Reinvent Ideal

What to do When You’re Depressed But No One Cares Because You’re Not a Chick

Cairo Copeland

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Cairo Copeland is the author of multiple books for the red pill consortium. If you are a male that is not getting the results he wants out of life, you may wish to consider reading the following:

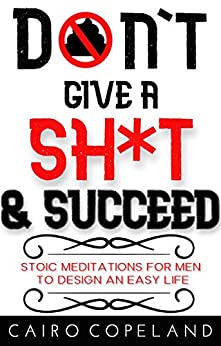
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Never fear rejection again after reading this.

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[The Road to Wrinkled Bedsheets: How to Get Laid Fast & Often](https://www.amazon.com/gp/product/B08WH8KQMW?notRedirectToSDP=1&ref_=dbs_mng_calw_7&storeType=ebooks)

Are you tired of having to go on 7 dates before you finally get what you were originally after? Are you tired of being hit with rules about when sex will happen? Women only make those rules for simps but they will break them for certain men.

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[The Financial Red Pill: An Awakened Man’s Guide to Money](https://www.amazon.com/Financial-Red-Pill-Awakened-Guide-ebook/dp/B085BBD8WY)

The Bible when it comes to money for men, this book will give you the sage guidance for every financial decision that can arise in a male's life. From career choices, wage negotiation, rent vs buying a home, investing in stocks to pursuing financial freedom.

This is no mere personal finance “feel good” book. The explicit mission of each chapter is to bring you one step closer to financial freedom after reading it. This book will give you the straight, no BS advice on what to do during life's most complicated and important decisions.

[Man’s Guide to Making Male Friends: Cultivating Male Friendship & Making Friends as an Adult for Men](https://www.amazon.com/Mans-Guide-Making-Male-Friends-ebook/dp/B094T6T4WR/)

Heterosexual males today are the loneliest demographic. Tragically, they are the ones that would benefit the most from friendship as they suffer from higher cases of depression and suicide. It’s often awkward to go talk to another guy you don't know and try to be his friend. But this book will show you how to do it step by step.

[Get it for Free on Audible with Free Trial](https://www.audible.com/pd/B095DWYT74/?source_code=AUDFPWS0223189MWT-BK-ACX0-258903&ref=acx_bty_BK_ACX0_258903_rh_us)

All are available to buy as one, big series here: [The Missing Manuals to Male Success](https://www.amazon.com/gp/product/B08QVPM1DF)

# Contents

## [Intro: The Male Suicide Pandemic](#_Intro:)

Why are males killing themselves so brashly and are convinced it is the right move to make? Who’s most at risk for doing so?

## [What is a Happy Life for a Male Like?](#_What_is_a)

What are the conditions of the lives of the happiest men alive? The answer may surprise you

## [Outdated Advice that Will Ruin Your Life](#_Outdated_Advice_that)

Go to college, get a good job, get married, have kids, how many of these things have you heard before?

## [Resist the Conditioning for Discontent](#_Resisting_the_Conditioning)

A look into the cultural conditioning that has made most males unhappy with their existence. This set of beliefs has crippled them from becoming the best versions of themselves. Naming the monsters in the room will be a powerful step of stripping away their power over your life and this chapter does that.

## [Black Pill Be Gone](#_Black_Pill_Be)

A trap to avoid that is a darker subculture that keeps guys crippled even after a red pill awakening.

## [4 Things They Say Will Make You Happy but Never Will](#_4_Things_They)

An awesome job, vast wealth, external beauty, fame, talent and a loving girlfriend/wife.

## [Your Happiness is Limited by Your this One Thing](#_What_She_Took)

A brutally unforgiving truth that once accepted, life becomes easier.

## [6 Truths to Remind Yourself to Become Instantly Happy](#_Part_2:_Placebos)

While being male in today’s world is tough, this chapter will make you happy just for being male and help you realize you’ve won the greatest lottery in the entire world by being born as such.

## [Seek this One Thing Because it's More Rewarding than Pleasure](#_Seek_this_One)

It’s not something to pursue, but rather something that ensues, and this chapter shows you how to make it ensue. Also, what to do to remain happy when you can’t enjoy what you’re doing.

## [5 Purposes Every Man Should Prioritize Over Women](#_5_Purposes_Every)

Being on your purpose will do so much to improve your life and by effect, your luck with women. But what should your purpose be? Here are 5 good ideas that I find give the most benefit to both effects.

## [How to Quit the Most Powerful Perpetrator of Depression](#_How_to_Quit)

That is social media. 6 reasons why this poison is ruining your ability to be happy and how your life will improve dramatically after dumping it.

## [The Sweetest Shortcut to Confidence & Contentment](#_The_Sweetest_Shortcut)

A simple change in lifestyle that every man can adopt to have better luck with women and endure less suffering at their hands.

## [The Cause of 90% of Your Problems Cured](#_The_Cause_of)

The case for being slow to act and why taking a longer time to make decisions will bring about better, life-improving results.

## [Do this One thing Less and Your Life Improves Ten-Fold](#_Less_Fucks_Given,)

Why you should reduce the number of things you care about in your life. How to legitimately love yourself without the hokey, “I’m so great” affirmations and “self-esteem movement” lies.

## [Ensuring She Respects You](#_Ensuring_She_Respects)

An analysis of how relationships with women deteriorate, when she goes from being a sweetheart to a total bitch, and how to prevent that from happening in your relationship.

## [Your First Thought Should Be...](#_Your_First_Thought)

An incredible tool that will serve you well as the compass for all decision-making in your life. Best of all, this determination system is one that you’ll never regret using as the deciding factor.

## [What to do When Your Relationship is Going South](#_What_to_do)

What if you’re already in a relationship with a woman that doesn’t respect you nor treats you well? Here is a way to get out of it with your head up. Also a way to restore the relationship to being what you originally hoped it would be.

## [7 Principles of Highly Successful Allurement](#_7_Principles_for)

The brutality of the dating world makes it really tough to stay positive and feel good about yourself. But these 7 mindsets will keep you sane and satisfied with life along the way, even when the worst happens.

## [Red Pill Rehab](#_Red_Pill_Rehab_1)

While the red pill often leaves a bitter taste early on, these new mindsets will guide you into finding happiness after red pill awareness. They will prevent you from turning to the black pill.

## [Rules for Reinvention](#_Practical_Medicine:_Miscellaneous)

Principals that will radically transform your life and bring you closer to the new ideal.

## [Practical Medicine](#_Practical_Medicine:_Miscellaneous_1)

Miscellaneous shortcuts to happiness. A few extra, quick hits to give you more value from this book.

## [Resources](#_Resources_1)

Some of the best sources of information for the newly awakened, reinvented man.

## [The Last Laugh](#_The_Last_Laugh)

How to search for more resources and judge them on how beneficial they are without wasting time sifting through the fluff.

## [Covid Complication Add On](#_Covid_Complication_Add)

How best to use this time during quarantine.

## [About the Author](#_About_The_Author)

Who is Cairo Copeland

# Intro: The Male Suicide Pandemic

“Go to school, get a good job, get married, settle down, have kids, and then you’ll be happy.”

“Happy wife, happy life.”

Most guys follow that advice. Why aren’t we happy? Male suicide is the highest it has ever been for 20 years. Not only is it not a happy life. It’s no life. Seeing as how everyone hates us, is that any surprise?

The suicide rate for males is 3x higher than it is for women. It is the second leading cause of death for young men. The media is silent on the subject and no one seems to care. Teenage boys commit suicide at 5x the rate of teenage girls.

A feminist challenged me on this statistic. She said it’s just that men are more successful at their suicide attempts because they’re more violent with it (due to our violent nature, she added). Why then was the suicide rate in 1940 equal between males and females? Did women get less violent or men more so? The rate for men accelerated in the early 70s and has been on the rise since then.

But how does the rest of the world respond to this stat? Maybe the correct solution is for guys to be able to share their feelings, make their thoughts known and be more vulnerable. It’s traditionally not been welcomed. But we’re not told to do this now in an encouraging way. Instead, the world just says we’re bastions of toxic masculinity if we don’t.

Even in dishing out a prescription that should be an offer of help, the world phrases it as an attack.

As expected, many guys would rather die than live in today’s world.

When we’re not being attacked, we’re being blamed for our own problems. The Office of National Statistics had this to say about the rising suicide rate:

“Generally, higher rates of suicide among middle-aged men in recent years might be because this group is more likely to be affected by economic adversity, alcoholism and isolation… It could also be that this group is less inclined to seek help.”

No self-reflection, of course, on how modern society has failed males across the board. And no mention of the following:

* Anti-male sentiment that is prevalent everywhere from classrooms to courtrooms.
* We’re told by our mothers, teachers, sisters, female friends, movies and pop culture that women want a nice, sweet, mindful man; but they turn us down every time to be with a douchebag.
* When it comes to forming and maintaining relationships with women, we’re expected to just “get it”. No one tells us how to just “get it”. And if we seek information on how to “get it”, we’re viewed very unfavorably.
* We’re expected to read her mind. Many men have experienced this scenario: he asks her if she wants anything while he’s going out, and she says no. But later he finds out she did want something, and she expected that it should have been obvious to him.
* We’re portrayed as bumbling idiots in ads, movies and pop culture. You’ve probably seen the commercials where the dad is left to do household chores and struggles with them like a moron. This has resulted in our thoughts and opinions being discredited before we’re even given a chance to express them.
* In a lot of cases, our relationships with women fail the cost/benefit analysis, and even pointing this out gets us labeled as insensitive, materialist assholes.
* It is socially acceptable for a woman to move back in with her parents. Not the case for a man, even in desperate times.
* Social scientists estimate that while 42% of marriages end in divorce, 66% of them are initiated by women. And we’re the ones with commitment issues?
* Divorce is very unforgiving to men. The man will likely lose primary custody of his kids, a large share of his assets, and substantial control of his future income. Divorce increases his likelihood of suicide as well.
* It’s socially acceptable for a woman to choose a man that makes more than her, but a man does not have that option. Even if he did, he wouldn’t take it for fear of social shame.
* As men, we don’t have a support group. Emotional first aid is non-existent among each other. Women have this with their closest friends. But good luck finding that same connection among guys. Even brothers. And society tells us to just man up.
* The presumption of bad intentions is always hanging over our heads. If a man is seen out in public with a child, onlookers are more likely to think he’s a pedophile that kidnapped that child than they are to think it is his actual offspring.
* The world doesn’t trust men with children anymore.
* We’re told we must do everything we can to win the approval of women, but everything we’re told to do to do it causes us to lose respect from both women and fellow men, even from ourselves.
* It’s perfectly all right and encouraged for a woman to have selective standards for the men she’ll date. But a man is not allowed to have standards for women. He must accept them and all their flaws as they are, or else he’s not a “real man.”
* We’re loved only conditionally. Women, children and pets are loved unconditionally. But a man is only loved under the condition that he provides.
* Once we are judged to be useless, by either an employer or an ex-wife, there is no one offering us a countering opinion. For the most part, the world will fall in agreement with the employer or ex, in the form of unsympathetic governments and courts.
* Complain about any of this and you will not be met with sympathetic ears. The fact of the matter is that no one cares because you’re not a chick.

If you’re a straight male, you’re a danger that must be kept in check. But if you’re female, you’re the future and must be cared for. That’s been the message world-wide, pushed by all [social imperatives](https://www.reinventideal.com/lingo/#social-imperative). And as the voices that express that imperative get louder and more plentiful, male suicide increases right with it.

While man-hating has been around since the 1960s and 70s, the mouthpieces of it existed only on the margins of society. Now it is in the mainstream of modern culture.

The [Fempowerment Mandate](https://www.reinventideal.com/lingo/#fempowerment-mandate) has spoken. It demands that anything that benefits, celebrates, protects or propels women upward, even at the expense of men, must be done as it is the correct course of action. Few spaces exist now for males that are free of criticism, mockery and contempt.

What has heightened the severity of this attack is seeing how the other gender is treated. In the social pecking order today, women are held in high regard. They are seen as virtuous, trustworthy and valuable, no matter what they do with their lives. Even if they do nothing at all, spending the entirety of their lives residing in their parents’ home, they are still more valuable to society than the man that rises at the crack of dawn to ensure the necessary service of waste collection is done on time.

When we’re young boys, we’re assigned some value and looked at with slight favor. But it all seems to disappear the moment we turn 13 or pass through puberty. After that, we’re judged on our usefulness to others, how much money we can earn, and how good of a provider we can be to a wife or to the government through taxes.

Once you grow up and life doesn’t go as you had hoped, you may become depressed, but no one cares because you’re not a chick. The Fempowerment Mandate has taken a claim on all the concerns that society can express and demand it be directed exclusively to women.

There’s one item that is far worse than all the sorrows listed off earlier and is perhaps the catalyst to why so many males are ending themselves. How we’re told to live, through social imperatives and cultural conditioning, is not a way that allows us to be happy. In fact it causes more misery than anything else life throws at us.

Want to know how to avoid the greatest cause of male misery, read about the life-path described in the next chapter.

And I beg you, if you have a son and want to protect them from a ruined life and heightened risk of suicide, encourage him to avoid said life-path.

# What is a Happy Life for a Male Like?

Is there a more thorough explanation for why men are ending themselves early? It’s not the double standards. We can live with those. It’s not because we’re expected to work every day of our lives. Many of us prefer to be working or doing something that has meaning.

It’s that the advice we’re told to follow about the way we should live our lives is awful advice for finding happiness. In fact, following said advice will likely ruin your life.

How we’re told to live is to go to school to get good grades, so we can go to college and get more good grades. Take out a ton of debt if you must, because it’s worth it. Then use those good grades to get a good job. Work as hard as you can. Sacrifice your social life and fun. All so you can climb the corporate ladder. That way, you’ll be a great provider for the woman you marry.

And yes, you *have to* get married. If you don’t, your life is a failure, in the eyes of society. Because women are inherently valuable, even if they do nothing. And men are inherently bad, even if they do so much. So to be in good standing with society as a man, you must have a wife. She’s your lawyer to the world to justify your existence in it.

You must do anything she asks. But you have no right to ask anything of her. If she says no to sex because she’s not in the mood that night, you’re an immature neandertal if you don’t like it.

Your next milestone to achieve happiness in life is to have kids. And to have as many of them as the wife wants. It doesn’t matter if having them right now doesn’t make financial sense to you. Even attempting to do a financial analysis on the idea or use common sense gets you shamed by society. “How dare you assign a price tag to something as precious as starting a family!” they say.

The married couple buys a house with a white picket fence, has on average 2.1 kids, and gets into a never-ending one-up war with the Jones’, their neighbors. They provoke each other to do unnecessary home improvements to feel more luxurious, take expensive vacations, buy new cars and the latest gizmos and gadgets around Christmas time.

In this supposed ideal male life, the man is a model citizen that is actively involved in his community. He may coach little league, attends parent-teacher conferences and goes to church on Sundays. His “friends” are often thrust upon him. Usually, they are the boyfriends and husbands of his wife’s friends. Whether he likes or relates to them is irrelevant.

This is the life you’ve been told to live by everyone from your parents, teachers, churches, politicians, TV shows, movies and society at large. If you achieve this, you’ve lived a complete life. It’s the American dream you were born to pursue without anyone consulting you on the matter of if you even wanted this.

If you do all this, you’ll be happy. So they say.

Happy wife, happy life. They say that too.

The truth is there is no man more miserable than the one described.

Firstly, his education that he worked so hard to earn and persevere through, turned out to be useless. Despite paying top dollar for his degree, it’s not worth the paper it’s printed on. He shows it to prospective employers and they condescendingly laugh, “That’s cute. We have an entry-level opening at entry-level pay. Take it or leave it.”

The pool of job candidates has never been more over-educated and qualified than they are today. For even entry-level jobs, the competition is insurmountable. As a result, wages are also low. The work he’s given is the menial, bitch-work that his superiors are too lazy to do. They keep him in line with myths of opportunity and career development, but really they like him right where he is, doing the bitch-work.

They keep him there with the handcuffs of healthcare benefits and vesting schedules. He can’t just quit because not only does he rely on those benefits, so does his wife. Meanwhile, they insult him all throughout his tenure with sexual harassment seminars, sensitivity trainings and progressive credentialism scams.

Speak of his wife, while she was once attractive when he married her, those days are gone forever. After giving birth to their kids, she’s now cut her hair, packed on extra pounds, let herself go and blames it on the kids. This decline in her appearance mirrors a decline in how she feels on the inside as well. She’s come to find out that the Fempowerment Mandate has been lying to her about being able to “have it all”.

She’s got a useless degree herself, as well as the debt to accompany it, in a trivial subject that the Fempowerment Mandate told her was a worthy pursuit. They lied to her saying that doing perceived meaningful work like “gender studies” or poetry was a more noble pursuit than making money. Now with kids to take care of and taking years out of the work-force to do it, the work-force absence combined with her useless degree makes her unmarketable.

Therefore, the ability to exercise her [hypergamous](https://www.reinventideal.com/lingo/#hypergamy) desires are expended. She becomes bitter, nasty and short-tempered. She takes this anger out on her husband with constant nagging and bitching. He submits to her wishes, buys her whatever she wants, does all the household labor and concedes in every argument just to get her to stop yelling at him.

This woman he once loved is no longer pleasant to look at nor to be around. The two no longer love each other, but somehow are married, and stay married mainly for the sake of appearances and the kids.

Onto the kids, they were once a source of joy, but as they grew older, they became nothing but problems. They break the rules regularly and also break things far more expensive than rules. They come with high costs in not just money, but also time and energy. This poor guy wonders why no one told him about any of this. But he finds out the truth that nearly every parent regrets having children. They just don’t talk about it because it’s not nice to say.

The trouble that comes with them doesn’t cease at age 18 either. These kids become costly idlers when they fail to launch. Well into adulthood, they rely on their father’s financial support. Even while he provides it, they don’t respect him because the media has indoctrinated them to believe he’s a moron. But they continue to mooch off him because the education industry has crippled them financially much like how their parents were crippled by that same system. Thousands in debt for useless degrees.

At a certain point, this poor fellow realizes his best days are behind him. When he had the freedom, in his early 20s or so, to create and pursue the kind of life he wanted, he let that time get pissed away hunting for a woman to marry, to surrender his freedom to.

This man never realizes his dreams, never gets to retire, never travels the world, never makes out with a foreign beauty, and has nothing to show for his life of work. He continues on at a job he hates to pay for his wife’s demands and his kids’ failures. The only happiness in his life comes from a bottle, a cigarette, a TV show or a porn site.

That is the kind of life many males wake up to find themselves in someday and asking themselves, “How the hell did all this happen? I was just looking to get laid. I was just doing what everyone told me to do.”

Worse is when they find out there is no way out of this life. Divorce is too expensive, and hardly a solution because he can’t divorce the needy idler children away. If suppose this is a man that can afford the alimony and didn’t have children with the ex to worry about, he often does not use this option. Because this man believes that a woman in his life is too difficult to replace, let alone find a better one.

Throughout this entire downward spiral, this poor guy had no emotional support. He probably wasn’t ever good at making guy friends. And the few that he did have, he likely wasn’t allowed to hang out with because of his nagging wife. Or perhaps the few guys he did acquaint himself with were ones he didn’t even like, such as the husbands and boyfriends of his wife’s friends.

All along the way, the media told him he was evil and incompetent just for being male. For this, everywhere he went he was met with the suspicion that he always had bad intentions. From complete strangers to prospective employers, he was thought of as trouble until proven otherwise.

When this is the normal life-path for most males, is it any surprise that they see suicide as the only option? Finally, we have an answer to the question asked by the 1938 novel *The Yearling*, and it is: yes, a man does have to die to find peace.

But a [reinvented man’s](https://www.reinventideal.com/lingo/#reinvented-man) life is different.

“Reinvent Ideal” means changing the ideal life for a male. It's no longer about getting married, having kids, a house with a picket fence and a corporate career. It's about not being dependent on women, employers and other people's opinions for validation. Realizing that those things are nice to have but happiness can be created independently of them.

Instead of getting married early and becoming a plow-horse provider for a woman, the reinvented man decides to spend his 20s building himself up. He may check out of the dating scene entirely for that decade while he pursues things that will benefit his future, like a financial education, learning an in-demand skill, starting a business, establishing a social circle and working out to be in great physical condition.

He chases success instead of women.

Maybe he gets a traditional job, but it’s only temporary in his mind because he really wants to start a business that provides him with location-independent, passive income. More importantly though, he wants to be doing work that’s meaningful and satisfying to him. He wants to work toward his own future instead of working to make someone else rich.

Instead of putting on a happy-face while mingling with people he doesn’t even like, this man builds his own social circle full of people he admires and relates to. He has real friends now that legitimately care about him and would help him out in a flash when needed.

While most men his age wish they still had the body they had in their 20s and reminisce about it like a long distant memory, this man has an even better physique and hits the gym hard every day to maintain it. He saves himself from several health problems that could occur later down the road by doing this as well.

For the entirety of his 20s, he saved a fortune by abstaining from dating, not having to buy an engagement ring or pay for wedding and honeymoon expenses. By the time he’s 30, he’s not only a very rich man, but also a man who’s at the peak of his sex appeal to women. They now fight each other over him and do everything short of killing each other to belong to him.

He no longer chases, but rather chooses. And in some cases, he may get to choose more than one. Because women would rather share a reinvented man than have their own dedicated [simp](https://www.reinventideal.com/lingo/#simp). He’s the Chad at the gym. The Kevin from sales.

This man is the life of the party wherever he goes. The one that always gets the invite. The one that can even get a party going on short notice. The one you want planning your bachelor party or birthday.

Perhaps the best example of this new ideal life for a male is personified by Kevin Hart’s character, Jimmy Callahan, in the movie *The Wedding Ringer*. If you haven’t seen this movie yet, stop reading this book and watch it. Because the life that Jimmy has in it is the life I’d have you seek. He runs his own business, he has an easy time with women, and can get a big party going on short notice.

Contrast that with the main character, Doug Harris, played by Josh Gad, who’s socially awkward, has no friends, worked much of his life away and is about to marry a woman who doesn’t love him. This is not the ideal life for a male, but sadly it is the average life for them today. And it is also the life that you’d get by following the same tired advice fed to us by parents, teachers, TV, movies and society.

In the movie, what means more to Doug isn’t having a woman in his life but having a more awesome life like Jimmy. And finally attaining that life becomes the happy ending of the movie. So how does one make that happen for themselves in real life?

# Outdated Advice that will Ruin Your Life

How do you reinvent the wheel in your life, or better yet reinvent ideal?

In Stephen Crane’s poem, a man said to the universe, “Sir, I exist!” And the universe basically said, “Good for you, I don’t care,” in more elegant words. Telling the universe you exist is about as effective as sending a dick pic to a woman you don’t know. The universe doesn’t owe you a happy existence on this earth, thus it won’t make one for you. In fact, shitty-ness is the natural, default setting of the world. It is ruled by randomness, and randomness by its very nature is unfair and sucks.

We cannot change the nature of the universe. We cannot fix the whole world to make it anything greater than shitty. But we can fix ourselves. Our minds can be altered to make us invincible to the evils that the world throws our way without remorse. This book shows you how.

To attain a happy existence as a male on this earth. How to find happiness again after [red pill](https://www.reinventideal.com/lingo/#red-pill) awareness.

The last chapter was your red pill, revealing the truth that you will not find happiness from a relationship with a woman like the way society says you will. That’s the [blue pill](https://www.reinventideal.com/lingo/#blue-pill) conditioning you’re told. But ask the guys that have or are currently following this advice how happy they are and they will tell you “not at all”.

Once there’s a realization that the [blue pill](http://reinventideal.com/index.php/lingo/#blue-pill) ideals of finding emotional fulfillment through a relationship with a woman are fantasies that never happen, the newly awakened man experiences what we call “Red Pill Rage”. It carries a bitter taste, the truth. While it may set you free, it makes things no less painful.

Many of these guys will grow so angry as a result of the lies they were told, they go dark, which is where the “Black Pill” label comes from.

Much like how Neo’s world was so rocked by the revelations Morpheus shows him, they can’t handle the truth. They grow sick as does he, figuratively lose their breath and vomit, as Neo does literally. He had been living the blue pill fantasy for too long and was under its illusions until too old an age.

Red pill rage is okay. Just understand it is a phase. Don't let it consume you. Use that anger constructively. And don't let women or the world manipulate you with that anger. The red pill is not about hating women. It's about preventing men from hating women for not being able to be something that they cannot be.

I’ve written this book to help those newly awakened guys find happiness once again after experiencing the rage inspired by the red pill. While one ideal has been struck down as a mere illusion, there is still an ideal that can be reconstructed or better yet, reinvented.

Much like how Neo at first is distressed to learn his life was a lie, he becomes a new and better man in his post-liberation. He’s able to reshape the Matrix to his liking and achieve anything he chooses to think about. After taking the red pill, you have a similar power.

But he couldn’t get to that point, to become “The One”, until he had freed his mind of the old world’s rules. These were rules like gravity and the time/space continuum. Similarly, you have old world rules that you need to reject and free your mind from as well. They are the lies of the blue pill.

Among them are:

## Go to College

This was once a ticket into the middle class. It no longer is and probably won’t ever be again, at least not for a long time. The fact is that going to college was hard work that not everyone was willing to do back in the 1950s-1980s. But the few who rose to the occasion, applied themselves and did it stood out to employers.

Now, everyone is mandated to do it by parents, teachers and society. Because everyone does it, you no longer stand out as anything special by doing it. What was once a great accomplishment that separated the ambitious and diligent from the lazy has become the 13th grade. It’s only a bare minimum obligation.

But perhaps most egregious is that while they still market it as being able to give you “a future”, it ends up costing you that future. During my time working as a financial advisor, I know of doctors, lawyers, and engineers who went to decent schools for their professions. While examining their prestigious profession salaries, the extra they made above America’s median income, was already spoken for by their student loan repayments.

These poor guys busted their asses off learning supposed prestigious skills, hoping one day it would make them money. But the extra money it made them, they never got to keep, because it had to go pay for the education to qualify them for those professions. This is one of the biggest scams in history. We’ve taken hard-working, intelligent people and turned them into suckers.

I even once worked with a lady that was a doctor, but also had to be a stripper on the side to pay back her student loans.

Even if you can get someone else to pay for your college years, like a scholarship or a grant, it’s still hardly worth it. That’s because if they’re not wasting your money, they’re wasting your time. They will come up with needless pre-requisite courses, forcing you to take them before you can take your relevant courses for your major.

They’re doing this purely to make money. Because the pre-requisites have not even the slightest, remote relation to the major you’re studying. I studied to be an actor, but advanced algebra was a pre-requisite I had to take. I guess they figured it would help me act confused more naturally. These pre-requisites will extend your time in college far longer than it needs to be. Your 4 year run will become a 7 year run because of them.

Unless someone else can pay for it and it is 100% required for your chosen profession, do not go to college. It’s a cesspool shit-hole of foolish ideas (like unconstitutional “speech codes”, micro-aggressions, “straight Cis men are evil”, etc.) that wastes your time and money.

Also, it can destroy your credit. Some graduates of my generation will never be able to buy a house because they went to college.

## Get a Good Job

The people who tell you that you need to do this are often from a different era. When your parents, grandparents, teachers and professors were in their 20s, getting a good job was the only game in town. Entrepreneurship was unheard of. Working for yourself was considered far too risky. And passive income was oxymoron.

So because they told everyone younger than them to go to school, get good grades so they could get a good job, the workforce has never been more over-educated and over-qualified as it is now. That’s rendered college education worthless and ruined the job-hunting experience for all participants.

Trying to find a "good" job will lead you down the never-ending, expensive path of progressive credentialism. This scam is a really nasty one, brought on by the fact that everyone in the pool of job candidates is over-educated. Organizations have now been formed promising to give you the unfair edge in seeking employment if you have their letters after your name.

You’ve seen many of these before. CFA, CFP, CPA, CMA, CMP, ASA, AIA, ALA, CRO, APR, CPE, MEM, LPSS, RPA, CMS, JD, JP, CFI and we haven't even gotten to medical designations yet.

These organizations tell you that having their designation will help you climb up in your career. You just need to shut down your social life to study for them, pay $500 to take the test, pass the test, pay $500 every year to keep the designation and annually complete a continuing education course, which costs you as well.

If you’re studying for one of these, you may as well stop right now. They once were what a Bachelor’s degree used to be, but now they have the same value a Bachelor’s degree has: none. In financial services, the CFA is the highest and hardest designation to earn. I know of companies that want you to have that for an entry-level job at the firm. These mean nothing.

Further, what job you do get is impossible to do. You won’t be trained for it because the company is too lazy and too cheap to cover that. And they think if they just put “self-starter” in the job posting, that will absolve them of the responsibility to give the training.

But the jobs are made more impossible to do by the fact that what they ask for is often unrealistic. In many cases, these employers know this. If they set impossible standards, no one will meet them, therefore they can justify paying you less for not meeting the standards.

One company I worked for sent a survey to customers after they spoke to me. One question on that survey was something like, “Do you like everything about our company?” And if the customer didn’t say yes, then that counted against me because they’d say the survey was measuring their interaction with me. Even though the questions were not.

Sometimes the employer has impossible standards that they really do think you can meet. Like getting an unrealistic number of sales in a short of amount of time. I believe this was the case behind the Wells Fargo scandal, where their salesmen were creating ghost accounts to meet figures. This was also likely the cause of the 2008 Wall Street crash. Employers were telling the analysts to “make” the numbers work in their valuations of mortgage bonds, despite the fact it was mathematically impossible to do so.

But the greater cost of working a traditional job is psychological. Nepotism rules the day with these employers. You’ll become jaded watching people less qualified than you get the raises and promotions you deserve more. These companies may boast about how much they care about their employees, but the really don’t, especially if you’re male.

This is evidenced by how soon they’ll get rid of you if a woman ever tells HR that you just made her “uncomfortable.” You didn’t even have to say anything. If your face looked at her in a way she doesn’t like, that’s enough. Back in the early 2000s, I remember working with women that told dirty jokes like they were one of the guys. 10 years later, the environment became so dangerous that I wouldn’t even get into an elevator alone with a woman at work.

## The Blue Pill

Speaking of women, what advice have you been given about how to pursue and treat them? I bet you’ve been told the same, tired advice we all have. Be nice to her. Tell her she’s pretty. Bring her flowers. Buy her dinner. Walk her to her door at night. Carry her bags. I’ve actually heard a female dating coach for men say, “A woman doesn’t want to be carrying bags when she has a man that could be doing this for her!”

The message was be a sweet, thoughtful, romantic guy and she will appreciate that. Be a giver to her and she’ll give back. Bend over backwards to make her happy and she will be. Happy wife, happy life. But the reality is that women are completely disgusted and grossed out by pushovers, nice guys, orbiters, white knights, and thirsty simps.

Still, that’s what you’re told is the correct way to pursue and treat them by everyone from your parents to pop culture. Leonard finally gets Penny because he was the faithful nice guy that was at her beckon call anytime she needed an emotional tampon. Eventually she realized what a great guy he was. This turned out to be more untrue than the show’s title (*The Big Bang Theory*, which references an “origin of the universe” theory later disproven).

Being the nice guy may have worked way back in your grandfather’s time. But that was before social media, globalization of the sexual marketplace, and the overpopulation of simps.

My mother once told me the story of how my grandfather met and eventually married my grandmother. He was a teenager and saw her move in a few houses down the block. He wanted to go talk to her, but didn’t have the balls nor a good reason to start a conversation. So he got a job as a mail man specifically so he could go talk to her. And eventually won her over by showering her with compliments and flowers.

Those days are long gone and gone forever. To even get a chance with the women you want, you need to know the craft of [allurement](https://www.reinventideal.com/lingo/#allure).

To even have happy relationships with women where both you and her are happy, the blue pill advice we’re given will not produce it. They say, “Happy wife, happy life.” That means compromise for her. Make the sacrifices because she’ll appreciate it and keep track of relationship equity. In truth, she’s incredibly turned off by your eagerness to compromise for her and loses respect for you.

We’re also told to communicate. Over and over again, every marriage therapist says it’s the most important thing. And specifically to us males, we need to be more vulnerable when we communicate. That’s a nice theory, but in practice, following this advice will ruin your relationship. Just look at all the posts on Reddit about guys that have been more vulnerable with their women. The stories are heart-wrenching to say the least.

## Get Married

Your family, friends and clergy, if you’re religious, all push this imperative on you. If you ever go to a wedding, it doesn’t matter if you have a date with you or not. You’re bound to be asked, “So, when do you plan on getting married?” Which is stupid. When I go to a funeral or a bris, should I ask other people about having one of their own?

Back in the old days of your parents, grandparents, and so on, getting married was a great idea. It would combine the wealth piles of two families and increase the much needed social support safety nets by having two families.

Not to mention the fact that inheritances were a big deal back then and marriage meant you got to double the number of inheritances you’d get. This was before the culture and the people became irresponsible with debt. Nowadays, you’ll be lucky if you inherit anything besides debts.

Also back then, the women were different. The Fempowerment Mandate hadn’t poisoned them to see men as oppressors or even competitors. They viewed us as compliments to their lives and wanted to be compliments to ours. That rarely exists today.

Instead, women see marriage as something more utilitarian and opportunistic. While males have been conditioned to look at the first deal they can get, regardless of price, women look for the best deal they can get and demand nothing less.

A woman today is not capable of being your June Cleaver or Morticia Addams. The only reason those characters exist is because real women are not like that. They were created as fantasies of the men who wrote them.

Even if you could get a woman to be like June Cleaver for you, who stays home, cooks, cleans, raises the kids, and stays in sexy shape, it won’t pan out the way you think it will. What you’re doing is providing her a free existence as you are the one that works and pays the bills. If you fail to perform, you both starve. Or really, she leaves you while you starve. But you can't legally kick her out if she fails to perform her wifely duties.

The real problem with giving her a free existence though is that it’s no different from why the rest of the blue pill advice doesn’t work. You’re doing something for her that any guy could have done. She had thousands of simps following her on social media that would have done the same. When you give someone so much for free, they come not to appreciate anything from you, but rather expect it.

It’s no different from the people that abuse the welfare system, yet hate the government giving them that welfare. When you give something to someone for free, you’re telling them that it’s of no value to you, thus they fail to give it value or appreciate it. Sometimes, they even become resentful.

Being the plow-horse provider in a marriage is no different than being a sugar daddy. Do you really think that the hot girls with older sugar daddies really like them and have genuine desire for them? It’s no different from Donald and Melania Trump. Do you really think she enjoys going to bed with that guy?

When I was a bouncer at a strip club, I dated some of the strippers. And they told me how disgusted, creeped out and turned off they were by their best clients. Despite the fact that these desperate, lonely guys were their bread and butter, these women despised them and had no respect for them. How could they, when all these guys did was pay them to exist?

But the real danger in getting married is in divorce. The divorce courts are very unkind to men. This is largely because when you marry a woman, you’re likely to be in a higher economic status than her because women don’t marry down. So her lifestyle improves as a result of the marriage and the courts believe it is your responsibility to maintain that lifestyle for her post-marriage.

Even if you have a prenup, many of them are torn to shreds by the courts because they were not regularly updated. Even if you both don’t believe in divorce, you can only be certain about yourself. And also certain about the statistics that show women are more likely to initiate divorce.

Worse yet, with improvements in medicine and technology, it’s possible you could live for 200 years. California now has a law that states if you're married for 10 years, you’ll have to provide lifelong alimony. Do you want to be paying for mistakes made in your youth when you're 100?

But the worst possibility is that you marry the wrong woman and spend the rest of your life in regret. You’re stuck with her because it’s expensive to break up. And you can’t stand the nagging monster she’s become. The rest of your life is a no-win scenario. Not to mention sexless.

"Better to live in a desert than with a quarrelsome and nagging wife." -Proverbs 21:19

## Have Kids

Parents pressure you on this one. “I want grandchildren to spoil!” they say. When my mother said this to me, I was like, “Hey, um, I don’t know if you know this, but I’m right here and could use some help financially if you actually have the capacity to give it.” Which she did not, but apparently grandchildren warrant the use of credit cards to rack up debts to pass down to me by inheritance.

Religions also push this one too. I’ve heard pastors say, “Have kids early and often.” They say children are such a great blessing that will bring nothing but joy to your life.

I have no doubt that there are forms of joy that can come from having kids. But they are few and far between. What must be realized is that first and foremost, children are an expensive responsibility.

Saying and believing that does not make you a bad parent. In fact, not saying and believing that makes you a bad parent. You’re not an asshole for telling someone thinking about having kids that kids are a burden. They should know exactly what they’re getting themselves into, yet most of the time they don’t. Because society has only told them the good things about having kids.

It was a good idea back in the agricultural age. That’s because back then, you needed help tending to the farm to make a living, and your own children are the only legal source of free labor. But now in the information age, children are no longer assets like that anymore. They’re reduced to pure liabilities.

This doesn’t mean don’t ever have kids or that there’s nothing good about them. It just means that you should understand what an expensive responsibility they are and be prepared for it. If you do, you’ll be a great parent. If you don’t, you’ll be a terrible parent and an awful member of society.

They come with time demands. Energy demands. Sleep deprivation (which potentially starts a terrible cycle you never correct). Work-life imbalances. Financial burdens. To make matters worse, people even become less satisfied with their marriage when they have kids, which is ironic since many morons have kids in a vain attempt to fix a marriage.

If you’re okay with all of these challenges, and also have the means to overcome them, then it’s a good idea to have kids. If not, do yourself and the world a huge favor and abstain. It not only hurts your happiness, but it hurts the world. When a child is raised by parents who are not prepared with resources for the challenges the child creates, that kid becomes at-risk for becoming a burden on the world.

The main reason people say you should have kids is because it will “give meaning and purpose” to your life. Look at the people who say this. They themselves are total failures in their own lives and having kids was the only chance they had to do something good with it. While they lived a shitty, worthless, failed life, they can at least say they raised a kid that might do something good with it.

## Even PUA and "Game" is Outdated

In the early 2000s, a new way to interact with women was popularized. Pickup artistry or “game”, as they called it, gave many frustrated guys a chance they never thought they’d get. It did this by teaching psychological hacks such as displaying higher value, negging, peacocking, and emotional elicitation.

If you’ve learned any of this stuff, it’s time to forget it. The days of this stuff working are long since gone as well.

This is because of the same reason that college degrees aren’t worth a shit anymore. Once one guy starts doing something that works, other people catch on, and everyone starts doing it. Now the women have wised up and know to look out for guys trying to pull such tactics. And if you’re caught trying to do them, you’re in big trouble, brother.

Women are horribly disgusted by guys that would use PUA tactics and run “Game” on them. What grosses them out about it is not that it’s manipulative or an act. They are repulsed by the fact that a guy who would attempt to learn such tactics is a guy that does not “get it”.

More than anything else, women want a man that just “gets it.” A man that instinctually knows how to please her. He doesn’t have to be told how to get the girl. Further, the concept of “Game” has so many negative connotations associated with it, to speak of it is heresy, or as risky as speaking about witchcraft in 17th century Salem.

The idea behind PUA was to use tactics to get around a woman’s [hypergamy](https://www.reinventideal.com/lingo/#hypergamy). To trick her into thinking you met her hypergamous desires. The reality as of today is that you will not win by trying to cheat and trick your way around hypergamy. You will win by rising above it.

And you rise above it by reinventing yourself. By learning the craft of allurement. By reaching your full financial, social, genetic and intellectual potential. That is the most moral calling any human can chase, especially a man. These are the things a man should chase instead of women. And then once he’s reached these peak potentials, he can have his choice of all the women available.

Even though everyone pushes for you to get married as soon as possible, the truth is that the longer you wait, the better the choices you’ll have. While women hit the peak of their sexual market value in their early 20s, men don’t reach theirs until their late 30s. If you hit that age, having kept your nose clean, reached your full potential, and are still single, women will kill each other over you.

While many MRAs, PUAs and MGTOWs lament the fact that women are not like they once were back in the 50s, the June Cleaver era, they are wasting their energy to hope for it. Some of these guys even try to push for it. Fools like Anthony Johnson put on conventions to “Make Women Great Again” and train them to be more like the wife material he wishes.

He’s wasting his money and efforts while making a fool of himself. The women are not going to change. There is too much money and power backing up the Fempowerment Mandate. There are far too many simps that hold the blue pill up as gospel. These things will not allow the world to change.

The alternative is for you to get better, to become the type of man that women will gleefully surrender for. To become so good, she can't ignore you, so perfect she'll beg for you and do whatever it takes to have you. To become the reinvented man.

Even if you don’t get the woman of your dreams at the end of this, you get much more out of this life for you. You’re not doing this for women. You’re doing it for you. You chase excellence instead of women not to one day have one. You do it to have the new ideal life for a male. One that’s happy whether he has a woman or not.

And we begin by deprogramming all the blue pill lies you’ve fed.

# Resisting the Conditioning for Discontent

Why are most males unhappy? Because we’re programmed to be. We’re given awful life advice that doesn’t work and force-fed social imperatives that don’t benefit us one bit. If we don’t obey them, then society tells us we’re not “real” men.

The discontent built into you almost seems like it’s part of your nature. But in truth, it is only there from nearly a quarter-century of cultural conditioning to make you believe things should be a certain way. The conditioning is the blue pill. Which is the subject of the free-gift documentary given to you at the beginning of this book as a way of saying thank you for reading it. If you haven’t seen it yet, I encourage you to before starting this chapter.

Before it’s too late, you must induce yourself to vomit out the false doctrines and easy-to-believe lies of the blue pill conditioning. Almost every male born in the last 70 years was force-fed such conditioning, conscious of it or not.

There was just no avoiding it after the past century of socio-economic shifts. Events that seem loosely related at best, such as the move to industrialism, the flock to urban areas, normalizing the lack of a nuclear family, the rise of the education industry, fourth wave feminism, the Vietnam war, and the sexual revolution, gave birth to the blue pill.

Become bulimic with the Blue Pill.

In short, the blue pill is the child of the lying industrial complex that promises you a certain life if you submit to certain prescriptions in life. This poisoned thinking is made so easy to swallow because of how pure and right it seems from the start. It takes advantage of your inherent, peace-loving, suffering-avoidant nature as a human being. The human behavior motives of recognition hunger, certainty hunger, sex, security and work avoidance are thoroughly exploited by it as well.

Why does the western world seem to have a female primary hierarchal arrangement in our social pecking order? What was it that allowed so many concessions to the Fempowerment Mandate be made so easily and without our noticing? What is it that causes so many guys, no matter how dominant they are in other areas of life, to become so submissive when it comes to women?

Notice how most media is very pro-female and picking on males at best or outright anti-male worst. In sitcoms, the males are portrayed as fools (Peter Griffin, Homer Simpson, Randy Marsh, Stan Smith). John Tierney pointed out in his 2005 piece for the *New York Times*:

“…on television we’re oblivious (*Jimmy Neutron*), troubled (*The Sopranos*), deranged (*Malcolm in the Middle*) and generally incompetent (*Everybody Loves Raymond*). Even if Dad has a good job, like the star of *Home Improvement*, at home he’s forever making messes that must be straightened out by Mom.”

Others are portrayed as complete wimps and pushovers like Phil Dunphee on *Modern Family* and Leonard Hofstadter in *The Big Bang Theory*.

Then there are media depictions that are outright allegations of evil just for being male. Specifically, the reboot movie *Charlie’s Angels*, *I Spit on Your Grave*, *Teeth* (don’t ever watch this filth), *The First Wives Club, Clueless, Spice World* and even an episode of the largely male-viewed show *The Outer Limits* portray men as fundamentally evil, perverts or just can’t control ourselves.

Much of the reason why everyone assumes you always have bad intentions until you prove otherwise is due to these depictions. Why do you feel you always have to do all the work? Why do you feel you always have to prove yourself? Why do you feel you have the burden of performance? The world expects it of you because of these media portrayals.

You have to prove yourself like the young prince seeking ma’lady’s hand, fighting off dragons, climbing up castles and showing romantic charm because of Disney, fairy tales and centuries of stories that set this expectation.

This isn’t the result of a conspiracy by the Fempowerment Mandate, where they all met in a dark room to plot this out. Rather an inevitable effect of the fact that most consumer spending is done by women. All the major credit card companies report that women do the majority of spending. So advertisers and merchants want to get their scoop of cash from this key demo.

Thus, much of the media, and consequently the creators of cultural conditioning, are very pro-female. Their content is highly complementary of them.

This has created the cultural climate of blue pill conditioning.

## The Blue Pill

Are you yourself a victim of this conditioning? Since it is so sneaky in the way it infects the population, how can one really tell? Many characteristics of this brainwash can be easily identified.

Do you believe you have a soulmate out there waiting for you?

Do you believe that the best way to win a woman’s heart is through sweet and romantic gestures?

Have you ever taken a woman on an expensive first date just to impress her?

Do you compliment women’s appearances frequently?

Do you believe you were the lucky one in finding your girlfriend and not vice versa?

Do you believe that if you don’t settle down and wife up quickly, you’ll be a lonely, miserable old man?

Have you hung on to an unhealthy relationship because you believe a girlfriend was not easy to get?

Have you solicited dating advice from women?

Do you make greater sacrifices and contributions to relationships than ones made to you?

If so, you my friend, have been blue pilled.

### Vulnerability

The most obvious one is an unquestionable adherence to the romantic ideal. This ideal is submission of one’s own ego, life plans, future success and current fortunes for the sake of love. It is the “All’s fair in love” cliché.

The dogma of Disney movies, that any action or decision made for the sake of love was in fact correct. Often, the actions and decisions defaulting to the romantic ideal require a surrender of masculinity and personal power.

The same can be said of romantic comedies, where quite often the male characters sacrifice their careers, wealth, power and pride for what’s usually an average-looking woman. It requires vulnerability on the part of they who express it. Vulnerability to whatever end, because “love conquers all.”

While this logic may be true in the worlds of fiction stories, it is never true in the real world when you’re male. Showing vulnerability is interpreted by women as showing incompetence.

### Scarcity

Often, the outbursts of vulnerability are triggered by desperation. What is creating that sense of desperation is a scarcity mindset. The blue pill conditions you to believe that romantic connections are incredibly special due to the soul mate myth, which states you have only one potential partner out there in the world that can make you happy. So you must do all you can to hang on to such person.

It says to make all concessions required to please them and unquestionably submit to their demands. For this partner is a rare find and cannot be easily replaced. The blue pilled will hang on to relationships that even they find themselves unhappy in because they believe a new relationship will be too difficult to find and replace. Let alone a better relationship.

The old cliché “Love conquers all” is also what plays a factor in their willingness to stay in relationships not beneficial for them. Quite often, they believe that once you get married, everything is supposed to be great. Your bitchy bridezilla will magically turn into June Cleaver after walking the aisle.

### Need to be Liked

The blue pill conditioning teaches men that more than anything, they should want to be liked by others.

Their first priority is approval dished out by their peers and especially from women. They are to think that if everyone likes them, their lives will be without problems. So they learn a new way of submission by often choosing the paths of least resistance and without challenge.

They will clamp down on their tempers and repress their true feelings to avoid conflict. This is especially true with women and is most pronounced in marriages where the husband does whatever his wife tells him to do, even if he doesn’t like it. He does it merely because he wants to avoid a fight with her.

### Putting Women on Pedestals

Some of the most mortifying behavior caused by the blue pill is its insistence of putting women on pedestals. Thus, the conditioned males pride themselves on how well they treat women. They may even brag about how they were brought up to respect women just because they’re women, like it’s some task that requires monumental effort.

These are often the guys that also advertise that they are great listeners and feel so validated when their female **friends** tell them that’s what they are. I highly emphasize the word “friends” because it’s likely that’s the extent of their relationship with women, as many of them are confined to the friend zone.

However, these males do not complain about such assignment because they’re just grateful to have their presence acknowledged by the woman, like she’s this angel from heaven. It’s even better when these guys get to be the outlet and ear for all her problems because it makes them feel like they are needed. And being needed is important to them.

### Trouble Setting Boundaries

The conditioning encourages them to become “Yes” men. Not just for the women they wish to get closer to, but all people in general. There are some that won’t take no for answer and then there are these guys that can’t give no for an answer. The giver that doesn't think twice about giving. The fixer and caretaker. The approval seeker.

They fear setting boundaries and saying no because above all else, they want to be liked. To deny someone else’s wishes puts them at risk for not being liked. So they will go through life allowing others to take advantage of them without reprise.

Often, the conditioned will help others out beyond their capacity to afford that help, even when their own lives are disasters. On that note, they will never ask for help with their own needs in life, despite how desperately it may be needed.

### Submissive to Women

The blue pill perpetuates a belief that women are precious angels that can do no wrong, nor can they ever be wrong, so the proper procedure is to believe them to be right at almost all times. Further, if you were to be the poor, unfortunate sap that made one angry, you’re quite the fool and fuck up in life. It’s unnatural for them to go off the deep end, so you must be a pretty bad person to make that happen.

This has caused many guys to walk on eggshells around their wives. They avoid bringing up subjects they know will make their wives angry. They are the first to apologize after an argument and are rarely apologized to.

This is the guy who lets his wife run the show. When asked by others to participate in something, he says he first must run it by his wife. Or if he cannot participate in something, he cites his wife as the reason why. He is so afraid of conflict that nothing in his life gets resolved.

The reason for this is that he has made his partner his emotional center. A deeply rooted tenet of the blue pill is that a man’s emotional fulfillment and satisfaction comes only from a romantic relationship with a woman and that a lack of one will make his life a failure. Therefore, every action and decision is ran through the filter of that woman being his first priority.

### Project Girlfriends

These males are also taught by their conditioning that they are not worthy of their ideal woman and thus shouldn’t look for her. The message sent to them is that all women are ideal. All of them are beautiful and perfect just as they are, simply because they are women. So to have standards for them is a sin against humanity. As a result, many guys have very loose standards for the women they date and form relationships with.

For men with standards are often shamed for having them, such as “no single mothers” or “no overweight women.” These men are viewed as shallow or not man enough to accept her flaws.

A convention that’s spread around despite how foolish it sounds is “If you can’t handle her at her worst, you don’t deserve her at her best.” Between the lines, what this says is that you don’t have a right to set standards for the women you wish to date and be intimate with.

Thus, many of the conditioned males have fallen in line with this concession. They take on women they’re not really attracted to, such as overweight women, believing that they can change them into their ideal someday. Or they get into relationships with psychopaths, women with criminal histories and questionable judgments, believing that they can “fix” them and that his love will heal her.

This is best pronounced by the guys that choose to date single mothers. When dating a single mother, they agree to assume the fatherhood duties to her child. Often, this is just a ploy to have a competitive advantage over other males in the sexual marketplace, as most other males would not want to assume fatherhood. Thus, the assuming blue pill male has a way to appeal to the single mother that is unique to him. Society even praises this man with platitudes. “He’s not a stepfather. He’s the father that stepped up.”

In reality, this guy is just admitting weakness. He knows he couldn’t appeal to a woman just being who he is, thus he had to offer fatherhood services as a compliment to his courtship to appeal to her. The guy that willfully dates a single mother often signs up for being the submissive in the relationship because he started the relationship with a submissive concession.

The conditioning originally set out to convince males that all women are high-quality, whether her life is a mess or in order. But the result is that many guys have taken on low-quality partners under the false belief that they can turn them into high-quality partners.

### Bites their Tongue

The blue pill preaches to all males that it is better for them to bite down on their tongue if it will keep the peace. Encouragement is given to hide your flaws and mistakes, repress your feelings and make your needs your last point of concern. The thought is that if you are a good person and do everything right, you will be loved and get your needs met. Your life will be problem-free as a result.

This creates a male that is submissive by nature. His submission in conflict is born out of hope that such submission will cause the conflict to disappear. He does not believe in the “Might is Right” mantra nor does he believe in assuming a dominant role. He is under the false belief that his relationship with his woman is an equal partnership and that trying assume domination is just an ego-driven pissing contest not worth the effort.

What he fails to realize is that it is in the nature of all relationships to have a dominant and submissive dynamic. Not just male/female relationships. Even gay relationships have a more dominant participant and a more submissive participant. Women, however, are naturally more submissive and despite the Fempowerment Mandate, it is in their nature to be happy playing such a role. Men, on the other hand, are expected to seize control and when they don’t, it is assumed they are not really men.

The submissive male is probably best exemplified by the character of Phil Dunphee from *Modern Family*. He tries to be the cool dad, because he wants the approval of his kids more than he wants their respect. He worships his wife and feels so lucky to have married her, almost as though he doesn’t deserve her. He does all he can to avoid conflicts with her and apologizes first in arguments even when he isn’t the one in wrong. He also has great trouble relating to other men, especially his successful father-in-law, but easily relates to his gay brother-in-law.

### Turn to Women for Advice on Women

Perhaps the most detrimental aspect of the cultural conditioning poisoning males’ futures is the suggestion that they turn to women for advice on how best to deal with them. Whether they’re looking to find a woman to date, advance with one they’re already dating, or create mutual beneficial outcomes from a current marriage, the advice you’ll receive from women will not help you one bit. In fact, it may do quite the opposite.

The guys often think who better to answer the question, “What do women want?” than a woman. What they fail to realize is that asking someone involved in a process to narrate the process will cause the narration to deviate from its reality. This is called the observer effect. By observing the process, you change the process.

If I were to ask you what kind of women you were after, like I ask my clients, you’d likely be honest with me, because I’m a male, so I’m not going to judge you when you say, “Long hair, big boobs, cute face, silky legs, big butt, high sex drive and a kind demeanor.” But if a woman were to ask you what you were looking for, certain sexual items would be removed from that list so you wouldn’t look shallow.

Women do the same thing. They will censor the advice they provide to you to make them look better and what you get as a result is the same bad advice your mom would give you.

How they define “getting the girl” is different from how you define it. For them, it’s more about making the girl happy. For you, it’s about making you happy. They don’t understand your drives for wanting a relationship, particularly your sex drive because you have 18x the amount of sex hormones running through you than they have.

What women say they want is often different from what they actually respond to, so it’s questionable if they even consciously know what they want. But if say they do know and can speak to it, there’s a gravitational pull in their biology not to. A deeper desire for them is to protect the weak among them than to raise themselves up above their competition. So they will tell you very generic things that apply to all women when you seek out a specific type. This generic advice is so vague, you can’t do anything with it.

## The Problem

But what is so wrong with this cultural conditioning? Society has had it for almost a century and we haven’t fallen apart yet, so is it really a bad thing? What disaster could occur if males continue in the blue pill prescription of worshipping women and acting submissive to them? Isn’t this whole dominate/submissive power struggle just a pissing contest?

The trouble with the blue pill conditioning is the false premise it will have you live under, much like the false premise Neo lived under while in the Matrix. And once liberated, the truth did not bring him joy but rather made him enraged. The same is true with the false premise brought to you by the blue pill of this world. It fools you into thinking that women will see your relationship with them the same way you do.

The blue pill wasn’t just passed to you, but it was also administered to them. While it taught you to worship them like goddesses, it taught them to expect to be worshipped as goddesses. They were raised to idolize the Disney princesses and aspire to be one. They were brought up to believe that full devotion from worshipping men was just around the corner and at their beckon call whenever they wished.

Worst of all, it was left up to them to determine what was the proper measure of such worship.

The undeserved adoration they were told to expect is like power drug. Once you have some of it, you only want more of it. Each taste, no matter how excessive, never satisfies, but rather cries out a mandate for more tastes. This drug is power over males and this power was given to them without any responsibilities or considerations on showing them how best to wield that power. As a result, we have a population of submissive, manipulated and miserable males.

But much worse than the miserable fools they become is the fools they currently are before their rude awakenings. The blue pill conditioned, submissive male is one that nobody even likes. Not liked by females or even other males. Like the sufferer of the “Nice Guy” syndrome, these guys are not really nice. They are only nice in the sense that they believe themselves to be at their core.

In truth, the conditioned, submissive male is dishonest, manipulative, secretive, and controlling. He is a conditional giver. Often filled with inner rage as a result of biting back on his emotions. He often suffers from addictive behaviors and isolated from social circles that could actually benefit his development into a more likable person.

The average male conditioned to be submissive is not capable of respect. He thinks he can buy friendship with niceness. But who do you think who sees niceness as a currency? Someone who isn’t truly nice at their core. Someone who sees respect as a price you pay to get what you want. Someone gives nothing unless it has manipulation power.

Despite priding themselves on being good listeners, they’re actually terrible listeners. This because they're not really listening, but rather waiting their turn to defend themselves, rationalize, excuse and explain their behaviors. Or just waiting for an opportunity to showcase their agreeableness and nice guy qualities.

The conditioned male is also filled with sexual shame. Much like those male-feminists, these guys see things that are inherent to male existence as fundamentally bad, like sexual attraction.

Much like the croc of toxic masculinity, a term made up because the Fempowerment Mandate failed find legitimate arguments against the male opponents, these guys view their sex drive as something to be ashamed of. They see it as evil like a self-aware predator that sheds tears for its own prey.

Ironically, those same guys are also heavily addicted to pornography. This is not so much because they're perverts, but because porn is an excellent escape from emotional pain. And their emotional pain runs deep as they neglect making their own needs a priority and thereby allowing others to walk all over them as a result.

Any success they reach in life is often greatly limited, because they do not believe themselves to be worthy of success. They often suppress their motivational drive and accept what is given to them without charting their own course to seek their best lot.

They will allow the universe to dictate what fruits they may enjoy. The motor of the world and its progress is fueled by the burning desire inherent in every male to reach success. When that motor is shut off, the world will stop like Atlas Shrugged.

Let us remember that women, despite the hand their gender advocates had in creating the blue pill, do not like blue pill men. Those are the guys that they divorce, break up with, reject, flake and ghost on. They see them as spineless and utterly unattractive. They can see right through him as he tries to buy her affections with sweetness while attempting to hide his intentions.

Despite the claim of the conditioning that behaving in such a way will please women, it will only do the opposite.

Worst of all is the blue pilled male’s diagnosis of their own problems. The only alternative to their current behavior, as they see it, is to be an asshole. And they pride themselves on not being assholes so they wouldn’t consider any behavior that deviates from what they currently showcase.

## Who Gave Us the Blue Pill?

Some have conjured up conspiracy theories for where the blue pill came from. But from what I can tell, it was the perfect storm of a cultural cataclysm that no army of alphas could fend off. Tracing back the last 100 years, many cultural socio-economic trends have paved a non-resistant path for the emergence of a female-primary social order.

It began with the way that the world has viewed males since the dawn of civilization: No one gives a fuck about us unless we're doing something for them. This was a fact we could easily live with because we’d prefer to be doing something due to our competitive nature. But this starting seed was given steroids to become something far uglier.

The call of the blue pill was intensified by the Baby Boomer generation. They were the descendants of the Greatest Generation, who survived the Great Depression and World War II. It is often said that hard times make good people, and good people make good times. But what’s forgotten is that good times will make bad people. In particular, lazy people. That was the Baby Boomer generation.

This generation put politics, self-interest and comfort above ensuring the success, or even successful launch, of their offspring: generation X and the millennials. With Boomers being too lazy or too self-interested to parent, the following generations were never taught how to solve some of life’s biggest problems, specifically the reproductive problem. They were never taught how to navigate the male/female relationship, or how to interpret it for that matter.

This rebellious Boomer generation merely wanted to be the opposite of their parents. Parents who were successful and traditional. Thus, the Boomers created chaos just for the sake of rebelling. In came no-fault divorce which causes many future offspring to be raised in single-parent households.

During this time, fathers were often pussified, under the guise of creating what were called “soft males”, or sensitive males that didn’t seek to make themselves masculine. You will notice that in many of the movies and fiction at the time, the villains and certainly the bullies in high school stories were highly masculine. This vilification of being inherently male was taken too far by the consumers of such fiction.

Combine this with many fathers being separated from their sons due to divorce, the sons were left not knowing or confused as to what being male is really all about.

The general board of education was created a little bit earlier before all of this. The idea of the education system, for k-12 schooling, was to inspire attitudes of submission among the students. This is demonstrated by mandating the students show up on time early in the morning, sit in straight lines, speaking only when given permission to, and taught to adhere to strict schedules and agendas.

Coincidentally, the authorities in these conditioning classrooms were female. Most teachers, if not all, were women. Being taught attitudes of passivity and submission from a woman led to the conditioning of boys to do so for women all the time. And after the rise of no-fault divorce, those boys were not only conditioned by women in school, but also at home.

Worse yet, the Vietnam war had cast sons against their fathers. While the fathers were drafted to go fight the war, their sons were encouraged to protest it at home. The soldiers were fulfilling a traditional masculine role of answering the call of duty. The sons were succumbing to the feminine-natured encouragement to “follow your heart.”

I’m a very anti-war person, but when I hear the phrase, “Make love, not war,” I read that as “Why fight for the liberty of others when you can have sex?” It all reeks of narcissism.

While sons were cast against their fathers, next came women being casted against men in general with the rise of fourth wave feminism. Along with it came the mandate which states that just existing as a male is a sin.

All these events seem like ancient history, but they inspired the youth of that time, which became the creators of entertainment for you in your youth. Specifically, the Disney storywriters. Not just Disney, but most fiction in general. The collective culture put out the message through romantic comedies that males should suppress their desires, give up their dreams, sacrifice opportunities and become more sensitive for the reward of a woman’s love. As if a woman’s love is guaranteed if these things are done.

This assault from all directions is not limited to just the mass media. But it occurs at home as well. Often the seed of the blue pill is planted in childhood. By nature, children are helpless and depend completely on their parents’ supplication. Therefore, one who provides such supplication will influence their character. The hand that rocks the cradle rules the world. Who often does that? The mother.

Children are also ego-centered, meaning they believe they are the center of the universe and the cause of everything that happens to them. Often when parents divorce, the child blames themselves, and there is little that can be done to convince them otherwise. But any adverse action at all against that child, they will perceive themselves to be the cause of the problem rather than just the randomness of the universe.

This is most pronounced when needs are not met promptly in childhood. My parents were often late to pick me up from school, choir practice, acting rehearsals, or anything in general. So it gave me the idea that I was low on their list of priorities.

My mother often dragged me around to shit that I really didn't need to be dragged to. Like the salon, women’s church gatherings, and to her own therapist appointments, often complaining to me that I was such an inconvenience to drag around. Of course, I would have much rather had been at home playing and was perfectly capable of taking care of myself. But it gave me the idea that how I wanted to spend my time was not relevant nor legitimate.

Born from this terrible treatment is toxic shame. This is the belief that one is inherently bad. Often brought on by parental shaming, like if caught masturbating by their mother, especially if she freaks out about it. Many guys keep a tight lid on something as embarrassing as this happening to them, even just about masturbating itself, because of the shame they’ve been conditioned to feel about it, despite the fact that every guy has done it.

They’ve created pseudo solutions for themselves such as attempting to hide their flaws in hopes of becoming what they believe others want them to be.

## What is the Right Alternative?

Many guys never shed themselves of their blue pill conditioning because they believe that only one alternative exists: to be an asshole. But they are deceived to think that. Reinvent Ideal means to redefine what is the ideal existence for a male and consequently, to define what is the ideal male. That is precisely what is the opposite of a blue pilled conditioned, submissive male.

To be the reinvented man means to be integrated. To be able to accept all aspects of one's self. Embrace all that makes him uniquely male: power, assertion, courage, passion, imperfections, mistakes and dark secrets.

The reinvented man has a strong sense of self. He likes himself as he is. He takes ownership of his needs. He is comfortable with his masculinity and sexuality. He has integrity. He does what's right, not what's easy. He is a leader. Clear and direct with expressions of his feelings. He can be supportive without being a cuck. Can set boundaries. And is not afraid of conflict.

This man cares not for attaining perfection nor the approval from others. His own opinion of himself carries more weight with him than the opinions of others about him.

Most importantly, he owns the [frame](https://www.reinventideal.com/lingo/#frame). This means he doesn’t let the unstable emotions of women dictate his actions.

No one likes to see their woman cry. But if you're so worried about what will happen if you do a certain thing, you're changing your behavior because of her. Therefore, you are in her frame. It's more manipulative on your part to tiptoe around her than to honestly demand she behaves in a manner you find agreeable.

The reinvented man makes himself his own original point of concern. That means he does not need to run something by his wife or girlfriend for approval. He first considers whether to do something based on the amount of satisfaction he’ll get from it. He does not start an evaluation of an opportunity by thinking, “What would my wife say?” Instead of “Happy wife, happy life,” it’s “Happy me, happy life.”

This does not mean be a self-centered asshole. It means recognizing that you were not made merely to endure a miserable existence of putting the happiness of others before your own, especially not at the expense of your own. You have the right to pursue your own happiness. After all, it is in the Declaration of Independence, listed as an inalienable right. While it doesn’t guarantee you’ll find it, it does give you the right to look for it.

Therefore, you are free to set and enforce your own boundaries. You are justified in making your own needs a priority.

You must vomit up the blue pill you’ve been force-fed. You must butcher the beta that it created within. This is the voice in your head that manipulates your emotions by shouting at you, “I can’t live without her!” That phrase has often preceded some of the dumbest things man has ever done. Like Romeo drinking the poison, because he can’t live without Juliet, instead of just waiting for life to correct the circumstances itself, or doing something of his own accord to correct it.

Many of my clients found purging themselves of their blue pill conditioning to be the most difficult thing they’ve ever had to do. And many said that slaughtering their submissive second nature was impossible to do alone. What I have found among the ones that were most successful at doing it where the 3 following tools:

1. Extreme Combat Sports – These are things like mixed martial arts, boxing, wrestling and heavy lifting. There is something about getting your ass kicked, your body beat, calories spent and glycogen depleted that brings out the real man in you. It’s particularly important for guys that grew up without fathers or much positive masculine role models in their lives because you will be around such positive masculine role models in learning these sports.
2. Spending more time with men – As explored earlier, spending time around women will not help you with women. If anything, they will only make you more feminine. The science of the matter is that the more time you spend around women, the more your testosterone drops. It’s nature’s way of making you stay committed to your choice of a mate and not still running around chasing tail. Thus, we have another obstacle at hand: nature itself is aiding your conditioning to be submissive. But the best way to combat this is to spend more time with male friends. Make as many as possible and spend as much time with them as possible. They will cause your testosterone to go up or stop the decline of it. Further, the less time you spend around women, the less likely you are to put up with and submit to their shit.
3. Keep a journal – Many of the behavior modifications I advise to my clients come with the encouragement to keep a journal. With this one in particular, I advise they keep one to stay aware of their conditioning creeping up on them and how they may recognize it in the future. Much like emotional intelligence, which is the questioning and analysis of negative emotions to rob them of their power, exercising conditioning intelligence will have you questioning and analyzing the nature of your behaviors. When you catch yourself being submissive, write down what you feel is motivating you to be that way. Is it really at the core of who you are, how you desire to proceed, or is it just something you’re doing because you’ve been told it was the correct way to be? Do not believe that each action of yours originates from your own free will.

# That’s it for this free sample…

I hope you’ve found what you’ve read so far to be valuable and intriguing. If it has been enjoyable so far, I promise you there is more value and utility for you in the remainder of the book. Available on Amazon and Audible.

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