

Glow Up Secrets: The Underground Playbook for Turning Heads Everywhere You Go.

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Way #7: Admit it when you're wrong.

Way #8: Stop being overly nice.

Way #9: Remember what people say.

Way #10: Control your emotions.

How you deal with people like a boss, live according to your own rules and command respect.

How to fuck setbacks and problems in the ass.

Simple rules that every real man wants to follow.

Look Good

How to make other men question their sexual orientation, make girls fantasize about you and turn heads everywhere you go.

Tip #1: Size Down

Tip #2: Wear fewer colors

Tip #3: Wear fewer patterns

Tip #4: Black vs White

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So how can you get compliments – without coming across as a pick me boy.

Pretty boy Junaid...

How to get a glow up that is brighter than the Big Bang.

Glow Up Routine

Tip #1: Cut your nails.

Tip #2: Get an amazing hairstyle.

Tip #3: Take Care of Bad Breath.

Tip #4: Trim that beard.

Tip #5: Shave correctly.

Tip #6: No Unibrow.

Tip #7: Have a Skin Care Routine.

Tip #8: Invest in Style.

Get Ripped

The secret to an attractive body that makes women instinctively crave you - and how to get it.

How to shove all the bodybuilding advice up your ass and get the body that girls really desire - in 3 months...

How to have a ripped body, lose fat, gain muscle and feel more energetic than ever - while you can eat McDonald's and other junk food...

Get money

How to stop dealing with money like an idiot.

The 8 ways you can screw it up as an entrepreneur (tested in practice!)

Way #1: Working with the wrong people.

Way #2: Don't put shit on paper

Way #3: Don't put money aside.

Way #4: Having too many fixed costs.

Way #5: Getting too involved in bullshit.

Way #6: Not Disciplined.

Way #7: Doing Things You Don't Like.

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Epilogue

Foreword

Before we continue: Thank you.

In the upcoming pages you will find the Glow Up Secrets book.

A piece of writing I never thought anyone, but a few clients and my friends would read.

You are about to learn some of my 'secrets' that made me turn heads everywhere I go.

But before we do that, I want to thank you first.

Look, I always have a big mouth and can sometimes come across as quite arrogant and vain. But that doesn't mean I don't realize how lucky I've been.

I am so lucky that I discovered these secrets.

It also doesn't mean I'm not thankful for men like you.

Men who are actively trying to improve their lives and who want to listen to me.

Smart men.

Yes, I really mean it.

And that's not some dumb flattery... But I bet you're smarter than the average guy.

Stupid men will not read this book.

Stupid men will never make an effort to improve their lives. They simply follow the behavior of the herd.

And this is what the life of the average western man looks like:

- He works as a slave in a 9-to-5 job
- He has little to no sex
- He's too fat.
- He dates mediocre women
- He has no self confidence
- He has little money

....and I could go on and on, but by the time I've said it all I will get depressed.

I think you understand what I mean. Perhaps you are such a man yourself. The average guy will never change this though.

The average man will never try to improve his living conditions.

No, he'll blame everything and everyone for his shitty life. It's his boss, the economy, women are stupid, his looks, bad luck, lack of time and you name it. He escapes reality by watching television, play computer games and other synthetic methods to distract attention from his own failures.

... And I'm no better than them. I've lived like this for a long time, but I was lucky enough to escape just in time.

And as soon as I did, my life was turned upside down.

The individual who is willing to invest in himself and take action has the world at his feet; lives in abundance.

Not only when it comes to a lot of women in your life, although that is a big part, but also someone who has his life under control in every way.

He looks healthy and better. He has more energy, more money than he can wish for and the willpower and ability to realize all his dreams.

Going from mediocrity life to a life full of abundance is what I call a “glow up”.

I realize it may still sound a long way off now. If you would have told me a few years ago that I would have girls sliding in DMs, make money while sleeping, could squat twice my weight, I would have laughed at you.

But it's the reality... There's no magic involved.

It is the result of simple sober techniques I learned to 'hack' my own life.

No miracle pill, visualization stuff, tinkering with vision boards, hypnosis or other crazy miracle cures to become more successful.

No, they are simple, down-to-earth techniques for owning every aspect of your life.

And now I'm going to teach you how to do the same.

Fuck your old self.

It's time for a glow up.

-Junaid

Introduction

Today is the day your life turns into a rap video. Full of bitches, money and power.

Let's cut to the chase.

What you have in front of you is gold.

Pure fucking gold.

Don't be fooled by the generosity of mine to hand this book out for free.

The fool is me. I don't want you to have any excuses.

The information I'm about to give you may be the best thing ever happened to you.

For me it was anyway...

Because what I'm about to tell you literally saved my life.

It may sound dramatic, but I just can't say it any other way.

Let me explain to you.

A few years ago my life was completely turned upside down. I was broke, or well yes broke, the education system has a fun way to put you tens of thousands in debt. My health was a mess. I had no friends left and I had lost everything.

I felt lonely at the times, but didn't see a way out...

Not to mention my confidence.

If I hadn't discovered then, what I'm going to tell you now, then I couldn't have told you this.

At my absolute lowest point, I had a clear moment. An experience.

If I was into spirituality, I would have said that the angels showed me a divine message. If I was a Buddhist I had talked about a moment of enlightenment.

But whatever it was.

Something changed in me. Something snapped.

And after that... My life would never be the same.

It was as if some threads in my head shot into the right place, and I... suddenly could think clearly.

Forgive the comparison, but it was like seeing through the Matrix.

Within a year I went from broke, lonely, and depressed to the man who... I am now.

And who is that?

As I am writing this it is 3 am and me and Jay are driving home after a night out in Central London.

Well, a night out where we didn't even spend the night together.

He just had his fun with some TikTok Influencer manager that he found in the Snapchat map section.

Whilst we were driving to Central, Jay messaged her and changed his objective.

So, I got dropped off at Piccadilly Circus with no objective.

Not that it matters, there's fun everywhere.

At least, if you are perpetually optimistic like me.

Tomorrow it's Queen Elizabeth's burial, the streets are empty.

But then...

As I am wandering through London at 1 am, I get approached by this one girl.

Let's call her Pinky for now.

She's there with her friend.

Pinky asks me whether I am model.

I get a smirk on my face and reply with: "something like that".

I don't feel the need to tell her what I do.

It sounds extremely arrogant, but at this point I am used to situations like this.

Most guys never get compliments. Most guys never get approached. I was like most guys.

I remember the first time a girl told my 14-year-old self my hair looked good, and it meant a lot to me.

Since I am showing no interest to Pinky, she starts to flirt extremely hard.

A few years ago, I would have jumped at the opportunity... Nowadays, I am more at peace with myself.

I don't feel the need to feed my ego with empty vanity.

Atleast, not tonight.

But how have I put myself in this position?

Abundance, my friend.

People think an abundance of women doesn't make you happy?

I disagree, I feel pretty much on top of the world.

What happened to Pinky?

Once Jay was finished with his nightshift, he came to pick me up.

Pinky and her friend were so intrigued by the fact he was driving and asked if they could jump in.

As nice as I am, I said: “yeah sure”.

Pinky told me she wanted to experience a night she would never forget.

A night that would make her struggle to walk the next day.

And I made sure of that.

We kicked them out of the car after 10 minutes.

I am sure she'll never forget the walk of shame in her high heels back home.

Maybe I will go to home and sleep. Maybe I won't.

No one can tell what time I should wake up tomorrow. I make my own plans. Still, I will try to wake up reasonably early.

What am I going to do tomorrow? I do not know yet.

Maybe I'll take a year off. I have more than enough money for that.

People sometimes say that money doesn't buy happiness. Well trust me: it's awesome.

Money means freedom. It means you don't have to hold your hand up anywhere.

I have complete freedom to do what I want.

But that's not all. My entire body feels good. This means doesn't mean I never feel sad.

But it does mean that there is barely anyone that can influence my decisions.

I have enough friends, so I'm not afraid to lose them.

I have enough women, so I'm not afraid to lose them.

I've got enough money, so I don't have to be anyone's bitch.

Do you think that makes me arrogant?

You bet it makes me arrogant.

It gives me the cold self-confidence that helps me further in life.

It is as if a spiral has started that just keeps going.

I become more confident, feel better. This allows me to get more done, which makes me even more confident.

And now I'm going to teach you how to do the same.

On the next pages I will give you the exact step-by-step guide to reach this level.

It won't be an easy road. No, it's far from easy.

If it was easy everyone would do it.

But I do want to warn you.

My tone will be rude.

Hard.

Denigrating sometimes.

Like I said, this isn't for pussy's... I'm not here to make things more beautiful than they are.

If this doesn't suit you, go and watch James Charles on YouTube.

I am not here to care about your feelings. My only goal with this book is to give you a transformation.

A radical change.

And radical changes don't come through sweet talk.

No. Far from it.

This is not for pussy's.

...and it certainly won't happen overnight.

This will be one of the hardest things you've ever done.

Is it all worth it?

I think so. Believe me, there is nothing better than feeling this state.

If you conquer these five elements, then your life will never be the same.

Stop Bitchin
Be A Real Man
Look Good
Get Ripped
Get Money

These are the elements. The sacred pillars to glow up. Of course, getting girls also belongs to this list, but [Social Mastery](#) goes in a lot of depth already.

Plus, if you have these elements under control, the rest will come naturally.

I'll go through them one by one... And I would recommend that you read each word carefully.

Don't skip parts, no matter how tempting it may seem at times.

Because in the last chapter we weave all the elements together.

And all the pieces will fall into place.

Slowly you will see through The Matrix.

You will become a completely different person when you follow the instructions in this book. You will become more confident than ever and no one around you will recognize you.

You will have more women than you ever dreamed of. You feel better than you thought possible. You will look better than ever. You will have more admirers than you like. You are in complete control of your life.

Sounds cool?

Let's get started...

Stop bitchin

Put your inner bitch on her knees. Direct the barrel between her eyes. Pull the trigger.

I know it sounds brutal. But it is a necessary evil.

But do not worry. We're not going to shoot people – even though it can be tempting from time to time - because someone with my looks will never rest in the jail.

The "bitch" I'm talking about is an inner bitch. A gnawing piece of evil that resides in most male brains.

And if it has settled in your head, then prepare for yourself for a shitty life.

But let's start with a bit of diagnosis. We're going to turn on the bitch radar to check if you have one.

The question is: Do you suffer from these things?

- You are nervous when you talk to a beautiful woman.
- You're super nervous when you talk to women. You have clammy hands; the adrenaline flows through your body and you may even turn red.
- You have trouble approaching women.
- You have had a bad school days/youth/relationship, which continues to hinder you in your current life.
- You know what 13 Reasons Why is.
- You put women on a pedestal.
- You have a shit job, but don't do anything to change it.
- You have an opinion about politics, the weather, and other nonsense that you can't influence.

- You do not have enough money.
- You feel that you have much more potential in terms of women and work but for some reason it doesn't work out.
- You are fat.
- In your relationships you are jealous and afraid to lose her... or worse, you are stuck in a shitty relationship, but you're scared to break up and be single again.
- Your life is boring.
- You're procrastinating. You always have wild plans but they never come alive.

If you have one of these things, then you have an inner bitch. And then it's time that we settle this once and for all.

Execution style.

Look. You can read thousands of books on how to get better with women. But if you can't approach girls, she won't get dicked.

You can read ten thousand books about getting rich. But if you don't start, you don't earn anything.

Do I need to tell you that reading fitness books doesn't make you muscular or do you get it?

Good.

The inner bitch is the reason people constantly fail.

The little voice that keeps them from really going for their goals is what I call your inner bitch.

On the next pages I'll teach you how to identify, execute those bitches and make them sink to the riverbed with their feet being tight by a rope.

....to never return.

How to escape the toxic fantasy world and the get a life that others are jealous of.

Most people base their entire lives on fear. Their whole life becomes ruled by it.

They go to school because that's how it should be. Follow a study because that's how it should be.

Choose a good job because that's the way it should be.

... And so on.

They always choose the safe way. They say they do it for all sorts of vague practical reasons, but the reality is they do it because they're afraid. They do not dare to stick their heads above the ground.

Their lives become a dull compilation of mediocrity because of this... and there is only one thing that saves them.

Living in a fantasy world.

Most people live in the land of hopes and dreams. They live in one big fantasy world. They dream of quitting their jobs and starting their own business. Every year they promise to exercise more. They fantasize about what it would be like to talk to that beautiful woman.

But for most people, that's it.

The next day they go back to their rotten job, they postpone the sports for a while and pass the most beautiful women on the street.

They fool themselves with everything.

Oh, but there are reasons.

Humans are fucking hyper genius excuse machines. It is unbelievable.

When you confront them about their cowardice, these excuse machine goes in turbo mode. They don't have the money to start their own business, they have it too busy to exercise, the woman looks a bit angry and probably doesn't want to be approached.

It's unbelievable how many excuses these people can make in 30 seconds. And they have to. because otherwise their fantasy world will shatter.

Now they can fantasize about what it would be like to approach that woman. If they actually did it, then that woman might reject them and shatter their fantasy.

It's easy to fantasize about running your own business. But if you actually do it, you may fail or go bankrupt.

So they prefer to keep dreaming.

The safe choice is to do nothing at all.

Do you want that? No problem. If you're happy with it, then I'm fine with it. To each their own. But I choose to live in reality. My motto is:

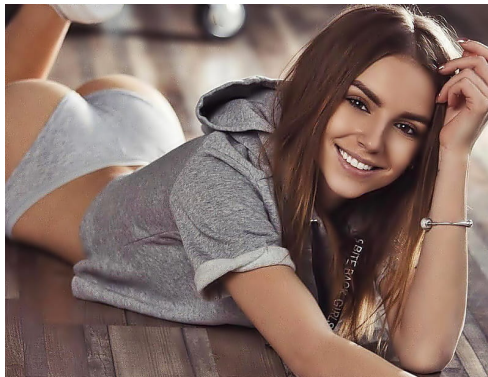
Fuck fantasy.

What do you prefer. Watching YouTube and fantasizing about what it would be like to live here?



Fuck that. I want that in real life.

Want to watch porn and fantasize about what it would be like to bang such a girl?



Fuck that. I want that in real life.

So it's time to throw all your fucking excuses aside and start living in the real world.

OK?

Here's your game plan.

Step 1. Make your dreams concise.

Okay, what do you want? What does your life look like? Think about it for a moment. Forget reality. Suppose anything is possible:

What would you like your life to look like then?

- How many girls do you want?
- How much money do you want?
- What do you want to look like?
- How do you want to spend your free time?

Now sit down and write it down. Write 10 side girls or 1 woman who has an IQ of above the 120, takes care of her body and someone I want children with.

Be as specific as possible. Don't say, "Enough money to buy a nice house."

No, find your dream house and see how much it costs. You should know how much your exact goal is.

If you don't know what your target is, it's like walking into the shooting range blindfolded. The chances of hitting the target are slim. If you can do it at all, it's by luck.

Okay, now you have goals and then what?

Stick them on your vision board. No, just kidding. Vision Boards are for losers. No idea how that shit is going to help you.

No, the next step is to take your goals from the fantasy world and confront yourself in real life.

See if you can achieve these goals if you continue as you are going now. If you keep doing the same things you do now, will you be okay?

I bet not. I barely meet someone who is.

Now it's time for the second step:

Step 2: Write down what you need to do today to achieve your goals.

Yes, don't let your dreams remain dreams, but turn them into real action.

Make a plan. How many hours a day do you have to spend on it? What steps are required?

Not sure what steps are needed? Wow you're even worse than I thought.

You have a dream, but you never tried to figure out how to reach it?

Stupid! Maybe it's super easy?

If you don't know how, find someone who has already done it and ask him how he has come there. Send him an email, buy his book or training

program. Go dine with your mentor, give him money, get him drunk... It doesn't matter what you do. As long as you find out what that person did.

If someone could have told me 5 years ago how I could start my business and save me all those painful mistakes... Then I would have done everything for it.

Step 3: Now it's time to get organized on that bitch.

Turn everything into real appointments in your calendar. I mean literally. dates, times, action plans. Really get going.

The dream world has ended. Now it's time for the real work.

Give yourself deadlines and attach serious consequences to them when you fail.

At work, your boss puts pressure on you, but with your own goals you will really have to do it yourself.

Step 4: Throw all things out of your fantasy life.

Do you like to watch TV? Too bad. We went for a real life remember? With real emotions.

I would actually suggest throwing all fictional emotions out of your life. So gone are the days with fiction books, away with computer games. Get rid of anything that artificially arouses feelings in you.

I'll tell you, if you do, a whole new world will open up for you. You reduce all those fake emotions enormously.

Recently I watched a movie for the first time in a year. It was a mediocre action movie. Not violent at all. Yet I still got palpitations from the tension.

I was totally not used to being confronted with such intense emotions all the time. Because that's what all those artificial movies do: they make you

mentally dead.

Cut all those things out of your life and you have 3 benefits:

- 1) You have time to spare. You don't want to know how much time people lose on games and TV. It is painful.
- 2) You are forced to look for the emotions in the real world. You can't slug on your couch for the whole day. You get bored and will look for REAL action.
- 3) You experience everything much more intensely. A walk is already an experience. Love is more intense. Sex is better. You're not such an emotionally numb zombie anymore.

Step 5: Get started.

Get started and don't give up.

Put at least 10 months into a plan before you even consider doing anything else. I know many aspiring entrepreneurs who have spent years moving from one venture to the other.

Result? Zero.

Or fitness dudes who change their training schedule every 6 weeks.

Or guys who want to attract women, they pick up one free e-book after the other to download. They hop from mentor to mentor.

And in all three cases you will almost never get results. So grab a plan and stick with it.

Oh, and one more thing.

Mike Tyson was a great boxer. But had a stupid gameplan.

He always tried to get his opponent out in the first 5 rounds. He gave everything in those first few rounds. If his opponents survived those rounds,

then he had a problem.

Make sure you don't do this with your plans. Don't go overboard every time in the first months. But make sure you work at a pace that you can sustain for years on. Burn out is a real bitch.

Almost all changes take time. So don't make your schedules so strict that they will be impossible to sustain. You don't want to exhaust yourself completely before you get to the finish line.

This step-by-step plan works for every possible problem and for any reasonable purpose.

It doesn't matter what you want to achieve. This is the strategy that will get you there.

So keep using this plan at any time and you'll accomplish more than you ever thought possible.

Enough talk.

Let's move on to the next topic... Fears.

A simple system to break down all your barriers and live a fear free life.

Let's turn on the bitch radar.

Blip, blip, blip.

(robot voice) "Target locked"

Fears. Fears are nasty sneaky creatures that constantly shoot into your brain. Your brain doesn't care if the girl you're fucking is hot. As long as you produce 2.5 children. Your brain doesn't care whether you're happy, as long as you don't die.

An evolutionary ancient mechanism that doesn't give a damn about:

Your dreams.

Your passions.

Glory.

As long as you reproduce yourself and don't die, it'll be happy.

Your brain wants to avoid taking risks at all costs.

... and to prevent that, your brain has one very strong weapon. Fears.

It uses fears to keep you in check. To avoid getting into awkward situations.

That's pretty sympathetic of your brain. The only drawback is that evolution is so terribly slow that it takes ten to sometimes even a hundred thousand years before it's... making progress.

Yup.

That is a delay that makes the TfL look like a well-oiled machine.

Well, sometimes that doesn't come in handy. Because this makes our brain still equipped with some social anxieties that are no longer relevant.

Let me give you 3:

- **The fear of approaching women** - Tens of thousands of years ago, approaching the wrong woman was risky. Now? Not so much.

- **The fear of the opinion of the group** - Once it was dangerous to be rejected from the tribe. Now? Not at all.

- **The fear of the unknown** - Entering an unknown situation was a very long time dangerous. Unfamiliar territory may be unsafe. If you want to survive you better stay in your safe area.

But these aren't the only reasons you have those fears.

Unfortunately...

There are 100,000 reasons why you have fears.

There are dozens of explanations for why you have social anxiety. Your upbringing, your environment, past experiences and so on.

You can fill a bookcase with only the scientific explanations (I already read more than 200 studies myself).

But to be quite honest, that's not very relevant. I don't even want to extensively talk about it.

Why? I'll explain that to you.

But for now: if it bothers you, then I have good news for you:

Congratulations! You are human.

I have dealt with hundreds of guys from all over the world from all parts of society.

... and very occasionally I met someone who had no fear.

With some guys, it was because they had been approaching several girls per week for years like my mate Ilker.

But there were also men who were totally inexperienced yet had no nerves approaching a woman.

...and believe me.

Something was wrong with those guys.

The only men I meet who weren't afraid to approach women were 'not quite right'.

Each of them had some kind of disorder.

So if you have those fears, be happy. Otherwise, it is time for a psychic check-up.

Oh and do me a favor.

Don't think you're special.

Please don't think you have it harder than others. You are not.

I have met only 2 or 3 guys who really had a special problem.

The rest is just normal. We all think we're the only ones who have fears. The only ones nervous. That our shyness is worse than that of others. That we are the only ones who feel uncomfortable in a room.

Eric 'Best Guitarist on Earth' Clapton gets nervous before a performance. In his biography he said he couldn't imagine that other people didn't notice that he was faking his confidence.

No, the only reason we think we're the only ones insecure is:

Everyone is faking it!

I'll give you a few seconds to let that sink in.

3,

2,

1,

Did you get it?

Beautiful. So you're not special, okay?

Maybe you have it a little more than others, maybe a little less. In practice it comes down to the same thing.

Refuse to believe anything that takes away the power from you.

Your mind is a powerful tool and it is better to be delusional than to believe you have some sort of mental disease (even if you do).

Now I know that there are some persistent dickheads who, despite this comment, still think they are special and will think:

“Yes, but there are also people with a real phobia.”

And that is absolutely true. You are one hundred percent right that there are people with genuine social phobias. But they are even rarer than a hockey girl with a sense of humor.

So no:

It is not a disease in 99.999 percent of cases.

But if you're still concerned, we'll find out very quickly if it's an illness, and the solution I'm going to give you is the same in that case too.

In a study done at Cornerstone University, it even turned out that this method is practically identical to that of regular healthcare, but because it is linked with practicality. It is much more effective.

So, here it comes: the paper equivalent of 20 sessions at 75 pounds per hour.

I get mentally ill hearing how much psychologists charge. (good word choice I know)

But before I start:

I feel your pain

Maybe I use a bit of a harsh tone every now and then. That's not because I don't understand you, or because I can't imagine you having the fears.

Let's be honest: I've had the most moronic fears in my life.

So for you and my entertainment... Here are some of my fears:

- Peeing in a urinal (don't think I could do this until I was 17).
- Calling someone (I just didn't dare).
- Being naked (showering in the gym, didn't want to think about it).

Oh, and you'd almost forget, but the boring fear of approaching women. The first time I grabbed myself by the balls, I ended up embarrassing myself at the Christmas party at school.

So yes, I understand exactly how it feels.

Yet I show no understanding.

Here and there I was forced to do these mental health check-ups at school.

In these sessions they wanted to talk about my problems, show empathy and look for the cause of it.

Listen to your childhood traumas. Dig deeper and deeper. Make you feel comfortable to talk about your fears.

I never understood how that would help anyone.

It might make you feel better, but it keeps you soft.

It helps you find excuses to not face reality and accept responsibility.

I understand that if something is very recent that it can affect you.

But stop crying about the same shit after 2 years.

Hear me out.

If I've learned anything, it's this:

Talking about it just makes it worse.

Let me tell you a story. When I was younger, there was an old Dutch lady (probably R.I.P) with a dog.

...and this bitch (the dog, not her) barked all the time.

As soon as a car drove down the street, that beast was upset for fifteen minutes.

It was the most shy, panicky dog you can imagine.

I couldn't understand why as a child. The old Dutch lady was one the sweetest person you can imagine.

Until years later I met this guy who was a dogsitter. He taught me this: if a dog is scared.

Never show empathy.

... and then it started to dawn on me. I remember seeing this old Dutch lady on New Year's Eve.

And that beast went all out on fireworks. He howled all the time and every time a bang went off she tried to comfort and calm him down.

She thought it was "so scary for the animal."

The dogsitter guy taught me not to show empathy at any time. Because as soon as you show empathy, your dog thinks: "Oh dear, this is very bad."

It wasn't until years later that I discovered that it worked just as same on people.

A few years later I started experimenting with my friends (yup, there's no room for loser friends).

I started to show zero empathy for them at all. Laugh their fears away. No more asking for the cause of the problem.

And what happened? 75% of my "excuse" friends disappeared.

Because if you try to explain your fears and understand them, you only make it worse.

So I decided not to go into the problem from now on, but to let it be. Going against every psychology book, I started to ridicule the fears.

Not only with my friends but also with myself. It worked like a charm. I began to speak my fears out loud in a high-pitched voice.

I said things like, “Oh boy, are you scared? Maybe you should go in a sit down in the corner?”

Everything was in a high-pitched voice, and everything was formulated as clumsily as possible.

The more ridiculous I made it, the better it worked.

So yes, if you occasionally wonder through this book why I use such a cocky loud tone, it is purely because I know that this has more effect.

... and this actually helps you further.

It doesn't take much effort to ridicule your fears. Most fears are just ridiculous.

Look, I understand the fear of tigers. If there's one in front of you, I'd fucking run as fast as you can (or stand still and make yourself big?). I have no idea...

But mano a mano...

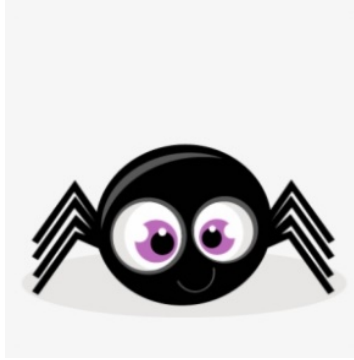
Most fears are very easy to ridicule.

Now take this one for example:



the fear of the safest mode of transport in the world.

Or this one:



the fear of an insect so measly small...that it can be crushed to death with your little finger.

Okay, one last one then.



Did you know that you are more likely to die because of a coconut falls on your head than to be ripped to shreds by a shark?

It's complete bullshit to be afraid of any of these things.

Yet these are everyday fears of billions people, but they are utterly ridiculous.

I know you understand that these fears are ridiculous, but there's a point... I want to make with this.

What about the fear of approaching her?



Isn't that fear equally ridiculous?

Agreed? Beautiful. We've come a long way. Let's agree from now on that we can ridicule this fear.

It's still there, but we've agreed that we can piss it off as much as we want.

“But Junaid, first you say that the fears are very explainable? And now all of a sudden you say they are ridiculous.”

Yup, you got that right, imaginary questioner. That's exactly what I'm saying.

All those other fears also have a perfectly logical evolutionary and cultural explanation. Yet that does not alter the fact that many of these fears are outright ridiculous.

The same applies to the fear of approaching women. It's such an everyday ignorant fear that it can be hardly taken seriously.

“But why do some dating coaches pretend social anxiety is a very serious problem?”

What do you think?

It's about money, my friend. Social anxiety is one of the most genius inventions of dating coaches.

If someone can talk into a disease or a problem, then he can afterwards sell the drug.

If it wasn't such a dirty trick that put thousands of men in trouble, I might have done it myself (wow, maybe I still have some integrity after all).

I told you how by 'ridiculing' all anxiety disappeared in 75% of my 'excuse' friends, but I haven't told you yet how the fear in the last 25% disappeared.

The last one is even funnier.

The last 25% was even easier to solve: they disappeared as soon as I let them pay for me.

I am the one approaching all the girls and hooking y'all with the hottest girls (it's a skillset only 0.01% of men have mastered).

As soon as I told them to pay more, they suddenly had less problem approaching women.

This is also the same reason why I am not cheap to get consultation from or help people as a friend service. Those who pay, pay attention.

So yes, the more someone pays, the more likely they are to approach women.

And this is why.

I also understand that you know that you don't have to be afraid of a female.

But as discussed earlier, your head doesn't care.

You can have all the rational explanation in the world and tell your mind that it is ridiculous. Yet, it still won't give a damn about your reasons.

You can promise your mind nothing bad will happen, but...

Your mind doesn't give a fuck about promises but wants to see
proof.

All that matters to your brain and your fears is evidence.

That's why I don't sit in a room with clients for hours, but I go into practice with them.

Mark Twain once said: "Courage is resistance to fear, mastery of fear, not absence of fear"

Your head wants to see evidence. Only that will bring your fear under control.

That means you need to take action despite your fear. Only then will your brain get proof that it is harmless.

If I put a gun to your head and say to you: Now speak that woman or I'll pull the trigger.
Would you do it?

When I promise you a million if you talk to a woman.
Would you do it?

When I take your mother hostage and tell you you'll never see her again unless you approach a woman.
Would you do it?

Yes, that's what I thought. As long as the reason to do it is big enough, then you can you do it yourself.

Give yourself a reason to approach women where you can't get around.

For all of the above questions, I'll give you a motivation greater than your fear.

So you have to do it.

A necessary evil to provide your brain with proof.

My advice is to make the motivator greater than the fear in every fear, whatever it may be.

Make it a game.

My favorite method is to play games with your fear. HIGH Stake Games.
One of my favorite answers to the anxiety question is this:

Empty your account. Meet up with a friend. Give him the money.
Agree that you must approach an X number of women within 4
hours.

If you don't, your friend will burn the money.

Make sure you have a friend who actually does it!

Congratulations :) You have just found a way to overcome your fears.

But once is not enough.

You'll have to prove to your brain over and over again that it's not scary.

The fear has to wear off. Fears gradually disappear.

You will have to put pressure on yourself again and again. Just until you get used to it.

Do you know that as a small child you cried when you got a shot at the doctor? But that your mother took you by the arm again and again to get the shot, right?

And that a little shot nowadays - although unpleasant - is not so scary anymore, is it?

That's what I want you to do with your own fears. I want you to take it by the arm, just like your mother did – and just force it. Time after time.

Until it no longer bothers you.

Go crazy with your games. You can agree with a friend that you cash out \$500 and he'll give you \$50 back for every woman you talk to.

You can do the five-second game where one of the two raises his hand with five fingers without notice and counts down to zero. Zero gives you a bitch slap (this is a fun one to do in twos, where both sides get to taunt each other).

You can bet other things. Think of your house keys (you sleep on the street if you don't reach the goal), your coat when it freezes (you have to walk home in your T-shirt in the cold).

If you live 10 miles away, you risk your public transport card.

Whatever you do, just make it really hard to fail... and suddenly you dare.

And when you talk to the little voice in your head.. Choose your words carefully

When you have those imaginary discussions with yourself (and we all do), choose your words carefully.

Use diminutives, keep it light and make it a cozy, funny chat with yourself.

Don't say, "My fear of approaching is great."
But say, "I'm a little nervous."

Don't say, "I'm having a hard time."
But say, "Gosh, it's funny I'm such a pussy tonight."

Don't say, "Nothing's going to work tonight!"
But say, "It's been easier."

Do you understand? Just go and be positive with yourself.

Go 'positive hippie-style' on that bitch. Whatever happens, always keep smiling.

Here are a few more techniques you can use tonight to fuck your fears.

From time to time I've found more useful ways to make it easier for yourself.

Let me walk you through the greatest techniques.

Way #1: Just pretend you're not scared.

Your mind influences your body. It works the same way the other way around.

My favorite example is the fake smile. When you put on a fake smile it's impossible to stay angry.

Just like it's almost impossible to stress when all your muscles are in a relaxed state.

Force yourself to breathe and move as if you were not afraid. Calm your body and your head will follow naturally.

Way #2: Shift your focus to your surroundings.

Make life happen in front of your eyes and not in your head. Force yourself to you focus on your environment. Count the number of people in the room. Try to count the number of shirts and jackets.

Make sure your focus is shifted outwards. This will reduce your internal dialogue attention.

Way #3: Hang out with guys who are less bothered by it.

Hang out with guys who have less anxiety. If you constantly see them approach women this will have an additional advantage.

Just looking at them will give your head proof that it's not that scary.

Oh, and to ridicule your fears? They are happy to do that for you...

Way #4: Make the step smaller.

Is approaching a woman an insurmountable hurdle because you don't know what to do next? Agree with yourself that all you have to do is say "hi" and then walk away.

The smaller the step, the easier it is.

Way #5: Make sure you have enough energy and willpower.

You have a fixed amount of willpower and energy in a day. Save these on the days you go out.

If necessary, take a nap during the day on Saturday and avoid difficult tasks.

Overcoming your fears takes strength and the more strength you can save, the better.

Way #6: Have a drink.

I don't want you to be dependent on alcohol to approach a woman.

But if one or two beers give you just that little bit of courage to speak to a woman, don't make it more difficult for yourself than it is.

Billions of people are doing it all over the world and there's absolutely no harm in doing it... but I never will.

Way #7: Make sure you enter the club in a great mood.

Do whatever it takes to arrive at the club in the best mood possible.

Go pre-party with your friends. Listen to your favorite music. Go to the gym (yes really, that makes my mate Niels happy), you can even meditate if it is up to me.

It doesn't matter what you do but do what makes you happy and you will see that it goes a lot easier.

Way #8: Avoid Variables.

Approaching women is nerve wrecking enough. There's very little you control have.

Therefore, make sure that you focus as much as possible on the things that you can control.

Always go to the same club in the beginning so that you are used to the surroundings. Go out at the same time, put on the same shirt and so on.

The more things you have under control, the better.

Way #9: Give yourself a final time.

This is a method I recommend to the men who are just a little more nervous than most. I've been using it for a long time myself.

The trick is fairly simple. You say to yourself, I'm not going home before 5 a.m night. Whatever happens.

If you don't do anything, you'll get very bored. After a few weeks, out of pure boredom you will be talking to people. Your head learns that not approaching is also very boring.

So. That's it.

Use these techniques in combination with the games and you will naturally wear away the fears.

But I have to be very honest with you.

I've always talked about approaching women. But you will have to go through the same process with all your fears.

Because there's one thing I didn't tell you until now.

There is bad news.

For every fear you resolve, a new one emerges. As soon as you can approach women, the following fear appears.

Every time you think, "If I've overcome this fear, I'll be there."
But no, there are levels to this shit:

Level 1: The fear of approaching her.

Level 2: The fear of approaching her and showing intention.

Level 3: The fear of touching her.

Level 4: The fear of asking her number.

Level 5: The fear of going for the kiss.

Should I continue? The fear of approaching in large groups, escalating her at your house, taking her home, women standing with a man, in a restaurant, in a full train is not even mentioned.

My point is: there are levels. And for every fear you will have to do the same.

Making fun of it, giving yourself a motivator, choose your words wisely for your head, and so on.

So... It's time to get to work and tackle all those fears one by one.

Time to drown those inner bitches one by one.

But before you do this, promise me one thing.

Don't go so far as to get yourself into misery. Take small steps.

The last thing I want is for you to set yourself an impossible goal and give yourself a panic attack while you're in the club.

There is also such a thing as pushing yourself too far. You want to exceed your own limits but don't go overboard.

Also, don't be upset if other people are going faster than you. You are them not. Comparing yourself to others is not a good idea.

Do it at your own pace. Step-by-step.

... and you will be amazed at yourself.

Good. Enough about fears.

Time to “execute real people”.

The hidden bitches that make your life impossible – and how to destroy them.

When I went to Sunny Beach in 2019, something funny happened. There were these two guys in our group who never really had any significant results with women.

Okay, one of them was able to kiss drunk girls, while being drunk himself. But that was it.

But within a few days these guys suddenly started to see results.

...and that's not because I helped them. Okay, maybe I hooked them up with a triple date with me and three girls, but that was about it.

What you deal with is what you become infected with.

As they spent time with me, they automatically got better with women. They unconsciously picked up on my behavior.

After the triple date, one of them got his first kiss and lost his virginity in the same night. The other one was proud that it was the first time he was sober whilst getting success with a girl.

Cool right?

I was super happy for them.

In this case, yes. Now it had a positive effect on everyone. You may be familiar with the statement: “You are the average of the 5 people you spend the most time with”.

I firmly believe in that. When it's positive, that's great. But it can also be the other way around.

It's almost impossible to succeed with the wrong people.

Too often I see people being sucked into the wrong environment. Guys are doing great in a group with highly ambitious individuals, but then come home to their old environment and fall back into old patterns.

Because if everyone around you is a loser, then they will subconsciously do everything they can to keep you on their level.

They hinder you in all sorts of ways.

I'll give you an example.

Suppose you want to eat healthier. Your entire group of fat friends always goes to KFC after work and gets the 14-piece party bucket.

What do you think is going to happen?

They will constantly offer you to join them. And because everyone around you is doing it, it's almost impossible not to.

Can you resist the temptation?

Chances are you can't.

We see time and time again that people are so easily influenced by their environment that it is painful. When we see people in our environment exhibiting certain behavior, our brain starts to think it's normal, no matter how fucked up or sad the behavior is.

...and if you're not happy with your life right now, chances are your friends lead equally unsatisfactory lives.

They will always do everything they can to prevent you from improving yourself.

For example, if you want to get better with women and you read a book about it, they will joke about it.

When you go out and approach women, they will make fun of you. They'll tell you it's weird.

That you just have to be yourself... and so on. But if we're really honest...

What do they know about it?

The so-called 'advisors' in your life are life-threatening. Most people are gripped by fear and are not living the life you want to live.

When your parents tell you that you need to look for security, buy a house and get a safe job, they have the best intentions.

But if your parents aren't living the life you want, can they advise you on how you should do it?

They project their own fears onto you.

The same goes for your friends. When friends want to talk you out of something, it's very often out of fear.

Because imagine if you succeed?

Imagine you set up a business and it's going well, while all your friends are still stuck at their soul-sucking cunt jobs. What does that say about them?

Imagine getting good with women while they still have to beg fat chicks on Tinder. What does that say about them?

When you succeed, you will expose their shortcomings in a very painful way. They will therefore unconsciously do their best to talk it out of your head.

Because if you're doing better than them, it automatically means they're doing poorly.

If you give them the chance to bring you back to their level, they will.

I'm not saying that you should immediately dump everyone around you, but I would at least make sure you spend less time with them.

In the meantime, I would start looking at who you do want to have in your area.

People who add something: people who support you, encourage you and who actually contribute something to your life.

If you want to be a successful businessman, you have to surround yourself with successful businesspeople. If you want to be good with women, you have to hang out with guys who already are.

It is far from high science, but unfortunately there are only a very few people who consciously think about this. What I really want to say is:

Have a fucking standard for who gets to hang out with you.

Maybe I'm exaggerating a bit on this, but I'm extremely paranoid about this shit. My rules for those who may associate with me are absurd. That's not necessarily because I'm so arrogant that I look down on most people (okay, maybe a little).

But it's because I want to excel and excel in my life. I am very hard on that, because I see that it influences me.

When you have the right people around you, it is almost impossible to fail.

The reason I am very selective who I go on vacation with is also funny. It's certainly not because I need them financially or because I always enjoy having people around me.

Fuck no, if someone talks to me in the morning, it's not good.

But the reason I choose it anyway is because I want to be infected by them. They all work hard towards their own goals. None of the guys work for a boss and they are all working hard.

They are constantly coming up with new ideas and providing me with constant inspiration. Even on vacation, it's super important to hang out with the right crew.

I mean vacation in my book is working just as hard as usual, but in a different location.

Chilling on the beach all day? Are you a girl?

Anyways...

This is only possible because I have a standard. Unfortunately, most people never ask themselves the question:

“What does this person contribute to my life?”

- Why am I friends with this person?
- How does this person affect me?
- How does this person contribute to my life?
- Does this person have knowledge that I don't?
- Does this person treat me with respect?
- Does this person have the same goals as me?
- Does this person have the same lifestyle as me?

Just ask these questions out loud in front of everyone around you. Just because someone happened to be sitting next to you in high school doesn't necessarily make them a good friend.

Constantly evaluate your friendships. They are such a big influence on your life that you want to think about them. You're in charge of who's friends with you, and that also means you can make demands.

There are 3 kinds of people.

You have roughly 3 kinds of people: people who inspire and support you, people who hinder you and people who downright sabotage you.

Of the last two you want as few people as possible in your life

But I also understand that it is difficult to face the truth when it comes to your current friends and family. Often they have been around you for so long that you don't even notice what type they are.

That is why I have listed a number of types for you, so that you can recognize them more easily.

The time guzzler.

This person never has anything to do and always wants to meet up with you. It seems as if he has no hobbies and he prefers to visit you for coffee 3 times a week. After coffee, he doesn't leave and continues to chat with you for hours.

Is he nice? Then you can keep him. But teach him to respect your time. Keep him in check. Before you know it, such a guest will pull 10+ hours out of your week.

The drama queen.

This person always has a drama. Every other week there is almost a crisis and he calls you in panic.

He always has conflicts with friends and it is always very bad. He constantly seeks your pity and always demands your attention for everything that 'happens' to him.

These kind of guys are leeches who are always attached to whoever will listen. My advice: kick him out the door. Don't worry about him. He'll find someone else to complain to (they're a star at this).

The helpless creature.

The helpless creature always needs you. He wants to borrow your car, calls you to ask how his oven works or he wants to borrow money from you.

There is always something. He can't stand on his own two feet and needs you constantly.

Tell them as soon as possible that your help is over.

Set the boundary. You help him a lot with this.

If he calls you with a problem, you respond with: "I don't know much, find out for yourself."

At first he struggles, but after a while he learns to stand on his own two feet and solve its own problems. That is better for both parties.

The negative.

The negative person always has something to complain about. He is always gloomy. His favorite subjects to complain about are work, the government, his health or a social problem.

He never solves his problems, no, he just complains. He thinks the whole world is out to screw him and finds evidence of this everywhere.

My advice? Kick him out of your life. This is the same person who will tell you what's wrong every time you come up with a plan. As soon as you give him space, all that negative energy will creep into your subconscious and eat you from the inside.

The communicator.

This person always wants to communicate with you. Every fart he lets out must be shared with you via Whatsapp.

He sends you messages on a daily basis with information that you can't do anything with, but to which he still expects a response.

You can save yourself a lot of time by not responding to it and just communicate when you want to meet or something like that. If you don't respond to nonsense then he stops (oh btw, if a man does this then he's a 'communicator', but if a woman does this she's just a erm... woman).

Okay, that's enough types for now... But now you might be asking yourself:

Am I telling you to dump everyone?

No, definitely not. Dumping is often the last resort. But at least I want you to be warned of their influence.

You can at least ask them not to hinder you in some situations. You can clearly define your limits.

In addition, I would initially start by simply giving them less of your precious time and energy. I've noticed that over the years, many of my friendships just died a quiet death.

The more I started to develop, the more the people around me were replaced. Rarely did I have to intentionally dump someone.

And before you dump someone...

Try sharing first.

In the first instance, try to take people around you to your level. Tell them enthusiastically about what you are doing. Give them book tips, take them to the gym and share your new developments with them.

I've found that it's often difficult to convince them directly, but it works best by giving them book tips or sending them links to YouTube videos. (Or in my instance to my own videos sometimes)

Let the book writer or the content of the video convince that person. This prevents difficult discussions and saves you energy.

But there are also people you cannot ignore.

By this I do not mean fat people, although that is also difficult to avoid. I am referring to people such as family, colleagues, or your neighbor.

Look, I get that you can't avoid everyone so easily. For example, I had a classmate like that.

For as long as I can remember I've found it a nasty person. I'll spare you the reasons why, but trust me, she is. These kinds of people are difficult to avoid because you keep running into them.

My way of dealing with it is very simple. The first thing I do is avoid and/or ignore them as much as possible. I don't have to sit next to them in class. I do not enter into conflict with them, nor do I try to please them.

When these kinds of people say something to me that I can't stand, this is what I say to myself in my head:

“This person was sent from the universe to test my patience, but I'm a real man and I laugh about it.”

It works every time. I never lose my patience. Don't complain about these people and don't give them too much attention. Just leave them for what they are.

How can you prevent the wrong people from entering your life?

Getting rid of people is often more difficult than you think. That's why you want to stop the wrong people as early as possible. You want to stop them at the front door before they settle comfortably in your home.

There are some easy ways to spot these saboteurs as soon as possible, or even avoid them meeting you. The first is very simple and needs almost no explanation.

Only go to places where you meet inspiring people.

Do you want to get a better body? Hang out at fitness shows and meetings. Meet people through online forums or Facebook groups.

The faster your group of friends is filled with inspiring people, the harder it is for a stranger to sneak into your life just like that. Moreover, the chance that you encounter these types of people is a lot smaller.

When you are in an environment of motivated people, you are less likely to encounter leeches.

... and when you meet someone...

Qualify, qualify, qualify.

Qualify the people you meet. Again and again and again. Are they inspiring people? Are they positive people? Do they have knowledge that you don't? Can they add something?

I once heard someone say, "If you're the smartest person in the room, you're in the wrong room."

So ask about their life goals... Their dreams... Their passions. Find out if these people are right for you and be critical.

... And now comes a nasty one. This does not only apply to the men in your area.

This also applies to girls!

This certainly also applies to girls. Maybe even more. Since you want spend time with them on a regular basis, you will spend a lot of time with them. Maybe even more than with your friends.

... and when you have the wrong chick, it can hinder you hopelessly.

I don't give a shit how hot a chick is. You can look like fucking Madison Beer, but when you're a lazy bitch, you can fuck off.

It's okay for a one-night stand... Then I don't give a damn. But if you want to be a part of my life and get fucked more often, then you have to meet my requirements.

On the first evening I already make an assessment about women. What kind of woman is she? Is she a potential drama queen? Is she lazy? Does she play sports? What is she doing with her life? Is she smart? Does she read books?

And if you know that I ask all those questions in the first hour, do you still think it's crazy why I only hangout with high-quality women.

But enough about people as negative influences...

There are other things that can hinder you from being successful. You also want to remove these factors from your life as quickly as possible.

If you want to succeed, it just means that you have to give up things every now and then. Self-discipline is hard enough as it is. That's why you want to make it as easy as possible for yourself.

Here are a few more things to think about:

Your mobile phone.

Yup, your phone is quite a bitch.

By the way, did you know that there are people who get panic attacks when they lose their phone? It even has a name: nomophobia. An average smartphone user checks their phone 35 times a day. Some even more often.

Now I know that people these days are totally hooked and addicted to their smartphones, but that comes with a price.

Your phone is a hero at distracting you, wasting time and even hindering your sleep. My advice is to stop doing this as soon as possible.

Teach the people around you that you are not always available.

I am fairly notorious in my area for rarely responding to messages. Communicating with me through messages is an absolute drama.

I do that consciously. When I'm constantly responding to posts, people respond to this again and I have to respond even more, and so on.

It is better to choose one moment a day to read your messages. Trust me, a message is rarely so urgent that it can't wait 24 hours.

Don't be afraid that people will see you as rude. Girls only find it interesting that you don't react so eagerly and your friends and family get used to it soon enough.

Don't think the world will end if you don't respond to a message.

At the time of writing, I have 30 unread Snapchat messages and have never had any issues with them.

The people who really need me will find another way to reach me.

So, turn that phone off and turn it on only when necessary. You're not that important anymore.

Let's do another one in the social media category.

YouTube, TikTok, Facebook, Twitter, Instagram and other online distractors.

Do you tend to sit in front of the computer for hours and do nothing? That can happen. Many people constantly check their Facebook or Twitter newsfeed.

And nowadays with YouTube Shorts and TikTok ... this is worse!

A few weeks ago I was invited to a Fashion and Beauty event for YouTube Shorts at Google London.

And let me tell you ... they know how powerful it is. You will watch one short after the other. Before you know it, you have spent 30 minutes doing nothing.

This is a huge waste of your time.

If you're having a hard time staying away from this, there are some cool plugins for Google Chrome. Try StayFocusd or another plugin that blocks time-wasting websites. Some only block your Facebook newsfeed, others can block entire pages for you.

You really don't get any better from all that knowledge about other people. It's not that relevant. It doesn't add much to your life to look at photos of the gluten-free meal from that one-night stand from 3 months ago on Instagram.

News

I regularly hear someone say: "You have to follow the news, because you want to know what is happening in the world."

Umm, how so?

Do you really think the latest news stories are relevant to you?

Fuck off, of course not. It is of no use to you at all to know that a new law has just been passed in Zimbabwe. Or that Mrs. Johnson's kitten was rescued from the tree.

Unless you're a stock analyst who has to check the financial news, you have little business on news sites.

I used to read the Financial Times at university whilst I was studying Economics. Reading all the politics crap didn't help me at all!

It was only slightly useful for my investments... but other than that it only showed me how much we are getting fucked and we can't do anything about it.

So if you get yourself in a position where you can have a significant influence. Then, it starts to matter.

In any other scenario... sit tight and get fucked like the rest whilst trying to reach the top ;)

So if you're going to avoid sites anyway, block the news sites right away. Do you read the newspaper? Cancel.

I have another one and we'll stay in the online category for now:

Reading clickbait articles.

Have you ever seen articles like this:

"Man gives homeless person money and you'll never guess what happened next."

"17 situations where proposing went wrong."

"The shocking truth behind.."

"11 Photoshop Failures That.."

These kinds of articles are called clickbait: articles with provocative titles that are aimed at stimulating and enticing you to a website.

They are filthy time suckers, specifically aimed at wasting your time.

When you've blocked social media, you don't run into it that often.

But if they come your way in another way, stay away from them.

Velocity learning

Ok, velocity learning isn't really a word, but I don't have another word for it.

When many guys become interested in a certain subject and then suddenly want to know everything about it. I often see it in guys who want to get better with women, they devour one article after another on a daily basis.

Or guys who are engaged in sports or self-development. They read one after the other book. They want to know more and more, but in reality, all knowledge is long gone past them. How you do learn, I'll come back to later. But if you're constantly trying to satisfy your information hunger like a zombie, stop that.

Temptations

You are on a diet? Here's step 1. Throw all unhealthy food out of your house. Today.

Don't even keep a pack of cookies in the house for when you have visitors. I've never lost a friend because I didn't have a cookie when he came over.

Do you have other temptations? An Xbox? You are worse than I thought. Put the hammer in it or give it away to a neighbor you hate. PlayStation is better. There is an exception if you are taking it serious as a career. Or are a successful gaming YouTuber like my friend Ilker then it's fine.

Do you have an extremely expensive flat screen at home? Good for you, but if you fail in life, don't say I didn't warn you. Get rid of it. Today. Imagine getting minimum wage for every hour you spent behind that thing. Then you really see how expensive it is.

Do yourself a favor and make sure you don't have any temptations in your house. It's much easier to resist temptations if you don't see them.

Okay, one last thing that might hinder you, then I'll stop:

Everyday tasks

If you earn 20 dollars per hour at your job and you are mowing the lawn yourself, then you are a stupid.

You can give a neighbor boy 5 dollars for that and you should do that. You can make better use of that time. Put that time into your goals and your future, but don't do those silly tasks yourself.

Find out what your time is worth and stick to it religiously. I even go as far as not cleaning, grocery shopping, or cooking. Simply because I earn more if I put that time into my business.

At the moment, a sponsorship video can cost up to a couple grand. This sounds extreme, but this is because I realize that my time is the most precious thing I have. And because my reviews are more loved than anyone else, there are plenty of brands who pay it with love.

For the rest, those who cannot appreciate my time, I do not need as a customer. Before you know it, they infect me.

Time is your most precious asset. Therefore, do not waste it on things that you can also outsource to others.

Laziness

Be sure to create a healthy allergy to laziness. Am I saying allergy? I mean more of a deep-seated, genuine hatred.

Laziness is the devil, cancer and fat girls in one. Avoid people who are lazy.

Once you catch yourself being lazy, you're going to give yourself a big slap. When I catch myself laziness, I then let myself work twice as hard in the gym, stay awake for 24 hours, or do something else as a punishment.

Fight your laziness with all that is.

Sleep in? Are you crazy asshole? Sleeping in is allowed when you have the life of your dreams.

There are many more obstacles.

There are so many things that can hold you back on the road to success that it is painful. You will deal with setbacks, setbacks and people who are bothering you along the way.

In short, they are things that either waste your time or your energy. Do you find something that meets one of those two things? Eliminate it.

Then it is now time for the next topic, when your inner bitches are shot it's time to be a real man.

Be A Real Man

The real secret to a rock-solid charisma that commands respect, power and influence.

Okay, I'm going to be very honest with you.

I don't like most people that much. My brother has mentioned before that I talk about social skills with the most anti-social traits.

I love to shut myself off from the outside world. If I'm really in the zone and working, you better not disturb me. Unless you have a death wish...

This doesn't mean I believe other people are bad... Most people are good, but it's more that I'm just not much of a social person.

But I learned at a young age:

You just need other people.

Yup, even my anti-social self needs people. Not just for sex or money, but also for much more primitive needs.

I don't need to be liked by everyone... But I do want to be loved. There have been times when I have no friends. Literally zero.

That made me very unhappy, so I had to learn to deal with people.

Plus, being good with people gives you a lot of power.

The world is run by people who are socially smart.

When you can charm, captivate and influence people, it gives you a certain power.

The greatest world leaders and businessmen are known not only for their managerial qualities, but also for their ability to bind people and command respect.

Over the years I have learned how to do the same; how I could get people to look up to me, trust and appreciate me.

I will teach you the recipe for this on the next pages.

How to turn acquaintances into admirers.

Let me tell you this. There are a lot of misconceptions about socially smart people. These are often expected to be people who are easy to talk to, never shy and masters of persuasion; someone who likes to be the center of attention and who is very good at drawing attention to themselves. The social superman is often seen as a smooth talker who gets everything done.

But be honest. How many such people do you know? And how many of those attention grabbers are really valued and respected by people?

My guess is there aren't that many.

The smooth talker is a myth.

The smooth talker is a myth. There is no such thing as someone who gets everything done with smooth talk.

The people who really have influence are the people who do it invisibly. People who are heroes in keeping their mouths shut and who can convince other people, without these people realizing that they are being convinced.

Someone who is in control of his or her emotions and is not guided by his or her ego; those are the real influential people. And to understand this, you need to understand one thing about human nature.

People are terrified of being manipulated.

People are constantly afraid of being manipulated. People don't want you to sell something to them, they want to buy something. Women don't want to be played by a player, they want to be that one special woman who works through the player's armor.

When they feel like someone is trying to manipulate them, they try all sorts of ways to regain control.

The moment they start to resist what the person is saying; they hate that person. That is why it is important that you give people the feeling that you do not want to influence them.

That's why I especially want to emphasize this to you:

If you want to impress others, give the impression that you don't want to impress them.

If you have to read that sentence twice, I get it. It may also sound a bit vague now.

Let me make it a little more specific for you. A while back I overheard a friend of mine having a phone conversation with a potential client. This was a start-up that was active in a market that he happened to have some knowledge of.

He was flaunting his knowledge of the market and marketing strategies, even though it had nothing to do with the product he was selling.

After the conversation I said to him, "That wasn't very smart of you."

People never want to do business with a smart businessman.

People want to do business with someone who is competent; they want to work with someone who has expertise in their field and is passionate about it.

But they definitely don't want to do business with a smart businessman. They're worried that that businessman is making more money from the deal than they are; that they are not getting the best possible deal.

They are afraid of being turned down. That's exactly what happened to my friend's customer: he didn't trust it and went for another party.

It's not about you.

I know you can't wait to tell the world how amazing you are and how fun you are. But if you're smart, you won't.

People are not that interested in you. In fact, most don't give a fuck about who you are, what you do, and how awesome you are.

You may know the famous Dale Carnegie quote: "You can make more friends in two months by becoming interested in other people than you can in two years by trying to get other people interested in you."

And that's exactly how it is.

Focus on the other person.

Instead of focusing on how to force this person to like you, shift your focus to what the other person is doing.

You ask questions, show interest, and try to find out if you like that person. This questioning attitude actually makes you more charismatic. People love to talk about themselves and will go out of their way to impress you.

And the one who is the least concerned with impressing others always has the upper hand in social situations.

Be curious, but with certainty.

Does this mean you should act like you are insecure about yourself? Not at all.

You want to be curious about other people but do this with certainty. You can still speak with conviction when you ask questions.

How you do that I'll get to in a moment, but first something else. When you ask questions, one thing is very important:

Be critical.

Sit in the judge's chair when talking to another person. Try to find out if you like this person whether you think this person is intelligent. And when this person says something, be critical of it.

Note: I say critical, not negative or disapproving. Don't criticize everything someone says but do dare to ask critical or difficult questions.

Humans are simple creatures and suckers for approval, and taking this attitude makes them go out of their way to get yours. And because they invest extra energy in you, they start to value you more.

Did you get it?

Good.

Now let me give you one more piece of advice I often have to give, but I'll keep hammering it in until you get it:

Shut up.

Talk as little as possible. Nothing is more impressive than someone who can keep their mouth shut in a conversation.

Unless you're a consultant, coach, or speaker who is paid to speak at the time, people simply aren't interested in what you have to say.

Never voluntarily give away information. If you tell yourself that you drive a Ferrari you are a show-off, when people find out later it makes them a lot more impressed.

Why am I harping on this so much? People rarely listen to this advice.

When someone in the room is talking about a subject that they also know about, they can't help but share their knowledge about it.

Suppose you are at a dinner party and someone talks about investing and you happen to be an investment advisor and he says it wrong...

Then it's hard to be quiet. But when you tell him about it and correct him, he will never thank you.

No, worse. He likes you less.

Because you steal his spotlight.

The rest of the table is probably not even interested in the topic... They are all waiting until it is their time to speak.

They are just waiting for THEIR chance to shine...

The time will come when people want you to speak. But this will come later. It takes a long time for people to appreciate you talking. This moment only comes when they have 'discovered' you.

This moment will come naturally. Until then, keep your mouth shut.

Later, people may find out that you are an investment advisor and then suddenly they can't wait to ask for your advice, but that's for later.

I never tell people that I am a YouTuber. When I was invited to the Google office, I convinced everyone I was a cleaner and they believed me.

How to get people to discover you.

By discovering I mean the point where other people suddenly want to know more about you. This point will come naturally over time if you do the above correctly.

And when you get good at giving answers, you really make an impression.

Someone who tells something about himself gives information that usually isn't relevant. But when you have the answer to a question, it is only appreciated.

Why?

You provide information that people are waiting for.

That's why I always tell people that they don't have to get good at 'talking', but instead I want them to get good at answering.

You then provide information that someone has asked for. Now you can show who you are. Very often I get the question: "How do I know if this is the time to tell something about myself?"

And the answer to that question is very simple. Once they start asking you questions.

But before you answer...

Wait 3 seconds. Teach yourself to wait 3 seconds before speaking. When I'm out with clients to teach them how to talk to girls, I often use audio recordings.

When we hear the recordings of the conversation, I systematically notice 2 things:

- 1) They are so preoccupied with what to say that they barely respond to what the woman is saying. While the woman is talking, they are only thinking about what to say next. As a result, they miss easy opportunities to respond to what the woman says.
- 2) They don't let her finish. This is a crazy one, but this is what almost all men do. They very often interrupt women during a sentence.

Not really in the middle of the sentence.. But as soon as the woman says "um" or breaks a silence, they immediately dive in. They do this because they are afraid of awkward silences, but this makes them come across as very try-hard.

And there's another reason why you want to do this.

It helps to ensure that you don't constantly interrupt people, but it has a number of additional benefits.

Because if you wait 3 seconds with answering, you have enough time to think to prevent 'stupid' and impulsive things from coming out of your mouth. You actually have time to think before you speak.

In fact, if you want to get better at conversation, this is the **ONLY** way you can get better. It forces you to analyze what you are saying - and what you are going to say.

You also come across as much calmer and more confident. People who dare to drop silences draw attention to themselves.

The only reason people are afraid of silences is because they are afraid that people are not interested in what is being said.

But even if you speak, it's not about you.

Even if you say something, it's still not about you. It's about the person standing in front of you.

In Budapest when I was tag teaming with Woodie. This is someone who is completely fluent in English. I noticed that girls wouldn't understand us sometimes.

What was our biggest problem? I approached women with: "You look enticing." But it just went rough. We couldn't figure out why my conversations weren't working.

After 5 minutes we were able to discover the issue. Half of all women didn't know what enticing meant and my English was so difficult after that that the women just didn't understand what I was saying.

Woodie has a different issue because he has that London accent. Sometimes he needed to slow down and talk in a more neutral accent.

That is why you always speak in the language of your listener.

Adapt everything you say to the language level of your listener. Speak in a language that is clear and that he/she understands. Change your tonality. Speak slower. Use a neutral accent. Basic vocabulary.

If you're standing in front of a stupid person, don't use difficult words. You always want to adjust everything you say to the intelligence and knowledge level of the listener.

If you want to sell a car, the builder of the car is the most unsuitable person on earth for that. He will use all kinds of technical terms that the customer does not understand.

... and he will tell you what is relevant to him. Not necessarily what is relevant for the customer.

Therefore, always make your explanation as clear as possible. If necessary, use metaphors and/or examples to get your point across.

But Junaid, if I'm just asking questions at the beginning, what about leadership and being "alpha male"?

Good question. I get it often. Usually combined with a story about how women are attracted to leaders and so on.

All those things are true. But true leadership does not happen overnight.

When you enter a new group and immediately try to take the lead, you are a fool. You don't have the knowledge to take the lead in this group.

You know nothing about the dynamics, the connections and the current balance of power. Because of this, you can't even lead the group if you wanted to.

And lastly... When you enter a new group, people will not automatically respect you and give you leadership. That's why I especially want to emphasize this to you:

Wait to take the lead when you enter a new group.

I do this practically in every new situation I find myself in. When I use to have group projects for university. I used to finesse my way to work with the pretty girls. Not because I wanted their attention. It was my secret strategy on how I got amazing grades with ease.

Let me explain.

Working with the nerds is drama, they over-plan everything and stress about the little things. Pretty girls on the other hand have 'pretty girl privilege' and you guessed it. By hanging out with them, people automatically assume you are a cool guy. The nerds would happily share their knowledge for a little bit of attention.

I would tell the group leader: "What would you like to me to do? How can I help you with that?".

I call that submissive leadership. You instruct someone else to take leadership. This also happens to be the most sensible solution very often.

I mean, if I'm going to tell the group leader how to do run the show, whilst I have no clue since I was sleeping in most lectures and seminars. Then I am interfering in something I don't understand. That's not good for anyone.

So enter new groups as:

A wolf in sheep's clothing.

In the beginning be quiet, innocent and watch how everything operates. Your time will come... and until then... keep a low profile.

As long as you're not a threat in new social situations, it's easier to connect with people.

In the next phase, I'll go into great detail about how—and why—you want to be an asshole. But that's only in the later phase. Once you have the respect and power of people, only then can you exercise this power.

PLEASE NOTE: you only do this if you enter new social groups that you have to work with for a longer period of time.

Most people will never understand this.

Painfully, this is something most people will never understand. They are constantly trying to dominate the situation when they are not ready for it.

They want to impress people too early, too much. They chase the myth of the smooth talker.

But believe me, if you really want to influence people and have power over others, this initial phase is crucial.

Your goal is to be slowly respected in the group. There are a number of smart tricks that you can apply for this. The first one is a nice one:

Way #1: The mafia secret to gain respect.

Yes, this sounds funny, but this is a famous mafia tactic.

They do people favors without expecting anything in return. Not the pussy-ass favors of getting coffee for all your co-workers; that just makes you look like a nice guy that is trying too hard.

But help them with a problem that is really urgent.

Do they have a flat tire? Offer them a lift.

Are they broke? Lend them money.

No matter what you do, nothing is safer than having a number of people around you who are somehow indebted to you; they are much less likely to contradict you.

Way #2: Have self-discipline.

This is one of the simplest ways to command respect from people. Most people don't have it, and when you do, you automatically command respect.

Do your best on every task you have to do. Set yourself a higher standard of performance than others. When you are more competent than others, you automatically command respect.

Way #3: Don't gossip about others.

Show respect to others and don't talk about what's wrong with them. When a friend complains to you about another friend, you just shrug and say:

"It doesn't bother me that much."

And you leave it at that. Never be tempted to gossip about other people.

Way #4: Take care of yourself.

Spend time on your appearance. I often see guys arriving in dirty, old and worn-out clothes. It is just painful.

If you don't have too much self-confidence, taking good care of yourself can give you that extra boost. Not only because you feel better when you know you look your best, but also because people judge you anyway: they are simply shallow as fuck.

If you don't want to buy your own clothes, let girls do it for you. If you don't know what to do with your hair, ask a barber for advice.

I'm also not always happy that I have to pay attention to it, but I do. Well-groomed people automatically command respect.

This does not mean that you constantly have to walk around in a suit, but just that you wear good and beautiful clothes that ensure that you look good.

Sometimes it can even be the other way around: if I go to a club where I know everyone is in a suit, I put on a T-shirt and jeans. Then I stand out again in the opposite way.

I will go more in-depth in the "Look Good" chapter.

Way #5: Less words, more action.

If you say something, you make it happen. Until then, you don't even talk to people about it. If you set a deadline, you meet it. Be a man of your word.

You keep what you promise. You carry out your threats.

Way #6: Never complain.

There is absolutely no reason to complain. People want to be around people who make them happy. If you're the only one who doesn't complain, no matter how bad things are, you automatically command admiration from people.

Way #7: Admit it when you're wrong.

We have all had that person in our class that was always late. And all those times it was never their fault: it was the traffic, the subway or something else...

Whatever happened, it was never their fault. Don't be like that. Take responsibility when you make mistakes: this commands much more respect.

Way #8: Stop being overly nice.

There is a difference between being nice and being TOO nice. In the next chapter, we'll take a detailed look at how to get more done by being less nice.

But for now, stop butt kissing and don't let people use you.

Way #9: Remember what people say.

I'm a bit too good at this. Try to pay attention to this as much as possible.

When you talk to friends or colleagues, try to remember what they say and ask again next time.

Trust me, if you bring up the things that they told you and you remembered it. They will appreciate you more.

Way #10: Control your emotions.

Okay, this is a hard one, and also the last one: keep your fucking emotions under control.

Under no circumstances do you get angry. You don't get discouraged. Learn to count to ten. Walk away for the situation. Drink a cup of coffee, listen to Olivia Rodrigo, or whatever it takes when you feel anger rising, but keep your emotions to yourself.

This is perhaps the most powerful way to command respect and is also a nice one to close this topic with.

More on this in the next section:

How you deal with people like a boss, live according to your own rules and command respect.

Before you want to achieve anything in life at all, here is some advice for you.

Stop being so god damn nice. If you think of yourself as a nice guy, stop it now.

Starting today.

I don't care if it's your friends, family or girls. Stop being so nice.

Most men live their lives like a measly little bitch of their environment.

What do I mean by this? Very simple.

They:

- Constantly try so hard to impress other people.
- Continue to associate with people who treat them badly.
- Throw girls on a pedestal.
- Trying to be liked by the whole world.
- Constantly afraid of losing (job, girls, clients, whatever).
- Always be there for everyone.
- Respond to every message they receive.
- Constantly trying to find out if something is wrong in a relationship.

... and I could go on and on, but in summary they are a bitch. That is why you are going to change today.

Become an asshole.

When I started this, I was afraid that I would lose all my friends, or that I would ruin my relationships with girls and family.

But nothing could be further from the truth. Assholes get so much more out of the world.

Why?

They force to be respected.

Someone who stands up for himself automatically commands respect from people. A person who does not always agree with everyone quickly intrigues the admiration of others.

When you're in front of a beautiful woman and you're not just another slimeball who loves everything she says, you get a lot more respect than the pussy that does everything for her.

People trust an asshole.

This sounds really crazy, but I can explain it to you. When someone is very clear about what they want and isn't overly nice, people tend to trust them

more.

With nice people, people never know exactly where they stand. You don't ask for their opinion because you know they will say what you want to hear.

Imagine: someone comes up to you on the street and offers you to exchange 10 dollars for 5 dollars. He gives you 10 and you give that person 5 back.

Would you trust that? There's a good chance you won't. You quickly think that the money is fake or that there is something behind it. With assholes you know exactly where you stand.

What is the difference between a wolf and a sheep?

Think about it. A sheep is useful to people: it gives wool, milk and you can also eat it. A sheep is a typical good herd animal.

A wolf? It is hardly useful to anyone. A wolf only serves his own purpose and has himself as master.

What does this mean in practice? A wolf can live up to 12 years. A sheep in theory much older, but in practice it is slaughtered after 1.5 years.

That's the problem with the nice guys. They are useful to everyone except themselves.

What does this mean in practice?

Very simple. From now on you set the conditions on how you do things. You decide how you want to be treated.

With women, this is a golden attitude that will only give you better results. When I was talking to a girl last week, she said the following to me:

I think you are a huge player.

I responded with, "Yeah, so?"

She didn't see this answer coming. She expected me to defend myself like a pussy, but when I didn't, she turned into an innocent puppy.

When a girl goes on a date with me and is wasting my time with what she does or doesn't want, I tell her I'm leaving...

She always come back to me because she has changed her mind... If I had been a pussy, I would have ended up in the friend zone there.

But that's just with girls.

This attitude works in all areas of my life. As long as I'm willing to subtly tell people that they can die if they try to impose stupid things on me, things work in my favor.

When you are at the negotiating table with your employer, focus on what your employer can offer you. At the same time, make sure you also have something on hand so that you can always run away if something doesn't suit you.

Tell people you're willing to walk away and they'll start to do their best for you.

This goes for clients, girls and friends.

Oh, and one thing:

Learn to say fucking no!

Recently a friend of mine told me he had to go to a family party. He didn't feel like it, but he thought it was a social obligation.

What a loser! Grow some balls. Just say "no" if you don't want something!

I found it scary at first too but saying no more often made me a much better person.

Do you want to borrow money from me, but I know you're not going to pay it back?

NO.

Are you an annoying customer who is clearly not motivated?

NO.

Do I want to answer all your personal love problems in my mailbox?

NO.

You're a girl who asks me if I want to go on a date to an impossible location?

NO.

You are homeless and want a dollar?

NO. (okay, that's a joke.)

After a while I even started to take pleasure in saying no to people.

These days it takes more effort to get me to say "yes" than "no." Give it a try, a world will open up for you.

Don't be so afraid to disappoint people.

It is simply impossible to please everyone. When you say no, you'll see that it's not that bad at all.

Don't even try to be liked until you are willing to be disliked. I regularly play games with randoms. A lot of them are so afraid of offending girls that it's just sad.

I make a bet: they have 15 minutes to really piss off a girl.

90% don't even succeed: they just don't get it done. So are you afraid of making her angry with bold statements or something else:

Don't be a pussy, give it a try. See what's happening. Make people angry for once. Then at least you know what it is you're afraid of.

If I've learned one thing over the years, it's this.

Haters are harmless as hell and extremely forgetful.

Over the years, on YouTube, I've seen a ton of haters come and go. But never have I had haters who could last longer than 3 months.

And most?

They will give up as soon as they notice that they have no control over you. I even use it to my advantage. I really appreciate them. My haters are my best marketers.

Sometimes you have to be willing to be disliked for a higher purpose.

When you see a hot girl, you can do three things:

1. You don't go to her... This gives you 100% certainty that she doesn't dislike you, but you also get nothing.
2. You do go up to her and try to be liked... In 95% of all cases, this ensures that she does not find you attractive (friendzone).
3. You don't give a fuck and show guts when you approach her... Now she either loves you or hates you.

I choose the third option. I risk being considered disliked, that's just fine.

And when you can let go of the will to be liked, your life becomes so much easier.

You come into a higher state of consciousness, where you live according to your own rules.

Rules you have set yourself:

Live by your own rules.

I am not saying that you should consciously hurt or disappoint people, but I am saying that you should make a decision for yourself.

Stop herd thinking and decide for yourself how you want to live. What your standards and values are and what is important to you.

Don't do things because:

- It's polite.
- It should be done.
- Because everyone does it.
- You want to please someone else.
- You feel obligated.
- You feel guilty.
- Others expect it of you.

No.

Stop that.

Do things because you want to. Your life, your rules.
... and if people don't like that? Then they can fuck off.

How to fuck setbacks and problems in the ass.

The fairy tales your mother used to read to you may have given you that impression, but life isn't all that blissful.

In fact...

I once heard someone say:

"You either have a problem, you are just coming out of a problem, or you are on your way to a new problem."

I can't describe it better than that. No matter how well you plan, no matter how hard you try to avoid it, things always go wrong.

And when it goes wrong, it often goes really wrong.

If you have a way to prevent this I'd recommend it, but until then you'll have to deal with it.

Problems are not that much of a problem.

Let me start with this: for most people, problems are quite a problem. It upsets them, hurts them and makes them frustrated.

But it doesn't have to be this way: in the next few pages I'll give you a simple strategy for dealing with problems without going crazy.

How to deal with problems you can't solve.

But before I start, I want to talk to you about some problems that you can't solve. Because there are some. Suppose you have a chronic illness that you cannot get rid of.

Then this cannot be solved; you don't even have to try.

Suppose the government raises taxes for your company tomorrow.

Then you can't do anything about this. You don't even have to try.

I have some advice for you on how to deal with these problems:

Stop whining.

Stop whining about this. If there's nothing you can do about it, don't whine. It makes absolutely no sense.

When a friend of mine indicated that he suffered from the prejudices of girls because he has an Ukrainian accent, I told him stop whining. I am Pakistani and people have got their prejudgements for me too. Unless you have a magical plan to solve racism, leave it alone.

Someone else is short again and has that as a problem. Another can't grow facial hair. Learn to live with it. No point whining about it.

What do you do if you can solve a problem?

Okay, now if a problem is solvable (and believe me, most problems are).

Very often people think that their problems cannot be solved, but fortunately this is not always the case.

In such a situation you can do two things, but you often see most people opting for one strategy. Which one of the two they choose is going to make a big difference.

It is the difference between a winner and an absolute loser.

The first way is that of the victim.

This is such a popular route chosen by many. Something goes wrong in their lives, and they immediately fall into the victim role.

They blame everything and everyone, but never blame themselves. They like to say things like: "I'm unlucky", "Why did this have to happen to me?" and "It's always me".

Victims feel great in this role. They prefer to talk about that terrible thing that happened to them years later. They sincerely believe that the whole world is against them.

The only thing that gives them a little bit of relief is the compassion of others.

The second way is that of a real man.

A real man is not going to complain when a problem arises; he just carries on. He knows trouble is coming and he sees trouble as part of his life.

He doesn't curse and rant when his car has a flat tire. No, he knows it's statistically going to happen to him at some point in his life and grabs a jack to change his tire.

When he goes bankrupt, he doesn't look back at how he failed, but tries again; he just keeps going until he succeeds.

If a woman rejects him, he won't sit in a corner upset. No, he speaks to the next one and tries again.

He continues to fail until he succeeds once. Moreover, he already calculated the problems because he knows they will come.

A smart man counts on trouble.

When he sets a deadline, he takes calculates extra time because he knows there will be a problem along the way.

(Here! A free tip for all those deadline-missing jerks!)

If he makes a trade, he takes a wide margin to be able to absorb any financial problems.

Before going out for a night out, he assumes he will be rejected a number of times before he succeeds.

He does everything he can to arm himself as best as he can for the moment a problem arises.

He knows that life's a bitch and he makes sure he has all the artillery to fight that bitch.

But if you think you're prepared for anything, and a problem comes along that you're not prepared for?

You can't prepare for everything. Every now and then a problem arises for which you are not prepared.

If this happens, it sucks. But this is no reason to panic or give up. Fuck that, that's for losers.

No, when I encounter such a problem, I have a very simple strategy:

I make it a mental game.

We were constantly stopped at the airport in Istanbul, because Jay looked like a zombie freak. Not only was he walking like a penguin that looked like he got fucked in the ass (not an ideal look in an Islamic country). But he also had eyebags under eyebags. He found it more important to spend his last awakening hours with some Japanese looking girl from Kazakhstan.

And we also had to deal with this mess. It was shit. They were taking their time and if this would continue, we would miss the plane. My other travel buddy Saqlain didn't like this very much.

I made this a mental game.

I challenged myself. The first thing I often say to myself is, "This is a test of the universe (yep, that's the same thing I say with annoying people); the universe wants to see how calm I can be under stressful circumstances."

I secretly take pleasure in staying calm in the face of problems, and if I'm honest, I feel even better when I see everyone around me getting stressed out.

In the meantime, I continue to focus on having a relaxed attitude and a smile. I make it a mental game with myself. I see how long I can stay calm. I even like to make fun of my pity situations.

Because you can only think clearly when your stress level is low.

Have you ever had a presentation where you suddenly forgot your script? Have you ever stood in front of a beautiful woman and said something really stupid? Have you ever said something in an argument that you regretted?

Most probably.

I certainly do. I once said in an argument to a girl that she was a stupid dragon.

That was stupid, obviously I meant witch. Dragons don't exist.

But, you know what I mean. When we are under stress, our IQ can drop ten or more points within a few seconds.

As a result, you can no longer think clearly, while that is exactly what you need.

Stress is also pointless. You've survived all your troubles so far and I'm sure you will with this one.

The next thing you want to do is determine your position.

Determine exactly what the problem is; make it as specific as possible. If you don't know what to deal with, there's no point.

I often try to sit down and describe exactly what my problem is. Funny enough I often find out that my problem is not that big.

It has grown in my head. But when I actually put it on paper, it's not that bad. I'll give you an example:

Recently one of the discount code for a product stopped working. This literally happened whilst a new product was launched. At that moment, all sorts of things went through my head.

I thought: "Oh dear, now all these people will try to use discount code, and it won't work. This comes across as very unprofessional. How can this happen right now?"

Then I sat down and thought:

What is really my problem now?

The discount code doesn't work.

What should I do? Shoot an email to my account manager.

Suddenly the only problem was that I had to shoot an email and then I could go on with my day. By the time my chai was ready, the problem had already been solved.

If it takes more than an email.

Unfortunately, it often takes more than an email to resolve a problem.

But even in that case, you first want to be clear about exactly what your problem is.

Then answer the following questions:

1. Do you know anyone who may have ever had this problem and solved it?
2. Can you hire someone else to solve it?
3. Is there information on the internet about someone who solved the problem?

If you know this, you often already have a good idea of the solution. It is very rare that your problem is so unique that no one has ever had the problem.

Once you've figured out what to do, either by asking someone or finding it online, do it the way I explained to you in Chapter 2.

Now you can get started as soon as possible.

Remember, speed is everything.

Problems are like cancer.

Problems are like cancer. It starts small, but slowly it spreads and becomes a bigger and bigger problem. The earlier you catch it, the more likely you are to cure it in time.

If you wait too long to solve your problem, you will run into more and more problems. At some point you can't control it anymore. So make sure you destroy problems as soon as possible and tackle them as hard as possible.

Especially when you are dealing with health problems, financial problems, or a conflict with someone. The longer you leave it, the worse it gets.

What if your problem has a human cause?

What if the problem is caused by a human. How do you deal with people treating you badly? That can still happen. People can be quite fake.

Your best friend can steal your girl (check on my part), your business partner can screw you over (check on my side). In addition, you can be lied to, abandoned and stabbed in the back by people you trust 100% (check, check, check).

It's moments like these that I know there's nothing you want to do more than teach these people a lesson. You may want to get revenge.

This is 100% understandable; but also 100% pointless.

Getting angry is stupid.

I once read: "to get angry is to punish yourself for the stupidity of others."

I can't say it better than that. There is often no point in getting angry. It's better to just chill and think carefully about how you want to act in the situation.

Instead of getting mad, do this:

Try to understand why the other person is acting like this.

No matter how illogical people behave. Nine times out of ten there is a reason behind it. People hardly ever just do something. This person has a reason for his behavior.

There was an emotion that compelled him to act in that way at that moment. Try to find out what emotion this was. Try to understand the other person first.

You will be surprised how often you are wrong at these moments. But most people argue for years because they just don't understand each other.

Oh, and a little reality check for you: people are people.

People will cheat, mistreat and stab you in the back. Just assume that this will happen for the rest of your life. This is not because they are bad or mean you badly.

No, this is because people are just people. It's in their nature; they can't help it.

I know it sounds very pessimistic when I say it like that, but the opposite is true. As soon as I realized this I had much less trouble with someone who did something bad to me.

I stopped getting mad when someone lied to me just because I know it's human nature. That's just how people are.

If I go against those laws of nature, I might as well go and declare war on volcanoes and rain.

There are some problems that you can't do anything about, and you don't need to do anything about them.

For all other problems: Don't whine, but solve.

Simple rules that every real man wants to follow.

In my younger years I learned a number of lessons. Simple things that make you feel like a man every day and actually get shit done.

I'm sharing them with you in no particular order; they are all equally important.

So there we go: the dead simple rules that turns a young buck into a real man.

Relax 20 minutes a day.

I know, it sounds a bit contradictory because on the previous pages I was hammering on working like you are in the military. But even I admit, you need some rest every now and then.

Take at least 20 minutes a day to relax and do nothing at all. Sit in the sun with a book. Take a bath. Go meditate. Do nothing. Make relaxing an obligation for yourself. If you don't do this, your head will never rest and it's only a matter of time before you kill yourself.

Throw shit away.

People have so much stuff it's scary. My advice: throw shit away. Stuff often only gives you trouble and lack of space.

Get used to having nothing. All my essentials fit in one suitcase and that's more than enough.

Look around your kitchen. Do you really need that much cutlery and plates? Do you use all that equipment at all? Could you do without it? If so, give it away or throw it away.

What's in your living room? Throw away all the pointless magazines. Do you really use all the furniture pieces? Throw away what you don't need.

Clothing: Do you really wear all your clothes? There is no reason to have more than a few pairs of jeans. The same goes for your shirts. If you haven't worn it in months, ditch it. It's all unnecessary headache.

Have a morning ritual.

Set the tone for the rest of your day in the morning. Do you stay in bed to the limit every morning, only to quickly stuff down some food and rush to school or work stressed out?

Do you really want to start your day this stressed?

It is better to ensure that you have a good, relaxed morning ritual. Wake up and take your time.

Make a healthy breakfast and eat it slowly. Listen to some music or do something else that puts you in a good mood. Take the time to take care of yourself and start your day with a good feeling.

Schedule time to be alone.

Make sure you also have time to be alone. Take a day off from the outside world every now and then.

If you're the type that goes crazy without people around, then it's time to learn this. Learn to entertain yourself. Spend time without outside input.

When you are alone you can relax and learn to entertain yourself with your own thoughts and ideas.

Party hard.

It's good to be motivated and work hard but take the time to let loose every now and then.

If you do this, make sure you do it right. Make sure you enjoy it so much that you can go back to it for a long time afterwards.

If you're going to party, do it right. Go all out and never enjoy in moderation.

Compare your problems with those of others.

This is a trick I've learned over the years. I always apply it when I'm stressed or having problems.

No matter how bad things are in your life, there is always someone who has it worse than you. Are you on a diet and hungry?

Check some poverty documentary and you'll feel grateful right away. You can always find someone to compare yourself to and put your problems in perspective.

Break your routine every now and then.

Don't get me wrong...I'm pro routines. Everything you can do with a routine saves energy and thinking ability. But routines are there to help you. Don't become a slave to your routines.

But once in a while it's also important to break your routines. Take a day out without a plan. Do what you like every now and then.

Share your cookies with a fat person.

Okay, I don't mean this literally. But allow yourself to engage in bad behavior every now and then. You are not a saint and it can be quite a pleasure to be mean every now and then.

When there's unhealthy snacks, I always share it with a fat person. It's my little fun. And I don't have to eat it myself.

Read books.

Books are endless, inexpensive sources of information. You can assume that as a person you are slowly becoming dumber unless you keep learning.

Do you want to gain all the life experience yourself? Do you want to make all the mistakes yourself?

Not me. I prefer to learn from the mistakes of others and take advantage of their experience.

Keep learning constantly: read books that inspire, inform or motivate you. Soak up all the information like a Sponge.

Don't keep score.

If your friends ask for money and you have it... just give it to them. Don't keep track of who owes you what.

Treat them sometimes. Don't count everything down to the penny. If they take advantage of you, you can always find new friends.

Some men will happily spend hundreds to girls on Only Fans but will count every penny whilst going out with friends. Don't be a jackass.

Don't pretend you know things.

People are afraid to ask questions because otherwise they seem stupid. They want to make it seem like they know everything. But this is simply impossible.

Don't try to pretend you understand people. But ask questions:

What do you mean exactly?

How does that work?

Can you explain that?

Not only will you get better conversations here, but you'll also learn something from it. Another reason to let them speak, I mean who doesn't like to sound like the smarty-pants.

Use highlighters.

Just do it.

It changes your life.

Love people.

There are simply too many to hate. You can't afford not to love them. Show interest in them and learn to interact with them.

No matter how bad of an asshole you are, you will always need people to love you. The best way to do that is to love them.

Work 50 minutes, rest 5 minutes.

When you are busy with a task that takes a lot of time, set a timer. If you don't get up from your desk every now and then, you will get back pain, you will lose concentration and you will become less productive.

Take a five-minute break after every 50 minutes. Grab a hot drink, do a few push-ups or look out the window. It doesn't really matter what you do, as long as you focus on something else for a while.

It's much easier to work for hours on end this way. Especially, in this TikTok generation with distractions everywhere...

Do your homework.

There is little that you cannot prevent by preparing yourself well. It doesn't matter what it is: whether it's a job application, date, presentation or interview.

Make sure you are well prepared. That you know what you want to say and what you want to achieve. This makes you much more relaxed beforehand.

Work harder.

You have a setback?
Work harder.

Your progress is slow?
Work harder.

If you have a problem, first see if you can solve the problem by working harder.

Look Good

How to make other men question their sexual orientation, make girls fantasize about you and turn heads everywhere you go.

If you don't want the first part to happen to you.

I understand.

The reality is that it will happen.

First impressions are everything.

Dressing well makes a lasting impression, not only because you look sexy AF, but also because it shows that you take yourself seriously.

The good part is that it's not expensive at all. It's not complicated. Once you master the basics, you will look more stylish than 90% of all men. Style is something money can't buy.

You either have it... or you don't.

And most of us don't.

This chapter will lay the foundation to help you unlock your own glow up potential. It will not only help you look good, but also feel good.

It starts by elimination.

I'll explain: the average guy owns a lot of clothes he'll never wear. The clothes in his wardrobe don't fit well. And when he wears them, nothing happens.

The clothes have too many weird colors and patterns, and he has no idea how to combine the separate items he owns.

Essentially...

He looks like an NPC

You don't draw any attention to you and if you do it's not because they are impressed by the way you are dressed.

Most men have never been taught how to properly dress (including myself). My mom used to buy me clothes that not even a vintage store in Pakistan would accept to sell! (love you mom)

So if you've got old, worn out pieces that you never wear, it's time for elimination.

For every single item ask the following question; does it make me look more or less attractive?

And if you don't know the answer. The answer is: usually not.

I'm going to outline five easy to follow tips to start dressing better right away.

Consider each of these suggestions carefully. Set a goal to put each one into practice during the next few weeks. Once you master the fundamentals on a regular basis, you may start experimenting by adding color, experimenting with style, wearing more bold accessories, and changing formality levels.

The sky is the limit. Let's get dressed!

Tip #1: Size Down

Wearing clothing that doesn't fit your physique is by far the biggest NPC mistake. Focusing on fit is more important than choosing a stylish brand. You are usually better off buying a less expensive item that is tailored to fit you well than a big-name brand that is either too big or too small.

I'm telling you, believe me. Once upon a time, everything I wore was oversized... I used to wear sweaters, shirts, and jackets that were two sizes too big for me. I didn't realize how awful I looked until I started to pay attention to my appearance when I was 14.

For instance, the majority of men wear pants that are 2-3 inches too long (especially shorter guys).

I still remember like it was yesterday, one day I just decided to get rid of all my baggy clothes and replaced them with a few good pieces. Within weeks, I was receiving compliments from my peers at school. I'll never forget the first time a girl told me I looked good and how much that meant to me. It was the beginning of a new me.

I started paying attention to sleeves that are overly long, shirts that are too wide, pants that are too loose, and jackets that are excessively large all around. It also opened up a new world to me and gave me a completely different perspective on how I am viewed by others.

Sizing down can solve many of these issues.

You think you are a medium? Try small.

You're too ashamed to size down? I don't care, just do it.

Who gives a damn about your shirt size? Wear the fit, not oversized shit.

The style and aesthetic of clothes are maximised when they fit well, which typically entails wearing smaller sizes. This doesn't mean that you should wear skinny jeans... and especially NOT spray-on jeans. If you do, then it is time to stop skipping leg day ;)

Focus on wearing clothes that closely follows your natural lines and angles and sits tight to your body. Not clothes that will cut off your bloodstream and leave you blue in the face.

Tip #2: Wear fewer colors

Some men enjoy mixing a variety of vivid, bright colours to create fun, fashionable, and attention-grabbing looks. They simply feel good when they wear these outfits.

And that's totally fine.

But only if you know what you are doing.

Most men only dress in bright colors because they lack other options.

Orange polo with green stripes? Why not! Yellow t-shirt? Sure! Pink button up? Get it now while it's on discount. WRONG! - Don't be stupid.

Bright, vibrant items are inconvenient to combine outfits with. It's more difficult to match them with the rest of your outfit.

It's best to keep it simple. If it isn't necessary to go out in bright colors and vivid patterns. Don't do it, unless you really know what you are doing.

Things also become a little challenging if you combine several colors in one outfit.

One wrong color can ruin your appearance.

Color is generally best utilized minimally. I like to call this "pop of color". And by using one pop of color, you can balance it out with neutral colors.

What are neutral colors?

Think about your earth tones (tan, brown, white, cream, khaki) and greyscale (black, white and grey).

So make sure the majority of your wardrobe is composed of neutral colors.

Olive, navy, and other shades of blue can also be added because they are just as adaptable and universally enticing as true neutrals.

I always wear neutral-colored outfits because they look great on their own, but they're also simple to pair with brighter, more striking shades.

The bottom line is that less is more in terms of color. When in doubt, limit each outfit to one "pop of color".

Tip #3: Wear fewer patterns

It can be difficult to combine different colors. Even veteran stylist find mixing patterns with multiple colors VERY difficult.

What would I suggest? For a while, stick to solid colors. The method of reducing potential mismatches is by preventing them.

You can consider wearing patterns once you feel more confident about which colors go together (if you want to).

Try to stick to one pattern per outfit when you do choose to wear patterns.

I would also advise choosing patterns with no more than two colors. For example, a madras shirt has multiple different colors, which makes it more difficult to create an outfit around.

If you choose to wear patterned shirts with bright colors, make sure the remainder of your outfit is basic (neutral, solid colors).

But if you're ever unsure, just choose a plain colour rather than a pattern.

Tip #4: Black vs White

The most basic color psychology lesson you need:

If you want to appear broader wear the color white.

If you want to appear leaner wear the color black.

That's why black jeans go well with a white t-shirt.

It creates an illusion of a bigger upper body.

Evolutionary, girls are attracted to someone with broad shoulders and a tight, but strong waist. By using color psychology to your advantage, you will create this 'v-shape' look.

Tip #5: Wear Accessories

Accessories is the difference between a hot girl with and without personality.

It's the difference between a basic bitch and a high-class chick.

All of the above is easily done.

...but this makes the difference between the small percentage of men who go all out and maximize their style and those that try to look good enough.

I am not telling you to buy a Rolex, because the truth is most girls don't care about that stuff.

One of my friends has a Rolex and he told me the only time he gets a compliment is from other men. Whilst wearing less expensive watches, he got more compliments from girls.

Believe it or not. The power lays within the small details.

Girls notice your bracelets, your rings, your watch, your chain, your sunglasses... Why?

Because they put a lot of effort themselves.

Think about how much effort girls put in their appearance. Foundation, lipstick, fake nails, weird stuff with their hair... etc.

That's why you hear girls constantly hand out compliments to each other because they know how much effort it costs.

Guys do the same, but with the gym.

They hand out compliments based on their gym results.

Men are from Mars; women are from Venus.

Yet, they both hand out compliments, but for different things.

I noticed this from a young age – whilst I was analyzing human behavior like a geek scientist.

So how can you get compliments – without coming across as a pick me boy.

First of all...

What the fuck is a pick me boy?

It's a type of guy that all girls have mutually agreed to dislike. I am not joking it's everywhere on TikTok.

The first time I heard of it was when a Romanian girl told me that her biggest turn-off is a pick me boy.

Example of how pick me boys interact with girls:

Boy: Hi

Girl: Hello

Boy: I know you probably won't want me since I am so ugly, but would you want to date me? I am not like other guys.

Girl: No I have a boyfriend

Boy: I understand, I'm just too ugly, all girls are the same

Girl: ...

Boy: I see you left me on read, nice guys never get picked...

I got this example from Urban Dictionary.

So, in essence...

A pick me boy talks himself down in the hopes of getting picked.

No one likes a person that fishes for compliments. It's not attractive.

There's a difference between being humble and acting like a pick me boy.

I even see guys act like this to each other. In my gym, there's this guy that has got an amazing physique. Every time he gets a compliment, he responds with: "No I am skinny, I want to look more like you."

Whether the person is bigger or smaller than him doesn't matter. He still gives the same reply.

And let me put it this way:

People will lose respect.

If you can't accept a compliment without being weird about it. Then people will see you as someone that lacks self-esteem.

Funny enough. The only time another guy likes an answer like that is when he is a pick me boy too!

But Junaid how should I respond?

The answer to this question is one that the pick me boys won't like.

Pretend like you get compliments every day.

Think about it.

How would you act if you would get a compliment every day.

Would you jump at the opportunity? How would it affect your day?

Let me tell you this.

As someone who gets compliments all the time – I tend to have a little smirk or smile and say either: “Thank you, I appreciate it.” Or “You're sweet. Thank you.”

People want to get rewarded for acknowledging your amazing attributes and you should reward them.

If you don't appreciate them, they will be less likely to compliment you in the future.

Those who hand out compliments without expecting anything back are what I like to call givers.

And in my experience:

“Givers are keepers”

These are the types of people that root for your success.

But even with givers, you don't want to give too much back. The more you show how much you appreciate it.

The more power you give away.

Think about elite models and celebrities.

When they get compliments do you think it makes 'their day'?

No, they know their value and what they are worth.

Don't let compliments dictate how you feel.

The first time it will feel fucking amazing. The time after that you will feel on top of the world, but over time it will be as normal as breathing air.

So don't chase compliments.

Don't seek validation from others to feel good about yourself. Use it as a proof of work to see whether the market finds you attractive.

The first time I got a compliment about my hair was when I was 14. One of the girls told me that it looked really good. Best believe it felt fucking amazing.

Yet I still played it off cool.

So how do you get compliments?

Remember when I told you how guys and girls hand out compliments based on what they value?

Well, if you want to get compliments from other men. Do stuff that other men value. Think about hitting the gym, getting a trendy fade, wearing a Rolex etc.

Girls on the other hand value more beauty related things. The compliments I usually receive are:

"I like your smile"

“You have got amazing skin”

“You smell nice”

You see a pattern?

Good.

“All of this sounds cool, but I want girls to tell me I look handsome!”

Okay, ungrateful brat...

Let me take you back in time.

Pretty boy Junaid...

A few years ago, I had a summer job at Thorpe Park.

Not at the rides section, but in a buffet called Pizza and Pasta.

The working conditions were pretty extreme. Hundreds of people used to line up to be served as quick as possible.

Some of us had to stand under a 230°C hot oven wearing a full uniform for bullshit safety reasons whilst it was 36°C outside.

And surprise, surprise... I was one of them.

I am not painting this story in your head for sympathy.

I want to give you some context, because when working conditions get very extreme. What happens is that natural selection takes place.

The ‘more competent’ men have to do the heavy work, whilst the rest does whatever else is necessary to support this group.

Since we take more responsibility:

We are more valuable.

Let that sink in for a moment.

We earned the same wage as everyone else.

So what's the benefit?

If you are more valuable:

You can get away with more things

I observed the social hierarchy on the first day and noticed that supervisors and managers were following the lead of the 'heavy lifters' instead of the other way around. Not because they weren't good at doing their job.

But because:

We had control over the pace

That's a very powerful position to be in and I took full advantage of it.

Heavily flirting with every girl on the workplace. No problem.

Having a big mouth against the supervisors. No backlash.

Commanding girls to bring me water. No resistance. (except for that one entitled little brat that I wasn't sure of being a girl or a boy)

Anyways, one day at work we started to give random nicknames to each other. Some of the guys got nicknames such as: Lanky, Ginger, Deji (I swear he looked like the twin of the younger Olatunji).

I was curious what people perceived me as, and I wanted a nickname too. So when I asked one of the guys for one. He said: 'Pretty boy'.

That made me realise, whether he is taking the piss or not. There's some truth behind it.

There are hundreds of people you see daily. All of them have an opinion about you. Whether it is consciously or unconsciously.

However, no one would randomly come up to you to tell you are an ugly bastard. That simply doesn't happen.

Unless...

You ask for their opinion.

But isn't that what a pick me boy would do.

Correct. Well observed.

We are not going to ask others for their opinion.

We are putting our opinion in their brains.

Okay it sounds fucked...

Have you ever had an encounter with a girl and before talking to that person. You never looked at her as someone you would describe pretty, but then once you got closer you realised that it was a hidden gem.

The number of times that this has happened to me is ridiculous, but also vice versa.

This is called Framing.

If I tell you not to think about a purple elephant. Your brain will still paint that image.

The same goes with if I tell you that a girl has beautiful lips before I introduce you to her. You will be more likely focused on her lips.

So if I can put my 'pretty boy' opinion in their brains. They will be more focused on how fucking handsome I am.

But how do I do it in such a stealthy way that no one will notice?

WRONG!

That's how a bitch would think. We are not a pick me boy remember.

Be super extreme, but serious.

A secret tactic of mine that allows me to get away with anything.

This is how it works.

You make an outrageous – over the top – statement but say it with the most serious tonality ever. However, make sure to have a huge smile on your face after you have said this.

This will confuse the minds of the poor victims.

So, when one of the girls got me a drink. I told her to call me ‘pretty boy’ from now on. It’s such an outrageous thing to ask for, but because I said it in such a confusing way. She was never sure whether I was playing around or being serious.

This continued for a few times until she played along. When others heard her say pretty boy to me, they got intrigued.

I let her put my opinion in their brains.

They would all pick up on this statement unconsciously and assume there is something special about me.

If I would have asked for their opinion about me. I would come across as a pick me boy, but now I have played the system.

Matter of fact:

I created my own system.

So the next time a guy tells me that it is unfair that they never get compliments. I will tell him that he is a fool. The secret is out.

Girls get compliments from the matrix while guys have to create their own system.

Enough said.

Now it is time to become a pretty boy.

How to get a glow up that is brighter than the Big Bang.

I have to make a confession.

Most of the time when I am doing my daily tasks. I am not too bothered trying to look my best.

It might come as a surprise considering I am writing this book and run a men's lifestyle business.

But I am not as vain and arrogant as I come across.

I like to listen to Olivia Rodrigo, Billie Eilish and recently I am loving One Day by Tate McRae.

My brother describes this music for those who don't have a dick between their legs.

And funny enough I agree.

It's probably a part of my younger – more hopeless – self that really fucks with that music.

But when I do decide to look good.

I look fucking amazing

Just like in the previous chapters where I told you that if you go for something. Make sure you do your best.

The same applies to a glow up.



(follow me on Instagram: [@junaidminshad](https://www.instagram.com/junaidminshad))

I really don't care if someone calls me ugly and neither should you.

But when I have put in the work and tell them I love myself. They think I am too arrogant and vain.

Why?

Because they are insecure.

I have never ever thought in my life: "That person is too arrogant and vain."

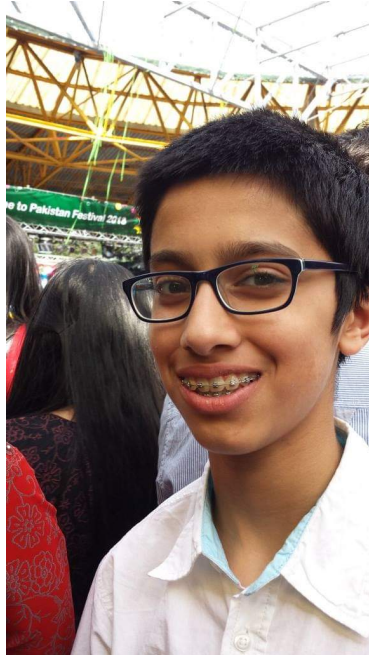
That's a bitch mentality.

If you make \$100k per year. You don't get upset if someone made their first \$1k.

Most likely you will be happy and root for them. You have been through the struggle and pain yourself to understand how much effort it took.

The same concept applies here.

Look this is how I used to look like:



And now I look like this:



I am living proof of a 'glow up'. I have been through the hardships. I have been through the pain.

And now it's time to share this information with the next generation of men.

The first thing step is to identify how you want to look like.

If you could select certain facial features from someone you look up to. Who would you choose?

Maybe it's one person. Maybe it's multiple. It doesn't matter.

Does it person look remotely close to you?

Think about skin color, hair type, facial features.

No?

It's time to say goodbye to this look.

Unless you want to do cosmetic surgery and spend thousands of dollars.

People always ask me why I talk a lot about ethnicity, race, skin color, hair type etc.

The reason?

Because it fucking matters.

Beauty is everywhere, but when people want to be something different so bad. It just looks odd. Think about all the Indians using bleaching cream to get lighter skin, they end up looking like zombies. Think about the black brothers 'relaxing' their hair and ending up looking like black Jimmy Neutron. White women going to the tanning bed to get a 'beautiful' tan, whilst they end up looking like overcooked potatoes.

I am all about diversity.

However, if you haven't been able to climb the beauty hierarchy in your own group of people with the similar physical traits. Then, trying to stand out by looking different won't help. At least, not in a positive way.

You can start to do it once you have reached the top. Then, it is trendy and cool because you are seen as the pinnacle of beauty under your people. Until then, shut up and stay in your lane.

Who is the pinnacle of beauty in your group?

Find that out.

It's the person girls would throw themselves at just for how they look.

Sometimes there are multiple people. Sometimes there is one.

Regardless find someone that is the closest to your physical traits.

As a Pakistani guy growing up in the Netherlands. There weren't many people I could look up to in my local or national borders.

But eventually, a British boy band came along that stole the hearts of millions of innocent girls.

The boy band was called One Direction.

And surprise, surprise... one of the singers was a British Pakistani singer called Zayn Malik.

Target identified.

I started to analyze what made him attractive and looked whether I could replicate it. Study this person as if you are an obsessed fangirl. Go as far as listening to their interviews. Observe the way they speak, walk and gesture.

Zayn isn't the most social person to learn from, but his mysterious vibe and bad boy attitude combined with his looks made him unique.

I used his hairstyle as inspiration and I started to download some of his traits in my brain.

Once you start to use some of the traits. People will notice that something is different about you, but won't be able to exactly tell you what.

Another human behavior lesson:

People only focus on what you want them to focus on.

Most people are too busy focused on their own problems and insecurities. So, they don't focus on all your good and bad features like you do. They just have a global idea.

So if you make changes. Usually, they won't even notice it. I mean I never see the difference when a girl's hair is cut shorter. Just continue to learn something new and improve yourself every day.

Stand in front of a mirror and practice the way you hold eye contact. Practice your smile. Record yourself speaking to a camera. The first time I did that was utterly dramatic. Not only did I sound like a monotone robot. I also got the biggest shock of my life.

My face looked completely different.

My whole life I have seen myself through a mirror or selfie camera, but that's an illusion. It's mirrored. People don't see you like that. It made me more aware that we usually see ourselves completely different than others.

So don't get too overwhelmed trying to have control over everything. Just try to improve yourself whenever and wherever possible. You can't physically become taller, but you can wear shoes that make you look taller.

What about imperfections?

Hide them. Whenever possible.

One method to look better is to look less ugly. Do you have a massive forehead? Hide it. Do you have a big scar on your neck that makes you feel insecure? Hide it. Are you a bitch? Hide it.

Also don't expect girls to fall on your lap. Most of the time, you will start to notice that other guys are nicer to you and want to be friends. Just like girls like to hang out with other pretty girls to feel 'part of the group'. The same applies to guys, they want to be a part of the cool and successful group.

Now it's time to talk about your 'glow up' routine.

Glow Up Routine

Tip #1: Cut your nails.

Just do it. I hate cutting my toenails, but it's got to be done.

Tip #2: Get an amazing hairstyle.

Look at celebrities that look like you with trendy haircuts. It's one of the main things a man has control over. Ask your barber. Try a few styles and find something that works.

And if you are bald, make sure it is clean and well kept.

For Sikhs or people that wear a durag, make sure the cloth is clean and of high quality. I have one friend of mine that styles his turban in differently depending on the occasion and let me tell that it looks really good!

Tip #3: Take Care of Bad Breath.

Bacteria thrives in your mouth creating this horrible smell. Brush your teeth and don't forget to floss. Make sure you clean your tongue too!

Tip #4: Trim that beard.

Invest in a beard trimmer and scissors for a well-groomed, stylish look. There is no reason to go overboard but it is worth spending those minutes during the week to always look your best. Or as a bare minimum at least comb your beard.

Tip #5: Shave correctly.

If you are not the beard kind of guy, you better learn to shave correctly.

- Always apply some kind of shaving cream.
- Never shave against the direction of hair growth.
- Replace your razor head after a few uses (5-7 works for me).
- I find it easier to shave right after a shower, when my skin is soft.

Pro Tip: If you find that multi-blade razors irritate your skin with a deeper cut, try one with 1-3 blades and find your balance.

Tip #6: No Unibrow.

It's not girly if it gets you more girls. Don't use a razor but pluck it.

Tip #7: Have a Skin Care Routine.

The easiest way to get compliments from girls is to have amazing skin. I started my journey in 2020 where I documented everything on my YouTube channel. There's no channel on the planet that has done multiple extremely in-depth men's skin care reviews than me.

The only other guys that have done something similar look like a copycat of James Charles.

So after testing more than \$10k worth of skin care products.

I would recommend you to get this [FREE TRIAL](#) if you are a regular guy that wants to start his skin care journey.

If you feel like you need special treatment such as: acne, extreme dryness, sensitive skin. Check out this [FREE Diagnostic Quiz](#) to find a personalized skin care routine.

I never had super bad skin, but there's a difference between average skin and someone who actively takes care of their skin. In Ibiza, I was getting a lot of compliments for random girls about my skin. Niels told me that there was a genuine difference between my skin and the skin of other men.

Tip #8: Invest in Style.

My mother used to buy clothes that were 2 sizes too big for me so I would grow into them over time. Good investment if you want to save money, but bad investment if you want to look good.

Nowadays, I invest in sustainable clothes that I can wear for years. Not only do they look premium and fucking stylish, but...

I get a lot of compliments.

Remember, Pinky? The girl that asked me whether I was a model whilst I was wandering through London.

On that day I was wearing the CWU 45/P Bomber Jacket by [Alpha Industries](#), if there's one item you need order it's a bomber jacket from them. They used to make them for the US military, so it's literally made to go to war.

I am the only 'Influencer' they work with and if you use code=ALPHAMEN you will get 15% OFF (doesn't apply to heritage products).

Just scroll through their website. These are the types of clothes that turn heads everywhere you go without coming across as a try hard.

Fun fact.

I have never received more compliments for wearing a specific item than their bomber jacket.

However, you can have style and a pretty boy face, but don't be surprised if girls only like your attention and want nothing more. You miss one element of the physical 'glow up' that turns boys into men.

Let's find out what that is in the next chapter.

Get Ripped

The secret to an attractive body that makes women instinctively crave you - and how to get it.

A good physique is something I always neglected in my early teenage years. To look good, you need to have a handsome face... that was the mindset. Whilst that is true, it is only half the picture ... but I have discovered over the years that there's a way to embody masculinity, command authority & respect, and build self-esteem.

I've seen a lot.

I have seen thousands of men approach a woman.

I have helped thousands of men.

But I've never seen someone who was fat and - systematically – had success with the hottest girls.

I've seen ugly dudes do it.

Someone with burns on his face.

Multiple people with a cleft lip.

One of the most terrific players I've ever seen has severe acne covering half of his face.

Matter of fact, I even know someone in a wheelchair.

But there's one thing I've never seen...

I'm not saying it doesn't exist, but if such a guy does exist, it's extremely rare.

I have never seen anyone achieve exceptional results with women who was fat.

It hardly ever happens.

How comes? I'll explain that to you. But for now, it is important that you understand this:

If you're fat, you're practically out of luck with women.

Let this sink in for a moment...

See the nasty truth for what it is.

You are at a HUGE disadvantage with woman when you're fat.

You are allowed to complain and say:

"But Junaid, I thought looks didn't matter to women?"

Sure enough... she'll tell you that personality is more important than looks.

And you are entitled to believe her, but if she turns her head whilst I walk past her ... don't be surprised that I'll be on her mind for the rest of the day.

It happens all the time, especially when I am abroad in countries where people see me as "exotic" (I hate using that term...)

There's nothing special about me.

But it still happens ... people find me arrogant for assuming that girls turn their heads because of the way I look.

And they are right.

I am arrogant.

My confidence is out of the roof.

My self-esteem is unmatched.

Because if you see how her pupils dilate and the shock on her face when I walk past them.

You would be arrogant too.

So sorry. When I say looks matter, I mean:

Being ugly doesn't matter, being fat does.

Looks create little evolutionary attraction for women. It helps you get the initial spark of attention... but that's pretty much it.

Men don't get assessed on beauty. They get assessed on what they can offer but looking good surely makes life easier.

More important things are confidence and strength. Signs of not being able to take care of yourself or being unhealthy are almost systematically turn-offs for women.

The guy in the wheelchair who gets girls back-to-back had a body that would make you feel intimidated. Not a gram of fat and a full six pack.

If you are not too fat? That's great. Saves you lot of problems.

However, just don't skip this chapter. There is more than just that.

When you have a good body, more women fall for you. I'm not saying that all you have to do is go to the gym to get women's attention.

No, far from it. But I can tell you this:

Turning heads with a good physique is a lot easier

But before you hit the gym, keep this in mind:

Women are attracted to a functional and beautiful body. Not on an over-the-top gorilla figure

There are some specific things that instinctively turn heads in a positive way, while others are straight-up an ick.

"This is not what women want."



No, I don't know what a kind of freak you must be to pull that off.

But this is zero percent attractive.

But what kind of body do women find attractive?

Let me give you 2 examples of the most desired actors in the last decade.



The actor for Fifty Shades of Grey.



The actor of 365 Days.

Do you notice something? These men are defined, but they don't look like exaggerated bodybuilders.

If they put on a shirt, you will hardly think they hit the gym.

Yet, this is the most attractive body for women. Because what they find attractive is evolutionarily determined.

These body features are evolutionarily attractive.

Every research shows the same thing.

The key to attractiveness is a functional body.

The ratio between the hips and shoulders. Narrow hips and broad shoulders are generally considered attractive.

The explanation for this is simple. Women were looking for men who could hunt well, i.e., men who can run fast and throw a spear far away.

You also want to have a low body fat percentage, so that all your muscle are well defined making you look chiselled.

Overall, a functional body that is strong and has stamina, but is not over-the-top.

Functionality is the keyword.

What do I mean by functional?

Well, I bench press my body weight, I deadlift more than double my body weight, squat double my body weight and run the 10k in an hour.

In addition, I once rejected 7 drunk Essex girls without being called a misogynist.

Okay, that last one isn't really an achievement, but still.

The reason that over-the-top muscles are not attractive is very simple: the power is no longer functional.

The perfect example for this is combat sport if you can't functionally move you will get outclassed. Muscles don't win fights.

Speed wins over perfection.

And it's very simple...

Everyone has the capacity to build themselves into an aesthetic statue that draws attention anywhere they go (hint: you don't even need a lot of muscles!)

This section isn't about perfection ... too many times I see people getting stuck in this "perfect paralysis". I need to find the perfect workout routine. I need to find the perfect diet. I need to find the perfect gym partner. I need to find the perfect personal trainer... But what about you?

Just start and learn as you go.

The reason you are seeking these external factors is due to a lack of self-esteem. Build your self-esteem by starting to put in the work and it'll build your character, your confidence will be impeccable, you won't need external "motivation" ... but it all starts with being a man of your word and building that discipline.

Currently while I am writing this section, I am in hospital due to a nasty throat infection after my Budapest trip (beautiful city). 90% of my throat is swelled. I am struggling to eat and went from working out every day to zero!

I already lost 2 kg and I am lean to begin with ... how do you think that is affecting me mentally?

Am I upset? Yes.

Am I sad? Yes.

Am I angry? Yes.

Will I use this as an excuse to stop being consistent? No!

Matter of fact, I'll go harder than ever.

Setbacks and hurdles are a part of your journey to greatness ...

Achieving success is derived by having the right mindset... so let's focus on that first. The last thing I want to happen to you is that you work so hard to achieve your dream body just to lose it again due "lack of motivation" ... whether you are doing it to impress girls, look good or be healthy. The bigger mindset is "I am doing it for myself".

Don't be a loser that stops taking care of his body once he gets a girlfriend.

People need to let go of the idea that it is selfish to put yourself first.

No one else will be able to put in the work for you like you can.

No one will be able to understand your reasons, your why, the hurdles you had to overcome, the pain, the trauma.

No one understands you like you do.

So, you are the only person that can use your anger and pain as fuel to achieve your ambitious.

The classical economic theory assumes that a rational individual makes choices that benefit them versus actions that are neutral or harm them. So, essentially, if aren't putting your own benefit first, you will either stay neutral or harm your progress over time.

Let's be philosophical and expand your mind a little bit more...

Do people donate to charity because they are good people or because it makes them feel good?

Well, that is contextual ...

There are multiple philosophical approaches such as how do you even define good people; but that isn't that relevant ...

Let's focus on the part "donating to charity because it makes you feel good" – if you are a rational individual ... classical economics explains that you are doing it for yourself, your own benefit, your feelings, your emotions. But even then, it provides benefits to the economy and creates a net benefit for society.

So, don't feel bad putting yourself first.

Don't let others portray their fear on you and talk you out of it.

After all, no one understands your reasons as much as you do.

Now, with that out of the way ... let's build your soon to be ex-dream body.

You will get a specific nutrition and training plan that ensures that you are going to turn heads everywhere you go.

It is not the intention to make you gigantic and strong, but more like a 'under the radar' sniper that mysteriously draws attention towards him.

I will give you the training schedule to get such a body.

Don't be alarmed if it goes against everything you know about sports. Most fitness advice is for those who want to look like bloated bodybuilders.

Now, you will get the strategy to get the body that women really want.

How to shove all the bodybuilding advice up your ass and get the body that girls really desire - in 3 months...

Something happened in 2020 that suddenly boosted my power, status, and confidence without changing anything about my conversations.

What was the secret?

The Gym.

Yup, I know it sounds vain and it's one of the advice ignored by so many guys that it makes me sad.

But by this:

If you don't exercise, you are a loser (for now).

This is why you should exercise.

- 1) **You will look better.** I don't care how cool you are: there is never an excuse for not being fit. If your game is on point you may be able to get away with it, but in general it is better to not handicap yourself.
- 2) **You gain confidence.** You feel better in your own skin and have more energy. By feeling better about yourself you will have more confidence.
- 3) **You are sharper at 4 a.m.** Exercise gives you energy; the energy you need to keep your head cool when you're in front of a hot girl at 4 a.m. You have more energy and are sharper than anyone else in the club.
- 4) **You are more mentally resilient.** An hour a day to clear your head has a meditative effect. Since I exercise, I am less emotionally provoked, and I can deal with rejections, angry friends, bitchy girls and other nasty things with ease.

5) **It keeps you young.** Forget all the ‘magical pill’ nonsense floating around the internet. The only scientifically proven way to combat aging body is exercise.

6) **Just wait until...** the first time you take your shirt off and she's mesmerized, her pupils dilate, and she can't help but say “wow”. Not only is it good for your ego (trust me, it is) – but what comes after is inevitable ;)

7) **Your sex drive goes up.** Strength training makes you produce more testosterone, which gives you a much greater sex drive. Good motivation to stop playing that video games and talk to girls. Oh, and because you're fit you last longer and can go in like Mike Tyson in his prime. The next morning she'll be singing ‘Side to Side’ by Ariana Grande...

8) **The occasional luck.** In every club there are at least 2 - 3 girls in their ovulation period with only one objective. Let's just say they don't want to be able to walk the next day, but they are still selective (who would have guessed that). They like to pick up a guy with a good body. I have seen ugly guys who have zero game get success ... just because they workout.

9) **Men leave you alone.** Do you often have encounters with annoying men who interrupt your conversation with a girl? Or men don't take you seriously? Once, you get a good body you will command respect instantly.

Bonus Tip: Learn combat sport. If you know how to protect yourself, you'll feel less intimidated and can stand your ground.

For example, in Ibiza there was this big muscular guy who got super upset because I joined his friend group and started to talk to the girl he really liked (he was down bad in the friendzone). I didn't have any plans to steal her.

I just wanted to get a break from the techno ‘white people’ music (sorry Niels) that was attempting a first-degree murder on my ears.

But when he attempted to intimate me with his stare and shouted at me. I was willing to take the risk of the encounter ending in a fist fight instead of walking away.

I stood my ground and couldn't help but smile because it was super adorable how he thinks he had control over the situation. I just looked at him as if I was talking to my little brother who is trying to intimate me.

He probably never encountered something like this before and eventually ended up leaving.

This would never have happened if I wasn't comfortable with taking the risk of a potential fight.

I can easily expand this list to a hundreds of reasons to exercise.

But I hope you understand why I think that guys who don't exercise are losers.

... if you still don't get it, it's time for a mental check.

So do we agree?

Good.

Then it's time to start exercising:

The first step is to find a good gym.

This is what you look for in a gym.

A gym with extended opening hours. The more flexible the better. If you have a 9-to-5 job, then I advise you to look for one that opens very early. Then you exercise before your working day.

It's hard enough to fit sports into your routine and that's why you don't want to be limited by the opening hours of your gym. My gym is open 24/7.

Pick one as close to home as possible. Again, the easier it is to fit into your routine, the better. Your gym doesn't have to be that special.

Convenience is often more important than visiting the most modern gym ever. If you go to the gym six times a week, then 10 minutes less travel time already saves you 2 hours per week.

Also don't try to save on your gym subscription. I know there are fantastic gyms with dirt-cheap subscriptions, but that shouldn't be the determining factor. You want to make it as accessible as possible for yourself, so choose one based on opening hours and distance.

Don't go to a gym further away to save yourself a tenner a month. If you think your own time is worth so little, something is already going wrong with your mindset.

Fun fact: it even has a psychological benefit.

If you invest extra in your subscription, then you are more inclined to go.

So now's your moment: put this book away, grab Google Maps and find yourself the right fitness centre.

Found it?

Cool. Sign up to that gym now. Again, don't save on 'off-peak hours', flexibility is key. It will be the best investment of your life.

Locked?

Let's go! Congratulations. Your life is going to get so much better.

But what now?

What is the next step? Look up on the internet on how to get a get a sixpack with a 'magical recipe' only the elite bodybuilders know about?

Uhh, WRONG.

Trust me, there's no magic way to get muscle. And building a workout plan is far from rocket science.

I've wasted countless hours in my life figuring that out. I have read over 25 scientific papers on exercise & nutrition, and it all comes down to the same thing.

There's little variation here and there, but that's more to make stubborn 'wanna-be bodybuilders' feel like there's a "secret".

Here's your workout schedule. You get it from me for free.

OPTION 1: If you go to the gym 3 days a week, do a full body workout.

It looks like this:

Pull-ups.

Squats.

Bench Press.

Military Press.

Deadlifts.

You do each exercise 4 times with 8-12 repetitions. Is it too easy? Slow down and really make sure you feel the acidification. No ego lifting. If you still find it too easy. Increase the weight.

Additional comment: make sure you warm-up your shoulders with 1-2kg dumbbells. Trust me it will save you injury and do wonders to your results.

OPTION 2: If you go all out and want to train 6 days a week, do this:

Day 1: Squat. Leg Press. Hamstring Curl. Leg Extension. Calf Raises.

Day 2: Bench Press. Incline Dumbbell Press. Decline Dumbbell Press. Triceps Extension. Dumbbell Shoulder Press.

Day 3: Pull-ups. Lat Pulldown. Barbell Row. Shrugs. Barbell Curl.

And repeat.

You do each exercise 4 times with 8-12 repetitions. Is it too easy? Slow down and really make sure you feel the acidification. No ego lifting. If you still find it too easy. Increase the weight.

Additional comment: make sure you warm-up your shoulders with 1-2kg dumbbells. Trust me it will save you injury and do wonders to your results.

But Junaid, what about the rest day?

The 6-day training schedule is designed in such a way that you can fit the rest day according to your busy schedule!

What about rest time?

Not very important. Just wait till you catch your breath. You are not a professional powerlifter who has to time breaks for optimum performance. I often read something on my phone and then continue. I know there's these people going around telling you to time your breaks, but do you really think a timer knows how much time your body needs to catch a breath? No, everyone is different.

...also promise me that these exercises are the only exercises you will do. Master them. Practice makes perfect. Results compound.

The deadlifts and pullups will take care of your abs. Someone who can deadlift twice his body weight has strong abs. If you can do this and your abs are not showing? Then you are a fat man, crunches aren't going to help you.

If you read somewhere about "splits", "72-hour rests", "shock the muscles" and all sorts of other bullshit, run away.

Fitness is a multi-billion dollar industry where gullible suckers keep spending money on bullshit programs in the hopes of finding the magic pill.

But there is zero scientific evidence for all those programs.

If you want to look better, you just have to train hard and eat healthy. Period.

What about cardio workouts?

This might surprise you, but you don't need them to get an amazing physique. If you eat the right amount of protein and eat the right number of calories for your fitness goals. Then, you can walk around with a chiselled body without sweating a drop on the cardio machine.

However, this is very hard for most people. So, I recommend you either go for a run and get vitamin D from the sun whilst you at it or go on the treadmill. Cardio in your routine makes it a lot easier to not only get and maintain a chiselled body, but it also gives you more space to get enough protein out of your meals.

So just keep it simple. Take this training schedule and train for 6 months. If you don't make progress then I will shave my head.

Got it? Good.

And if you don't know how to do these exercises, here's your trick:

Don't hire a personal trainer who tries to impress you with pointless knowledge like a dork while sucking your wallet empty.

Find a ripped-ass motherfucker at your gym, you know the type that walks around every day. Show him what exercise you want to do and he probably can't wait to explain it to you. That's what caresses their ego.. ;)

Look we are not selfish after all.

There you go. I saved you an annual subscription with a personal trainer.

This is everything you need to know about training. Don't go be an information whore that over-analyses everything, it's not that complicated. Don't change your schedule every 2 weeks, this will systematically ruin any chance of progress. Discipline is key.

And when you go to the gym, make it epic.

Make it an epic event that is the highlight of your day. Put on your favorite music. Whatever motivates you. Whatever floats your boat, but make sure you make it fun.

Don't be afraid to dance in between your workouts. Make it fun for yourself.

Don't rely on a workout buddy. Don't depend on anyone for your sport behaviour. I know, a friend can be motivating, but only if he wants it more than you.

Don't go with someone who will sometimes skip, be late, and your overall complicate the process of going to the gym.

Ignore people's advice about training. People talk too much. Less talk more action.

If you don't feel like exercising, go anyway. Make sure you are at the gym for at least fifteen minutes. After those fifteen minutes you can go.

9 times out of 10, if you get the initial rush you continue for longer. But I understand that life can get in the way. Still give it a shot, but if it's too much, go home and relax. It wasn't your day. Recharge and go again the next day.

Don't talk to people at your gym. Before you know it your workout time will be wasted listening to 'gym bro talk'. Try to be ruthless and ignore people. I avoid eye contact. Don't be one of those guys that is focused on picking up girls at the gym. This is 'workout time' homie.... and that time is sacred.

Just train hard and a lot.

Have discipline and you'll get there.

The rest is all nutrition. You can train all you want, but if your diet is shit you will get nowhere.

I see guys who are training every day, but still their boobs are hanging. The reason? Bad food.

In the next section, I'll give you a simple 'bullshit-free' guide to good nutrition.

With this advice you can even go to McDonald's and still look like a ripped beast.

So.... no-nonsense training? Check.

Nutrition?

Here we go.

How to have a ripped body, lose fat, gain muscle and feel more energetic than ever - while you can eat McDonald's and other junk food...

Yes I know.

This is an outrageous, over-the-top claim. Certainly, from someone who isn't a nutrition expert.

... and oh god, I certainly don't want to be. They think that 0.5g of protein is enough for an athletic man. No wonders why men aren't men these days. People lack peripheral perspective and don't look at the bigger picture.

But if you want to own life, you need to own your nutrition. If you can't even control what you put in your body

What can you control?

Do you think you can perform well on bad food day in and day out?

I can already tell you that it won't work.

Do you think you'll get a ripped body that women crave without having to think about what you put in your mouth?

No.

Do you think you can own a business, be sharp at 4 am, have the strength to conquer your fears, have the energy to go out while still functioning the next day without giving your body what it needs?

Nope. Do you get it?

Perfect. If you are not aware of what you eat and just eat whatever you 'feel' like eating.

Stop that. Today.

It's time to take yourself seriously and transform your body into a sculpt statue that would turn heads everywhere you go.

... and eating healthy isn't that hard at all. That impression may be created by over-complicated TikTok and YouTube videos.

But don't let it fool you.

I know I often repeat myself; but for nutrition, there is not a magic trick.

There is no miracle diet that will change you overnight. However, there is also good news:

Eating healthy is childishly simple.

The science of eating healthy and looking good is very simple.

Of course, there's a ton of information on the internet about omega-3 fish oil, cholesterol, sugars etc.

...and all those things are true and important if you have got health issues.

But they are not that important for your gym results.

All those little things affect a small percentage of your results.

If you don't plan to become a competitive bodybuilder, participate in the Olympics, or become a top athlete, then getting 20% of your nutrition right is more than enough.

The 20% that gives you 80% of the result.

Is this the fastest way to get a toned body?

No.

Do you want to lose weight super fast? (not recommended)

Do this.

Eat only vegetables, salads and a little bit of chicken.

Then you take in practically zero calories and will lose weight extremely fast. There is only a problem with this type of diet.

It fucks up your whole metabolism and immune system.

They are almost impossible to sustain on the long-term. Sooner or later, you can't stand it anymore and you will go back to your old bad habits thinking that losing weight is super hard.

On top of that, it can cause other health problems. For example, one of my friends that has done extreme weight cuts in the past gets tonsillitis every time he does it because it fucks up your metabolism and immune system, making the probability for an infection or bacteria to get through a lot bigger.

This is the biggest reason why people always fail with diets. The diets are so strict, that they are almost impossible to sustain.

That's why I give you a diet that works less well, but that actually allows you to eat and prevent you from feeling like you are about to faint.

What I'm suggesting is a lot easier to stick to.

Don't forget, we're looking for the body that makes women go wild.

That is not an Arnold Schwarzenegger body, but the warrior body.

And for that, your diet - fortunately - doesn't have to be so extreme.

Are you ready?

Eat this to get ripped.

It's super simple; it's very basic, but the simplest way to make sure you get good nutrition.

Each meal has:

Protein rich foods: Meat, fish, eggs or dairy.

Quantity: A portion the size of 2 palms.

Green: Vegetables, raw vegetables.

Quantity: At least 2 fists, but feel free to listen to your body and take a bit more.

Carbohydrate foods: Rice, bread, pasta, potatoes.

Quantity: 2 handful.

High-fat foods: Nuts, butter, oil.

Amount: 2 thumb size per meal.

Look how simple that is.

Counting your calories can do wonders, but it is time consuming, and you don't have to unless there is a specific reason (e.g. summer body).

“How many times per day should I eat?”

If you follow all the rules 3x per day is enough. On days that you work out, add a fourth meal.

I know that every self-proclaimed expert on YouTube tells you to eat 5x per day to maximize the amount of protein your body can consume.

But do you know the scientific evidence for that?

Thought so. The effects are minimal. Remember we are not trying to be bodybuilders.

So eat 3x per day and 4x on days that you work out. There are even people that only eat once a day, but for most of us it's impractical.

“What if I want to lose weight?”

If you want to lose fat do the following:

Get rid of all the carbohydrates in your meals. Except for the meal after your workout since your body needs that to recover.

Besides that keep everything the same and if you do get hungry... just add some vegetables.

“Yes but Junaid, there's carbs in vegetables...”

Yes, but barely anything.

Who are you, the secret state police?

Next question:

“What if I want to gain weight?”

Be aware of what you are putting yourself into.

I see so many guys who are constantly focused on eating more to look bigger. They call that bulking.

But what ends up happening is that they lose control of gaining weight in a healthy way and end up looking like fat pigs.

It is true that you will gain more muscle mass if you eat more; but if you like your belly to hinder your performance in the bedroom that's your choice.

Besides, it's not like you need that much mass.

Nine out of ten men shouldn't even have to consider gaining weight.

I see so many men that are big and strong and I am sure they have a lot of muscle mass.

There's only one problem... it's under a thick layer of fat.

Your muscles will really start to pop once you lower your bodyfat percentage.



Around a year ago I was 75 kg and looked like a skinny fat boy due to the Covid-19 lockdown.

But then I worked hard for a year straight staying the same weight but gaining muscle and losing fat (body re-composition) and I eventually cut down for summer to 70 kg.

I was committed and was tracking my calories with [MyFitnessPal](#) (I would recommend you get the premium version if you have a strict goal).

After one year of hard work, I looked bigger and stronger when I was 75 kg, but once I started to cut down for summer. My veins started to pop out, my jawline was more prominent, and I was just as strong.

Even though, while wearing a shirt at 75 kg I looked bigger. The reality is that with my leaner physique, if I take my shirt off people are shocked.



It doesn't particularly look like I am a gym-goer, but having that functional body is attractive.

You turn into a hidden gem. Your body is a mystery in disguise.

“Yeah, but I'm super skinny with a body fat percentage of 7% and it's almost impossible for me to gain muscle!”

Okay, in that very exceptional case I will allow extra food.

Here's what you do:

You eat the same as just prescribed, but you take 2 calorie bombs a day.

Option 1: A protein shake with milk, 2 bananas and a tablespoon of peanut butter (tip: if you take chocolate flavored protein that shit is tasty too)

Option 2: 10 fish fingers.

Option 3: A shot glass of olive oil (it is super calorie dense).

Option 4: 3 fried eggs with 4 slices of turkey bacon.

Option 5: 100 grams of nuts.

Change the options for time to time to keep things fresh. Train like a motherfucker and the muscles will come naturally.

Enough about gaining weight. Now, comes the fun part.

Because one day a week...

You go wild and eat anything you want!

Yes I encourage you to go all out with food one day a week.

Breakfast with pizza. Lunch with KFC. Dine at the Mac. Throw as much food as possible in your body. All the things you normally struggled to stay away from are allowed.

The reason for this? Mentally it is a lot easier to sustain.

Oh, and a nice additional advantage: you are so high on your hormone balance and glycaemic index that you will lose extra weight for the rest of the week.

Win-win.

You gain muscle mass and lose fat. At the same time!

Now you may have heard that you can't but trust me; it's possible.

I do it constantly. I know dozens of other people who do it.

You may not gain muscle mass as quickly as if you were completely eating yourself to pieces. But at least you look good all year round.

“What about supplements?”

Oh, please don't be such a moron who takes thirty supplements a day. There's no need for it.

Look, bodybuilders are obsessed with their bodies and buy everything to look bigger.

The industry is cleverly responding to this with hundreds of expensive supplements.

They all promise you the most fantastic results. But...

Most supplements are downright nonsense.

So keep your money in your pocket; you don't need them.

Admittedly, there are several supplements that can help you. Even I use a few; but I only take the supplements that have a scientific proven effect.

Most bodybuilders spend way too much on supplements and way too little engaged in training.

Don't fall into that trap

Anyway... That said:

These are the only supplements I would ever recommend to you.

1) Multivitamin: Just get such a standard pill at the drugstore with your daily portion of vitamin. Just take the house brand; that shit is of the same quality.

2) Creatine: The only scientifically proven drug that gives you more strength and gives muscle mass. There are no health risks associated with it and it is a natural supplement.

3) Protein shakes: I take them occasionally. I warn you: there is no proof that protein shakes contribute to more muscle mass, and you can rather get protein from a meal. But sometimes when my busy schedule doesn't allow, I make a shake.

In that shake I put the following: protein, milk, a thumb of nuts or coconut fat and frozen berries.

And what else?

Nothing.

“I can't cook”

Learn to cook buddy. Come on! You are a grown man. Take a workshop. You might also meet nice chicks there.

"I don't have the money to eat healthy."

Good one. In an era where you can buy a bag of stir-fried vegetables for £1.50 at Tesco, this is not an argument. I know big families that have been able to live on £75 a week (for breakfast, lunch and dinner). Just buy the cheap veggies, go to the market and make wise decisions.

“I don't have time to eat healthy.”

Okay, here's what you do. Make a big meal once or twice a week. You divide them into containers and put them in your fridge. Now it's ready for the rest of the week. Nowadays there are also more and more services available that you can prepare and deliver healthy food to your home every day. That's totally easy.

“So what about snacks?”

Those are for fat pigs. Eat a cucumber.

“My colleagues treat me to cake twice a week and I find it hard to say no...”

Spread the lie at work that you have diabetes. Then no one will offer it to you and you do not have to decline it.

“How do I avoid making a mistake?”

I love chips and chocolate. As soon as I have it at home I eat everything all at once.

But.

If I don't have it at home, it's very easy not to eat it. But what if you still end up eating the wrong stuff?

No problem. That's part of it. Don't take your diet too seriously. One or two slippers a week is no drama. In addition, you have another cheat day, on which you can eat all your favorite foods. However, still stay consistent and don't think that if you have one or two fuck-ups you failed. Keep the discipline and follow the plan.

Now let's talk about the thing I hate to talk about in clubs.

Alcohol.

I don't drink, neither do I have anything against people that have a glass or two.

However, apparently if you don't drink you can't have fun.

Now believe me, as much as I hate the typical sweaty drunk noisy guy. I still find it amusing.

I completely understand that it can be exciting to talk to girls. So a glass or two can calm the nerves. But don't over do it.

And yes good news for all my English lads that piss themselves in Ibiza. You can't get fat from alcohol. Your body breaks down alcohol as poison and not as food.

So you don't gain weight from alcohol. The beer belly is also a myth. The reason that beer drinkers are fat is more because this group of people also have a lot of other unhealthy habits.

If you really want to drink, I advise you to drink mainly hard liquor.

Vodka, whiskey and gin are very good options.

Did I mention that alcohol is bad for you for all sorts of other reasons?

I could list it here, but I don't think alcohol fanatics really care.

But now, we come to the most important thing:

Drink fucking water.

Yes, drink water.

Why?

Um, is the alcohol still in your system?

- Removes toxins from your body.
- Has a crucial role in all your bodily functions.
- Helps you burn fat.
- Makes your skin more beautiful.
- Inflates your muscles (your muscles are 75% water).
- Makes your body retain less moisture, making you look better.
- Helps your body recover from a workout.

- Reduces your risk of cancer.
- Improves your mood.
- Prevents headaches.

I could go on like this for a while.

Drink a litre of water with every meal and try to drink in between too. Just keep a bottle on your desk and make it a habit.

You need between 3 and 4 litres of water per day.

"Okay Junaid, is this really all?"

Yes.

Get money

How to stop dealing with money like an idiot.

A lesson in financial planning that I wish someone had taught me once. You may be young and think you will make tons of money later, but with the current economy I wouldn't count too much on that.

Gone are the days when you could work anywhere with your university degree and be safe for the rest of your life. So you want to be smart with your money.

... and by 'smart' I mainly mean not stupid. Because when you run out of money, it will also affect other areas of your life. Take it from me, money matters: I've been rich and poor, and guess which one I liked more.

I'm going to propose something very dull and drowsy.

How about you stop throwing your money away? Most people are always short of money because they handle it in a stupid way.

Are you always broke and struggling to make ends meet? Then there is a good chance that you will be this for the rest of your life. More money is really not going to help you, because you will have lifestyle inflation and before you know it you will have a shortage again.

I see so many people live life like this:

- I can't take money to my grave anyway.
- I don't want to be paranoid about my money.
- Live from day to day.

They never think about money and always have money problems. Because they don't want to worry about it, it just gets them into trouble.

Because when you don't plan money, it's like a girl.

You never know what will happen with girls. They can change their mind from one day to the next. They can leave you, fall in love with the neighbor and cancel last-minute dates.

They are so unpredictable that it is difficult to count on them. That's why I always keep a few girls on hand so that I never run out (oddly enough, I figured this out with girls before money).

But your income - no matter how stable it seems now - can suddenly disappear.

No one wants to be completely powerless.

Unfortunately, most of us seem powerless. Most people in the UK have more debt and financial problems than ever. They really live from one pay check to another. All the money printing in the last year combined with inflation will only make this worse.

... then if something suddenly happens, they are fucked.

In fact, most are already fucked the moment their car breaks down. That's why I have (again) some boring advice for you.

Put money aside just in case.

A good rule to keep to yourself is this: pay your fixed costs and food and see what you have left after that.

Divide that money into three pieces.

The first jar can be used for 'fun'. This sets you apart for holidays, dinner, a new watch or whatever makes you happy.

You use the second pot to invest. If you really want to get the most out of life, you will have to invest. If you have (or want to start) a business, you can invest in it, but also think about investing in yourself.

Buy books, training and other ways to keep growing. Personal development costs money, make sure you have it.

You don't do anything with the third game. Nothing? Yes nothing at all. Set it aside. Keep it on hand. Try to build up an account as soon as possible with enough money to live on for a year.

That savings account is your insurance and gives you all the freedom. When you run a business, you have the freedom of not having to work for annoying customers, and when you work for a boss, you never have to be his bitch.

Because you can resign at any time without getting into trouble.

"But Junaid, I don't have any money left to save..."

Okay, I get that. If you're running out of money right now, it's time to change that. I know plenty of people with very good incomes who don't have a penny left. I also know people who get along fine with tight wages.

Let me tell you the secret of money. If you understand this, then you've come a long way.

The number one secret to more money.

So you want more money? You can only do that in 2 ways.

1. You spend less.
2. You make more come in.

Not very surprising, I hope. But it seems that most people have missed this crucial lesson at some point in their lives. They spend like maniacs and do nothing to make more come in.

...and that's a straight line to a lot of unnecessary stress. Here's what I want you to do:

Map out how much you spend and on what.

Keep a cash book for a month in which you write down exactly how much money you spend on things. Make sure you map out – literally – every dollar.

You can keep a cash book, but if I were you, I'd just grab an app (Mint or Dollarbird will do the trick).

You will be surprised where your money is going. I remember there was a time when I spent over \$200 a month on hot chocolate.

So instead of messaging “Hot chocolate with cuddles”, I said: “I am broke, if you pay for hot chocolate, you might get cuddles”. They never knew if I was serious, but it did reduce my cost (maybe because I got rid of all the “stealthy” gold diggers).

You only discover these kind of money guzzlers when you keep track of your expenses.

When you know what you are spending money on, you know where you can save.

So this way you have more money left over.

Let's talk about saving money. Every cent you don't spend is the same as a cent you earn. Moreover, anyone can save up to a thousand dollar per year with a few simple tweaks.

Are you ready for it? Here we go.

TV, internet and energy

Okay, this is something you can do NOW. Sit down at your computer and go to price comparison sites on the Internet. You can save hundreds of dollars per year on these subscriptions.

Find the cheapest provider on that website and switch to it. Price competitors often also give away nice bonuses. Make sure you don't have a permanent contract with your companies, otherwise you run the risk of a fine (my advice is by the way to throw your TV off the balcony, but if you really want to keep it, then you this).

Oh, and if you don't want to switch, but still save, here's what you do: You call your own provider with the offer you just found online and tell them you want to switch... All internet, TV and energy companies have a special section for that.

These departments will then make you an offer to stay with them. Keep nagging for at least ten minutes until they really can't get any cheaper (they try to give as little discount as possible at first). By the time you hang up you will have a cheaper subscription.

Do this first before moving on to the next one. Success? Beautiful.

Snacks and soft drinks?

Two incredibly bad inventions. Stop it. Both are extremely expensive. In addition, both cause nothing but problems. People spend (unnecessarily) hundreds of dollars on this every year.

Always keep a bottle of water and a healthy snack with you. This way you resist all the temptation you have to endure every day.

And if you eat healthy, you will naturally start to enjoy it. So don't give up after 1 day.

The trip to the supermarket

When I used to work in the supermarket as a part-time job at high school, there were customers that had a really strict budget.

What turned out? It was doable and they were never hungry. It's a matter of changing your attitude.

I talked to some of them and they really educated and opened my mind.

They never bought the A-brands but went for the cheapest variant. Don't like it? Get used to it, spoiled bitch.

I remember my dad used to say that he only liked Coca Cola. When my mom threw a cheaper variant in the same bottle he didn't even notice...

Buy the offers and stock up on as many of those products as you can. On Saturday afternoon, go to a supermarket that is closed on Sunday; a lot of the meat is then discounted.

Major purchases

And now your major purchases throughout the year.

For example, think of:

- Electronics.
- Furniture.
- Transport (bicycles, cars, etc.).

Just buy that shit on eBay. There really is no reason why you need a brand-new washing machine. Rather put that money in your savings account. Are you such a moron who absolutely must have everything new?

In any case, check whether you can get it cheaper on the internet. This can often save you hundreds of dollars and then it will also be delivered to your home.

Phone plans

Are you still one of those people who takes out a subscription with a free phone?

If so, then you deserve to die in poverty.

You pay so much extra for those subscriptions and that is so unnecessary. If you want a phone, just buy it yourself and take out a SIM-only subscription.

Think you're going to ball chicks because you have a hip iPhone in your pocket? Of course not.

When I was 19, we were in Sunny Beach, and I didn't even have data. I only notified my friends where I was after using the girls' data.

Is your phone broken? eBay, my friend. Keep your money in your pocket.

Vegetables and fruit

Healthy food can be a lot cheaper if you go to the market. You can often buy fruit and vegetables for a good price, especially if you haggle a bit.

If for some reason there is no market accessible or available to you, go to those Asian supermarkets. They are also a lot cheaper with fruit and

vegetables.

*Bonus Tip: Wait for the market to end. Ask for a special deal. Since most fruit and vegetables are thrown away, you can save a lot with this.

Make your food at home

A sandwich that you spread at home costs one quid. A soggy sandwich at a gas station or kiosk easily costs three.

These companies live on people's stupidity and simply multiply all prices by three... or more.

So make sure you always have food with you and you don't have to get something on the way. An additional reason: if you have to pick up something on the way, it is often unhealthy.

If you bring food yourself, eating healthy is already a lot easier.

Do you often eat out?

Eating out is cool. I love that shit. But only do it if you can afford it. This money comes straight from your fun pot. Personally, I get more joy spending with friends in a local spot than eating in a luxury 5-star restaurant with small portions of peasant food.

If it's a hobby of yours, make it as cheap as possible. Check coupon sites, auctions and other sites for great deals. Here you can often find coupons to eat out ridiculously cheap.

Make a shopping list.

Supermarkets have been around longer than today. Supermarkets are less innocent than they seem at first. The arrangement, music, smell and color... everything has been thought through.

But only a moron falls for that. How hard can it be to buy only what you need – and nothing more? If you make an impulse purchase of 3 dollar every day, that's nine tenner's a month...

Speaking of impulse purchases...

Think before you buy.

Think before you buy something new. Set yourself a cooling-off period for large purchases and stick to it.

Don't set foot in a fucking shop unless you have something to look for! It's been months since I've been to a store other than the supermarket and I'm not bothered by anything. If I ever go out of my house to buy anything, it's with a pre-conceived plan.

Then I buy exactly what I need, and nothing more.

Don't spend money you don't have.

Do you know how fucking much money it costs you to borrow? It's sickening how much interest you pay on that shit.

Therefore, avoid loans in all forms. These loans will only give you less money in the long run. It all comes down to a dead simple question: do you want to make banks rich or yourself?

Right.

Some loans are unavoidable, I admit. A student loan is sometimes necessary. But if you borrow for a month to go on winter sports, you are a waste man.

Waste man?

Yes.

If you do borrow money, only do it if it is an investment in yourself. You may need to borrow to expand your business or study. But whatever you do: don't borrow to have fun.

Do I need to talk about buying products on instalment at huge rates? I'm assuming not. I honestly can't imagine anyone being that stupid.

And finally... A clever trick to lower your rent.

Do you live in a home of a housing association? Then there is a good chance that your rent is too high.

You can do a rent check on the internet, in which you enter all the details of your home. The rents of social housing are in fact set by law.

You can check this well.

Bonus tip: the contents of your home partly determine the rent. But the volume used is almost always the height x the floor area.

If you have sloping ceilings, this is often not considered, and you can reduce the rent by 10/20 dollars per month.

But enough about saving.

Let's talk about earning more. Maybe you're still working for a boss and want to earn more (if you don't, you're a moron).

Let me start by saying that working for a boss is not a very solid strategy for getting rich. But if you're not your own boss yet, it's time to ask for a raise.

This is how you can get a raise even if your boss normally never does.

From a boss's perspective, good staff is very important, and it is quite difficult to find good people.

And if you're good staff, bosses are often willing to raise your wages, because they don't have to look for someone new.

The trick is just to ask in the right way – and at the right time

Because it never hurts to ask

Nothing ventured, nothing gained. I've never heard of anyone getting fired for asking for a raise. So if you ask for it, you can only profit from it. Provided you do it the right way.

Your timing is crucial.

Is there a major reorganization going on at the moment and all kinds of people are being kicked out of the company? Then it is probably not the right time to ask for a raise.

Wait for peace and calm to return before bringing it up. Then it's time to assess where you stand.

Are you doing more work than before? Have you been given extra responsibilities?

Have you received many new customers and a very good evaluation?

Wait until you have such an incentive to ask for it. It's a lot easier to have the conversation when you have a reason to. Then comes the next step:

Determine how much you should earn.

Look and compare with other people in similar jobs. Google what other people earn, ask your colleagues and inquire with former classmates (who often work in similar positions at other companies).

Make sure you know exactly how much you should earn.

In the conversation with your boss, make sure you can show how much people are normally paid, and then explain why you should be paid the same, or perhaps more, based on your performance.

Make sure you have a clear amount in mind when asking for a raise. Your boss may sometimes put you on the spot and ask you straight to the point: How much do you want to earn? Have an answer ready.

And when you mention a number, set it a little higher.

Make sure you always mention a slightly higher amount. Not so much that you'll come across as terribly unreasonable but keep it like 5% higher.

This way you give your boss the opportunity to haggle. Your boss wants to be a smart negotiator.

He will probably give you less than you ask to make him feel like he's done a good job. That's why you say higher.

Now you can do him a favor by settling for something less when he suggests it.

This makes you appear more flexible, and your boss can be proud of his negotiating skills.

Explain to him why.

Take your annual figures, ratings and other achievements with you. Your boss will probably have to justify it to his boss as well, so make that part as easy as possible for him. If you ask for a pay rise without substantiation, you get something like: I want to earn more, because I think I'm entitled to it.

When you say, "I want to earn more because my performance is way above the norm and I'm doing more than I'm actually getting paid for," you have a much higher chance.

Oh and emphasize how much you enjoy working for the company. Don't threaten to apply elsewhere or other things. That ensures that your boss quickly puts an end to your contract.

Always start your negotiation with these words:

"I don't know if you have the authority to decide this, but..."

This phrase has helped me hundreds of times in my life. It doesn't matter if I'm standing at a counter, calling a company, or something else.

Every time I ask if someone has the authority and that person has the authority, he wants nothing more than to show you how important he is.

Do you think you are entitled to more?

Schedule an appointment with your boss. Say you want to discuss something personal... And go and arrange it.

The 8 ways you can screw it up as an entrepreneur (tested in practice!)

Okay, I'm far from qualified to give people business advice.

I may have a business that many people would envy, but to be quite honest I am still young and make mistakes.

You can put a gun to my head, but I have no clue how much I make on a day. Too many different streams of income... I usually find out a few days later and for some income streams I never find out until the money hits my bank account. Doing my taxes is drama.

I wouldn't recognize my accountant if he were right in front of me... Fuck what am I saying?

I don't even have one.

It's funny how people think that just because I have got a First Class Honours in Economics, that I know how to my taxes. They don't teach any of that.

I just make sure my expenses are extremely low so when I do the calculations. It's all straightforward.

Many times, I have made decisions that were not smart in the long run. I have done stupid things.

Over the years I have become an expert at screwing up.

I have found a formula that works for me. Does it also work for you? We'll find out.

But at least you can benefit from my mistakes...

So here are the 8 ways you can screw it up.

I made all 8 mistakes and had to learn through trial and error. I often had to pay for these lessons in the form of stress and probably multiple six figures.

If you're smart, you'll take advantage of it.

Way #1: Working with the wrong people.

You have a good friend you want to work with?

Are you sure? Does this person add value? Does he want the same as you?

I was once advised by a co-founder of a multi-billion-dollar company: don't select people based on skills, but on culture and attitude to work.

It seems like a good idea to bring someone into your company who has skills that complement you well. But this is not the right approach.

Skills can be trained and taught. But what you can't teach someone is to show commitment and work hard.

Before you know it, you're working 80 hours in the company, and you're stuck with a moron who has read Tim Ferris's 4-hour work week.

Way #2: Don't put shit on paper

If you work with people: put shit on paper. If you provide a service for customers, make a contract.

Doing business without contracts is like fucking girls without a condom: it's guaranteed to go wrong.

A year ago, two of my friends started working together.

I tried to convince them to sign a contract. They told me it was not necessary. They granted each other everything, jadajadajada....

3 months later, their friendship was completely ruined. It never got better.

Way #3: Don't put money aside.

If you are an entrepreneur, you simply have a variable income.

Setbacks.

Many of those setbacks come in the form of a letter from HMRC, but it could also be a customer going bankrupt or some other high cost item.

So if you make a lot of money, set aside as much as you can. Make sure you have enough money as soon as possible to live on for a year when shit goes wrong.

This buffer also ensures that you can take more risks and do not have to work for everyone.

If you don't have this, then you will have to take on every customer afterwards. No matter how big a jerk he is, you don't have the power to tell him to fuck off.

So make sure you have got money saved up.

Way #4: Having too many fixed costs.

There are two ways to increase your profit. The first is to increase your sales, the second is to reduce your costs. Go like a Nazi at your expense.

Avoid fixed subscriptions as much as possible. All your monthly recurring costs cut directly into your profits.

And when your turnover falls, the costs remain.

Way #5: Getting too involved in bullshit.

Most people are terrified to sell their product and therefore spend all their time on things that don't make money.

They barely have any turnover but spend time watching what the competition is doing.

Or the biggest drama of all: I know enough entrepreneurs who have their website redesigned twice a year.

I know people who spend a day designing business cards (anyone with a business card is a sucker).

Should I talk about spending time decorating your fucking office?

Focus on the areas of your business that make real money.

Way #6: Not Disciplined.

To be quite honest, I think there are a lot of people who shouldn't be entrepreneurs at all.

You don't have a boss to hold you by the hand and help you. You have no one to address you if you are on TikTok during working hours.

This means that all your motivation has to come from within; that you have to be hard on yourself.

Persevere when the going gets tough. Making plans. Giving yourself deadlines.

I also have a deadline for this book. And it is rock hard. That's why I have a got a severe headache whilst writing it.

But if you give yourself a deadline, meet it.

Way #7: Doing Things You Don't Like.

This is a crucial factor in your success. Don't do things you don't like.

Don't try to be a superman who can do everything.

Why do you think I do what I do? I could make a lot more by selling 'chakra healing' or reiki courses (I'm serious by the way, the new age market is huge... Another free business idea, no thanks).

Do not enter a business for the sole purpose of making money. I've seen people do it and fail with no chance. It's impossible to motivate yourself if you hate what you're doing.

Use other people for the annoying things in your company. Once you have the money for it, you outsource all the shit jobs to other people.

Don't do everything yourself like a corporate Nazi. Focus on the things you are good at.

Way #8: Wanting to be a corporation.

Every time I cringe at sole-traders that use the word 'we' on their website.

They think that's the way it should be and that's how a company should sound. But people would much rather buy from a person than from a company.

Just be human and show your human side.

It doesn't matter what kind of market you are in: just speak in your own language. With your own jargon, style and opinion. Treat your customers like friends. Don't try to be 'professional'.

Speak to your customers in plain language, in the same language they speak. Give them a chance to bond with you.

Also, don't kiss butts. Tell them what it is. People need someone who is 'real' much more than someone who runs around the facts.

Occasionally, you might put off a wimp because you're so direct. But that doesn't matter: you don't want that as a customer anyway.

If you do this right, you'll jump out. If you do this poorly, your business will disappear into thin air.

If you don't do these things, you've come a long way.

Do yourself a favor and don't make the mistakes yourself. I know it's tempting to ignore other people's advice. But oh, oh, oh.

Being an entrepreneur is hard enough and you have an environment waiting for you to fail. Most of all, your friends and family will encourage you to find a secure and stable job.

They work in a shit job themselves because they are afraid of failing.

...and that's why they want you to fail.

Make sure you don't prove them right.

Epilogue

None of the principles in this book is in itself a saving grace. Everything is connected. Your health is tied to your success with women. Your finances are tied to your health.

Your ability to take action is critical to your health, women, finance and looks.

None of these things can exist in a vacuum. They all demand your attention. So if you're planning to escape the matrix, you'll have to tackle them one by one.

The world is not interested in your excuses.

The world is not interested in your success.

You are a tiny bit of water and carbon in a gigantic universe.

You're so unimportant it's scary. Therefore, you have the freedom to do whatever you want.

You can have the life you want. It's all up for grabs.

Most people just prefer to watch a rerun of their favorite TV series.

Only real men do something.

Maybe you're the type to do something with it, but you're more likely to do nothing with it.

It matters little to me. It's your life. You just do you.

- Junaid

Want To Learn How To Make A Woman Attracted To You - Even If You Don't Know What To Say?

[Social Mastery](#) is an extensive video training course, explaining conversation techniques and - as a bonus - an eBook with 718 ready-to-use sentences.

You will learn:

- 9 conversation topics women can't stop talking about (you'll always keep them talking with this one).
- 4 steps to become more social and have a smooth chat - even if you are still shy.
- 102 interesting and funny answers you can give to boring questions like: "Who are you here with?".
- Crucial information about storytelling - without it you have no chance.
- 9 bridges you can use to go from a dead-bleeding conversation to an exciting conversation...
- Why you need to use simple and sometimes complicated language... (both work extremely well at opposite times).
- 2 sneaky tricks to make sure she hangs on your every word...
- A linguistic trick that makes her think you're soul mates... even if you've only known her for 10 minutes.
- The 3 things to keep in mind to make your sentences come across as interesting. (Do this right and women will be at your feet! Get it wrong and they will run away from you screaming).
- 132 statements that will prevent you from ever ending up in the friend zone.
- A neurolinguistic trick to get women completely horny with questions (12 cut-and-paste examples).
- 69 comebacks for the most common women's tests... (Turning even the most bitchy women into total cuties).
- 31 confusion questions that 'reset' her mental state.
- The special theme strategy to create fun conversations from scratch (with 73 sentences).
- 12 phrases to appear interesting and intriguing and get her addicted to your presence.

- 146 questions you can ask to make her feel like you two are made for each other.
- How to bring romantic tension (back) with a simple sentence (119 examples) - this is like using a sledgehammer to crack a nut
- 24 conversation starters to give every conversation an unobtrusive sexual charge
- 11 "Innocent" Questions That Make Her Unstoppably Aroused

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