

# mtp211

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## SPEAKERS

Edroy Odem, Malcolm Collins, Simone Collins

- E** Edroy Odem 00:05  
From the mist and shrouded mountaintop fortress that is x&y Communications Headquarters. You're listening to the World famous mountaintop podcast. And now your host Scot McKay.
- M** Malcolm Collins 00:18  
How's it going? Gentlemen? Once again, I welcome you to another episode of the world famous mountaintop podcast. My name is Scot McKay at Scot McKay on Twitter at Scot McKay on parler real Scot McKay on Instagram. You can find me on youtube at Scot McKay. And also the website is mountain top podcast calm and the Facebook group is the mountain top summit. With me today are two new friends of mine. They're a whole lot of fun. They're insanely intelligent and we just love smart people around here as you know you guys live smart people around here because you guys are generally smart people yourselves. They are the authors of a trilogy of books that are called pragmatists guy And we're probably going to talk mostly today about their pragmatist guide to relationships although they have one on sacks and one on life in general. Their names are Malcolm and Simone Collins and I welcome them to the show. Welcome, y'all. Hi. It is so wonderful to be joining you today. Yeah, you have no idea. If you were here, I'd actually feed you, which would be better. Oh my gosh, making us salivate here. Well, now you guys are world travelers like we are. So you've been to Peru, which is famous for their food. As a matter of fact, you guys had an office in Peru, right? Yes. And a house out there and getting to gorge

ourselves on that cheap luxury food. We love it. Oh, yeah. Don't get me started. We'll turn this into a foodie episode, which is going to not be what we're all here for. Now, I have to tell you, and in case you guys are new to this show. You too, are rather like peas in a pod like Emily and I are you obviously are as close to perfect for each other as can be and get along wonderfully. So I'm anticipating A lot of fun in Oh, you know what, not a whole lot of turbulence. So this would be great.



Simone Collins 02:03

We're excited. You can always refer to us as Malmo. And we'll try not to screw this up.



Malcolm Collins 02:09

Mal mon. Mad moon. I guess that kind of flows off the lips better than silicom



Simone Collins 02:16

Yeah, exactly. We did workshop it for a while.



Malcolm Collins 02:20

Right? Well, you could be some alko to



Simone Collins 02:24

see malko bouncy I like alien race



Malcolm Collins 02:28

brings in the surname there sounds a little bit like a fueling station. But hey. Now listen, guys, we talked for darn near an hour and time flew. And I'm sure that a lot of it will. I'm sure that the time will pass equally quickly on this show. And it took ages for us to arrive at one topic we could focus on because we were going in so many different directions at warp speed, but we decided on the Rather illustrious concept of why dating is like fishing. And you all have this concept in your book, on relationships, about lures that we use in dating and relationships, which is a lot like trying to catch fish, hence the title of the episode. Talk to me about the wars and what goes on there. So I often talk to people who are just starting out with the dating game and they'll say, oh, women seem to act within this very specific pattern of interaction. And I've always likened it to talking to a fisherman and he's like all fish have whiskers. Don't you know that? And you say, well, you're using a

catfish lower. So of course all the fish you're catching have whiskers. A lower is fundamentally the value proposition you're providing because in the dating market, we're all products. And if you over emphasize one aspect of the value proposition that can help Color your relationship moving forward. Now we've got two people here, gentlemen, who are serial entrepreneurs with lots of alphabet soup by their name and a heavy amount of education who have bought and sold companies. And so I'm not surprised, some alko that this is starting to sound a lot like dating is very similar to sales.

**S** Simone Collins 04:24

That kind of oh my gosh, here's the crazy thing is I mean, we did heavy dating campaigns each of us way before we ever got into sales or trying to acquire companies. We basically just repurposed all of our dating strategy, including the scoring systems and the high throughput systems

**M** Malcolm Collins 04:43

and the theorems and the emails and everything for for

**S** Simone Collins 04:46

for sales. So the funny thing is, I feel like actually honing in your dating game really well makes you you it's the best school to become a CEO used to be in sales to right,

**M** Malcolm Collins 04:58

me personally. Heck, yeah. You get it? Sure. Absolutely. And you know, you have a product and you're marketing it. And there's a difference between marketing and sales, however, yeah, yeah. Oh, absolutely. Well, as you know, from sales, if you're trying to sell something to somebody, um, the feature of it that you emphasize in your sales call is going to heavily influence the things that the customer ends up complaining about, eventually. Mm hmm. Well, that's why you're talking about benefits, not features. Ah, gotcha. All right. So anyway, back to what's important here. If we're in sales, the number one rule of getting a good sales job any of you guys were young bucks out there who want to get into sales and make lots of money. Never, ever, ever forget what I'm about to tell you. It's gonna be a major takeaway. All right. The number one rule of getting a sales job is sell something that people actually want. If you're getting If you're getting roped into a sales job with a company who hasn't sold anything yet, and you can't even figure out the value of what they're trying to sell, I don't care if they're giving you a six figure base, Run away, run away. Okay, Monty Python style. If you're a car salesman, you do not want to be selling

mitsubishi in North America right now, because nobody even realizes they're still in the market. What you want to be selling is like Audi's where there's a waiting list. Okay? Because you're helping people buy what they already want. It's easy. If you're trying to force people or trick people into buying something they don't even freakin care about. You're going to be a very poor starving salesperson, because you're going to be pushing and pushing, getting desperate and more needy and wild. You're going to start looking like desperate needy single guys. We're trying to trick women into bed. It does one So as I've always said, improve yourself as a man, be more masculine, be more attractive, then you have a product, which in this case is ourselves, right? That is going to be more palatable to women, and which is going to be more in demand be the man in demand as it were. So I'm on the right track there, right? Oh, absolutely. I mean, as you're saying, you could always either improve the product or improve your ability to sell.

**S** Simone Collins 07:24

Yeah. And we also make the point in our book about love, for example, that exactly follows what you just said, where a lot of people think, well, but I love you. And you know, so why don't you know, I love you more than he does. I love you more than she does. And so like I said, therefore, you should want to be with me, whereas the sort of funny thing is no one really cares about

**M** Malcolm Collins 07:50

masturbate to you at home. You know, you're not providing them something of value to them.

**S** Simone Collins 07:54

Yeah. Is that you know, it seems inherently people think that because it feels so strong. to you that it's valuable to someone else when it's not. So to your point, knowing your market and what that market wants is so important, why that's

**M** Malcolm Collins 08:07

a fascinating concept. Because there's this stereotype of a woman who's just flat out not attractive enough to her boyfriend saying to him, if you break up with me, you're not going to know what you're missing out on. I'm the best woman you're ever going to get. And you're never going to replace me. Well, it's great that she feels like that, but until he feels like that, it's irrelevant.



Simone Collins 08:29

flatline. Exactly. Yeah, exactly.



Malcolm Collins 08:32

Yeah, no question, man. There's a lot of guys out there going wow, you just let me off the hook for nearly been a brow beating by an unattractive girlfriend I'm ever going to get for the rest of my life. Thanks, guys. You know, the guys are already saying that. But listen, we should never get ourselves in that position to begin with. It's kind of along the same lines of you should love me for who I am inside, not my outward appearance and then you merrier. And every time your head swivels around at the shopping mall, you get a rolling pin upside the head because she's still one To be this beautiful princess to you. The irony is she probably would have been more of that for another guy had she not pushed you into buying something you didn't want, which was a sleazy pushy sales tactic. So ladies out there shouldn't act like they're trying to push timeshares on guys because all they're gonna end up with his buyer's remorse. Instead, we should all just be more attractive because if it becomes this transaction of I think you need me therefore, I'm gonna pressure you into needing me. We've all kind of missed the point haven't we? I was gonna add to what you were saying is one thing when you when you view a relationship or dating is like sales. You know, as you said, One thing that's really important is you're selling a good product and you're actually featuring the features of the product which are important, but a something that is really important to keep in mind and this is one place where the traditional market of dating advice or when people are first learning to date they often run into problems is there is an easy strategy early in dating which to just be really arousing to your target. And with females, that often means that you want to act masculine, dominant. And there's many ways that people in the dating world help you achieve that. And that is really great for achieving early success in the market, because you are giving the person a genuinely valuable thing that they genuinely want. But that thing that they want is on one market, which is the sex and dating market is not necessarily the highest priority for them in a long term relationship market. And so if you sold them that as your primary value, the same way, like if you sell a car, and instead of focusing on the mileage, or how reliable it is, you focus on how in style it is, this year, that car is going to get traded in three or four years because it's not something that's valuable for them in the long term. And so combining that with other things of value is really critical. Fascinating. See, what you're talking about is selling people on what They want and delivering them what they need. Sell the sizzle, not the steak, but the steaks what they're physically going to eat for dinner. So, okay, first time I saw my wife, I was smitten, I wanted a piece of that ass so bad. Oh man, she was just everything I'm attracted to. Fortunately for me, she turned out to be incredibly sane. Had a sweet wonderful heart was giving wasn't a gold digger and believe the same exact way I do on most everything.

Wow, what incredible value what amazing hidden bonuses that weren't part of the initial sales process. mean she had me as soon as she flashed that winning smile and looked cute. I mean, I was probably living in a world steeped in confirmation bias, probably nothing, okay. I was steeped in a world of confirmation bias from the moment I met her. I mean, I really wanted this to work, but being a mature sort, I wasn't going to marry here going out Well, you know what? She's batshit crazy, and she's already cheated on 10 guys, and you know, she's got a heroin addiction. But boy is that a nice piece asked, you know, I'm not young, dumb and full of calm enough to fall for that. But it sure was a nice stack of benefits for her to be so wonderful above and beyond what the initial sales pitch was, right? Yeah. And so that works perfectly for you. But she could have presented you with a different sales pitch that may have like, look at how eminently sane I am, I absolutely love that way of describing as a strong value proposition in a partner and me level of sanity is actually a really core part of a value pitch for a lot of people, especially if they've been in a bad relationship in the past. And sometimes you could start with selling that you don't need to start with selling the arousal.

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Simone Collins 12:46

I think when you look at platforms like eHarmony and match.com, that's the kind of lore and we talk about it in terms of the quote unquote long term relationship lor in which everyone's kind of working on the same assumption that Hey, we're all in this to form stable long term relationships probably start a family. Like that's what we're in this for. And we're all you know, we have our lives together. And that is very attractive to a lot of people depending on the stage in life that they're at. And it's really important that people don't miss match those things. Because what we also see a lot is there are women who want a long term relationship, but the Lord that they're using is more like, Oh, I'm really sexy, I'm really attractive. And then they get a bunch of guys who aren't necessarily looking for a long term relationship, and they don't get that long term relationship. So it's super important to know what you want and also who you're trying to fit into. Add to that each of these value propositions is

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Malcolm Collins 13:41

something you exercise. If you exercise your masculinity over and over and over again, you can end up with one of those guys who's like only exercising one muscle group, and then you enter a relationship and you're not able to provide these other areas of value sufficiently which can cause conflict. Hmm, I'm reminded of a time I took a sales rep from the Product house into meet a school district. And her product was worth hundreds of thousands of dollars. And she was a rather newbie at this. And she talked about increasing the bottom line, how much their ROI was going to be and how much it would increase

their income. And I had to raise my hand from the back of the room and go this is a public sector customer. Because you know, my customers who I knew for a while we're looking at the back of the room giving me to help me eyes, you know what I mean? Yeah, I got places to be. But she was a one trick pony. She only knew how to talk about her product, Visa v how much money it was going to make the prospect. And she was totally derailed. She had nothing else to go on. So yeah, if you see yourself as a one trick pony, from the value perspective, a you better make sure that's the value. You want your target or prospect as it were to By So indeed, there are a whole lot of women out there going I better look sexy and better have nice cleavage and show bikini pictures here are no men are going to want me. Well, men are going to want to buy the product you're selling. So don't bitch and complain to me when men only quote unquote want one thing. That's your problem, honey, not. Yes, yes. Oh my god, I love the way you phrase that. Hold on. Let me let me go ahead and be fair here because I'm equal opportunity. all y'all guys listening out there who are standing next to your boat, talking about how much money you made when you sold your last business. Don't bitch and complain to me when you attract a bunch of gold diggers because you're pitching to so true. And one of the value props that is just so so critical to really focus on and this comes back to one of the things we say about marriage is when you're choosing who you marry. The most important question isn't necessarily who they are, but who they want you to become and capability to make you to become that person. Because everyone is influenced by the people we surround ourselves with a your friend group, everything like that, you know, this one falling into a bad crowd means something, your long term partner will transform you. And if they have a vision for how you're going to transform over time, and they're good at helping you along that pathway, they can transform you into somebody eminently better, more who you want to be as a person and you've had other guests on that talk about, you know, you can't change who you are over time, especially with the help of a partner. And and that aspect of the lever you know, early in a relationship showing your partner that you can help them improve themselves, when you have a partner who gets really excited about that. That's a great partner. And I always think that that's one of the value propositions that people should get really, really good at playing. Well, and that's,

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Simone Collins 16:48

that's specifically we say that because that's what really kindled Our relationship is. I met Malcolm and we had such a weird first date because he was Just like crazy honest with me in a way that guys never were he was like, Well, I'm not really looking to date. I'm looking to get married and I expect to find my wife this fall at Stanford because there's a large pool of pre vetted candidates there. And I'm like, Whoa,



17:12

okay, like,



Simone Collins 17:14

those guys don't even want to say they want to sleep with me on our first date. And like, here's this guy who's like, already told me he wants to get married, and he's probably not likely to stay with me anyway. But what ultimately I just first I wanted to be him because I wanted to be like, the person I dreamed of being was brutally honest, was driven and ambitious like that, and, and unapologetic in their beliefs and goals. And what Malcolm ultimately proposed to me sort of in our early relationship that I found to be so alluring, it seems like Okay, tell me all about your values, telling me about your life goals, telling me about who you really wished you were. Alright, well, how can we make it let's make a game plan. Like let's figure out how to make you this person you want to be with the expectation that we weren't going to be together forever because I, for other reasons, insisted that we have a break up date and So I was given this, this proposition from someone of like, Oh, I will turn you into whoever you want it to be most, and I'll help you get there. And we'll workshop this together. And, and I became that person, which was amazing. And then I mean, it sort of turned around as time went on in our relationship. And Malcolm was like, Well, here are things that I want to do and get better at. And I'm like, Alright, well, let's work on it. And so we've just sort of been like, climbing up on each other, to like, get up this huge mountain face. It's like we've climbed Half Dome together and we could never have done it because each time we're like climbing up each other's shoulders and then getting a new whole point and then the next person climbs up and it's just incredible when a relationship can be used for that, you know, it's so much more than just being happy being comfortable starting a fantasy to get



Malcolm Collins 18:44

into that if you know if you're a girl in the way you attracted, the guy was by dressing very provocatively and, yeah,



Simone Collins 18:51

or just, you know, just just selling sex appeal. Yes. So it's harder to do that. Yeah, for sure.



Malcolm Collins 18:56

To quote an infamous street harassment video. The woman says, just because I dress



provocatively doesn't mean I deserve to be provoked, naively oblivious to the fact that those are the same root word. Alright, anyway, I want this to be a minor tangent. But these guys are going to come with torches and pitchforks if you don't explain the breakup deadline. Oh, dear. Oh, okay. I've got a quickly Well, you can say she basically said to me, it was like, the scene in Team America where I was like, Look, I'm looking for a wife and she goes, Well, Malcolm, I want to sleep with you. But I will only do it if you promise to break up with me in four months. And I was like, Oh, okay. Yeah, done. But why, why four months by the deadline.

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Simone Collins 19:44

I had turned 24 and I had everything else in my life and I'm a very I like being alone. I love being alone. And I have struggled with humanity, myself and other people. So my whole thing was I want it to fall in love and have my heart broken and one year just get it out of the way. So I could say that I'd experienced it and it was underwhelming and everyone else's disgusting. You never had sex before you never needed to be able to because people would like be like, well you don't do that you don't have to stand. And so I had to do it. Welcome you dog. And so I had this whole campaign and I was like, so and Malcolm was perfect, right? Because he told me he was gonna he wanted to get married. He wanted to get married to someone who was far more qualified than than myself. And so I knew he would be perfect because I was also gonna I totally was gonna fall for him. He was just

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Malcolm Collins 20:37

looking to complete this campaign. She had like this point system against people that are office that she created to motivate herself

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Simone Collins 20:42

for competitive dating because it's hard to date and I didn't want to do it. I just needed to get it out of the way. So Malcolm was just my perfect like, he would be that whole experience and then I but I knew that I get attached to him. So I needed to make a promise to like to, you know, really end the relationship so that I wouldn't end up When there's a whole danger

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Malcolm Collins 21:01

of luck, because you begin to feel emotions towards people, it corrupts your judgment.

- S** Simone Collins 21:06  
Yeah. And so I wanted to make sure that I had controls in place to ensure that I didn't stay attached to him and that you know, and up where we are now in in this horrible, horrible marriage, and not living alone is I had so desperately desired You've ruined everything welcome.
- M** Malcolm Collins 21:24  
I think the subtitle to this show just became when two extremely high IQ people finally find each other. Now, here's what's fascinating to me, Simone, you're one of those blessed people who is extremely outgoing, yet amazingly introverted. People think we don't exist. People can't wrap their head around.
- S** Simone Collins 21:48  
Well, I use it. I think there's a very big misunderstanding of introversion, though I think it's more
- M** Malcolm Collins 21:53  
100% Yes,
- S** Simone Collins 21:54  
because it's what I describe it is this an introverted person? socializing is like playing soccer. or swimming or insert your favorite sport. You love it. You can do it for hours and you but then you're freaking exhausted. Yeah.
- M** Malcolm Collins 22:07  
Well you're energized by the solitude. Yeah, you
- S** Simone Collins 22:10  
need to frickin rest whereas like I think for extroverts, it's not that extroverts like love people inherently more or better at socializing that yeah, that for them socialization is air you know they need it to survive. They will they will you know, completely flounder without it so I used to love COVID you haven't



Malcolm Collins 22:29

left the house Oh my gosh, this is my thing. You guys like oh



22:35

yeah, this is my world.



Simone Collins 22:39

Oh my gosh, yes. Oh, I am beyond happy. You've no idea.



Malcolm Collins 22:42

Oh, yeah, we have talked about COVID-19 is being introvert paradise before. Alright, so some alko or mouse. So Marco, let's go back in time, a couple minutes. You're talking about this idea of finding someone just to kind of put it into a baseline perspective, who, wow, you actually freakin get along with. Okay, guys, if you ride motorcycles, how about not marrying a woman who thinks they should be called murder cycles and is going to demand you sell all the motorcycles as soon as you get married? Why not instead, marry a woman who whacks your helmet and says is that all this thing can do? Let's go faster. That's your hunting, at least till the kids are born, then you'll probably sell your own motorcycles. Oh my gosh, I love that. In the same vein, don't marry somebody who would like something about you that you had intended on being temporary until you got married. So if you're spending a ton of time at the gym, like suppose your girl you're spending a ton of time at the gym, getting to look really hot. That's your value proposition. Don't drop that after the marriage. That's why they're with you. Or for another example. I really can't stand my parents right now. You know, because I'm in my early 20s ox. Oh me either. I My parents Great, let's get married, make babies and then you reconcile with your parents a year later because you realize it was all your immaturity and why did we bond over something so ridiculous right? Well, here's here's what I'm telling guys relative to the match coms and eHarmony is of the world by the way I don't recommend eHarmony I don't believe in arranged marriage which is why among other crazy reasons why okay Cupid needs to be stricken, they took away the search feature. They are now literally giving you who you need to be attracted to when considering where they're coming from politically, I think that sounds well fascist, okay. But here's what I'm telling guys a year and a half ago, and this is not news to these guys on the show. I'm repeating this so you can riff on it your way. For years. I believe that if you're artificially limiting your dating pool, you're making a mistake, like unless you campaign for one side or the other, please put middle of the road politically okay? Things like that. Now, I'm

taking the exact opposite tack. There are so many people out there just collecting likes, without any real intention of meeting each other, that I'm telling people to be ruthless. I'm saying look, if you're a Trump supporting gun toting, gas hog driving me eating, reformed felon who wants to go out and commit more crime, go find your partner. Tell her who she is. The problem is people are so afraid of rejection and hate and disapproval by people. They're not even attracted to, that they're reticent to do that. But my question to anyone, regardless of who it is and who they're looking for, I mean, they may be the exact opposite person I described. But of course, or somewhere in between, right. If you were looking for someone whose idea of a vacation is go into North Korea, not going on Royal Caribbean say so. Go find the people who are like you and a pox on the people who aren't because if you get fired Have them, you're great. Why are you going after a million people who are lumped into the same box as the other generic millions who are trying to somehow secure a date with a bunch of people who are exactly like them like a bunch of sheeple, when you could say to five specific women perhaps are out there, hey, you're one of me, you and I belong together, because all five of those women are going to go, oh, my goodness, look at this. This guy's one of me, then all of a sudden, you may have a real actual relationship that's built on something other than some superficial reality.

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Simone Collins 26:35

And 100% agree. I mean, so that it's kind of like a double edged sword, though, because we still really, really believe in high throughput methods. Because I mean, that's, that's just how you're going to get what you want. It's a numbers game. But also editing things out is so important. And Malcolm did that, like, well, since you were

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Malcolm Collins 26:51

well, I was really so I think, if you're just looking for sex, don't artificially limit people. I mean, you want to get a high throughput if you're just about practice. guessing dating or just about getting girls and you're early into dating, like, especially when you're younger, don't artificially limit people when you get to the stage where you're looking for a wife artificially limit like crazy. Because, yes, you're going to have a lower success rate with every individual person. But you're not going to waste all of that time on those three or four months relationships before you realize you're incompatible. And that's what really screws people up when they're looking for a long term partner is all of the time they waste in those four or five months relationships. When they could have just found out by limiting that person a friend, they're like, Yeah, but it dramatically lowers my success rate. And it's like, it's not lowering your success rate. It's just keeping you from getting the sort of panaceas of success, these fake successes that feel like they're being successful, but they're just eating your time. Yeah. Hold on a second. Hold on a second. Simone. I want to

hear your take, but something very important just happen in this last interaction. Malcolm, you said that you still believe in a high throughput method if you're just trying to get laid. Well, how is a person going to establish their unique sales prop. Right here we go again, even to the people they want to just have sex with when there are still that same million people out there competing on a level of superficiality with each other. How do you know? Is it just, you're going to have to be the beautiful person in the beautiful picture because everybody's faking their pictures nowadays, too. How do you change that environment, change your sale prop based on the target. Back when I was just, you know, sleeping with people, I looked at someone I'd be like, Oh, she's got like a hippie style. You know, I talked to her enough to understand her values on things. And I present a package that somebody like that is gonna want to buy. And you know, they and this is exactly what I'm talking about. They get excited about this package. But if you optimize a package, that's not who you want to be permanently like it, this is where this whole concept of maintaining frame comes in, is guys find this product that sells really well. And then they just have to fake who they are to stay that package so they can keep their partner which is insane, but it makes sense. If you're just you know, and I'm Getting a dock girl I'm like, Oh yeah, I'm super into vampire roleplay you know, um, because that's the package she wants. Isn't that dishonest though, I think that everyone has many facets of who they are. When a person is maintaining freedom or something like that they're often tapping into an aspect of who they are and what they believe and things they find fun. It's just not an aspect of who they are that they want to maintain 24 seven for the rest of their life. And we all have many facets of who we are and the facet you show to somebody can be it always is to some extent always is to some extent, curated for that person. But once you marry someone that facet of who you are becomes who you are permanently, and that facet of who you are, is the one that is cut and human and made better. Understood. Okay, so if I'm just playing the field, I may be in the mood for a certain type of person. It's okay for me to play up to that type I'm in the mood for to that type of person, knowing it's not going to be permanent by the I



30:00

will maybe maybe I'm just lying to myself to justify my unethical actions.



Malcolm Collins 30:05

No, no, no, I'm on board with what you're saying. Now I did that in my dating life too. I'm like, oh, there's a cute little redhead who seems really spunky and has a little naughty streak in her. I haven't dated one of those in a long time. She seems like fun. I'm gonna play up to that. Which is yes. Honest. It's just one unique facet. I have other types of women who I genuinely like also.



30:27

Exactly. Yeah, I think that the only the line to walk is to not end up using what we've, we've come to call this sneaky lore in which you really do pretend to be something that you're not to integrate yourself with a group to try to get people within that group sort of trying to secure them in ways that they would disagree with. Well, I guess this is the guy who pretends to be a feminist to pick up chicks. Yeah, like that's actually feminists but you know as to what you're saying, like the redhead girl that you're talking about. I mean, one thing to be really careful about and this is something that I suffered with when I was first learning to date is I honestly demised around the types of girls that I found I could get to sleep with me the easiest that I found the most physically attractive. And so I was honing a character. That wasn't who I actually wanted to be permanently, but it was the character that I was having the most liquids. And I think that a lot of guys accidentally find themselves going down that road when they first start learning sort of to date in the game in our dating,

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Malcolm Collins 31:25

you know, I'm reminded of an evolutionary psych or evolutionary biology sometimes I can't tell the difference. concept that scholars in that field talk about, which is perhaps in auspiciously called sneaky fuckers. And that's the term Yes, yes. Yeah, yeah. Yeah. Go explain it. I excited. Okay. So it sounds like you're familiar with the term and to be honest, I've been looking to do a whole show on that very concept uniquely, for over a year now and haven't found the right expert who can talk about it. As glibly as I want them to, I can quickly go into it if you're talking about like the western brass or something fish or something like that there's a lot of fish and animals that do this. And it's really interesting. So whenever you have an animal where the or not whenever, but sometimes when you have an animal where males and females look very different, um, you will get this alternate strategy. So you'll have one strategy, hold on a second, there's an important part there before you get to the ultimate strategy. Sorry to interrupt you because my audience doesn't like when I do that, but we're talking about species where there's heavy competition for the right to me. Yes. And the alpha males of the species get to have sex, even though all the males are left horny. Yeah, they're kind of like elephants or lions are human beings. Yes, continue singing extreme examples of one of these species like we're talking about extreme example, we can talk about a type of crab or a fish, the male will be like three times as big as the female. It'll look entirely different from the female and it will compete based on its size and dominance in for female And it'll have like a harem of females. But then there's this other type of male that actually like fundamentally changes

its development. And in extreme cases, you'll get sneaky copulation in social species as well, where you don't see them change their morphology. But in extreme examples, they'll change their morphology, and some males will develop to essentially look like a female, there'll be small like a female. In all other respects the bill appear to be female, except they'll have male reproductive organs, and they sneak into the harem of these larger males, and they'll sneakily copulate with I think in humans, we call that rape. But there's lots of details when I often wonder, or we used to call it gay game during QA days. Yeah. Well, I wonder if it's why rainbow that one is so high in feminist circles, I've often wondered that because you get these really crazy high, you know, they can do surveys in their own communities, of rape within those communities, and it could be different definitely Of what rape is all sorts of things to contribute to it. But I wonder if a part of it is that those communities, these female only spaces or these ideological hegemony spaces act as sort of flags for guys who have subconsciously sort of adopted these sneaky strategies? Oh, I think all of these guys who agree that the future is female and where pussy hats to fourth wave feminist rallies and denigrate their own gender, think they're trying to get laid by infiltration, and they're not. And they wonder how that can possibly have been the case they did everything they were asked to do and told to do, yet the webinar going on? I don't know, maybe not.

S

Simone Collins 34:39

Well, imagine that frustration and we also talked about that, yeah. just general niceness. So not even about subculture or ideology and filtration, but just, you know, the concept of Oh, if you're nice, then people will be, you know, more receptive to you, which is not about like, sort of nonsense, but

M

Malcolm Collins 34:55

Well, it's not that those strategies never work. Yeah, but here's what happens in those groups. The one male was in those groups is typically or a group of males within those groups is typically the hot dog males, you know, the king of the crop of that group, the true alphas of those groups, the real chum in a world of rubber plastic lores. Yes. those groups are typically polyamorous and all the women are polyamorous all of them sort to the same few males, which causes additional frustration, and what a lot of people do when their strategies are working, or their sneaky population strategies are working if they double down on those strategies. And that's where you get this really aggressive submission, I guess is the only way I can I can describe it. And men believe that if they just double down and double down and double down, it will work but they don't realize that everyone in those communities is sorting to the same guys. Well, he basically just summed up the whole pickup artists movement. Here's how we trick women who don't like you into

liking us. And if it doesn't work, do twice as much of it. And when what works really is counterintuitive, which is attractive, which often isn't what guys expect back to the dominance routine. But as far as sneaky fuckers, I mean, you Guys are so smart, your brains move faster than your mouth does. And I completely relate to that. Which is why this is such an amazingly high powered garrulous episode, these guys are going to be left with a splitting headache just out of pure length of engagement, they've had to keep the brain cells firing, which is beautiful. I love it personally. But at the risk of exhausting my entire audience, as it relates to being a sneaky fucker, you were talking about kind of modifying, you know, morphing into what you need to be, as opposed to who you need to be to attract the kind of woman you're looking for. Which is why the concept of sneaky fuckers triggered with me to begin with, because that, to me, is how they typically talk about the human representation of what often in you know, well, you were talking about in vertebrates, but even in mammalian circles, you know, the beta lions still get lucky sometimes by virtue of tricking the alpha lie in a way or you know, what you commonly called rape or some way of being sneaky, rather than straightforward, which to me is the sign of not being a truly attractive male, Visa V, the more attractive males who are going to attract women with a lot more facility. So I want to clarify for these guys, that what you're talking about is rather more like what I mentioned earlier, which is I'm in the mood for this. So I'm going to talk to this woman in a way she can relate, because I'm multifaceted. And I'm rather a jack of all trades, rather than I'm simply sneaky and trying to deceive her in some way, correct?



37:34

Yes, yeah. If



Malcolm Collins 37:36

you answered for Simone. Well, I'd love to expand on a concept you touched on there with the difference between the way alphas actually act in social species in the way that they're sort of the perception of how alphas act and this concept of a chat that people talk about, you know, sort of this loner guy who's popular was in a group of other men in his ultra masculine they're really describing so That's known in animals is a roaming bachelor group and a roaming bachelor group are actually males that have been rejected by the group as a whole, find solace in other males and sometimes they breed by like rating tribes and like forcibly breeding with women, but their gender is generally an unsuccessful strategy. The alphas of groups usually say they're not the chance they're the astronaut Mike Dexter's, they are the guy who the other guys want to be like, and and when they sleep with these other guys, girls, the other guys are typically like, Oh, yeah, I will say like I did it, but like, Yeah, he's such a cool guy. I almost can't be mad at him. Those



are like the true true alphas within within the primate species. In a lot of these submissive strategies that guys choose, is they're trying to butter up these true alphas to get the cast offs of the true outfits.


**S** Simone Collins 38:52


They also think that like Chad sets up other guys with girls like Chad is a team player. My Dexter does.


**M** Malcolm Collins 38:58


Yeah, sorry, Mike. Doesn't, but the price was right. Is Yeah, it's moving more and more towards open relationships. And so the problem you get is when the astronaut Mike Dexter doesn't need to, you know, doesn't have a certain amount of women where he gets his fill. He's not going you know, he's not going to give them to the supplicant guys. Um, and it's caused a breakdown of specific dating pools, which you see was like the Gini coefficient on Tinder with all the women going to the same few guys with the same What is it like 2% right now like they say right now, if you look at the Gini coefficient on Tinder, it's the average guy on Tinder is liked by less than 2% of women. So the Gini coefficient being a measure of economic inequality. This is all very fascinating. And I'll tell you why. In a nutshell, the idea here at play is who you're referring to as the alpha, which is the guy who gets to breed with who he chooses. to breed with is not trying very hard. He simply is he's not doing he's being. And meanwhile, there is a cadre of men who are very happy to be sneaky fuckers. They're very happy to be this group of wandering males trying to get some. And I think you just summed up the difference between the pickup artist movement and what we do around here. I do not coach sneaky fuckers. I coach guys to become the alpha of this entire pack. In other words, I want guys to be able to choose who they want and if they're getting welfare, hey, you know, she has a friend you let me set you up on a double date that guy's like, hey, I need some All right, well, you know, keep it the whole struggle and act like a human being when we're together and maybe I'll make it happen for you. But you know, if he said yeah, I spell the next two or three you come along, he's gonna keep them for himself too. But he's the chooser not the chaser which is an ongoing Moran here. Nice, totally. I couldn't agree more. And if I was going to add any nuance to that, I would say that the supplicants and the sneaky guys are two alternate strategies. The sneaky guy strategy is where you pretend to be a female to gain access to female spaces or pretend to believe things you don't believe to gain access to those spaces. The southern strategy. Yeah, it's where you find somebody who's like a pickup artist guru. And you basically worship at his feet all the time, but you're like the king of the people who worship at his feet. You're his his Mr. Smith. Mr. Smith is what if you had Mr. Burns or whatever? Then you're the Mr. Burns to his Mr. Smithers. You know you you may be a

supplicant, but you're the king supplicant and you see this with all these guys you know the follow up, you know the other communities they go live in their houses even and you'll see this and they, it's weird, but it does look very similar to the way it works in chips, which is

 Simone Collins 41:58  
fascinating. We're Don't disgusting humans. So

 Malcolm Collins 42:02  
that's a great way to finish off this particular discussion. Disgusting humans. I just want to find someone who's disgusting in the same way I am and be thrilled with each other's disgusting this equally. It's beautiful.

 42:16  
Cheers to that. Yeah,

 Malcolm Collins 42:18  
here's our beer 30 And with that, I want to point you guys to these books by Massimo  
Malcolm and Simone Collins. And the one we're talking about now mostly is pragmatist  
guide to relationships. Although I think we've slipped into talking about the pragmatist  
guide to sexuality also here, haven't we quite a bit. Yeah, yeah, man. Go score all of them  
go to my Amazon influencer page by hitting up mountain top podcast.com front slash  
Amazon and rake them all into the barn. Or if that sounds a bit overwhelming to you  
simply go to mountain top podcast calm front slash Collins. co LI I ns. And get your hands  
on the pragmatist guides relationships. Because you know, if we say mouse Echo, or some  
alko it's just going to confuse people. Although I you know what, just for the hell of it. I'm  
going to go ahead and make a front slash si ma L. co just to see who goes there. I'll be  
measuring. No, but what a wonderful relationship and one thing I didn't share with you  
until the very end, is this the first time ever? I've had two guests on at the same time,  
especially a man and a woman and it was been a lot of fun, and it worked out pretty well.  
It's rather like Well, I'm not gonna go there. But I was gonna say it's rather like having your  
first threesome and having it work. But I don't think it ever did in this case. So you know,  
Happy Happy Joy Joy. Anyway, their names are Malcolm and Simone Collins, and they are  
a jack and jill of all trades and Master of many actually, if you learn more about them,  
you'll find that they're very, very interesting people and we hope to do this again. again

real soon would you guys come back?

**S** Simone Collins 44:01  
Oh my god. Yes. Oh my god yes.

**M** Malcolm Collins 44:03  
Oh this threesome what really really better than expected Devil's threesome such that it was right, Malcolm. Anyway, thank you guys so much for being on in all seriousness, it's been a great conversation.

**S** Simone Collins 44:21  
A lot of pleasure.

**M** Malcolm Collins 44:22  
All right gentlemen, with that if you want to be one of these alpha dogs or alpha lions and not one of these sneaky fuckers what you need to do is go to mountaintop podcast calm, talk to me straight up for 25 minutes about where you are right now where you want to be. You can do that by clicking the little red button in the upper right hand corner and get started and we'll talk about a plan to take you from where you are right now to where you want to be. That's there for you at mountaintop podcast calm. Also visit our friends at origin in Maine see what Jocko Willink and the guys have come up with I'll tell you where I started was with those bison boots and also with the factory g Which are still the best jeans I've ever worn. Use the coupon code origin 10 when you go to mountain top podcast.com front slash origin and you'll be glad you did and until I talk to you guys again real soon This is Scott McKay from x&y communications in San Antonio Texas be good out there.

**E** Edroy Odem 45:26  
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