

Scot McKay (00:00.238)

You're listening to Snippets from the Summit with your host, Scot McKay.

All right, how's it going, gentlemen? This is your main man Scott McKay coming at you again with another Snippet From The Summit as part of The Mountain Top Podcast from X & Y Communications. You've heard me talk in the past about "Gen-Eric". You know him. He's a guy with no style, really nothing going on in his life, just goes to work, probably in a cubicle, comes home, cracks open a brewski, watches SportsCenter, wakes up the next day, puts on his dockers and his white polo shirt.

Goes to work in his Camry, does the same thing day after day after day, and then wonders why women don't notice him, wonders why women don't approach him first, and wonders why he can't get an interesting girlfriend. After all, "Gen-Eric" may be saying to himself, look, I'm just a normal guy. Why can't I just find a woman like me? I mean, certainly there's gotta be lots of women out there who wear normal clothes, work a normal job, live a normal life, etc., right?

Well, here's the thing. We as men, as part of our masculine presence, who we are as men, are born to lead, and women respond at the primal level to a man's lead as long as it's in her best interest, right? This doesn't mean women are powerless or they're weak or even that they're passive. This is how primal sexual attraction works. So

What does that mean if you extrapolate out to this idea of "Gen-Eric" possibly hoping to attract "Gen-Erica", right? Well, "Gen-Erica" knows she's boring. She knows she doesn't have any style, but nearly 100% of the time, and you can put this to the test, gentlemen, "Gen-Erica" would love to meet a man who challenges her being generic.

Scot McKay (02:02.392)

She doesn't necessarily want to be a normie who dresses with a lack of style or sits around bored all the time. Yes, a lot of women, especially may I say single moms or women who are recently out of college and find themselves having not built much of a social circle yet, a lot of those women are indeed pretty bored. But it's not like they chose that or like that or wouldn't respond to a man's leadership. So here's the deal.

Yeah, you know what? If you're "Gen-Eric", you may say, Hey, "Gen-Erica", let's go out, assuming you have the balls to approach her and get her number, and you may go out and have a boring date, live a boring life, have boring sex together, if "Gen-Erica" isn't necessarily reaching higher than that. But I'll tell you what, you will dramatically improve your chances with even Gen Erica if you stop being Gen Eric.

If you show some style in how you dress, if you build some excitement into your life, if you learn how to make women laugh, like I talk about in the comedy clinic master class, for example, all of these ways, if you stop staying put and you use your vacation time to go travel instead of just settling for a staycation, if you get a few hobbies, if you learn about what women like, if you learn how to flirt, if you learn how to attract women,

All of these will lift you from being generic to being, well, a lot more interesting and exciting. And here's the bottom line. Even "Gen-Erica" is going to respond just far more powerfully to a man who brings some excitement, some interest to her life, and who is interesting and exciting himself than a man who is, well, just the generic version of her. So

Yes, this is a case where likes probably don't attract. Women need a man to lead them into something more interesting and exciting. And if you're the man who does that, you're no longer generic and you're no longer settling for "Gen-Erica". You know why? Because even if you do meet a woman who seems pretty boring and normal on the surface, once she buys into that lifestyle that you're selling,

Scot McKay (04:24.012)

You're going to have a much more exciting and interesting woman in your life. And that's not only going to be much better than you staying boring and uninteresting with yourself. Now both of you can be interesting and exciting together, all because you led. And yes, gentlemen, this is one of those areas where you absolutely can influence a woman to be more attractive and, well, like I said, more interesting to you in general. You can do this.

Outside the bedroom or even inside the bedroom, wherever you're more exciting and interesting, a good woman will follow. And don't kid yourself, even if these women are hot and sexy underneath their boring exterior, it's not like they're looking for some genetically gifted Chad to whisk them away in his private jet somewhere. What they're looking for is a man who will inspire them, make them feel excited and exciting again, and lift them out of that boredom.

As always, gentlemen, it's not about winning the genetic lottery. It's about how you make her feel. Always. Gentlemen, have you taken the reality check inventory quiz just yet? You can do that at [mountaintoppodcast.com front slash reality check](http://mountaintoppodcast.com/front/slash/reality-check) and see where you are in terms of what kind of change will benefit you the most in your life right now, whether that's with women, on the job.

With your vision for the future, etc. etc. Want to talk about anything we've talked about in today's episode or anything else? scot@mountaintoppodcast.com. Be good out there. As always, visit mountaintoppodcast.com for more.