



Module 1 Exercise 5: The Default Face

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Module 1 Exercise 5: The Default Face

This is going to sound so simple, but the first and easiest step to being more attractive to women is this: you just need to SMILE more.

Has anyone ever told you that you have a certain “look,” or have you ever noticed yourself making the same face in candid pictures?

It’s because we all have our own go-to faces. . . a “default face,” if you will.

And your default face gives others a clue into how you generally feel about yourself.

Most people don’t have pleasant default faces, which means they are walking through the world with a crappy face on and that’s how others are seeing them.

It goes back to how you see and carry yourself to others around you without even thinking about it.

A self-assured man walks around with a smirk and can hold eye contact. A man who isn’t self-assured has a furrowed brow or scowl as his default face.

Having a general smile or smirk shows the world that, “Hey, my life is pretty great. . . and right now I FEEL pretty great.”

And those feelings are contagious. . . especially to women.

I’m not talking super-cheesy FORCED smile like you’re in a dentist’s chair. I’m talking about giving off a SEXY smile, the kind that has something elusive behind it. . . the kind that says, “Wouldn’t YOU like to know. . .”

George Clooney is the KING of this smile. This is the smile that gets you dates, sex, and overall undivided attention from women.

Flashing a smirk or maintaining a relaxed face with an assured smile when you see a cute woman walking past lets her know that you’re interested in getting to know her better. It also says, “I’m confident and I’ve got things to smile about.”

A smirk is the universal signal for, “I’m a confident person, but there’s something interesting about myself that I don’t tell JUST anyone. . .”

In fact, I read an OKCupid study once where they said men who give a smirk and are looking off to the left actually get more profile views, messages, and responses than other guys.

Again, we’re talking about a sly, sexy, smirk, not a super gigantic, over-compensating grin.

So I WANT you to find your default face. . . and work on turning it into a face that exudes confidence, charisma, and certainty. Smirk at gorgeous women you walk past in the parking lot, women in your art class, at the gym, at work, in a coffee shop, in a bar, and start engaging them in conversations, get their phone numbers, and go on dates.

For this exercise, I want you to ask people what your default face looks like and then change it to be a better one.

A good default face is one that is open and inviting. You’ll know you’re putting out a great default face if you notice people looking at and smiling at you more. This means they’re attracted to the default face you have on and are returning a warm, inviting glance as well. . . because those are the feelings you instill in them.

That is the default face you WANT to have.

Here’s how to do it:

1. Make a video of yourself smiling, smirking, or even watching TV. Set up a camera in your house and videotape yourself in several different ways and then watch it. Your default face is the face you have on when you’re engaged in mundane tasks that require little thought, like watching TV, surfing the internet, or driving. If you can’t make a video, sit in front of the mirror and watch yourself. What do you think? Do you normally purse your lips or furrow your brow? Ask a few friends what they think.
2. Grab a few men’s magazines and study the pictures of guys out and about. Look at pictures of celebrities when they’re out casually (as opposed to posing on the red carpet) and make note of what image they’re conveying with THEIR default face. Then look over the

pictures or videos of yourself and figure out what kind of feelings YOU might be conveying to other people.

Show them to others (preferably women) and then go back again and record yourself. It's a great conversation starter: "You gotta help me work on my default face. I have four I want to try out on you. Tell me what you think."

3. Own your default face and practice your NEW default face (smirk, head up, relaxing your eyes) once each night. Every time you brush your teeth, take a look in the mirror and put up the default face you want others to see. Practice this new face every night.
4. Let the world see your best face. I want you to notice every time you do your "old" default face. Every time you notice it, just stop, switch back to the new, confident, open one you practiced, and carry on. Then continue to smirk at ten people every day and take note of how people react to you. Then, ask people you know about any changes they might have noted in your first default face versus your new default face.

I guarantee this one small change will alter more than just the way you carry yourself. It will also alter the way other people, especially women, view you.