
Mm-hmm, mm-hmm.

Scot McKay (33:09)
It just makes it easier. It greases the skids because you're already likable. Then we can start talking about okay are we compatible? Are

Jonathan Van Viegen (33:17)
Mm-hmm.

Scot McKay (33:18)
we sexually attracted to each other more than just liking each other? But if there's

Scot McKay (33:22)
no foundation of liking each other because frankly we have too much self work to do with these connectability traits. We're dead in the water. It's trying it's like trying

Jonathan Van Viegen (33:32)
Mm-hmm.

Scot McKay (33:33)
to go racing without putting any gas in the tank. You're not going to get anywhere from the jump. You know what I mean?

Jonathan Van Viegen (33:41)
There's just one really big thing I would add to all this.

Scot McKay (33:45)
Oh, please. I love it.

Jonathan Van Viegen (33:46)
So I've been talking to you guys about getting her to like you through questions, through curiosity, hypervigilance, reading the room, right?

Jonathan Van Viegen (33:58)
We can't forget that as men we have to like ourselves too.

Scot McKay (34:02)
No, for sure.

Jonathan Van Viegen (34:04)
And you know, for the guys that are single that are out and dating, they're you know, they're out in the dating world, you're gonna sit across from women that you know, you're doing your best to make yourself likable to them. And some of them may not like you, i.e., be attracted to you. But let's say you're on second, third dates and whatnot. I think one of the one of the hallmarks or one of the

Jonathan Van Viegen (34:31)
biggest tells of a man who's, you know, elevated himself and he's he's out there living the best version of himself is he's come to terms with and he accepts that not everyone's gonna like him.

Jonathan Van Viegen (34:45)
And he's not gonna waste his time with people that don't like him, if he's a good faith actor. So like if I'm

out with that woman and we're on a date and I'm putting my best foot forward and I'm trying, you know, conversing with her, asking her questions, making her feel safe, and she's not I'm not getting that same thing back, well, then I'm dropping her.

Scot McKay (35:07)

It's a boundary right there. No, a hundred percent, man. Preach.

Jonathan Van Viegen (35:09)

Right. So so we can't, we can't, and and that would be the same for my

Jonathan Van Viegen (35:14)

wife. I like, you know, 18 years in, I have no intention of ever leaving my wife, ever. but if one day she said, I don't want to be here anymore, I'm not gonna force you. Right. But I'm gonna go down swinging and I'm gonna do my best. But people have to want to be in my orbit. You know, I'm not you you're here. This is voluntary.

Jonathan Van Viegen (35:38)

You know, no one's got a gun to your head. Right? So but if if

Scot McKay (35:40)

Yeah, as soon as couples

Scot McKay (35:41)

start saying, we belong to each other and you're my property, that's that's the opposite of the title of your upcoming book, Choosing Us. It's a choice to be here. There there's free

Jonathan Van Viegen (35:50)

Yeah. It's a choice. It's a

Scot McKay (35:52)

will involved. There's agency, and that's what makes it beautiful that we're both still sticking around.

Jonathan Van Viegen (35:56)

Mm-hmm.

Jonathan Van Viegen (35:57)

Exactly. Exactly. So

Scot McKay (35:59)

Yeah, I love it.

Jonathan Van Viegen (36:00)

I I think for those men out there that are out there searching and they're out there dating and they're going out, like them with your curiosity and read the room and make them feel safe because you're not because you're a, you know, a non-threat, but because you're actually, you know, making them feel safe. But also like yourself enough to say, I deserve.

Jonathan Van Viegen (36:23)

a good relationship and I'm capable of a good relationship. And if this person doesn't want to drink the Kool-Aid, then move on. So that's the way I look at it.

Scot McKay (36:35)

Yes, that paragon of attractiveness and likability, Jim Jones. Yeah.

Jonathan Van Viegen (36:41)
Mm-hmm. Mm-hmm.

Scot McKay (36:44)
Don't want to drink the Kool-Aid. Well, I think this has been a fantastic discussion. And I I think guys have taken away some good stuff from it. Man, that that bit about asking questions and reading the room and

Scot McKay (36:59)
seeking first to understand versus seeking first to be understood. You know, That's a Stephen Covey thing. I don't even think he originated it from Seven Habits of Highly Effective People.

Jonathan Van Viegen (37:09)
Mm-hmm. Mm-hmm.

Scot McKay (37:13)
But so few people are practicing this. We're all clamoring to get attention. One thing that could go along with your last point you made just now.

Scot McKay (37:25)
Is you know, people who are needy people pleasers aren't likable. Stop trying

Jonathan Van Viegen (37:29)
No.

Scot McKay (37:29)
so hard. It doesn't work. It's it's established it doesn't work. Take an interest in someone else and what they're about. there There's stories of people who are, like, for example, virtuoso guitar players.

Jonathan Van Viegen (37:45)
Mm.

Scot McKay (37:45)
And someone will come and go, I'm a huge fan, I play guitar too.

Scot McKay (37:51)
And if this virtuoso guitar player is curious about the other person's guitar playing, what what style do you like? You know? What modality do you like to play in, you know, and you know, what what what kind of guitar you got and how long you've been playing?

Jonathan Van Viegen (38:00)
Mm-hmm. Mm-hmm. Mm-hmm. Mm-hmm. Mm-hmm.

Scot McKay (38:07)
I mean, the person feels like there's just a new level of fandom after they're done with that conversation. They just think this person is the coolest guy who's ever lived. You know

Jonathan Van Viegen (38:12)
Totally, totally. Totally. Yeah.

Scot McKay (38:18)
what I mean?

Jonathan Van Viegen (38:19)
Yeah.

Scot McKay (38:19)
I think it's a great conversation. This is the secret of the universe. And it's not complicated. And furthermore, it's so rare nowadays that if you just get ten percent of this right, Jonathan, you're gonna win. You're you're just gonna win across the board. It's gonna be a clean sweep.

Jonathan Van Viegen (38:36)
Mm-hmm.

Scot McKay (38:37)
The the part about actually liking female human beings instead of just like, yeah, yeah, let's get through this so I can take you to bed is

Jonathan Van Viegen (38:43)
Mm-hmm.

Scot McKay (38:45)
is so meaningful. I mean.

Scot McKay (38:49)
Every woman who comes on this show trying to get through to these guys says women want to be seen and heard.

Jonathan Van Viegen (38:56)
Mm-hmm.

Scot McKay (38:57)
And then they feel like you have something to go on that's meaningful when you decide whether you like them or not.

Jonathan Van Viegen (39:05)
Mm-hmm.

Scot McKay (39:06)
And then if you like them more than the other women, they feel chosen. And when they feel chosen, they're loyal to you. They choose you back. Safety and security, you're they're in.

Jonathan Van Viegen (39:14)
Totally. Totally. Well, the they cherish

Jonathan Van Viegen (39:17)
you back is what that would that that would be the only from from that perspective, and I I teach people about men want to be cherished, women want to be chosen. And that goes back to ask ninety ask a hundred women, ninety-nine of them will tell you they want to know that they're the prize in a man's eyes. Ask a hundred men, ninety-nine of them will tell you that they want to be seen as a good man, liked by his wife. And so

Scot McKay (39:43)
They

Scot McKay (39:43)
want to be the hero.

Jonathan Van Viegen (39:44)
If a woman's

Jonathan Van Viegen (39:44)
a prize, she wants to be chosen. If a man is liked, he's going to be cherished. So

Scot McKay (39:50)
Define cherish in your terms.

Jonathan Van Viegen (39:53)
To me, cherished is, you know, women, I see it with my own own wife, for example. When I'm working, providing hard, asking her questions, giving her every little bit of me, she forgives stuff. She's always got food for me. She never complains.

Jonathan Van Viegen (40:10)
She never tells me stuff that she needs. She pampers me. She takes stuff off my plate. She's just, she's in her feminine 24-7, my wife. My wife is never in her masculine.

Scot McKay (40:22)
Adoration.

Jonathan Van Viegen (40:23)
It's just sheer adoration because she sees how much I choose her. Right. So, and value her. Yeah. So

Scot McKay (40:28)
And valued. Valued adoration. Yeah.

Jonathan Van Viegen (40:32)
it's a yin and a yang. And so I see like women generally don't walk around thinking, does my husband like me? Women walk around

Jonathan Van Viegen (40:39)
wanting to know her husband chooses her. Men men know men, we're the ones that do the choosing. We want to know that we're liked so that we're we can be on that receiving end of that femininity. Right. So

Scot McKay (40:51)
And for the record, that's why you can date a bunch of women And instead of just, you know, being single your whole life and finally just

Scot McKay (40:59)
have eyes for one woman and never dated before.

Jonathan Van Viegen (41:00)
Mm-hmm.

Scot McKay (41:01)
This is why women don't care about that. And actually

Jonathan Van Viegen (41:04)

Mm-hmm.

Scot McKay (41:04)

you can have a busy dating life up to meeting your woman and it's not gonna

Jonathan Van Viegen (41:06)

Mm-hmm. Mm-hmm.

Scot McKay (41:09)

hamper your ability to be faithful to her. It's gonna strengthen

Jonathan Van Viegen (41:12)

Not at all.

Scot McKay (41:13)

it because if she's your favorite and you chose her, then you're not gonna have your nose pressed against the glass wondering what could have been. And when that woman

Jonathan Van Viegen (41:21)

Exactly.

Scot McKay (41:21)

feels chosen, like hey, I had other options.

Jonathan Van Viegen (41:25)

Mm-hmm.

Scot McKay (41:25)

I could have

Scot McKay (41:25)

been with some other woman. I'm not desperate here.

Jonathan Van Viegen (41:28)

Mm-hmm.

Scot McKay (41:29)

And she feels chosen and knows you're not going anywhere. That's when she cherishes you.

Jonathan Van Viegen (41:31)

Mm-hmm. Mm-hmm.

Scot McKay (41:34)

I love it. And it's true. And it is so connected with the two of you liking each other, being best friends,

Jonathan Van Viegen (41:40)

Mm-hmm.

Scot McKay (41:41)

the trust, the rapport, the the fun, and the

Jonathan Van Viegen (41:45)

Mm-hmm.

Scot McKay (41:46)
raw enjoyment of life that comes

Jonathan Van Viegen (41:48)
Mm-hmm.

Scot McKay (41:49)
from you liking not only your wife, but your kids.

Jonathan Van Viegen (41:53)
Mm-hmm.

Scot McKay (41:54)
There's nothing

Scot McKay (41:54)
more tragic than people who can't stand their kids. It's the worst. And you can see it a mile away. Yeah. It's good stuff.

Jonathan Van Viegen (41:56)
Totally. Yeah.

Jonathan Van Viegen (42:01)
One one practical thing for all the guys listening that I would share with them, super simple. Write this question down. How can I remind my wife that I choose her?

Scot McKay (42:13)
Ah, beautiful.

Jonathan Van Viegen (42:15)
Adopt it as a mindset, as a mission, not just once and not just next week. I'm talking every single day. And you I'd say I talk about figuratively tattoo it on your forearm. How can I remind my wife that I choose her? Easiest way if you wake up and you read that question yourself, you're gonna be like, do I gotta ask her questions? What's she got going on today? Who's picking up the kids? What do I need to text her? I'm

Jonathan Van Viegen (42:43)
picking something up from the supermarket, you'll start figuring out when you make that decision to remind your wife that you choose her, you will figure out the way and you'll be the happiest man on the planet. So

Scot McKay (42:56)
Sounds like a mic drop to me, my good friend. Good stuff. Good stuff. His name is Jonathan Van Viegen. He is an author of a book that you can pre-order right now, this very moment, called Choosing Us. It's at the top of my Amazon influencer queue,

Scot McKay (43:16)
which is just a fancy term for a dedicated storefront, they give me because I have an audience. You'll find Jonathan

Jonathan Van Viegen (43:20)
Amazing.

Scot McKay (43:21)

Van Viegen's book, *Choosing Us*, at the top of that queue right now, top of the list. If you're listening to this audio or watching it, you know, within the first couple weeks of its release, that book will be right up there for you. Grab a copy of that. Also, when you go to [mountaintoppodcast.com/choosing us](http://mountaintoppodcast.com/choosing-us)

Scot McKay (43:45)

All right. You'll go to jonathanvanviegen.com. Now that would probably be easier to remember. It's just harder to spell. Okay. Jonathan, what will they find when they go to your website, my good man?

Jonathan Van Viegen (43:58)

So with the pre-order campaign that we're on for the book right now, we I've actually it's it's kinda it's not a secret anymore. I I I've announced it, but I'm running a six week live coaching program starting first week of November when the book comes out that everyone's gonna get a seat to. We're gonna meet every week for six weeks and we're gonna be going over the book and I'm gonna be teaching them my Chosen And Cherished method. So we've at this point we got hundreds of people signed up for it.

Jonathan Van Viegen (44:25)

I'm hoping to get a thousand people in there. You'll get the replay when you get it. You get your spot for free. and then we got a bunch of courses that people are getting with the book as well when they pre order. I I I wanted people to be blown away by what they're gonna get. Not just in what they learn. I I my mission's simple. I God put me on this earth to help save a million marriages. That's all I care about. I'm not a divorce coach, never wanted to be. All I want to do is help people build better, better relationships. So

Scot McKay (44:55)

Yeah, that's good plan. I mean, you know, when you give a whole lot of value with that book and say, hey, just get a copy of the book, you propel yourself to meteoric levels as a bestseller, and it's a lot having to do with you giving them value. And then of course, you of course you

Jonathan Van Viegen (45:11)

Yeah.

Scot McKay (45:12)

deliver with great content. Doesn't hurt. Yeah, quantity

Jonathan Van Viegen (45:14)

Yeah. Yeah. So

Scot McKay (45:17)

and quality, good stuff. So go to mountaintoppodcast.com/

Scot McKay (45:20)

choosingus and you will find out all about Jonathan, how to get his book and get the goodies that go along with it. From Panama. I'm jealous, man. Great place. Thank you so much, Jonathan, for joining us today. Hope you'll come back and talk more about the ideas you have and how they can help men.

Jonathan Van Viegen (45:40)

A hundred percent. I would love to and love to host you for a live we could do a live recording here in Panama. I got a surf lodge that you'd welcome to stay at. And we can go surf every single day.

Scot McKay (45:48)

Ha, how about that? Yeah, I might have to take you up on that.

Jonathan Van Viegen (45:50)

I...please do. There you got a room ready for you. So the waves are great. Thank you so much. This has been awesome.

Scot McKay (45:55)

Well thanks, man.

Scot McKay (45:57)

I might take you up on that. You're a good dude. I can handle that.

Jonathan Van Viegen (46:00)

I that

Jonathan Van Viegen (46:00)

is I extend that invitation. You're my guest. And just tell me, bring your wife, bring your family. You're welcome. So

Scot McKay (46:07)

Thank you, sir. Very,

Scot McKay (46:08)

very fun. We might take you up on that. Good stuff. Yeah, we'll have you back on. This has been a great conversation. These are the kind of conversations these guys like. So we need more of them. This is the kind of

Jonathan Van Viegen (46:16)

Mm. Mm-hmm.

Scot McKay (46:18)

conversation we need to be having as men. And I appreciate you. Excellent.

Jonathan Van Viegen (46:21)

Mm-hmm. Awesome.

Scot McKay (46:23)

All right, guys. go to mountaintoppodcast.com and get your free copy of Flip The Switch: Five Things You Can Do Right Now To Get Better With Women. If you don't have that yet,

Scot McKay (46:35)

you get on my daily newsletter, which is fluff-free, and I'll give you that just for the asking. Some of you guys haven't talked to me on the phone yet about what's going on with your life and where you're going in your career and in your success with women. Talk to me about that. Won't cost you a dime. I give you results in advance. I guarantee you'll walk away from that phone call, that Zoom meeting with something that you didn't have when you entered into that meeting. That's my commitment to you.

Scot McKay (47:02)

Speaking of commitment, for the last seven years now, we've had the three sponsors of this show, same guys. All all great men running these companies who want to make you into a better man and do it in three different ways: Hero Soap, Jocko Willink's company Origin in Maine, and also The Keyport. When you visit any of those sites from mountaintoppodcast.com, just enter the code "mountain10" and you'll get an extra

Scot McKay (47:30)

10% off just for showing up and saying we sent you. All of that and more is there for you at mountaintoppodcast.com as always. And until I talk to you again real soon, this is Scot McKay from X & Y Communications in San Antonio, Texas. Be good out there.