



THE **6** PRINCIPLES OF ATTRACTION

BY JOHN COOPER | ARTOFSOCIAL.CO





Foreword from Sean Russell, CEO of Menprovement.com:

It is my great pleasure to bring you this eBook, The 6 Principles of Attraction by John Cooper. Meeting John changed my life. I can honestly say that I have never seen anyone interact with women with as much ease and grace as John Cooper. As a shy introverted guy I thought I could never do something like that. But after applying his principles you're about to learn I feel like I have a superpower. Being able to see a girl you find attractive and within seconds be talking to her and within hours be romantically involved with her is simply magical. Thank you John.

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A Quick Introduction

Welcome to the Art of Social and welcome to this ebook
-The 6 Principles of Attraction.

My name's John Cooper and I've been teaching the Art of Social since 2010 to both men and women. I've travelled to over 40 countries and coached a wide variety of people from Bavarian Royalty to Senior Naval Officers to 76 year old virgins. I've worked with internationally renowned dating companies TNL and Get the Guy. And I've become known worldwide for pioneering a new philosophy for social connection which I coined Social Heartistry.

My Journey

I come from a background in art direction and I went through my own personal journey in becoming an artist. At first I was only thinking aesthetically. Trying to impress people and seek validation with my work - chasing approval and results. I then only really became the artist once I stopped trying to impress people, and focused simply on expressing myself.

I then started to find my own voice, my own style. And I turned up the volume on that. I was holding up traffic on the motorway, getting arrested, orchestrating protest marches and causing a scene. I had forgotten about trying to please people and yet all of a sudden I was winning awards and getting commissioned by companies to bring some of that unique creativity into their work. I was attracting interest but only after I had completely let go of the need for it. I had switched from seeking results to focusing on expressing myself fully. And yet I was attracting what I was initially after.

And so what you'll learn in this ebook is how the power of becoming

the artist is the path to becoming truly attractive. What I learnt in my journey to becoming the Social Artist is what I'll be teaching you, so that you can show up in the world, and be at your most attractive too.

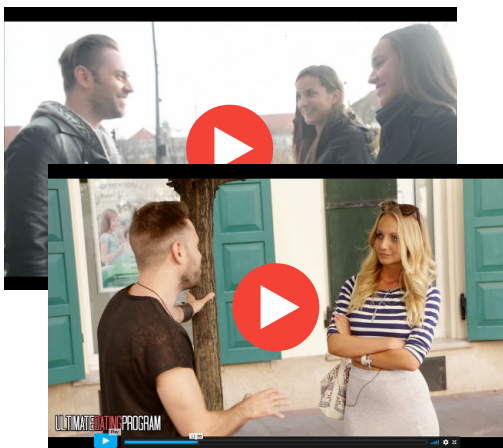
Who's It For?

This book is written for both men and women and that's because the principles that I teach are universal. However 90% of my following are men and so I will often refer to social examples from the male side. So I'll say things like "when you see a beautiful woman...". If you're a woman reading this, then simply add in "hunky guy" or whatever suits!

With all that being said, there are subtle differences between what I teach men and what I teach women, and that will be explained as we go along too. Consider this like teaching a partnered dance, there is a slight difference between what you would teach the man and what you would the woman. One leads and one receives and this is embodied in one of the 6 principles we come onto which is about masculine and feminine poles.

The good new is, for the most part, the principles apply to all.

Now lets dive straight into it...



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What's Unattractive?

Here's the first major revelation for you, which you can tattoo on your arm or immortalise in some way, so as you never forget:

To BE attractive you have to stop trying to DO attraction. In other words, stop TRYING to attract people.

That seems kind of counterintuitive right? Well, hang in there. You must redirect your focus from the need for women, to feeling good within yourself. You must engage in your purpose and sense of action in that moment, aside from women. Does that mean you will stay isolated and alone and never talk to anyone? Hell no.

You will be interacting and bringing yourself to women, however your fulfilment no longer comes from the closure of a "result", but instead from your sense of play and expression in that very moment. By doing so you will move your focus from "getting it right" to "just being real" and with that you'll convert neediness into a strong magnetic core.

Part of your journey to becoming the attractive Social Artist, is to not repeat and regurgitate ANY lines, techniques or mechanics from somewhere else. You must become your own artist with your own unique style. And from that place, instead of being a poor photocopy of someone else, you can relax and just do YOU.

That level of realness and total assurance in who YOU are is more attractive than any alpha-male routine or pseudo-attraction technique you once learnt off Youtube. The journey to get to this place can be bumpy, especially with 100's of companies bombarding you with more "stuff" to memorise and mask over the real you.

I spent 8 years of painful trial and error, trying to make sense of the madness, so you don't have to waste your time like I did. So let's start with where things might be going wrong for you...

Why We Are Taught The Wrong Information

At the moment, the way we're taught to view intimacy - the way that we're taught how to act in a romantic context - is about getting results. And that's the total, absolute, core foundation about what modern dating advice is about. Look anywhere and you'll see brandished all over their marketing: "Get the girl, Get laid, Get the man of your dreams". Get, Get bloody Get. It's all about getting. All about seeking goals and nothing about being fulfilled and present with someone. Nothing about enjoying the ritual of the encounter and coming away feeling alive. No, not unless it comes with a prize attached.

There can be no true intimacy with someone, once you have within you a fixed intention of seeking a concrete "result" or "objective". You can never be present with someone, if you're constantly strategising all your actions towards some kind of outcome.

Seeing the world this way, we become like Pacman.

Pacman walks around with his mouth wide open and he constantly needs to eat pills to feed himself. In much the same way, this is how we view girls we need in order to feel ok.

Imagine constantly going out like Pacman, needing his pills or in our case needing girls - it only reinforces the empty area within us. And we are never going to be happy or fulfilled unless we finally get it and then temporarily we fill our hole. It's like when you break down on the side of the motorway and then the roadside recovery company come along and they just bodge your car, but then they say to you: "look, this will only get you to the end of the motorway then you have to get this serviced."

In the same vein, if you do go out and concentrate all your efforts to chasing girls, and despite being very unattractive, you do somehow get laid that night - then you're only temporarily boding the gap, you're just filling the hole. What I'm going to talk about throughout this book, is being Whole-Hearted not Hole-Hearted.

Now it's understandable how we train ourselves to seek results with women in this way. We want to become better at sales, we do a salescourse. We want to get that Hollywood physique we keep hitting the gym. When it comes to human connection, sex and relationships - that's not how it works. As men especially, we see everything as something that has to be achieved and we tend to take the straight line approach and pursue the most direct route possible to it.

We want a girlfriend or sex, so we'll go out and approach 100's of girls. Each girl painstakingly working through a strategy to finally "seal the deal" with her.

But sex isn't something that should be achieved. It's not a goal, it's an extension of something. A deepening of communication. When you start seeing sex as a goal you must achieve - you will become needy, creepy and unattractive.

I'm sure you know what it's like to have someone talk to you and all they want is to GET from you. If you can't, just walk down any busy high street past a charity street seller. How does it feel when they engage you, even with their broad smile and pleasant greeting?

My guess is, you tend to keep your eyes down and you bee-line around them. No-one likes to be taken from or on the receiving end of a deal that needs to be sealed.

If you hadn't already guessed, this form of going out to GET girls is massively unattractive. In fact when you go out with the sole purpose to TAKE - you repel people.

You will never fulfill that particular desire with women this way, because in your quest for results, you develop a tension in your body which comes from lack. The instant you decide to hunt for women and grasp and approach 100's of girls, you throw up a huge distance and barrier between the two of you. You create this strange "lack tension". Suddenly, instead of just flowing and merging in a natural excited and loving way, you are separating yourself from her. Driven by pain and attempting to use her to alleviate it, using strategy to get that result, at any cost.

You are repelling that elusive thing. Like magnets, two positives repel each other. Desire creates a positive charge, however the lack tension caused by grasping and needing a result to feel balanced, creates a positive charge too. So they repel each other.

If you're at that stage where you're going out and chasing girls or following dating advice encouraging you to approach 100's of girls - you'll end up like Wile E. Coyote trying to catch road runner. And we all know how that story goes.

You will also become more and more frustrated. Suddenly these women that you supposedly adore, become the opposition. A growing sense of resentment builds up in you. Going out to meet women now feels like going to war.

All of a sudden a woman is now a "target". And we go out with our "wingmen". And we must "get past her defences" and "overcome her".

That's why a lot of these dating companies are selling you on "bootcamps". They want to keep you in pain, thinking in terms of war, and see women as the enemy. And yet what they won't tell you is that when you're in conflict with women, you're in conflict with yourself.

But hey, they don't want to admit that. Why teach you to re-empower yourself from within when they can keep you locked in pain and conflict. Approaching 100's of girls from a place of desperation and lining their pockets.

You may have a coach that gets you talking to 100's of girls and you get a bunch of numbers. You think you're progressing, but then you're back on your own again. No girl is responding to your texts. You feel worse than before. Your gaping hole feels bigger... and you seek more "attraction" strategies to finally get her. You're training yourself how to interact from a place of need and from a place of emptiness.

You've become the beggar.

I'm going to share with you what only 1% of people know who actually get it...

Understanding How Attraction Really Works

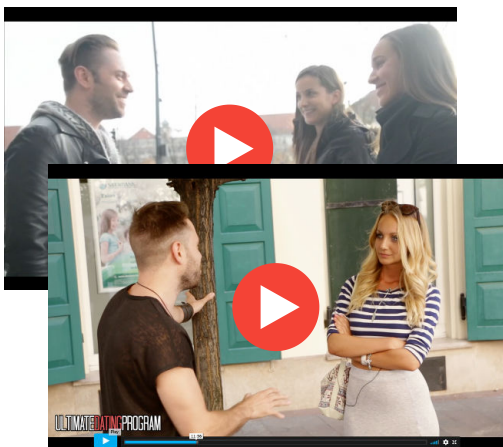
If you want to become genuinely attractive, you have to first understand, it isn't about doing anything you can to get results, it's about how we feel on the inside and how we radiate this outwards unconditionally and express to people around us, like the artist.

Whether or not people want to accept the invitation, to come and play with us and join in that play and intimacy with us - it doesn't matter - we don't lose, we're not rejected. We're moving along extending ourselves out to people.

If you can express and play with the people you meet and not put any judgment on their response whatsoever, and move your sense of reward to how you feel in each moment, then THAT's Attractive.

Now try and think what it's like when people interact with you and it's clear they don't need anything from you.

So lets introduce the first principle of genuine attraction - AUTONOMY.



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1 Autonomy

What does “autonomy” mean? Well, autonomy means to be self-contained. Self-contained within our own actions. It means that our reward comes from our fulfillment in that very moment, without any need for anything else outside ourselves to fulfil us..

Let’s just go back to our Pacman analogy now. He’s very much not autonomous, is he? He needs his pills. The moment he eats one, his mouth wrenches back open and he carries on needing more. Likewise, Mr. Seducer Pacman needs validation from women in order to feed himself, otherwise it can be quite a lonely and depressing existence.

What I’m talking about is to be autonomous and remove the need - and instead of coming from this empty place, where we need filling, what we’re going to do is we’re going to bring ourselves more into fullness, So now, we are feeling more contained, more fulfilled. With or without “results”.

Imagine a cocktail barman:

He’ll see a beautiful woman over the bar and say:

“Hey, what would you like?”

“Vodka & tonic please”

and he would serve them a vodka & tonic.

“You know you’re really sexy/cute/fun/. (insert any cheeky chappy barman line here). Hey wanna meet me after I finish?”

“No.”

“Alright :)”

Then he'd seamlessly move to serve the next customer -
"Hey! who are you, what would you like?" Serve, serve, serve, serve...

And I know as I've worked as a cocktail barman, I would flirt with hundreds of girls during the night. Sometimes getting a number, sometimes kissing them over the bar, sometimes go home with them after but at no point was I thinking; "This is an 'approach'... I've got to work through a strategy to get her... I've got to avoid rejection here".

NO of course not.

Why? Because the context has changed now. I'm active, I'm doing something, I'm fulfilled in that moment - BESIDES women. That way, there is no judgment on my action WITH women.

There's nothing to lose. The barman can never get rejected. The barman is always rejection free. The barman always get a free shot to express himself without failure.

Why? Because he's the BARMAN! That's his primary purpose. Anything else that happens is a bonus.

I'll give you another example - the performer on stage:
Think about Axl Rose when he was playing for Guns n Roses.

He'd be on the stage singing, then he'd see some pretty girls down below the stage so he would reach his hand down to them and lets say she doesn't touch his hand back, he isn't going to say:

"Oh, God, I'm rejected. That was a bad approach, I didn't own my actions well enough. Man, how can I improve my game better next time?"

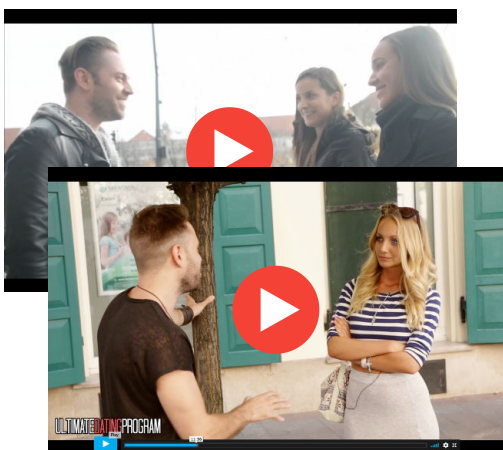
Of course not! It's ludicrous to say that. That simple action with the girl in the audience was dissolved into his bigger purpose of being the performer. It was insignificant and was instantly absorbed into his bigger purpose.

Why do you think women find men in uniform sexy? It's because that uniform symbolises a sense of purpose and action independent of her. If a fireman turns up, he's on a clear mission which is not about achieving anything with her. And she sees that, she feels that. So you might be saying: "Yeah but John, I don't have a context - I'm not a performer on stage, I'm not a barman, i can't wear a fireman's overalls everytime I go out".

You don't need to, but the point is to extract the underlying principle of AUTONOMY. That's all you need to adhere to. That is what is going to give you that foundation. That is going to give you the footing, it's the roots of the tree through which everything can blossom from.

Here's something you can always ask yourself or with your friends when you go out: "what is my primary purpose in this moment?" If the answer is: "to get girls", then you've forgotten your autonomy. What you can always say to remind yourself: "The women I see are ALWAYS the secondary purpose".

And that's why autonomy is so powerful and that's why it's the first core principle. There is a lot more to go into with this principle including how to develop yourself from the core so that you can foster this everytime you go out. We're going to be covering autonomy in a lot more depth in the advanced academy training program. But for now, let's go straight to the second core principle that is GIVING (UNCONDITIONALLY)



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2 Giving Unconditionally

So when you're going out to get girls, you're trying to take from them and what happens, if you're going out to take and you get rejected, you've lost, that's it, you're out 'The Game'. But the shift in mindset - the paradigm shift here, is now we're going out and we're just giving ourselves away unconditionally. When we see a girl we like, we're serving her, we're serving ourselves, we're serving the moment, yet at all times it's unconditional.

And that might be kind of hard for some of you guys reading that, because you're thinking: "I want them, I need girls!" You may be going out especially to seek results. Well, that's part of letting go - that's part of the process of reaching an unconditional stage where you can:

- Express your intent

- Fully participate

Yet...

- Let go of any fixed outcome

- And still be fulfilled and autonomous and in a purposeful flow.

This is totally unprecedented. No one is speaking about this in modern dating advice. And you know why - because dating advice is placed in the same bracket as "get rich quick" and "how to get success". Whilst this may sound intoxicating, it will only make you repellent to women.

So, you might be thinking: "giving? Well, isn't that just like White Knight behaviour? Isn't that just like buying a girl drinks in order to wear her down and then maybe she'll give me a bit more of her time? Haven't we seen this before in really unrealistic PG movies, where Cory the nerdy teenager sweet talks the beautiful girl off the harder, cooler bully type

character, and we're somehow meant to believe it?" Well no. We're not talking about that at all.

Let me paint you a picture. Imagine the difference between non-consensual sex and ravaging your partner in bed. Now, from the action level, if you're the observer- the fly-on the wall - it actually looks the same, right? So when you're ravaging your woman in bed, it might be rough, she might be screaming, it might be part of that BDSM role play if you like. Whereas in the same way if the sex is non-consensual, it may look the same, from the outside looking in, observing the physical action, but the intention is totally different isn't it?

Non-consensual sex is about taking, it's about abusing for your own needs, parasitically like Pacman. Whatever I want it's all about me and my needs. Whereas ravaging your women in bed - it's the same physical action, you could say, but the intention is - I'm serving you. This is a gift to you and to me, it's a sharing, it's a co-creation.

So when I talk about giving, it's about the intention of giving not necessarily the physical action. You can still take on the action level - still take a girl by the hand, still take her clothes off, still take her up the stairs to the bedroom. You can still take a girl's number on the streets, but the intention is: we together are going to share this moment, we together are going to create intimacy, fun, adventure and perhaps escape from the mundane you could say.

So that's why giving is about the intention. It's a serving. I can even say something extremely sexually charged and commanding to my girlfriend and because we've developed trust and a mutual connection, that command is a huge gift, and we explore that role-play together.

So in the context of meeting a woman for the first time now - we just express ourselves to the women around us, especially to the women we like. We offer ourselves out without any need for anything back. Now this girl that we're interested in, she's got two options, right? If we offer to her like a ray of sunshine - she can either step in the shade or she can get a suntan. The sun is unaffected if someone chooses to get a suntan or not, right? At no point is the sun going to be rejected if someone steps in the shade.

So in much the same way, when we're bringing ourselves to women, we're giving our desire, we're giving our attention we're giving our curiosity, we're giving our full participation in that moment and if she chooses to say "fuck off" or ignores us, turns her back on us, we're unaffected because this was giving unconditionally - it was an offering. We're continuous, relentlessly flowing out to people like this the entire time.

If you're thinking "but how do I give and offer out without any need for return if women are my primary goal?"

Then you've forgotten the first principle of Autonomy. You've forgotten to be immersed in your greater purpose in that moment.

You're now going all in with your poker chips when you see this beautiful girl. So remember again - The women you talk to are always your secondary purpose. Your 99% purpose is always what you're currently doing in that moment. And you simply give 1% out to the people around you. And in that 1% you can give your full attention and desire and whatever you feel in that moment. Yet even if they don't respond well, you simply dissolve back into your 99%. It's so seamless, so natural.

Hopefully now you can see the difference between the pick-up-Pacman who needs to take vs. the sun that can just shine on people without any sense of loss.

Remember - someone that's empty needs to take, but someone that's whole can give unconditionally and just share themselves with people without judgment.

If you're resonating with these principles so far and want to really embody them, you can learn more on the advanced training program.

So, now let's talk about the third core principle.

3 Play

So currently when we're going out to get girls, it's all a form of work, isn't it? We're working towards an outcome and much the same way we're working all year for a holiday working all week for a weekend. We're busting our asses off at school for a qualification - that's working. There's this thing, it's coming, it's coming, I'm going to get that thing eventually.

Being the Social Artist is about PLAY and what that means is, it's moment by moment satisfaction. Moment by moment gratification. So, we're playing now, this is our reward NOW. And whether or not someone wants to step in and join us, we're autonomous, we're fulfilled already.

Play is thriving, work is surviving and when you see guys going out to meet women, you can see they're trying to survive. They're going through fight-or-flight because they've convinced their minds they need to come back with a prize, even though it's just simply talking to a beautiful woman.

So instead of working we're going to learn how to PLAY.

Let me tell you a quick story where I got this from. So I was in Australia and I was stuck in the old mentality of chasing results. I had to film these "infield" videos where you're demonstrating picking up girls on the streets and filming it and I just thought:

"Do you know what? I'm done with that today, I just want to have a bit of fun."

I said to the cameraman: "Film this for me". I walked into the coffee house and there was a barista there. Instead of asking for her number and trying to pick her up I just thought: "You know what? I'm just going to entertain myself, I'm just going to PLAY".

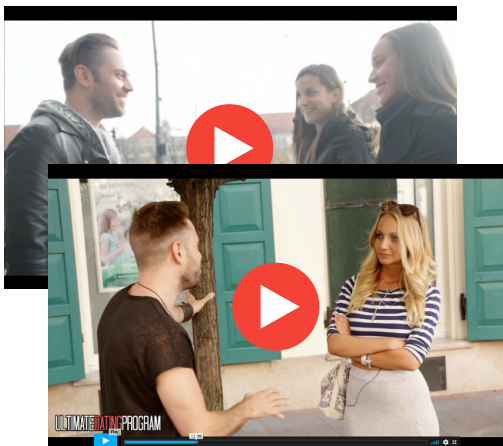
She asks me what i'd like, and I look at her and I look at the menu board and I say: "Yeah, hi can I haavvvvee.... your phone number?" And in that moment I really didn't want her phone number. I didn't need it. It was just part of the humour, it was simply part of my play. I just wanted to entertain myself and include her into it.

She replies: "What? A guy, that I've just met on the streets?" And again I wasn't trying to force the issue. If I was working hard for an outcome, I'd have tried to come up with a great counter-response as part of a strategy. I really didn't want the number. I was just playing with her and I said cheekily: "Yeah, do I have to order a croissant with it?" She laughs and then said: "Here's the coffee and by the way here's my number". A light bulb was going off in my head: even if this girl was to say to me: "No way Jose!", I still come away winning. I was no longer attempting to get anything from her, even though I was asking for a number. I was simply focused on creating something entertaining.

That was it.

If I'm winning at playing, then anything that happens with her doesn't matter. It was the play that was fulfilling me in that instance not the result of a number.

Yet still it seemed to attract the number. PLAY is the paradigm shift out of modern dating advice. Instead of working FOR women, we simply play WITH women. At this point you may be thinking "Ok great, so if I play will it work?" "If I do self-amusement will I get her?"



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The moment you start thinking like that, you're back working for an outcome again. You're just tricking yourself into thinking you're playing. But you're not, you're using play as a strategy to GET something.

Remember before I mentioned about letting go yet still fully participating. You may have been thinking - "how do I let go? Let go into what exactly?" Well the answer is to shift from working to playing. When you start playing you have automatically let go of any need for a result. The play itself is the source of reward for you and is fulfilling you in every moment.

You can see the difference between workers and players on a night out. The first thing the workers do is head to the bar to get a drink because they feel anxious and incomplete otherwise. Then they might reluctantly end up on the dancefloor - a crucible for play at its finest. The workers are uncomfortable, looking around waiting for something to happen, or people to approach. The players are feeling the music and playing - they are totally fulfilled and autonomous, because they have let go into PLAY. They are spreading their play around and inviting men and women and everyone into their bubble of play. By the end of the night the players, have had fun and go home smiling. The workers, if they haven't achieved their result go home feeling frustrated clutching a doner kebab.

It's ironic we call these men that go out working for outcomes - "Players" yet they've totally lost the art of PLAY.

If you want to learn how to become the true "player" and become the naturally sociable and magnetic person again - then you can master this principle and others on the advanced training program.

[Click here to learn more about this today.](#)

Now, on to principle #4, Projected Desire.

4

Desire (Projected)

You may have been told at some point by your big bro, dad, or friends: “don’t show a girl you like them or you’ll lose them”. “They’ll feel they have you and they’re only interested in someone they can’t have”. “You have to appear like you’re not interested”.

You may be thinking yourself too: “Ah, I don’t want to show interest to a woman because maybe she’ll think that I validated her too quickly maybe she’s not going to be interested in me now, because she’s so hot and she’s used to going out and guys showing her interest - maybe if I show that I’m too cool and give the impression I’m not interested in her, she’ll be more attracted to me”.

Well, this is a very dangerous trap and let me tell you something - if you do that, if you show disinterest, if you give disinterest, you get disinterest back.

If you give “I’m too cool for school”, you get that reciprocated back. This is how the energetic world works - what you put in, you get out. Have you ever had it on a date, and the person you’re with is really nervous. On some level you start to feel really nervous, because she’s putting that in, you’re feeling that and it gets cycled round.

Or perhaps you’ve been with someone, and they’re giggling and laughing and that sense of happiness is bubbling over - it’s infectious and you start to feel that emotion too.

So it’s very important to remember to project an interest if you’re attracted to someone, because if you don’t, nothing’s going to be cycled round and it’s going to flat-line. There’ll be no tension created or sense of aliveness and you’ll immediately be put in the friend-zone.

Now there are different ways to express interest. It can be verbal and you can tell someone how you feel about them. But it’s way more effective to say it with an attitude.

So instead of saying “you look sexy”. You can feel this as an intent as you talk to her, and even though you may be talking about the weather or Brexit, this intent is really communicating with her under the surface as a felt experience.

There are different levels to which you may want to express desire. It doesn't have to be overt and super-charged. You may be in a situation where you're in a park or a library and you're talking to her. And so the intensity of desire shifts on a spectrum. At its most intense it's tangibly overt but at its most subtle it can just be a deep sense of curiosity, with a little twinkle in the eye. So long as you give her the smallest piece of your interest then you've set the context for this being potentially romantic and sexual.

So desire is very, very important but guess what? If you're showing desire but it's coming from that desperate need, like our good buddy Pacman - desire plus neediness is unattractive. Desire as an unconditional gift, like a ray of sunshine to her - attracts her in like the planets attract to the sun. That's why your desire for her is one of the greatest gifts you can give someone. But desire from neediness - if you can remember the magnet analogy earlier - you have the positive charge of a magnet and another positive charge of a magnet, they actually push away from each other, but desire coming from autonomy given away unconditionally - that's actually the positive and the negative charge together, to create that attractive force. And that's why this 4th principle is desire (projected). It's an outward expression. Not an act of taking.

There's a fair bit more you need to learn, such as how to feel that desire in your body, how to make strong eye contact that isn't creepy. The various conversational topics which allow for more sexual charge and chemistry rather than stagnate and lead into dead conversations.

If you want to master how you express your desire you can sign up for our [advanced training program](#) where I will teach you this art step by step, regardless of your experience level.

5

Emotional Intelligence

Something you need to know at this point. When it comes to us guys all we need is to see is beauty and our minds our made up. When it comes to women, things are different.

Now of course, I'm talking in general terms here, but If you had a room full of 100 single men and the most stunning girl in the world walked in - 95% of those men would decide there and then they would sleep with her.

Alternatively if you had 100 women in a room and an equally stunning man walked in only 5% of those women would decide to sleep with him.

You could also put it like this: when us guys see women we pretty much say "yes or no".

When a woman sees a man she says "no or maybe".

Thats because we have very different imperatives. We require something totally different from the get-go.

As men we just generally need to find something attractive with our eyes. Women on the other hand, are only half sold on first glance of a man.

As men we just need to feel attraction but women need to first feel TRUST.

Because of how dangerous the world is, especially in big cities - women have a layer of vigilance that they carry around protecting them from possible male threats. As men because we don't have to worry so much about being raped or over powered from women, we don't have this layer of vigilance so much, especially in social environments.

So before any attraction can circulate between you and her, she has to feel trust first. This is why being introduced to someone through a friend is so impactful, it immediately allows for her to open up and feel safe around you. That's because if you are in her friend's social circle there is an assumed element of trust already. It's also why women find celebrities or barman or performers attractive, it's because that autonomy and demonstration of purpose shows that they don't need anything from her, and they can feel safe to open like a flower around these men, knowing they're not going all guns blazing trying to get her.

So emotional intelligence is your ability to be aware of all of this. How a woman is feeling, how safe she feels. And showing that level of maturity to help navigate her to a place where she can open to you fully without any pressure or force and through her own volition.

For this to happen you have to have a clear awareness on her emotions, and how she's feeling in this moment. It's also your ability to notice and be aware of the subtle clues in the environment, the social dynamics, who she's with, what's going on for her, her mood, if she's feeling sad, lonely, bored, if she's feeling intimidated, scared, anxious. For this to happen, you also need to have a good understanding of your own emotions and be in touch with your own feelings.

Emotional Intelligence is the missing ingredient in the way that men go and get girls, because there is no compassion or nurturing or sense of respect for women currently in modern dating advice to men. You'll see Youtube videos where these so called dating gurus claim; "I'm good with women and look, I just filmed me picking her up and published the video on YouTube for millions of people to see me getting her, but hey don't worry I blurred her face, it's okay, it's okay, I'm not a psychopath."

Now this girl who thought she had a genuine connection with him, is feeling devastated at the fact that the whole encounter was a prank for the world to see online. She was merely a pawn in this companies game. That's showing no qualities of empathy or compassion - it's pure cold-bloodedness just for your own sake. Anyone that makes these videos are terrible with women and should be avoided.

I'll give you another example of poor emotional intelligence. You see this currently in men's dating advice, don't you? A girl walks down the street and the guy runs around and jumps in front of her like a an over zealous street seller.

He'll eventually ask for a number and then she'll say: "Err yeah okay, here's my number" and guess what, she'll never contact him again.

You know why? Because you have just made a show of this girl. She is now in the middle of the sidewalk feeling totally exposed, totally on show for the world to see, feeling judged. And there's you going: "Hey look how cool and brave I am, I'm showing that I can stop a hot girl on the street, look at me getting the phone number".

Of course she's going to give you the phone number, because she wants you to get the fuck out of there! Guys without emotional intelligence don't think about this because they have not been trained the qualities of empathy for understanding her insecurities and her experience. Much the same way, would you do that in the corridor at university - you see the girl you really like, she's with all her friends, just about to walk into class, so you run around and jump in front of her. You've put her on show, you've made her feel judged and she'll now spend the next 1 hour to 1 month deflecting her friends jibes about the whole embarrassing ordeal.

Accosting women in this way is currently like a trend you see in modern dating advice and it shows NO emotional intelligence or discretion whatsoever. Lets say she is insecure and you stop her in a very overly secure and confident way - this will only have the effect of intimidating her.

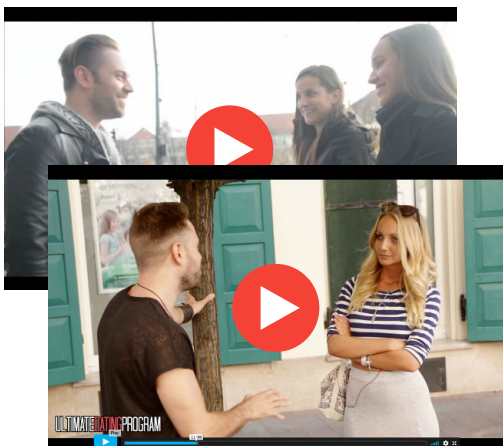
We might have heard in personal development advice: just be honest, just be authentic, that's all you need. "Radical honesty". Well, that's not the finished article there. Because let's say that you're watching a theatre show and you're sat at the front row and the actress is at the front of the stage and you were taught just to be radically honest and authentic so you shout: "Hey, I really want to sleep with you!"

Suddenly she freezes up, the audience gasp, and the security come down and throw you out. You've messed up the entire show - the actress is now stumbling through her lines. And you're wondering when you're stood outside in the cold: "I thought I just had to be honest and authentic?"

You need emotional intelligence to be able to temper your words. You have to be able to temper what you say and fine-tune to your environment. Sometimes, get this guys: you're going to have to let some girls go when you see them!

You're also not going to be able to say the same thing to a girl on her own as you would let's say if she was with her mum. Likewise, you wouldn't say the same thing to a girl who is on the tube, during rush hour as you would in a pub. Ultimately, you have to cultivate this principle yourself however in the advanced training I'm going to be giving you plenty of exercises for you to sharpen this awareness.

So, now let's move into my final principle. This is taking masculine (& feminine) ACTION.



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6 Masculine & Feminine Action

This is the final principle - and to be honest, it's the most important. If you could only have one principle, it's this: ACTION.

Imagine having a Ferrari fresh out the factory, yet, you've got no keys to the ignition, then it's gonna be pretty useless. Unless you like looking at beautiful cars of course. You might be taking heaps of action - which is fantastic - or you might be the sort of guy that's just sitting in front of a computer trying to learn lots of theory to give yourself the confidence to get out there and finally take action.

For us to put everything together, and reach a place of social mastery, it is important we see ACTION through the lens of gender dynamics and specifically the masculine and feminine poles.

Masculine/Feminine on this level of awareness is talking specifically about gender energy/dynamics - and refers to the Yin Yang flow of nature which oscillates all the time.

The Masculine qualities:

Transmission, broadcast, projection, penetration, point-making, charge, boundaries, discernment, externalising

The Feminine qualities:

Reception, acceptance, openness, inclusivity, allowing, attraction, magnetism, receiving, internalising.

Everything in life relies on the synergy of both M&F to flourish. When they do there is a healthy conception.

An example: A sperm (Masc.) being received by the ovum (Fem.) to conceive a baby.

These gender dynamics play out everywhere and you can even see

when the Masculine/Feminine is out of whack in conversations because you get:

“Yes but I told you to go to the shop... “Yes BUT I told you to wait for me... Yes BUT...

Here there is no feminine principle of reception on either side and both parties are in their masculine point making and masculine boundaries. They are quite literally “butting” heads. There can be no healthy conception of anything without the feminine reception.

We have both masculine and feminine poles within us. And even as i’m writing to you, I am in the masculine principle of transmission and you are in the feminine principle of reception. If though you are not truly receiving my points, and shouting at me in your head and overriding with your own points, then you are in your masculine too and there’ll be little conception of ideas passed from me to you.

Now here’s where some people get triggered...

Due to men’s innate biological make-up and testosterone, this promotes more of these masculine qualities within men.

And because women have more oestrogen they have a higher propensity to have more of these feminine principles.

Think back to the dance analogy. It is the man who leads and contains the woman so she can feel free to move with grace. There is nothing unfair or controlling about this.

You men reading this, have to consider yourselves the man in the dance, you have to take the lead and women you have to be open to receive the leading movements from men. (so long as he has your trust of course!)

Now I wish, it didn’t have to be this way. I wish it could be the other way around. However, the truth is as men we should always be taking ACTION. It is us who take the leading step.

The women reading this - what do you prefer to hear from your boyfriend?

Situation A - "Hey, what would you like to do tonight?"

You: "I don't mind, you choose"

Him: "No, I really don't mind, anything you want, i'm easy, honestly."

Or

Situation B - "Hey, put your red dress on, I'm taking you somewhere special, be ready by 9 ;)"

Can you see how boyfriend A is being "nice" and more considerate, or so he thinks but it's the boyfriend in situation B that is far more attractive. He's LEADING.

Women love to feel contained and led by the masculine. It allows them to fully open and receive and be in their feminine.

Guys, if you have all the other principles but fail to take the lead then everything will fail. Failure to lead and take action and apply the masculine principle, will result in a depolarising of magnetic charge.

For women, it's subtly different. Your primary attraction tool is that of reception. When you are fully open energetically around men, it promotes their masculine transmission and you now create the (+ -) polarity. There is now an arc of attraction.

There is nothing weak or subordinate about receiving and opening in this way. This is a woman's way of leading, and being in control to who they wish to engage with.

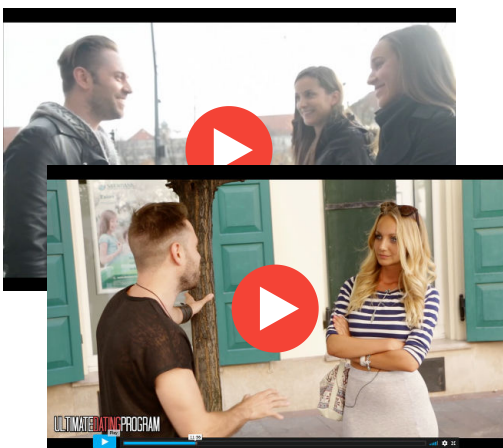
Remember attraction between men and women is like a dance. It requires an ebb and flow of both transmission and reception. Both men and women are equal to how it unfolds. One without the other and it all falls apart.

Are you ready to become the attractive Social Artist?

We project our desire and we also accept any eventuality with equal grace. There is no such thing as rejection as we're giving ourselves away unconditionally. We're always engaged in our primary purpose, we're active, we're autonomous, we're playing! We express ourselves uniquely like the artist and we honestly don't care what materialises with the people we meet because we're rewarded in each moment. She feels safe, warm and attracted, because you're one of those rare guys that actually get it.

No more games, no more routines or lines, no more desperate strategizing to get anything. You are now well on your way to becoming the attractive Social Artist.

Thanks for reading guys, if you are interested in becoming the social artist, and being able to connect with the women you find attractive on a powerful level, then I would like to invite you to enroll in my [advanced training program](#). I walk you through the process step by step with 32 HD videos, live breakdowns/examples, an action plan & more. I'll also be there to answer your questions along the way and talk one on one if you need. Thanks again guys, all the best - John Cooper



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