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SPEAKERS

Edroy Odem, Scot McKay, Brian Marckesano



Edroy Odem 00:05

From the mist and shrouded mountaintop fortress that is x&y Communications Headquarters, you're listening to the world-famous Mountain Top Podcast. And now, here's your host, Scot McKay.



Scot McKay 00:18

Hey guys, my name is Scot McKay, I want to welcome you to the show. This is The Mountain Top podcast for X & Y Communications. And today, as always, we're going to bring you a really interesting topic. And I'll tell you what, this particular one we're going to discuss today is one that we've covered a couple times on this show before, but we kind of went off on a couple of tangents and covered it in a very specific way, both of the previous times, I wanted to hit it with more of a general idea this time, instead of focusing on just a certain aspect of it, I want to talk about how men make friends with other dudes, build alliances with other dudes, certainly. And also kind of in association with that. Talk about how to build a social circle, not just with women in it, but also with other guys when you relocate because a lot of us, of course, are moving from city to city nowadays, either by choice or because the company said so. And I found a gentleman who check this out guys, he specializes in this. This is his practice talking about building a new social circle, especially after you move. In fact, his brand is new city mastery. His name is Brian Marcus Sano, and it comes from a place that's very near and dear to my heart because my whole family lives there. Charlotte, North Carolina, Brian, how you doing, man?



Brian Marckesano 01:44

Scott, I appreciate you having me on brother. Thank you. Yeah, man, you



Scot McKay 01:47

know what, it's our pleasure. Because what you're covering is very important to a lot of guys. And you know what, gentlemen, some of you listening to this are thinking, Alright, well, you know what, I've lived here for 40 years. I'm not going anywhere soon. But I really would invite you to stick around for this particular episode, because this is going to take a whole lot of twists and turns that are going to help you build your circle of friendships, even build your acquaintance list. Something that's simple, with the guys in your local area. So Brian, first of all, what influenced you to make this your livelihood? What makes you so passionate about this? And why is it part of your purpose these days?

B

Brian Marckesano 02:25

It's a good question, man. So my entire program is built on the back of my backstory. So I grew up in Fort Collins, Colorado, which is a college town north of Denver. Wasn't a lot of opportunity for me financially there. So what I ended up doing was taking a plunge and moving here to Charlotte, which is where I live now for a finance job. And in the beginning, I was really excited, I was going to be in a new location where I was going to make a lot of friends meet a lot of women and make a lot of money. The reality of the matter that I found is that starting from scratch and making friends that I actually liked was way, way more difficult than I thought it would be. So just with my experiences in life, having always solved my problems through seeking education and through knowledge, I started to tap into the world of dating and social dynamics. And what happened for me was, I had a really massive breakthrough in every area of my life when I stumbled across my ability and skill set to develop a social circle. Now this includes men and women. And from what I put together and created, I started seeing a whole different side of life I didn't really think was possible. I mean, I was getting invited to vacations overseas. I was all of a sudden, sending wires to do real estate deals with guys that I had a bond and a trust with without any paperwork involved. I mean, every everything changed. And so I realized that. Well, to me, social circle development is the single most important skill set of a man can have. And I think it's extremely overlooked because a lot of men in the self improvement space, in my opinion are overlooking 50% of the equation here which is connecting within and becoming aligned with the right men.



Scot McKay 04:24

Yeah, a lot of guys are Lone Ranger's. Right. One of the ideas that you mentioned about a minute or two ago was this idea of using your brain power and your intuition and your raw intelligence to figure things out and I think a lot of us is guys especially the kind of guys who listen to this show who tend to be high IQ guys have always relied on that, you know, I'm raising my right hand our entire lives. Hey, you know what, I can figure this out I'm smart. And sometimes we outsmart ourselves, don't we, Brian? Because it turns out not Be a cognitive operation, it's not something that you could just think your way out of. There's more to it than just raw intelligence that's going to make life better. And anybody of course, out there who has emotional intelligence, you know, II old EQ that is talked about so often and rarely defined effectively, is what we really need, which is the ability to be charming, and the ability to make friends and build alliances. Why do you think so many of us as guys have such a struggle with this part of our lives? Is it because so many of us are intelligent? I mean, you know, I've seen the bell curve, like everybody else, are we just over estimating our intelligence? Or what is it man? Why do we struggle? What's up with us? Yeah,

 B

Brian Marckesano 05:43

I mean, so you got to keep in mind that the whole reason that I decided to make this my purpose, as you asked was because of the massive breakthrough that I had in my life by putting my focus and emphasis on creating a thriving social life with men. And with women. For me, I can speak primarily on my personal experience, I can't really speak for anybody else on the answer to that question, Scot. But I know that for me, the reason that I struggled with having a real social circle and real friendships that lasted with men was because I was so focused on my dating life. And I think there's probably a lot of guys, in a similar situation, especially if they're single, that you seem to just go down this rabbit hole and get into this tunnel vision of dating and male female dynamics. And you're putting 100% of your time and effort and energy on improving your social skills to attract women. And I know that was the case for me. But what I looking back recognize was that I was ignoring the existence of men and I either saw them as competition or improvised wing men, when in reality that what I understand now is like, dude, the apex to human existence is men collaborating with other men. And what comes from that is not just opportunities and invitations and amazing experiences, but trust me, man, like the female interest, like that follows suit, right behind.



Scot McKay 07:12

Well, you know, like I said, a lot of us, his guys, Brian, we outsmart ourselves. First of all, we think women process everything the way we do as men. And listen, that's not gender specific. All of us know how women often decry the fact that men aren't like women and judge us for it or even grow bitter towards us for it. Obviously, you haven't spoken to men being bitter about their failures, you're coming from a position of having succeeded because you stumbled upon the right sequence of tactics, and I guess, events here. And that's what we want to hear more about, obviously, because I think a lot of guys will be able to take things from that. But I want to take a stab at what causes us to struggle with this, because listening to your talk, several things occurred to me. First of all, there's this focus on competition. I'm trying to get the girl, all these other bastards out there competing against me to get the same chicks. It's a win loss. It's a leisure, right? It's pluses and minuses. I think a lot of men think like that. And that precludes us from building alliances, because we see everybody's a potential threat. Women don't understand that. By the way. For example, when we talk to a woman we approach or cold approach, the guys would call it who are interested in teaching that sort of thing. Women don't see it as a competition. They're not thinking, Okay, do I accept this guy or reject this guy? They're simply saying, oh, a boy, he's talking to me how fun. It's us to get our boxers wadded up over it. Second of all, you talked about how we as men tend to process everything as a black and white, it's either going to be a yes or a no, it's a binary. And a lot of what goes on in the social world is very much a gray area, you know, it's a lot of giving and taking. And the other thing that came to mind is we as men naturally want to be leaders now, whether we're very good at it or not. Some guys, you know, have it down pat more than others. But we see ourselves as needing to be the alpha and the one who's in charge. And if we go like a bull in a china shop into a situation, especially like a social circle, and especially again, one that's established, you know, that's just not going to fly very well. So there's a lot of flexibility. There's a little bit of humility. And that's got to be there in order for us to get anywhere crafting our social circle, especially when we're moving to a new place. Am I onto something there?

 B

Brian Marckesano 09:38

Yeah, I mean, I definitely say so. Scot. I feel like the biggest barrier to a lot of people's opportunities or growth or satisfaction overall, and life might come down to the fact that it's less about the tactics and the strategies we can definitely get into that. But I think the first thing that this is the first thing I tell Abdullaev the people that come to me about this is about is step number one is changing your mindset, from a scarcity, competition mindset to more of like an abundant collaborative mindset where men are, as I mentioned before, like, in competition with you, or somebody to be envious or jealous of, but rather, wouldn't you rather just be best friends with the guy that you think you're in competition with? I mean, wouldn't you rather just work together? That's the way that this, these would be approach. And I think that's what's missing is like, there's not a lot of guys talking about the importance of guys coming together with guys. And in reuniting in a way that can create opportunity beyond dating as well. I mean, that's, that's why this over this overarching is, like just so many different categories, you know, dating being just one one singular component. Now, I will say, I think that because of dating, it prevents this mindset from developing, you know? Well,



Scot McKay 11:00

several things. First of all, the more women you have in your life, and this is the collective royal we I'm talking about, right? The more women who are attracted to a certain man, the more that man will let go of that poverty mentality thinking Keep your hands off my stack. This is my check. Yeah. You know, if you have a whole bunch of women to choose from, and you're spoiled for choice, then you're gonna be happy for another dude when he gets girlfriend. Right, right. I had to sit through yet another post where this guy was bemoaning how many dudes his girlfriend had slept with, when you know, she got drunk off your ass one night and started spouting out the truth. And he ended up breaking up with her. And I'm thinking to myself after all these years, okay, I think a lot of guys do have a lot of judgment towards women who've had a lot of sex. But almost every time I've spoken to a guy who has a particular problem with one woman having a lot of sex, one thing is almost always the case, she's had more sex than he has. Her number is bigger than his. And now all of a sudden, he'll never have a chance to play catch up. She'll always have had more than he had, he's imagining other guys having sex with her. And he doesn't have those fantasies of what he's had in his own life. Now, some guys are coming from a faith based place and they've saved themselves or, you know, limited their sexual activity from a faith perspective. And they have judgment towards a woman who didn't even if it was BC, as they say, in the Christian circles, which is before Christ, but a lot of guys just seem to have a whole lot of anger, bitterness, frustration, and indeed, jealousy towards women have had a whole lot of sex. Whereas men, once we start becoming attractive to women, you know, the amount of sex we're having a side, it just seems like that competitive nature over I have more girls than you, or that kind of shot in Florida, where I hope my buddy gets rejected by that woman at a bar tonight, because you know, I don't have any women to go out with. You know what it all points to that kind of segues into that other point you made so brilliantly, Brian, which is so many men just don't know how to build alliances with men, because they don't see the value in it. And yet, very few Lone Ranger's are wildly successful in this life. If you look at the guys who are captains of industry, certainly the politicians who get voted into high office, they understand they can't do it by themselves. Somebody who was extremely smart said, the way I build my business is to hire people who are smarter and better than me at things I'm not uniquely good at. And together, we build a business. You know, even on my kids, bicycle motocross racing team, it's very much an individual sport, you go out there on a gate with a bunch of other kids and you win or you lose, but when you're part of a team, you can celebrate the state championship final victory of the kid who has the same jersey on as

you it's like, hey, are right. We're all winners, like the tide lifts all boats in that situation. And I think that's kind of a microcosmic view of sort of what you're getting at. Right. The more alliances I have built, not only with women, of course, but with men. The more general success and you know, the better feeling I have about life in general and where it's going, right.

B

Brian Marckesano 14:40

Yeah, I think it points to an abundance versus scarcity conversation more than anything else. I mean, that to me is all this is about is creating a life where you have an abundance of opportunity and abundance of connections and friends and relationships that you cherish and love and enjoy. That's that that's men and women, social circle development is your access to that. I mean, it gives you the ability to create abundance and when you have abundance, abundance breeds more abundance, and it becomes this snowball effect where you can really change your scenery very quickly. And if if you feel like you don't have what you want in your life currently, right now, my guess would be that there's some just sort of lack of willingness to simply create relationships, because that's what life is, I mean, life is relationships. And the more that you have, the more that comes from it. So you got to let go of your need to have things be to yourself or be, you know, in your complete control, and really like focus on collaboration and creating abundance, and so that that's really I think, like the Northern Star of what I'm trying to help other guys accomplish, because that's just what happened for me. I mean, that's my transformation is I was in a place of scarcity. I didn't have friends, I didn't have dates. And, you know, I was more focused on dates in the beginning. So I went down that path and got a certain level of success. But then I didn't have the friends. And so once I figured out that there's a way to make friends and get dates at the same exact time, that's when things really started to get interesting. Yeah,



Scot McKay 16:21

let's talk about that. And I think as a nice intro, way to seed this conversation, perhaps one of the things that piqued my interest earlier, Brian was when you talked about making friends with these guys, and them inviting you on international trips. And as an international traveler, that sounds mighty nice to me. And as we've spoken more about the nature of how men are competitive, versus the truth about collaboration, and how it makes everybody who's collaborating together more successful, if someone is inviting you, on an international trip with them, they're on your team. They want you to be successful with them at whatever it is, you're about to embark on, literally even if it's just going to Palma, Majorca and partying for five days. There's still someone who's all about you succeeding and getting something fun and something successful going on in your life. Whereas we as men, if we're all so competitive, we're going to basically be the the proverbial pot of crabs all clawing each other back into the pot, you know? Yeah.

B

Brian Marckesano 17:29

Yeah. And I love that. I mean, you're exactly right. I mean, you're using either living a life like crabs in a bucket, or you're succeeding together, and you're winning together, and you're high fiving along the way, and I've always loved that. I think that's just because of how I grew up in everything. So maybe in some senses, I had, I had a little bit of a, you know, I'm a product of

my my upbringing and stuff, just because I've always been so social and seen it that way from playing sports and stuff. And, you know, I recognize that maybe some guys haven't had that experience or privilege. So, yeah, I mean, my mission is to say, you'll let me show you what it's like to get what you want at the same time, others are getting what they want. And let me show you how much more colorful and fun life is at that point. Not



Scot McKay 18:11

to be overlooked. You mentioned team sports. Right? Yeah, I've noticed that guys who've been in the military than in a platoon, whether they saw combat or not, okay. And guys have played team sports inherently understand everything we're talking about here better than other men tend to and today's postmodern society. Right? Yeah, I think so. Alright, so let's talk practicalities here. Where were your aha moments? When you move to Charlotte? As you were saying to yourself, Man, I gotta build me a social circle. What did you do? Right? And also, you know, if there are some things you did wrong, let's throw those on the table, too.



Brian Marckesano 18:45

Yeah. So first thing that I did was, I stopped completely ignoring the existence of men, particularly when I would go out and I would be social. I think my tendency was to scan around the venue and take a look and see who my, you know, ideal approach would be for the night so that I could line myself up some more dates, you know, whoo hoo.



Scot McKay 19:06

And we're all for that around here. Make no mistake? Yeah. But sure, go ahead. Sure.



Brian Marckesano 19:10

Yeah. And so Rosa, and I had a lot of success. I mean, we could talk for hours about the amount of crazy success that I had, right. But here's the deal. I decided to take that same approach with the guys that I saw because as guys, I think it's similar. You kind of see the type of person that fits your mold. You're like, okay, you know, that guy seems to have a good head on his shoulders. He, he kind of has the charisma that I admire. And typically, those are the guys that you you'd be fearful would steal your chick, or maybe even be jealous of and become a hater about that was my mindset. So I, I made an effort, first and foremost, to reframe that and say, All right, what if he was instead, my best friend so I started putting an emphasis on the using the same social skills that I had with women to go up to guys and do the same thing where I'd make an observation shouldn't give them a compliment, strike up a conversation, get to know them a little bit and close their contact information and making it an effort to introduce myself to men that I saw for whatever reason might be an interesting prospect for friendship. So that's where it started. Okay,



Scot McKay 20:15

so the elephant in the room here is Brian, you're making this sound like it's the exact same

so the elephant in the room here is Brian, you're making this sound like it's the exact same process to cold approach a dude and make friends with them, as it is to go meet a woman and ask her out. And I think most of us sitting here on the other side are thinking that would be really weird. If it happened to me, if some dude just approached me at a bar. Like he was approaching a check. Frankly, I think he was gay. Right? So what are you doing differently here? Where's the nuance of what you're talking about? Yeah,

B

Brian Marckesano 20:42

well, that's like, kind of like the comedy within my, some of my pitch is like, the breakthrough that I had in my life was when I called approach the guy. You know, and it's obviously like, I'm this as straight as they come on as straight as a frickin arrow here. But, I mean, look, if you're starting from scratch, if you don't have friends, and what else are you going to do, you're gonna go to, you're gonna go on meetup.com, you're gonna go on Bumble BFF. Or you're, you're gonna go to a networking event. I mean, you could do all those things, it doesn't matter



Scot McKay 21:12

really not gonna go on Bumble BFF. Let's just throw that one down. Yeah, that's not gonna work. So

B

Brian Marckesano 21:18

at the at the very top of the funnel of creating a relationship is an introduction. So you can either wait for that to happen organically, which is fine. But if you want to accelerate your success, then have some courage and introduce yourself. I mean, it's not the same, because you're not showing your when it's male female dynamics. There's intent that you show that sexual, if you want to make your intentions clear in Spark polarity, and you know, all those different things, right? For a guy, it's just as simple as like, dude, like, I've, like, noticed that you had the new Air Force ones on man, like, I've been thinking about getting those for a while, like, I got to ask, like, are they worth it? Or what? So you can just strike up a conversation and talk guy stuff? I mean, it's a is that a cold approach? Yeah, I guess I mean, it's just, it's just, I don't like to call it that, because that's connected to pick up for this is just striking up a conversation, I think that that's an extremely important skill set is being able to strike up a conversation with anybody. I mean, if a guy if you're in an elevator and a guy walks in the elevator, I mean, why not strike up a conversation,



Scot McKay 22:22

you know, I think you've kind of hit on something, if you'll pardon the pun, very important there, which is the golden skill here is learning how to start a conversation with anyone, which, of course, is a lost art, in our postmodern culture, where everybody's connected to their phones and social media. I mean, we see, you know, infamously groups of friends out at a restaurant together, and they're all not talking to each other. They're all individually buried in their phones. So starting a cold conversation, which is what it is, yeah, garlis of the connotations there with pickup or whatever, is unheard of nowadays. I mean, I could go out run errands, live,

move, have my being and whatever, and nobody I've never talked to before will ever talk to me. First. Less, there's someone who's directly assisting me at a retail establishment or whatever. And yet, when we are the first people who do that post COVID, you know, where everybody's social skills have atrophied. And you know, I think especially nowadays that's reached a fever pitch. It's like a crescendo. Now, people are so longing to be social. And some people don't even realize how much they're longing for it. And what I've noticed, especially out and filled with guys, and I've talked about this in previous episodes, but it bears repeating and context here, because we're talking about a completely different situation. Is that when you do, you know, summon the courage, which is what's necessary, I mean, let's be real here to start a conversation with someone else. They appreciate it. I mean, they may be shocked at first, but they'll be like, oh, yeah, man. And it is it's, it's men and women. I've had at least one guy hire me to take him out in the field and just be social with everybody. Right? Not just with women. And it kind of caught me off guard. Because what I do is I take guys out and teach them how to be better with women. But this guy was like, I want to be better with everybody. And sure enough, he's better with women because he's decided to be better with everybody already. So the art of being social, the ability to I don't know, get out of our own heads a little and risk being social with other people reaps big benefits, and has huge dividends. And I'll tell you, I don't want to underestimate the tactic you're using here. You know, you said it's really not about tactics. It's about simply being real and being social and letting it flow. I understand that. But we as men tend to build alliances with each other through common interests, common experiences, and if you do walk up to a guy and go, Hey, you know what, that's an amazing motorcycle. How'd you find the park? arch to build that thing where you say those shoes man I've been looking at those shoes are pretty sweet. Are you pleased with them where I've been looking at that new pickup truck that you're driving? How's it run? Almost every time that dude will get into a really nice conversation with you about even at a bar. If a guy's drinking a beer, you're like, hey, you know, I've seen appear random. Is there any good? Oh, yeah, man, it's, you know, kind of hoppy. If you like, you know, IPAs, it's gonna be really good. You know, most guys will be pretty chill about that. And even if they're a little guarded about why is this guy talking to me? I mean, is he gay? Is he hitting on me is he just got to try to you know, get me to join his downline for some multi for some multi level marketing thing, whatever. Whatever the doubt there is, by taking the lead, taking the freakin lead to be real and human. And, you know, because hey, look, I'm on armed here, kind of like an honest handshake, right? You can break through and you can break through quicker than you think. And then those people will start introducing you to their friends. And the next thing you know, you have the social circle right on.

B

Brian Marckesano 26:03

Yeah, I mean, I think like we're kind of starting to get get around the corner when it comes to the fundamental mindset shift. If you're a guy that thinks you can only go be social and start conversations with women, I wouldn't say that that actually makes you more weird, than if you're somebody that strikes up conversations with men and women. Because when you're and that



Scot McKay 26:20

was huge, a huge soundbite You just dropped there. But it makes you more weird if you only know how to be social with women. That's massive. Keep talking.

 B

Brian Marckesano 26:31

Yeah, absolutely. And I would even say that if you wanted to, if you wanted to get better with your social skills, your your conversation skills, starting a conversation, leading a conversation, and even closing conversations for contact information. Start off with guys, because not only like you said, are they they're easy to talk to you because a guy isn't used to he's not going to have defenses like a woman, a woman automatically thinks, what does this guy want from me? What is he trying to get from me when it's got a guy, unless you give off some weird vibes, like you're, you're gay or something like that. And it's actually quite easy to get into a conversation and develop that skill of having different topics to talk about. And flavorful conversation which carries over to, to women as well. So if you have approach anxiety, then I would actually recommend that you practice starting conversations with men, because men are very receptive. Like you said, Guys, don't, they don't have defenses up like that. And nine out of 10 times, you'll notice, they'll love to talk to you about whatever, especially if you give them a compliment. I mean, it's just that doesn't they don't get that it's not the same as a woman who's getting bombarded with attention. I mean, guys will have a great, you can have a great conversation. And that can actually help you get into a good social flow in a social state. So yeah, if you're a guy that wants to get better with your social skills, I would say it's more of an undertaking to go be social and put 100% focus on just approaching women because you have a clear agenda. There's a clear intent. And you can actually, in some circumstances, get yourself a bad reputation. If that's all you're doing. So I would tread lightly, actually, when it comes to that, especially in your own city, where you live in your local neighborhood, right? I mean, think about that. Well,



Scot McKay 28:12

I would say if you join a church, for example, and the only people you're talking to are the sexy women. That reputation will descend upon you with a quickness.

 B

Brian Marckesano 28:21

That's that would be creepy. Yeah. Right. While I agree with



Scot McKay 28:25

everything you're saying, I want to at least give a nod to the possibility that when someone is very friendly and approaches a man out of the blue, the guy could very easily think, Hey, this guy is gonna sell me something. Right? Sure. I remember back in the 80s and 90s, these guys would, you know, tour around in a white van, and corner you in a parking lot when you're getting into a car and go hey, I got a crazy question for you. I got the speakers that I was supposed to deliver. And these guys don't want them anymore. I'll give them to you for like 20 bucks. And it was like, okay, are these guys gonna hold me gunpoint? What's going on here? I feel kind of ambushed. You know, I don't You're probably too young to remember when that was a thing. But it was actually a company. It was a sales company that hired a bunch of kids and gave them white vans and said go out and do this. And it was extremely off putting, you know, and yet that was a sales tactic. The other thing that comes to mind is I think a lot of

guys, especially nowadays are thinking, Okay, it's this guy socially engineering me. Is he like a con man who's going to trick me into something? Anybody who's ever been to Vegas and starts walking up and down the strip, late at night, early in the morning when the crowds thinned out a little has had some guys sidle up to him and start asking them too many personal questions. Well, I mean, it's easy to feel like you got to jump into fight or flight mode when someone's bombarding you like that with social interest out of nowhere. So I think there has to be a little nod given to that possibility. So the question that springs forth from there Brian is how do we make sure we don't come off like that? I mean, where's this balance? Obviously, we need to be bold enough to approach and talk to men. But how can we kind of say, hey, you know, it's gonna be all right, my intentions are pure, or is that really up to the listener more than it is to the, to the speaker for the approach, or as opposed to the approach ie to figure that out? What say you on that? Yeah.

B

Brian Marckesano 30:22

Well, I mean, it's all in your presentation, right? I think that has a lot to do with it is is going to be your your vibe that you go off in your presentation. But more than that, I would actually say it's around the pre approach. So I'm not talking about making a beeline across the street to strike up a conversation in an extremely like an socially calibrated way, the pre approach would probably be more something along the lines of opening somebody that is within your general proximity in a social setting, so that it comes across as a lot more natural. So that's where guys get confused is when they think about a cold approach. They think about a man to woman interaction where you see a beautiful woman and you follow the three second rule, and you make a beeline across the venue, or a beeline across the street to listen time for



31:11

her husband to come around the corner. Exactly. Exactly. Right. We're



Scot McKay 31:15

pretty hard on that three second roll there, Brian? Yeah, go ahead. Yeah,

B

Brian Marckesano 31:19

well, and so this would be like, I mean, you don't don't force anything, I quit doing that quit being socially uncalibrated. Look for opportunities where it comes across as more natural and spontaneous. I mean, somebody over your shoulder or somebody next to you at the bar. I mean, it's not going to come across like you're trying to sell something. If you were standing there next to him for 510 seconds, looking for a drink anyways, it just seems like a casual encounter. And that's what this is about is just casually having the skill set, not some forced on calibrated approach, because that would be weird. If if some guy walked up to me from across the street and said, Hey, man, I know this is super random. But I just saw you over here, and you seemed like a cool guy. I just wanted to say what's up? I'd be like, that's weird. You know, that's definitely uncalibrated. That's what I was talking about.



Scot McKay 32:10

Yeah. And I mean, the skill that goes along with that, and I will label it properly. I think a skill is that, uh, being observant. I mean, read the frickin room, right? I mean, here's what's going on here. Here's a guy who you could theoretically have something in common with, he's not in a conversation with anybody else. Talk to him about what's interesting to him. And you'll be interesting, and maybe you'll make a friend? Or maybe you'll make a business acquaintance. If not, it was just a conversation. Yeah. Yeah. As opposed to this kind of love bombing of personal interests towards you. It's never going to be received properly. It's not unlike sales, is it? I mean, if I help someone by their in, if I seem like I'm just in it for some sort of commission payout socially, it's not going to be received well,



Brian Marckesano 33:00

right. Yeah. And as we get further down the line into more of what happens after this is, throughout the entire process, you should be communicating that you're not looking to get anything from them. As a matter of fact, the entire goal is the entire process through and through is to bring value to them. So from the very beginning, I'm bringing value to them in the form of positive emotion, typically, it's going to be some type of observational compliment, followed by a question so that this way, I'm just eliciting positive emotion, and there really isn't an agenda. And I'd actually recommend that the conversation that you have, is very, very short and sweet, and is actually cut off earlier than expected, just so that you don't give off these creepy weird vibes, like you're fishing for information or going through an interrogation, but rather, it was just you want, you want to create genuine, casual encounters as often as possible, because what you're going to ultimately do afterwards is where we can talk about more of the strategy, but you don't know who this person is, either. They may or may not end up being a good long term friend for life or someone that you never want to see again. But you don't know whether or not that's the case, unless you can dare to be social. But what we're gonna end up ultimately doing here with men and women, is making contacts and making connections, casual acquaintances and kind of building up a list of people that we can create social scenarios with. So that's where more of the follow through comes into play. And it's what you do after that proves to everybody unequivocally, that you're not a sleazy salesperson trying to get them to pitch in on they're on a timeshare with you or something like that. So it's more also about the follow up and what happens next. That's extremely important.



Scot McKay 34:38

So yeah, of course, we're going to talk about that next before we wrap up. But I do want to at least give a nod to the idea that while we're not bombarding these people with questions, and drilling them for information in a way that's going to start feeling suspect, we also don't want to let the pendulum swing the other way, and become real needy and Be an approval seeker and start bragging about why this person should want to, you know, make friends with us because we're so cool. There has to be just a kind of a quiet confidence where we're listening and making natural conversation and again, being observant. So I wanted to wanted to mention that because I think it would be valuable for at least somebody out there to hear it. So what does this follow up look like? Brian, I mean, after you've been talking to this dude, you're like, hey, you know, this is someone I can have a beer with. What next? Yeah,

 B**Brian Marckesano 35:27**

so the entire process is getting a skill set to be able to open conversation with everybody and have quick, flavorful conversation with good questions and good personal input. And then consistently closing for contact information, I recommend Instagram, it's very non invasive, it's an easy way for you to connect with people and for them to see into your life. And you see that there's, especially if time goes on where you don't communicate with them again, they might be able to get a sense of your life in their life through things like Instagram stories and posts. And then ultimately, what you do at the end of the day, they're literally technically at the end of the week, or the following week is you'd want to just reach back out to all the acquaintances that you've met, and just invite them in, just casually invite them to come be social and another similar environment. So that's where there's some emphasis around in your local area, finding out where your just cool little local hotspot is and making it a point to go out and be social. And then for all the people you've interacted with, invite them to come along with you and bring friends and be the social connector and be that person that brings people value through the form of invitations and interests and in getting them together in a way that is enticing and not weird or creepy. Because you're in a public place. There's other people there. And they have an opportunity for men to meet other women, women to meet other men, you can become the connector in the matchmaker. And along the way, you're gonna make friends along the way, there's going to be a woman that's interested in you along the way, there's going to be people that you don't vibe with, and you don't ever see them again. But look, there's no losing here.

**Scot McKay 36:57**

Yeah, I love it. And, you know, you answer the question that I was going to ask next, which is okay, I'm going to invite these people to something social will, what would that social thing be? I mean, I can't create it out of the ether. And I think you answered that very well. The key word that you just mentioned, in my estimation, is connector. And I think it would be a fitting closing point in this conversation, to really underscore how powerful being a connector of other people really is. It has to come from this abundance mentality. Because if you have a scarcity mentality, you're not going to want to share all your contacts with someone else, lest they not be your friend anymore, and be their friend instead, et cetera, et cetera. And I know that sounds so petty and silly on the surface, but listen, as a podcast host, I can't believe the number of people who hold all of their associations very close to their chest, and think that you're asking the world of them by asking for an introduction to someone else. And meanwhile, you know, I say to every guest, and you're included, by the way, Brian, if there's anybody on my list of previous guests you'd like to meet and get to know, I'll write the email, Hey, you two guys need to know each other. I can count on both hands, the number of cohorts, male or female, who will do the same thing? It's very, very few people. And it comes from this, I don't know, very thinly veiled notion of scarcity. And yet the strategy flat out straight up works, Brian, once you start connecting people to other people, you make more friends, those friends who you are connecting value you more. And above all, guess what, you start looking like the leader of your social circle, powerful, powerful. Speaking of Instagram, I want you guys to connect with Brian and make friends with him. You can do that by going to his Instagram, which is at [New City mastery](#). And you know what, I'm also going to make it so that when you go to [The Mountain Top podcast.com](#) front slash about new city and EW CITY it'll magically teleport you over to Brian's Instagram, and you can connect with them there. And by the way, some of you guys don't have Instagram. I'm personally starting to use Instagram more than I used to.

So you can follow me at real Scot McKay on Instagram as well. Brian Marcus on a fascinating conversation, thank you for indeed bringing some new ideas to the table. I think this has been really helpful. Even if it's a little challenging to these guys to kind of take it all in and feel that they can make it actionable. I encourage all you guys listening to take what Brian's told you to heart today and go out and make the effort and just see how it goes. It's not unlike talking to women in that once you get a couple or a few approaches under your belt, you're going to realize hey, maybe this wasn't this Arias I thought it was going to be and just go and talk to a guy but his pickup truckers you know Barry's drinkin and just see how it goes. I would respond positively to that. I think other normal decent dudes would as well. So thank you, Brian, so much for joining us today. It's been a pleasure.

B

Brian Marckesano 40:17

Thanks for having me on Scott. Appreciate it, man. Yeah.



Scot McKay 40:20

Hey, guys, you know what, I've noticed lately that people want to be more real, most of us are struggling, we're struggling socially, we're struggling spiritually. We are in pain that we don't let people know about very often. And I want you to know, I'm right there with you. I'm a real guy just like you all these people who seem to get on Facebook and just show a highlight reel, and something else is going on under there. And I want you to know that going forward, X & Y Communications is going to focus on being as real genuine as we can. And I don't think we've ever been fake. But I just look at who's getting traction out there. I look at some of the voices who are influencing more and more how our social life is as a nation as a western world. And I can read the freaking room, like I mentioned, about 10 minutes ago, people want to be genuine people want to be authentic to the point where it hurts. And I'm going to do what I can to be part of the solution in perhaps new and even more striking ways than ever. When you go to mountaintop podcast.com And you talk to me on the phone, we can talk about what life is really like for you. I know that when guys say hey, you know what, I'm discouraged. I'm thinking about becoming one of those guys that goes his own way. Because women just seem like they're being mean to me. And it's been one bad situation after another. Hey, I know why that would make you think, hey, you know what the chicks on the porn sites are hotter than any girlfriend I've ever had. And they're not going to take all my money and you know, call the cops on me or whatever. I get it, man, I completely get it. But we are and always will be about real human connection around here. And if you just need another dude to talk to, and that's where it's all gonna start for you. I can't underscore enough that I'm available for you get on my calendar, let's talk. It all starts at mountaintop podcast.com Obviously, our sponsors, Jocko willing, is a guy who talks about not being a victim, having extreme ownership over your personal circumstances. And that's all about embracing what you do have control over and letting go those things that you don't. And that's why they sponsor this show. That's why origin and main sponsors this show, the guys at heroes soap, the guy's a key port, you're talking about men, building a business, trying to do the right thing. All those guys run solid ethical businesses, and they give you the best, absolute best product they can. Sure I want you to support all of our sponsors. But I also want to tell you, straight up, that's why they're our sponsors, because they reflect the values of this show their products, and also the men behind this products. As always, you know, use the coupon code mountain 10 with any of those companies. But it all starts with a trip to mountaintop podcast.com And you're going to find out

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