

Edroy Odem (00:00.238)

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

All right, how's it going 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 Let's have a little fun today. The premise of this podcast is I will grant you every advantage over me when it comes to attracting women and Getting them to like you getting them to go out with you, etc. Etc except one

I want to reserve one advantage for myself and I'll give you all the other ones. Okay. Now to start off here, I want to tell you where I bogarded the premise for this podcast from years ago. There was a marketing copywriter, you know, a guy who wrote ads and persuasive copy for advertising material named Gary Halbert.

And Gary Halbert, at least allegedly, it may be an urban legend, but it's still a pretty good story. And here goes, he stood before a group of people and said, okay, let's suppose both you and I are starting hamburger stands and you are my competitor and I'm yours. I will grant you every advantage over me except one. And he had people raise their hands and guess and they were saying better burgers. He was like, nope, cheaper prices. Nope. Once again.

and people were continuously striking out guessing what that one advantage would be. And the very simple advantage that Halbert wanted over his potential hamburger competitors was a starving crowd. If I have hungry people, they'll buy my hamburgers. If you don't, they won't buy your hamburgers. There's nobody to buy them who's hungry right now. And I always thought that was a very curious and entertaining story, especially from the perspective of how people market things incorrectly. Well,

Scot McKay (01:57.524)

let's transfer that concept over to attracting women. And I mean, you know, it's not too far of a stretch to say that we're marketing ourselves to women and indeed they to us. So, you know, the analogy is probably a good one. Okay, here goes. I will grant you looks, height, money, aka wealth, an exciting life, personal style, fame, you could be more famous than me, education, an Ivy League degree, etc., etc.

I'll even grant you being younger than I am and being even healthier or more fit. I will grant you not just a few of those advantages, but indeed all of those advantages over me and reserve one for myself. So what is it? Well, based on 10 plus live interactions, you know, where I take guys out and feel real world experience. And plus, you know, my own dating life from years ago and

indeed my interactions with women on a daily basis and also the guys I coach all day long and the reports they give me. Guys with all the advantages I just described will still see women give me more attention and gravitate more towards me until, and this is important, at least until they co-opt my advantage for themselves. You know, once they are on to what I'm about to tell you, maybe it's game over for me at that point or not, who knows.

but they'll at least be on an even playing field with me and, you know, any other

guy who also has figured out this advantage I'm about to tell you once they co-opt it for themselves. Okay, let's also cover a couple of the basics here that are necessary to talk about before we continue. First of all, for the purposes of this particular object lesson, let's assume everybody in this scenario is indeed eligible and single. Nobody would be cheating on anybody, nobody has a girlfriend or married, et cetera, et cetera. Second of all,

let's assume we're all local to each other, perhaps even in the same venue. It's not like one person lives next door and the other person lives, you know, an hour away or even in another city or another state. Everybody is in the same place. So we all have that going for us in this scenario. So what's this big advantage that I want over you? Well, I want to have the advantage of knowing and understanding masculinity as women define it.

Scot McKay (04:17.171)

Okay, maybe some of you were expecting me to say that you are familiar with my work and you've heard me talk about the big four time and time again. Well, I have a confession to make to you. Arriving at one particular advantage I would have over every other guy wasn't necessarily an easy thing to do. I went around and around. The first thing I thought about was making women laugh, which of course is a superpower. I've talked about that in the past as well.

Then, you know, was talking to someone else casually about this and they had a few counterpoints. Well, hey, McKay, isn't your entire female persuasion program about making women like you? I mean, that would be heck of an advantage, wouldn't it? And that led to us talking about charm and charisma. But when you talk about making women feel charmed, you know, being charming so they want more of you and even having that charisma of them, not only wanting more of you, but wanting to follow you as well, it all boils down to making women feel safe and comfortable, doesn't it?

And that's what masculinity is all about. Women, when they feel safe and comfortable in your presence, because you put them at ease, because you've respected them, because you have a plan, because somehow everything is better, not worse, when you're around and they feel more safe than uneasy when they're in your presence, what it does is it activates and ignites their femininity to be attracted to you, to get horny for you. So yes.

This is so powerful that I will claim it as my sole advantage over any other guy with any other advantage he may bring to the table. And I will guarantee you that I will almost always get the girl and the other guy won't. Or, you know, let's transfer this over. You will also get the girl and the other guy won't when you also have this advantage over any other guy who brings any other advantage to the table when

you are masculine as women define it, which comes down to making them feel safe and comfortable in your presence. Now again, if you followed my work for some time and you're familiar with the Big Four, you're already onto something here that I should acknowledge. For years, the third component of the Big Four has been exactly what I just told you. But, you know, after all these years, it's time for me to come clean

and tell you that the third component of the Big Four, making women feel safe and comfortable, is actually synonymous with the second, isn't it?

Speaker 1 (06:41.73)

which is masculinity as women define it. That's enough of a revelation that there's now room for another factor in the big four. Otherwise I'm going to be stuck with the big three. I'm going to sound like, you know, the American automotive industry or something, and we don't want that. So here's the deal. I've actually figured out what the replacement for that third component of the big four should be, and I will tell you what it is next week. And you know what? As far as advantages go,

It's right up there with the one I revealed for you today. So why not give yourself a second huge advantage over all those other guys, right? And this, along with masculinity as women define it, of course, will take its rightful place along with the other two pillars of the Big Four, which are confidence and character. And I will reveal for you next week what that is. This is a big factor I should definitely add to the Big Four. So it's major. Until then.

If you want to talk about this or anything else, scot@mountaintoppodcast.com. Be good out there.

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