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All right, gentlemen, this is your main man, Scot McKay, coming at you again with another Snippet from the Summit as part of The Mountain Top Podcast from X & Y Communications. Style is a word that's off-putting to many of us as men and straight up confounds others. I know I'm raising my right hand for many, many years. I didn't want anything to do with such an effeminate sounding concept as style. After all, it's something that women typically obsess over, not men, right? But here's the thing.

We've also heard a thousand times that women will be, say, for example, repelled from any man who wears a brown belt with black shoes, right? So whether we like the conversation or not, it's an essential one. But this might make you feel better about it. Style really isn't so much about fashion and clothes as it is about presenting your authentic self to the world in a way that broadcasts to exactly the women you'll get along with.

That you are the guy that they want. Want to stop settling? Want to stop wasting time with women who aren't one of you? This is the absolute best first step. After all, it's not showing off who you are. It's, well, think of it this way: it's more like an invitation into your reality. Early sales pioneer Elmer Wheeler said almost a hundred years ago, sell the sizzle, not the steak.

That's timeless advice. Your sizzle as a man is what experience you're inviting women into, not the stake of I have a boat or I graduated from Yale. This means that clothes alone are just one part of the story. What do you drive? What items are in your everyday carry? What equipment outfits your life? And yes, how is your living space furnished and decorated?

Let's just say that if you're wearing khakis, a blue button-down shirt, drive a champagne-colored Toyota Corolla, and live in a one-room apartment with bare walls and your grandma's hand-me-down sofa in the corner, you're probably not sending any message to the world at all about who you are, let alone women. So, I know what you're probably thinking, but this doesn't have to be expensive. Whether their style is yours or not,

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Plenty of guys with pretty standard workaday jobs are instantly identifiable as to what kind of guy they are, aren't they? A lot of this depends on whether they live in the country or the city, but you know, you get my drift, right? So this indeed isn't about spending thousands. It's about being more intentional about everything that outfits your life to the letter, rather than treating any or even all of it as a relatively irrelevant afterthought, right?

You can start doing that from this day forward. But first, of course, you have to have passions, favorite pastimes, a circle you at least want to be part of socially, and a general style or combo of several you admire. Perhaps you already have items in your life that would help you demonstrate that authentic persona to the world. Hey, start incorporating those into your daily life now instead of letting them sit around gathering dust.

And even small purchases from now on, if they potentially reflect your persona in any way, should be intentional. How is this purchase going to better reflect my authentic self to the world? and this last point, maybe the most important of all. Gentlemen, don't shy away from this. Be unafraid of unabashedly being who you really are under there to the world.

Continuing to be Mr. Gen-Eric, as I call him, will only call you out to others as a man who's insecure and scared of being authentic. Fitting in does not equal belonging. Proudly join the tribe you belong to, gentlemen, and feel your self esteem build along with your attractiveness to exactly the kind of women you really want. Want to talk about this? Or anything else?

scot@mountaintoppodcast.com Be good out there.

