



VISUAL IMPACT
—MUSCLE BUILDING—

Muscle Building Special Report #8

Develop the Body Language of an Alpha Male

I have recently been working hard on trying to display Alpha Male traits...and becoming more “Alpha” in general (in a good way which I will explain).

Alpha Males get more respect from both men and women.

I'm not talking about being a jerk or being pushy. I'm talking about developing a magnetic powerful presence that people will feel whenever you are around.

There's nothing more attractive to a woman than a confident Alpha Male.



[Joe Manganiello from "True Blood", is a great example of a guy with strong Alpha Energy. Women dig this guy, not just because of his looks...he has the right body language and mannerisms that make a woman feel attraction.]

Whether you are in a relationship -or- are single, life will be better for both you and the women in your life if you become an Alpha Male.

Getting in Shape and Dressing Well Are Not Enough.

To become the best that you can be, you need to radiate male energy. Alpha Males are the confident, powerful, fun and outgoing guys that both men and women love to be around. They control their reality while making people around them feel comfortable.



[Adrien Brody is an example of someone with strong Alpha Male energy as well. It isn't about size, looks, and physical dominance.]

Common Body Language of CEO's, Rock Stars, and Famous Actors.

I used the example of Adrien Brody, because he isn't an overly macho guy. He is Alpha because he has a strong reality that he creates and pulls people into. He doesn't have traditional good looks or anything like that, but women dig the guy. Yes...I realize that women love movie stars...but I believe it goes beyond just fame and fortune. People like Adrien Brody radiate a different

energy than the typical “Beta Male”.

The Exact Moment I Decided I Needed a Lot of Work in This Area!

A quick story...I watch the HBO show *True Blood* with my girlfriend. I didn't like it at first, but now I'm hooked. Here is the deal, there is this character my girlfriend drools over named Eric Northman.



[So yes, a good looking guy that a lot of women find him attractive...but they don't find him as attractive in this most recent season.]

They Turned Eric Into a Beta Male in Season #4 & Women Hate It!

My girlfriend was complaining that she didn't like the new Eric character anymore in Season 4. She was discussing this with one of my good friend's wife during happy hour. I remember hearing this...

“He just seems like an indecisive wuss now! I want the old Eric back!”

Eric went from radiating Alpha Energy to becoming a Beta Male. The same good looking guy who keeps himself in great shape, wears the same nice clothes...but now women aren't finding him as attractive. Unfortunately, I

realized that I had similar body language to the Beta version of Eric. I needed to do a lot of work in this area so I did some research.

I Found 24 Non-Verbal [Beta Male](#) Mistakes!

I need to work on several of things. I'm a fast talker and need to slow down in general. The world seems to be moving in slow motion to me and I radiate high-energy almost at the level of hyper at times. Unfortunately, Hyper is NOT an attractive quality to women :)

1. Using “ah” and “um,” partial sentences, and partial words. Studies have shown that people consider others who talk like this to lack confidence and not be too bright. It's a sign of nervousness. The reason we say “um” is because we're afraid we're going to be interrupted by the other person. Instead, don't be afraid to pause for effect. Pausing before important points will make you seem more competent and people will remember what you say.

2. Speaking too fast. This gives off the impression that you feel anxious and have low self-confidence. A normal, comfortable speaking rate varies within a moderate range from 125 to 150 words per minute. Slow down!

3. Speaking with a monotone voice (also known as mumbling). People with a narrow pitch range are viewed as unassertive, uninteresting, and lacking in confidence. So vary your pitch and you will be perceived as outgoing and alpha.

4. Pausing too long before responding to a question. This indicates that you're thinking too hard for your answer, which makes you seem indecisive. It also looks like you're trying too hard to win the other person's approval.

5. Pulled-in, closed postures. An alpha male spreads his arms and legs out and is open. When standing, you can force open your body language by hooking your thumbs in your back pockets.

6. Holding your hands in front of you. This is a defensive gesture. Instead hold yourself open and vulnerable. (You hold yourself vulnerable because you feel no fear.) Let your arms relax and be open. Nobody's going to punch you, so why do you need to block yourself?



7. Twitching your fingers or hands. When you're across the table from someone there's a natural inclination to play with sugar packets or straw wrappers with your fingers. Don't! And don't drum your fingers on the table----women hate that.

8. Touching your face when you talk. This indicates that you're thinking too hard, you're indecisive, or that you feel shy. To convey confidence, hold your hands together in a steeple shape in front of your chest or face. (A lot of professors do this when they are lecturing.) Another posture that will help you when you need a huge display of confidence is holding your hands at your hips. Cops do this when they need to establish authority over criminal suspects.

9. Folding or crossing your arms in front of you. On rare occasions it is possible to fold your arms in an alpha fashion (watch Brad Pitt in the movie Fight Club for a good demonstration of this), but as a general rule, avoid it.

10. Rigid or hunched posture. An alpha male has a relaxed posture, whether he's standing or sitting. Loosen up and spread out.

11. Looking down. The alpha man holds his head high. It shows zest. Looking down at the floor telegraphs “loser.” Keep your chin up. Expose your neck—don't worry, nobody's going to choke you! Look at the person you're talking to; remember what I said about using your eyes.



12. Nervous facial gestures such as lip licking, pursing your lips, twitching your nose, and biting your lips. An alpha male has a relaxed face and mouth because he fears no one.

13. Excessive smiling. Studies of primates have shown that beta males will smile as a way to signal their harmlessness to stronger males. Beta humans smile to show they're not a threat. The alpha male, however, only smiles when there is something to smile about. And yes—he can be a threat

14. Walking fast as part of your normal walk. Instead, walk a little slower than normal, almost as if you're swaggering. You're alpha—no one's chasing you and you're not rushing to please anyone else. If you're not in a hurry to get somewhere, walk like you're relaxed and confident. Think: "I am the man. I can make any woman happy."

15. Walking only with your legs. Don't be afraid to move your torso and arms. Try this: walk as if you'd just had a massive success and felt on top of the world. Watch what you do with your body. You may find yourself moving your arms along with your shoulders and having a slight bounce in your step. Now, do that all the time.



16. Slouching. You don't have to stand uncomfortably ramrod straight, but you should have your shoulders back. Watch Brad Pitt in any of his movies for examples of how to comfortably hold your back straight. (I keep bringing Brad Pitt up because he provides an excellent example of what good body language looks like. Also watch George Clooney. For fans of older movies, check out Sean Connery in *From Russia With Love* and Rock Hudson in *Pillow Talk*.)

17. Blinking a lot. Instead blink your eyes slowly. Don't close your eyes in

discomfort. Just let your eyelids relax. In fact, let them droop a bit. Don't be bug-eyed.

18. Shifting your eyes back and forth when you speak. That's very beta. When you're in a conversation and you're doing the talking, gaze at the other person's face. Nonverbally, this communicates that that you say is important and worth listening to.



19. Holding too much eye contact when the other person speaks. Ignore the dating advice books that tell you to hold non-stop eye contact. Non-stop eye contact makes you look needy, socially retarded, and, frankly, like a weirdo. Instead let your eyes blur and then gaze at her eyes. Look through her rather than at her. From extensive testing, I've found that gazing at a woman about two-thirds of the time is optimal. By the way, only hold the gaze when she's telling you something genuinely interesting. Otherwise, focus on other stuff like her breasts, her hair, things going on around you, etc.

20. Being uncomfortable with your eyes. The bottom line is that your eyes should be comfortable, relaxed, assertive, and sexual.

21. Looking down or to the side before answering a woman's question. If you do need to look away before answering in order to think, then look up and to the side. Studies have shown that this displays more confidence.



[I apologize if I offend anyone with this pic...but Richard Branson has to be one of the coolest guys on the planet. He does great work around the world ...but isn't afraid to have a bit of fun as well.]

22. Being afraid to touch a woman, and thus being non-touching.

Be confident about it when you touch women-- any nervousness at all can be fatal for your relations with her. Be alpha and physically move her when you need to. Hold her hand to lead her around, etc. Be gentle—if you use excessive pressure, you reveal your insecurity. (Since you're alpha, of course she will follow you, so there's no need to be anything other than playful and tender.) It's natural to touch others, as when you're emphasizing a point. So let the love flow!

23. Turning your head fast when someone wants your attention. Instead use the movements that you would when you're at home—slow and relaxed.

You're not at anyone's beck and call. You're alpha, remember?

24. Using long, convoluted sentences. Alphas keep it short and to the point. If you're tempted to use long sentences, break them up.

Nobody gets it right all of the time, just review this list on a regular basis and slowly change your habits to display more Alpha energy.

Go Over This List Once Per Week Until It Becomes a Habit.

I'm really making this a priority. This list is going to help you project outward attractive traits. People (men and women) will respond to you better.

Where I Found This List of 24 Beta Male Mistakes?

I got this list from 2 pages of [How to Become an Alpha Male](#). I can't stand all the weird dating ebooks and all of that. I hate these because they are all based on gimmicks. This ebook is about actually becoming a strong Alpha Male...that women are naturally attracted to.

Warning: I really enjoyed and learned a bunch from 2/3 of the ebook. The other 1/3 is about picking up women by being an [Alpha Male](#). The sales page stresses that part of the book...but the best content is the other stuff.

-Rusty

Special Report Links so Far (in case you missed them)

Special Report 1: [Same Workout, More Fat Free Muscle](#)

Special Report 2: [When to Go "Nutty" With Workout Volume](#)

Special Report 3: [Deep Six Pack Abs Report](#)

Special Report 4: [Olympic Style Lifting for Muscle Density](#)

Special Report 5: [Fat Torching Cardio](#)

Special Report 6: [The Supplement "Short List"](#)

Special Report 7: [Style Tips](#)