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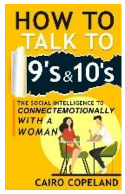
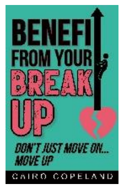
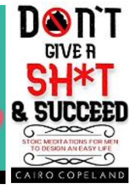
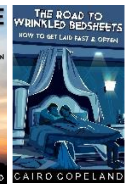
Also By This Author:

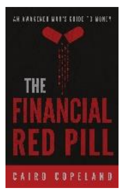
Cairo Copeland is the author of multiple books for the red pill consortium. If you are a male that is not getting the results he wants out of life, you may wish to consider reading the following:











All are part of the 10-book series: [The Missing Manuals to Male Success]

A Free Gift For You

As a way of saying thank you for reading this book, I want to give you a free copy of my book, "Your Parents Were Wrong: Debunking & Replacing Out-Dated Advice" – the groundbreaking guide that shatters old myths and empowers you to chart your own path to success!

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Tired of feeling like you're stuck in someone else's playbook? Ready to break free from outdated advice that's holding you back?

Discover the Truths They Never Told You

Inside, you'll uncover the hidden truths behind commonly-given advice from parents to their sons – and why following their footsteps could be the biggest mistake of your life. From dating and career choices to personal development and mindset, this book exposes the myths that have been holding you back and replaces them with proven strategies for success.

Sign up for our email list today and claim your FREE copy of "Your Parents Were Wrong." Don't miss out on this exclusive offer to transform your life and rewrite your story. It's time to take control and become the best version of yourself!

Join the thousands of readers who have already unlocked their potential with this game-changing book. Your future self will thank you!

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Thank you so much for reading!

Intro: The Brutal Truth

“No! You’re wrong!”

That’s often what I heard in my office during my days as a financial advisor and Certified Financial Planner, working for Fidelity Investments.

I’d give out the most honest advice that was in my client’s best interest and because it didn’t align with what they wanted to hear; they scolded me for it.

Despite the fact that I was the credentialed and designated expert that they booked an appointment to get advice from, they decided that they knew better.

My advice was not controversial nor questionable. It would mostly be common sense. Like I would tell the self-made millionaire man to spend a few thousand dollars and have a few awkward conversations with his fiancé to get a pre-nuptial agreement. They didn’t like that.

I’d tell the career-driven woman that she wasted her life working and missing her children’s pivotal moments of growing up by pissing away thousands of dollars needlessly on daycare, student loan repayments for a degree she didn’t need, and that the household would have netted the same cashflow and net worth had she stayed home and raised her kids while her husband worked.

I’d advise the client’s teenage kids to pursue difficult majors in college from the STEM fields instead of ridiculous rip-offs like Chicano Studies and Late European Poetry degrees, which were their “passions”.

Finally, I’d beg the middle-class clients not to pay off their 3% mortgage in full by doing an early withdrawal from their retirement plans subject to penalty taxes. I showed them model after model how they were losing money and harming themselves long-term by doing that.

But all these clients decided that they knew better than their advisor. As you can imagine, their decisions brought terrible consequences upon them later down the line.

When I was proven right and they were proven wrong, they still refused to concede and insisted I was still wrong. The fact of the matter was that they were not interested in hearing my professional opinion that I endured years of education and experience to be able to form. Rather than my professional opinion, they only wished to hear their own opinions come out of my mouth.

This legitimately hurt me in my career. You see, Fidelity was ran by dumb fucking Boomer assholes so greedy, they’d make Ebenezar Scrooge look like Mother Teresa. These assholes had a scheme to underpay and exploit their employees and advisors: client surveys. After an appointment with an advisor, the client would get a survey asking them to rate how “good they felt” after the appointment and rate their advisor.

When you are telling them things they didn’t want to hear to look out for their best interest, showing them mathematically and schematically that not following the advice will cost them money, and prove them to be idiots; but doing the idiot thing is a dream of theirs that they want you to endorse to feel less dumb about it, how do you think those surveys go?

It's like asking a kid to rate his parents' ability to give good parental guidance after receiving much-deserved discipline. It doesn't go over well. As a result, Fidelity took those poor surveys attributed to me and used them as justification to pay me less.

Doing the right thing literally took food right out of my mouth.

My Fiduciary duty prevented me from telling them what they wanted to hear over what they needed to hear. But now, I'm no longer a fiduciary. Or maybe I am, but one that puts the douche in fiduciary.

If I could tell them what they wanted to hear (their own opinion coming out of my mouth), they wouldn't actually be angry at me when it eventually blows up in their face.

They want lies.

This is true not just of the high net worth douche bags that go to see financial advisors, but of the entire world in general.

When you try to do good, you get punished. That's why we have the cliché, "No good deed goes unpunished."

However, this does not mean "do evil". It means "give the evil people what they want".

If I told my clients what they wanted to hear, knowing that they wouldn't listen to or follow any other advice, am I really evil? No, they are the ones acting in bad faith and failing to adhere to reality, which is sinful in itself. While I was trying to educate them on the importance of delayed gratification and doing difficult things, there is a force in this world that is a far greater educator than me: reality.

You want to make the world a better place? Let nature take its course.

Telling your kid not to touch a stove burner doesn't teach the kid as well as letting them touch it.

The best way for my clients, or at least the ones that were idiots mentioned earlier, to learn their lessons was to let them do exactly what they wanted.

The best revenge on evil is to give it what it wants. If you want to make someone miserable, give them everything they want. We know this instinctively, because we don't give our kids everything they want. We know that if we do, they'll become spoiled, act entitled, fail to be grateful, and turn into little shits.

Maybe you've also seen this with women in your life. The red pill consortium has a saying: "If you want to make a woman miserable, give her everything she wants". In all my days as a dating coach (my second career), the clients booking my services were often guys that did everything women ever asked them to, yet still these women they were in relationships with just found new things to bitch about.

It's a win-win situation. Evil people will punish you for doing good. But if you give evil what it wants, if you give them the lies they wish to live under, they will not punish you, and the forces of nature and reality will punish them.

Case in point: I really tried to help the guys that were destroying their lives with pornography, OnlyFans, and being simps. I wrote a few self-help books on the subject (*Don't Be Simp-Pathetic* and *Breaking Your OnlyFans Addiction*). But I made more money from a fake Instagram account, a sock-puppet hot girl profile, grifting money from the simps than I ever did from the books written to help the simps.

And here's the real cherry on top: taking all their money and helping them dig their own financial graves to poverty probably will do more to help them. When they can't pay for their next meal because they pissed away their food money simping for a girl on Instagram (that was really me hiding behind fake pictures and messages), maybe then they'll learn that they shouldn't simp.

Lies are profitable.

The enablers of lies are just as, if not more, evil than the liars that tell the lies. Because they create the demand for them.

What if it were possible then to profit from the lies that are in high demand?

That's entirely possible and becoming more profitable.

It's possible, and all the evidence you need is Oprah, the education industry, and the Democrat party.

And it's profitable now because the main consumers of it are growing in population:

Women.

Specifically, single and childless women.

Pro Tip: Faster, Deeper Learning by Reading & Listening at the Same Time

Here's a life hack I was taught a long time ago: if you listen to an audiobook by reading the book at the same time, you will increase your reading speed and retain more information. The contents are being stored in more places in your brain when you hear and read the information at the same time. This is how I read the books that I want to learn the most from.

For this reason, I've priced my products as cheaply as I can so that readers and listeners can get the most out of the experience as possible. If you want to try this out, go ahead and grab the audio version of this book (same title, same author). You may find it as valuable as I have (and I say that as someone who struggled to stay focused and gets distracted easily).

I put this hack at the end of the first chapter, that way if you found the first chapter useful and beneficial, you might want to give this trick a try. Because I can assure you that the rest of this book is equally valuable.

Unveiling the Deception Economy

Let's clear the air: I'm not here to single out women as evil, dumb, or gullible. Nor am I claiming they deserve to be fed lies. Truth be told, men are in the same boat – just as susceptible to being bamboozled, just as deserving of a dose of deception.

But here's the twist – women seem to have cracked the code, establishing a whole economy around simps and the art of exploiting them. Most guys are simps. They'll spend their entire lives soaking up the lies spun to keep them in perpetual simp-hood and women capitalize on that. Can't men do the same?

These lies are dished out like a conveyor belt:

- Go to school, get good grades.
- College is the next step, where you must get more good grades.
- Those grades will secure a solid job.
- Climb that corporate ladder after.
- Find a nice girl, shower her with sweetness, and wife her up.
- Have kids, start a family.
- Buy a house in the suburbs, complete with a white picket fence, and be an upstanding community member.

Decades ago, this roadmap was the golden ticket to the ideal male life. Fast forward to today, post-Keynesian economics, American Feminism, the Progressive Welfare state, and the era of social media – that roadmap has become less life advice and more of a life sentence.

Remember when K-12 schooling felt like prison? You weren't far off. It wasn't about educating you; it was about using you to keep uneducated imbeciles (teachers and faculty, they called them) employed through a welfare program that we call school. College wasn't much of a liberating experience after; it was either a debt trap or a breeding ground for closed minds and one-track thinking.

Corporate America cares more about who you know and who you blow than the grades you scored. And it's not exactly a safe haven for men, especially with HR departments run by woke psychopaths.

But wait, there's more! Hard work isn't rewarded in Corporate America either; it's exploited.

Then there's the fairy tale of finding a nice, loving girl. In America, that's like searching for a clean piece of hay in a dumpster full of used heroin needles. The typical American woman? Single mother, mentally-ill psychopath, chip-on-the-shoulder bitch, or an obese pig.

Even if you manage to find a good one, being sweet and loving to her won't earn you brownie points. No, that gets you ghosted, flaked on, or friend-zoned. The injustices are so rampant; I had to pen a whole book about it (*Never Ghosted Again*).

Marriage in America? You're signing up for an unconscionable contract. And starting a family? Well, Keynesian economics and modern monetary theory have made that a Herculean task. The cost of a family is now your future and freedom.

Kids may adore their father initially, but throw in some K-12 schooling, a dash of college, and a sprinkle of social media, and they'll be indoctrinated to hate him. Because, you know, he’s part of the evil patriarchy.

Buying a house in today's economy? That’s a privilege reserved for the wealthy, courtesy of Keynesian economics and modern monetary theory.

All those moral and social imperatives you were told you "must" follow are nothing but lies, my friend. Whether malicious or unintentional, you were duped, and these lies cost many men their entire lives. Those who break free from these doctrines may prevent further harm, but the damage is done.

Enter Reinvent Ideal™, my haven for men seeking an alternative pathway leading to newer ideal lives. I encourage men to explore all options, weighing the pros and cons of each decision. I can’t make everyone a "high value man"; but I can help you be a happy man.

But guess what? Sharing wisdom and information is often met with anger and resentment rather than open arms.

Take a coaching client of mine, a poor soul who:

- Married the first woman to touch his peen at age 20.
- Now plays bank for a wife who stopped fucking him after shitting out three kids.
- Juggles the financial load because he’s the only one in the household with a real job.
- Watches in despair as his once-pleasant wife morphs into a fat, unpleasant bitch.
- His kids disrespect him daily, because his kids’ friends call him lame and their teachers indoctrinate them to believe he is part of an evil patriarchy.
- He had dreams of retiring, traveling, learning an instrument, and hanging with friends. But those dreams are now dead and buried.
- The only solace he finds is in cigarettes, booze, sportsball, videogames or porn.
- Now, imagine telling him he could've lived a different life, one akin to Hugh Hefner or Michael Sartain, had he made better choices. Think he'd be happy?

Hell no. He'd yell, scream, and justify the ways he wrecked his one shot at life. For him, these poor decisions and justifications are all he's got. And that's why lies are the best sellers – they're the drugs keeping the losers of the world feeling good about themselves.

An entire sector of our economy, potentially half of our GDP, thrives on deception.

Consider the college students of today – not chasing practical education or a career launchpad, oh no. It's all about the elusive "college experience." A whimsical, unsustainable lifestyle where they play at being profound intellectuals, sidestepping the monotony of a 9-to-5, partying like there's no tomorrow, and securing their fair share of bedroom action.

All for the modest price of $100,000 in debt, four prime years of their youth, and a neatly packaged financial future tied up in a debt contract. Regret? Not a chance. They attended for the prestige, the tag of being a college graduate, not for wisdom or financial sensibility.

And then there's the modern American woman, casualties of feminism's grand promise – that they're every bit as good as, if not better, than men. That they can do everything a man can do in a man's world, maybe even better. The path to happiness, according to this ideology, lies not in romantic love or starting a family but in working and paying taxes.

The last two generations of career-focused women lost families, spouses, and friends on the altar of this ideology. Pursuing what others wanted for them, what was popular, instead of asking what they truly desired. True love might have been a yearning, but that Burberry Bonet held more prestige.

Just like the clients at my Fidelity Branch office, they see the purpose of their lives as proving a lie to be true. My clients desperately wanted to believe that paying off a 3% mortgage was more crucial than saving for retirement. They clung to the belief that they didn't need a long-term care policy. A fancy boat, they insisted, was an appreciating asset.

To see real-life evidence, look at Charlize Theron, the actress. Adopting three boys from the third world, but somehow, all three boys are trans? Theron forces all three of them to wear girls' dresses. Do you honestly think that if she hadn't adopted them, they'd be embracing dresses in their third-world origins?

Of course not. But to Charlize, proving a lie is more important than the well-being of her adopted kids. Because the lie garners attention and popularity, crucial for her existence. She's willing to jeopardize the mental health of her children to maintain that popularity.

Many other Americans, especially those of the left, are cut from the same cloth, sacrificing themselves and others to defend lies and prevent their debunking. Keynesian broken-window economics, Modern Monetary Theory, and progressive fiscal policies – debunked by economic physics, yet they keep voting for them, feeding them more money through taxes to keep the lies alive.

Ever heard the line, "Socialism (or Communism) works, it just hasn't been done right"? Despite debunking, they defend these lies and their beliefs in them.

That's why my fiduciary advice faced fierce opposition. I attacked their greatest investments: their ego-investments. Like telling some poor pleb clients today that they're living life wrong.

Telling the truth is an insult to those living a lie. The only service you can provide is feeding them the lies they wish to hear.

If you're familiar with Christian religion, remember that Jesus Christ was hated by the chief priests and teachers of religious law of his time for calling out their lies. They conspired to have him killed, ensuring an agonizing death.

What if he had let them continue living their lies?

If the religion is the exclusive, universal truth it purports itself to be, those chief priests and conspirators would be burning hot in hell right now. Would any Christian suggest that justice was not served? That evil was not punished?

There's an order – you can call it God, karma, nature, the universe, reality, or whatever – that punishes the dishonest. You don't need to be the preacher of truth or dealer of corrections. God or nature does it for us all. Is this what Christians meant by "God has a plan"? Perhaps.

Even if you could perform miracles like Jesus, proving the truth, those living lies would still deny it. Minds not capable of letting go, much like the chief priests in Jesus' time.

Up to half of our economy is based on lying because it's in demand. Entire companies, industries, and professions revolve around it. Direct culprits (such as marketing, fashion, politics, and Hollywood) or indirect conspirators (shoutout to teachers, politicians, journalists, ESG folks, non-profits, and the SJW circus) enabling our lie-infested lives.

The falsehood economy caters to a concept that may be all its victims possess. That's why believers in falsehoods get so upset when you don't play along. Their lives are built on the lunacy or the lie they live.

They might be total failures, with no hope of finding romance, freedom, or joy. Yet, they get satisfaction forcing you to address them with misfitted pronouns or correcting you for using the wrong ones. That's their sole source of satisfaction, temporary as it may be. When a “trans” person with a beard and a bulge corrects you by saying, “It’s ma’am!”, that gives them more satisfaction than a powerful orgasm.

Welcome to the realm where the most precious possessions are often fabrications – a hairy-legged feminist’s worthless college degree in Women’s Studies, a seemingly sane person's concocted mental illness to garner attention from others with, or the politically impassioned, entirely unemployable individual's crusades.

Consider the feminist who derailed her financial future chasing a gender studies degree, learning more ways to harbor resentment towards men. She clings to it like it's the Holy Grail, paying an exorbitant price for a metaphorical suicide into a make-believe existence.

When someone drops inconvenient truth bombs or, worse, refuses to play along with the masquerade, they snatch away the most precious thing in these lives. A mirror held up, forcing them to confront their real-world existence – that of a loser, a nobody, a sloth, often a parasite. It's a painful reminder of what they could have had – love, family, true wealth, beauty, happiness – but laziness barred them from pursuing it. Any action, from explicit debunking to living by example, sets them off, enrages them, and drives them to attack.

Like the simps resisting help breaking their addiction to pornography, already having dug their graves. Despite unequivocal evidence of their lives going to waste, they defend the porn sanctuary fiercely. My attack on it became an attack on them, provoking anger, hatred, and rage.

“I don’t have a problem!”
“Porn is okay! At least I’m not doing bad things to women in real life!”
“I’m not hurting anyone when I jerk off! In fact, I feel good!”
“Fuck you, Copeland! You’re an asshole!”

While my olive branches were shoved into a wood chipper, a cathartic moment occurred for me. Much like in *The Matrix Reloaded*, the Oracle tells Neo, “You didn’t come here to make the choice. You’ve already made it.” The same applies to the simps, Fidelity clients, poor pleb coaching clients, and all others clinging to lies.

They aren't seeking alternatives or improvements. Choices are made, and now they want to justify life-ruining decisions for themselves. Why not give it to them, or better yet, sell it to them for a profit?

The next chapter unveils the Sheconomy, a result of women rejecting common sense, age-old wisdom, scientific facts, and nature’s laws for a lie fed by feminism, politicians, Oprah, Corporate America, social media, and the Walt Disney company. The lie: that these entities know better than millennia of evolution, history, science, and sociology.

They've chosen their path and convincing them otherwise is futile. So, why not capitalize on it?

I don’t want to waste my life arguing with American feminists; I'd rather be in Mexico, the Philippines, Estonia, Chile, or Malaysia, enjoying the company of women who love, appreciate, and respect men. While feminists rant, I'm busy living a better life with superior, yet submissive, women internationally.

The icing on the cake is benefiting from the grifting and exploitation of American-feminist-propaganda-believing imbeciles who bought the ideological idiocy hook, line, and sinker.

In *Benefit from Your Breakup*, I wrote that the best revenge is making your life so awesome that your ex wishes she could still be part of it. I advocate a similar action and attitude here. Don't try to win arguments; just win at life.

This book will show you how. Don’t tell the empress she has no clothes; just snap pictures of her and sell them on OnlyFans.

What is the Sheconomy?

The Sheconomy is a concept that's not just a buzzword but a looming reality backed by a Morgan Stanley report from 2018 documenting the changing demographics and trends that will reshape the American landscape.

The report dropped a bombshell prediction: by 2030, a staggering 45% of women in their prime working years within the United States will be riding solo on the relationship front, childless and single. This seismic shift is set to elevate the population of single women by 1.2% annually, rocketing from 67.0 million in 2018 to 77.5 million in 2030 – a stark contrast to the overall U.S. population's measly 0.8% growth projection.

In stark numbers, this translates to a 3-percentage-point increase in the share of single women compared to their married counterparts. The projection for women over 15 years old jumps from 49% in 2018 to an estimated 52% in 2030. For the prime working-age group of 25 to 44-year-olds, brace for a 4-percentage-point hike, signaling a substantial shift away from the traditional married life.

The prediction hinges on a model factoring in several dynamics. Anticipated annual decreases in the percentage of married folks, women delaying the average age of marriage, and a rising divorce rate among those over 55 from 10 per 1,000 marriages in 2010 to an expected 13 per 1,000 marriages in 2030 play pivotal roles.

To add spice to the mix, the "never married" segment is soaring, set to climb from 25% in 2000 to nearly 33% by 2030. Younger generations are putting off saying "I do," embracing the single life for an extended period. Perhaps they finally learned the lessons their Gen X and Boomer parents failed to learn during their competition in the divorce Olympics from 1970 to the present day.

Birth rates are plummeting. The U.S. total fertility rate nosedived from 2 births per woman in 2009 to 1.73 in 2018, dipping below replacement levels. The economic consequences loom large. Morgan Stanley floats politically correct theories for these shifts. The real story unfolds in a later chapter, but let's analyze the suits' perspective first.

According to Morgan Stanley, women are flocking to higher education, holding a 10-percentage-point lead in the share of women with bachelor's degrees compared to men by 2017. This surge has significantly impacted delays in marriage, later childbirth, and increased women workforce participation rates.

In 2018, women comprised 47% of the labor force, a colossal leap from the 30% recorded in 1950. MS attributes these trends to rising educational enrollment, extended life expectancy, and a lack of robust childcare support programs making it challenging for mothers to sustain careers.

This demographic and economic dance leads us to the intriguing realm of women's spending habits and their potential impact on U.S. discretionary spending in the next decade. Consumer expenditure patterns can unveil lucrative investment opportunities and money-making prospects.

The Bureau of Labor Statistics' Consumer Expenditure Surveys became the key to unlocking these revelations. The spending habits of singles, weighted based on their population proportion, painted a vivid picture of expenditure landscapes across various industries in 2017.

The big takeaway? Based on projections that the single women population will outgrow the rest, annual expenditures fueled by single women are set to rise disproportionately compared to other spending groups. Why? Because single women outspend the average American household in categories like apparel & footwear, personal care, food away from home, and vehicle purchases. The spending champions are here, and the financial party is just getting started.

Now, let's delve into some unassailable facts. According to the Harvard Business Review, women earn $13 trillion collectively in the US each year… but somehow they also spend $20 trillion collectively each year, which they must be extracting from men in some way. So all that bitching they do about the wage-gap is utterly pointless. If a man works to earn all the money, but the woman spends it, she's not oppressed. He is.

But what's even more eye-opening is that 52% of this colossal spending comes from single women. Even if they're not married or in a long-term relationship, they still find some way to extract money from men so they can continue spending more money than they make.

Why this surge in spending? The answer is simple: women want more – more space, more ownership, and the ability to own and store more things. And they're willing to spend on it.

In essence, the landscape is evolving, and the economic status of single women is on the ascent. This shift brings both opportunities and challenges for various sectors, and those astute investors and entrepreneurs aware of these changes are poised for handsome profits.

The purpose of this book will be to show you how to capitalize on these trends in terms of investment opportunities and entrepreneurship. We begin by first dispelling common misconceptions about making money from exploiting the Sheconomy (no, investing in dog food companies is a really dumb idea).

Then, I will show you which investments really will perform well due to these major shifts in demographics and economics reported in the Morgan Stanley paper. But good ideas of what to invest in are not good enough. You need to know when a good investment is being offered at a good price and I will show you how to determine that as well.

After that, I will show you successful side hustles and full-time businesses that will capitalize on Sheconomy trends for longevity. Many of the business ideas presented here are backed by personal experience, ensuring you get insights beyond fleeting fads. Explore these opportunities to build a lasting business empire.

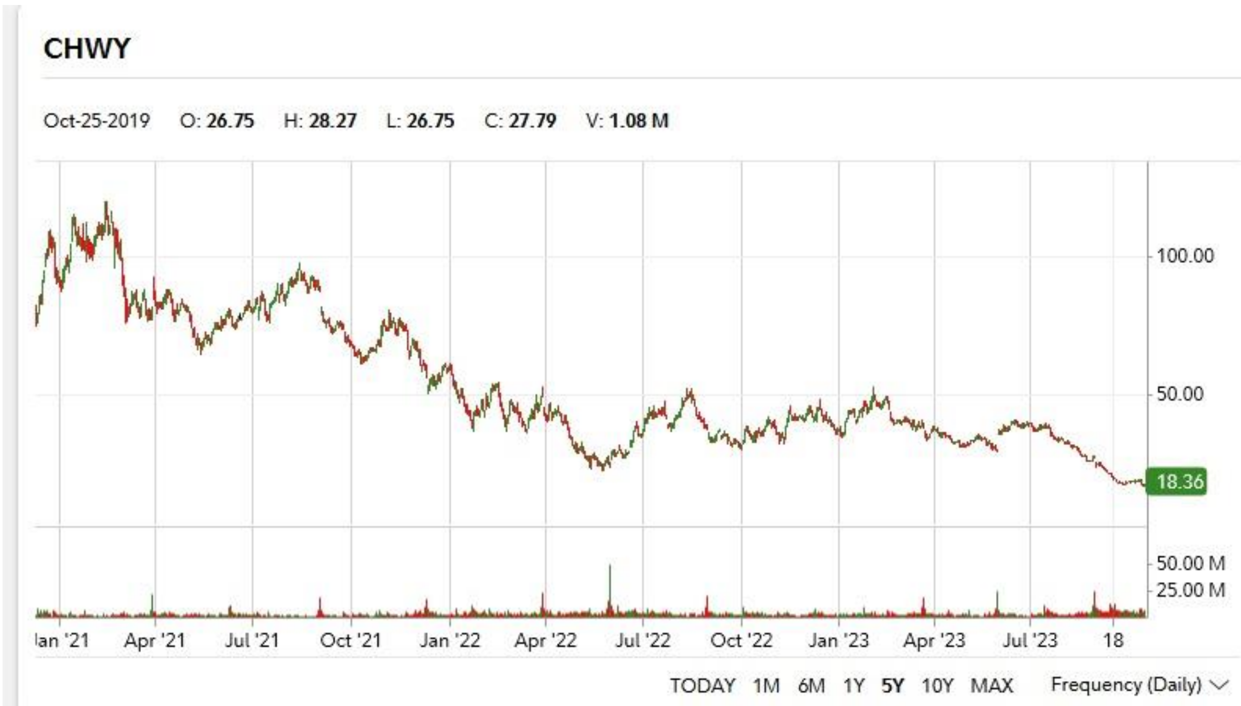
For those naysayers out there thinking that perhaps the Morgan Stanley report is wrong and that women will magically come crawling back into marriages and men's good graces, I have a chapter for you. Even the most astute investors hedge their bets. I will show you what to invest in just in case the Sheconomy prophecy never comes true.

And in the final chapter, I will provide you with all the information I have to support the claims of a Sheconomy coming to fruition, backing up the investment thesis of this book and recommendations to acquire riches from bitches.

No, Pet Food Stocks are a Dumb Investment

If you listened to any episodes of the *Fresh & Fit* podcast since 2021, you've likely heard the dumbest investment recommendation: dog food. Or more specifically, Chewy.

Here's how the stock for Chewy has performed since then:



It was well over $100 at the beginning of 2021. It only went down from there (during a year the stock market reached new all-time highs). As of October 2023, it's down to $18. More than an 80% drop. I don't think Myron and Walter are the guys you want managing your stock portfolio after this.

I know this one might have started as a joke, but some folks are taking it seriously, especially in the red pill consortium. It's a foolish idea and here's why.

The premise is that women adore dogs. So, if they're single, they'll use their furry companion as a surrogate life partner, right? Sounds like a simple theory. And you know what I say about simple theories? They're usually wrong.

Here's the question you should ask: What concrete evidence do you have to support the idea that demand for dog food will surge? You might say single women will adopt more dogs, but married women want furry friends too. Same with women in relationships. Whether single or not, women love dogs. Thus, an increase in single women doesn't automatically mean more dog adoptions.

Further, dogs being adopted by married women and women in LTRs aren't starving their dogs. They feed them too. Not to mention, the animal shelters they adopt these dogs from aren't starving the dogs either. They must keep the furballs fed by law. So there is absolutely nothing to suggest that there will be more demand for dogs or dog foods.

I will concede that pet products might be a great idea for a side hustle business because it's incredibly easy to market them (more about that later). But the stocks of pet product companies are no sure-fire bet to success.

The next dumb idea that many guys are all too quick to rush into is daycares. They think that investing in daycare companies will be the next big thing because these working women will need someone to raise their kids for them while they work. The report did say that these women would be childless, so it's clear that thinking this way is missing the point.

Further, is there even a single publicly traded daycare company you can buy on a stock exchange? No.

Another dumb idea I hear is "buy the woke companies" like Target and Disney, because those woke brands are popular with the single gals. I have to attack this stupid idea just as harsh. The report said that there will be an increase in single women; not woke-tards.

And while it's true that single women tend to be more liberal and leftist, that doesn't change much once they're in relationships. They still refuse to acknowledge reality (which may be why there are less relationships in the US and hence the report).

Further, the majority of women will always believe in bullshit like left-wing wokeness because they live in cyclone of misinformation supported by the sad, sorry simps that want to bone them.

Really, how many ball-less husbands and boyfriends in America even have the nerve to challenge their women on their foolishness?

Egg freezing companies are dumb idea too because the technology doesn't work and the poor results they are selling to women will lead to lawsuits.

The most famous story of which comes from Manhattan Beach, CA; where Brigitte Adams, who appeared on the cover of Bloomberg Businessweek under the headline "Freeze your eggs, Free your career," experienced a very cruel twist of fate in the matter.

She froze them in her 30s and went on to work her career, pissing away $19,000 on the procedure. At age 45, she thought she was ready to have kids, but biology refused to be outsmarted.

Two eggs failed to survive the thawing process. Three more failed to fertilize. That left six embryos and five of them appeared to be abnormal and unacceptable for use. The last one was implanted in her uterus as the last hope, but it later failed. Her chances of producing a genetic child of her own died with that egg.

While I do not doubt that many women will piss away massive amounts of money on this in America, I do not foresee it being profitable because loads of litigation will follow the failures of the eggs unfreezing. Further, the investment thesis behind this idea is far too shallow to be good.

When it comes to investments, especially in stocks, your investment thesis must be deep. The deeper your thesis and supporting evidence, the better rewards you may receive. If the typical low-

IQ, sportsball-watching, video game-addicted sperg-tard can come up with the same thesis as you after just 15 seconds of thought, your thesis is not good enough.

To succeed in stocks, you need two things:

1. A contrarian investment thesis that goes against the market consensus
2. A contrarian investment thesis that goes against the market consensus and turns out to be right.

You can't just be contrarian because several contrarian theories turn out to be wrong. Further, you can't just be right, because buying a good company at a bad price is just as bad as being wrong even though the company was right. The idea is to buy good assets at good prices.

Sure, a stock can go from being overvalued to more overvalued. But is that something you want to bet money on?

Further, every other imbecile out there trying to be the next Warren Buffet is following the trends and coming up with simpleton investment theses. They may as well open an account with Franklin Simpleton.

Take these examples – folks invested in Tesla because they knew the company was working on a hot, new electric car. Making hybrids cool instead of the joke they are was groundbreaking, and it could mean big bucks for Tesla, right? Well, here's the catch – you knew they had a cool car. I knew it. Everyone and their grandma knew it. The real question is who didn't know it?

No one was left in the dark. So, there was no room for growth.

Or how about this one – some investors figured that if a Republican won the presidency, defense spending would soar, and companies like Boeing would rake in the cash with more government contracts. You guessed it, we all knew that too. Thus, the whole time Trump was president, Boeing suffered some of the worst returns in its history.

If your investment thesis takes you just 30 seconds to whip up, you're likely heading for a humiliation.

You must aspire to be ahead of the game, willing to endure the ridicule of being wrong before being proven right. In the book *Jurassic Stocks*, John Michael Jones and I use Jurassic Park as an analogy to explain how to invest in stocks. Remember one of the early scenes where John Hammond is riding in the Jeep with the lawyer who says, "I'll shut you down, John"? What was Hammond's response?

As I recall, he had so much confidence in the product he had that he shot back to the lawyer, "In the next 24 hours, I will be accepting your apologies." You must know your investments so deeply and intimately like Hammond knew his park to have this kind of confidence. Except you need more knowledge than John had because he apparently didn't know he had a disgruntled employee bent on espionage and sabotage.

To come up with an investment thesis that is both contrarian and correct, you need what billionaire fund manager Howard Marks calls "Second-level Thinking", or what I call a "Liberated Mind".

Think of the market as the Matrix. Most of the inhabitants of it were still plugged in, thus slaves to the system. That is the typical investor in the S&P 500 or the NASDAQ. They follow the leads of others or just diversify so much to never do better than the average.

But the liberated minds, those who hacked into the Matrix like Neo, Morpheus, and Trinity, were able to excel and do things that others could not. Neo could fly, Morpheus could jump from one tall building to another, and Trinity could drive or pilot any vehicle all because they were liberated minds. Those still plugged in could not.

In the same way, liberated minds can capitalize on great investment opportunities while others are paralyzed by limits (mostly psychological) others seemingly have successfully tricked them into believing. Like the Agents in the Matrix, the gate keepers of great wealth in the stock market are Mutual Fund managers, academics, financial advisors, and other believers of the “efficient market hypothesis” and “modern portfolio theory”.

In the book *Jurassic Stocks* and *The Financial Red Pill*, we tear those two ideas to shreds because they are no longer true in the new world we live in. Or better yet, they are not the whole truth. Remember in the Matrix, once Neo was liberated, he no longer was obligated to obey the rules of the matrix, rules like gravity.

“Modern portfolio theory” and the “Efficient market hypothesis” are rules like gravity and the inability to dodge bullets. The investors that are still plugged in can’t break these rules nor can they invest in a manner contrarian to them. But investors with a liberated mind can.

These “Agents” of this matrix (fund managers, financial advisors, academics, etc.) tell us we’re too stupid to invest in the market on our own and need an educated and experienced manager actively managing our money, thereby making us slaves to their rules. Or they tell us that it’s futile to look for winning stocks because the market is too efficient. A rule like that is only true if you believe it to be.

The following is perhaps the best contrast of a limited mind to a liberated mind:

Limited Mind:	Liberated Mind:
“It’s a good company, making solid sales, the experts on TV push it. Others are buying it. I’m buying it.”	“It’s a good company, but it’s over-valued because it does not add that much to the marketplace. And it’s terribly overpriced because too many people are buying it. I’m selling it!”
“The forecasts are predicting very little growth and a whole lot of inflation. Time to sell!”	“The forecast is gloomy, so everyone is selling in a panic. Time to buy!”
“The company’s earnings appear to be falling. I’m selling it!”	“The earnings have fallen slightly, but there’s no logical reason for them to fall much lower. I’m holding on to it.”

Limited minds are superficial simpletons. Everyone can make shallow observations and judgments. So using these alone to determine which assets to buy is not doing more work than others, thus no success is likely. Your returns will only be as superior as your attempts to be superior.

Liberated minds think through complicated outcomes and convoluted possibilities. Such as:

- What is the likely range of future outcomes?
- Which outcome do I think is most likely to occur?
- What are the odds that I'm right?
- What do the majority of investors think?
- How is my prediction different from the majority?
- How does the current price of the stock fit into my view of the future and everyone else's?
- What role does psychology and feelings play into the price of the asset?
- What happens to the price if I'm right?
- What happens if the majority is right?

Those are the questions unsuccessful investors fail to ask themselves. As you can see, the difference between limited and liberated minds is the massive workload between mere observations and deep, insightful research.

A classic example of this is electronic cigarettes. When these things first hit the market, users reveled at how amazing they are. These things not only were healthier substitutes for real cigarettes but were even better than real cigarettes. They tasted better, cost less, and you could smoke them anywhere. This seemed like a great investment opportunity, a product that would replace cigarette smoking all together.

But that's limited mind thinking.

A liberated mind would see this supposed opportunity and say, "These could replace cigarettes, but that would put tobacco companies out of business and these tobacco companies know that. They have billions of dollars in lobbying power and will use that to influence law makers to restrict sales and use of the electronic cigarettes. With a titan for a competitor, it's not a buy."

As you know, vaping and electronic alternatives to cigarettes have been the subject of far more vilification by the media in the last 10 years. More so than cigarettes. Who do you think is behind that?

While cigarettes were killing 1 million people a year, the media declared war on vaping which killed only a few thousand a year at most. With a titan competitor like big tobacco, it's no longer a David and Goliath story, but a Godzilla stepping on a cockroach story.

Another great example was back in 2017, when marijuana was starting to become legal in several states, many investors though pot stocks were going to soar through the ceiling. Those were limited mind investors. You don't hear too much about marijuana companies today because it never became a thing, at least not in the realm of investments.

A liberated mind investor would have known that. Because they would have dug a little deeper and realized that a marijuana seller was a dumb business to be in because the drug was still illegal at the Federal level. Being Federally disapproved meant most banks wanted nothing to do with these companies because they didn't want to be seen as potentially funding illegal activity.

When a business is shunned by banks, it's more devastating than just not having access to banking products like simple checking accounts and payroll processing. These companies also had trouble raising capital and getting credit. Further, they also were missing out on banks being institutional investors of their companies. So, pot stocks turned out to be terrible investments and the stupid people that bought them lost a lot.

You cannot do what others do and expect to outperform.

You cannot do a half-ass job and expect to outperform. That's exactly what most others do.

What you need to do after coming up with a contrarian thesis is the hard work of valuation. In *Jurassic Stocks,* we use a process called discounted cashflow analysis. When I ran that analysis on all the stocks Morgan Stanley recommends, every single one of them was overpriced. Grossly overpriced. In their report, they recommended: Chipotle, Starbucks, Tesla, Ulta Beauty, LVMH (the parent company of Louis Vuitton), Estee Lauder, Lululemon, and Nike.

Now, when it comes to their valuation method, it's a bit of a mystery. Did they even bother with it? Your guess is as good as mine. My gut tells me it's more of a hunch than a hard analysis.

Another lament of mine from my days as a financial advisor was how clients were so convinced their ideas would reap profits when their ideas were extremely simple. One guy told me he thought that the stocks of online dating apps were good to buy because most people were single. At the time of this writing, the dating app companies like Tinder are in dire financial peril.

Your investment thesis needs to go way beyond a simple, "Oh, because event A is happening, I think stock B is gonna do great, so I'll invest in it." If your investment thesis is a piece of cake to come up with, it's a lousy one. Why? Because everyone else has probably cooked up the same one. If everyone knows it, there's no one left to discover it later and drive up the demand and price.

You might ask how did these companies (the ones that Morgan Stanley recommends) get so overvalued. Why are they not good investments? After all, they are good companies, some of them at least.

Let's get the obvious out of the way. Tesla is overvalued because it's a hyped up piece of shit ran by a psychopathic faker who belongs in jail, sharing a cell with Elizabeth Holmes and Sam Bankman-Fried. I'm probably going to piss a lot of readers off, but I don't care. I don't respect Elon Musk.

One, it's because his cars aren't even good for the environment like he says. Two, it's because he's one of the biggest, blue pill, submissive males on earth. You've seen him crying on his interview with Neil Strauss because he couldn't find a woman to love him. Third, he criticizes Bitcoin for being an energy drain when his cars are worse for the environment than Bitcoin.

Sure, Bitcoin uses a lot of electric power in the mining process. But compared to what? Dollar bills? The process of printing dollar bills (which the Federal Reserve shits out by the millions per minute) is just as bad for the environment. But better yet, there's no strip-mining done to the earth by Bitcoin like there is to create the lithium-ion batteries that powers his piece of shit cars.

The luxury companies like LVMH, Lululemon, and Nike are luxury companies, highly discretionary. That means people can only afford them when times are good. Are times always going to be good? Of course not. So, in doing a discounted cashflow analysis of them, you need to discount them more severely.

The other companies, like Chipotle, Starbucks, Ulta Beauty, Estee Lauder, etc. are all great companies. But they are offered at terrible prices. These guys are selling at 30 to 40 times their earnings at the time of this writing. But I do believe these companies will be overvalued for years to come. That's because all these companies are part of the S&P 500.

If you've not heard that name before (the S&P 500), you want to get familiar with it.

The S&P 500 represents the 500 largest companies in the US. When someone is telling you that the market is up or down today, they are most likely making that determination by looking at what the S&P 500 is doing. Some people even base their entire investment strategy by just investing in the S&P 500, a mutual fund or an ETF that mimics it (that's a terrible idea too).

To be included in the S&P 500 index, you need to be a large cap company. That means the sum total of all the shares of the company stock is worth more than $10 billion. A few companies at the top of the 500 are worth trillions, like Apple, Amazon, and Google.

So, people may think, "Gee if they're worth that much, they must be good companies." Again, if your investment thesis takes a few seconds to formulate, it's a shitty thesis.

These companies don't have a trillion dollars worth of value. They just have a $1 trillion price tag. You've seen plenty of shit in your life with a price tag far greater than the item's actual value, which is why you didn't buy it. Like shoes priced at $500 when they do the same thing as a pair priced at $50. Or a bag priced at $5000 when it holds nothing more than a bag priced at $40. Women buy this shit thinking it's valuable. But you're probably not a woman, so don't invest like one.

Further, market capitalization isn't a great metric in general. Anyone can have a $1 trillion market cap company. All they need to do is create 1 trillion shares and sell 1 share to a friend for $1 and viola! Here's a new trillion dollar company.

You might be thinking, "Well isn't it the investing public that is determining the value of these stocks by pushing them up to these prices?"

Yes and no. The reason these stocks are being pushed up to these ridiculous prices is because of what happened in 1974. A law passed in 74, called ERISA, is what made 401ks and 403bs like we know them today. These are retirement savings accounts.

If you have one of these through your job, you probably know the basics of how they work: you have a little portion of your paycheck deducted to go into them each pay period for you to save for your retirement in hopes of one day having the sum saved big enough to replace your paycheck. ERISA basically forced that money into the stock market.

That's all your retirement account is allowed to invest in. Stocks, bonds, and cash. In the old days, before ERISA, people funded their retirement by selling the farm or the family business. Nowadays, we don't live in an agricultural age and school conditions you against entrepreneurship, so the stock market is how they save for retirement.

What this means is that there is approximately $15-20 trillion dollars of retirement plan money in the stock market that otherwise wouldn't be there. If 401ks disappeared, people might have bigger paychecks, since the contribution is no longer being deducted from it, but you know what they'd do with that money? They'd spend it right away.

Of course, I believe people should save for retirement and use their employer-sponsored retirement plan to the best of their ability. But what do people typically invest in with their 401ks? The stocks in the S&P 500. That 401k money that is only there because the government in '74 said it must be there is pushing the price of those companies up way past what their intrinsic value is.

Intrinsic value is the correct price for a stock based on what makes a company a good investment: profits. When a company like Facebook is selling for a price that is 100x greater than its profits, you know something's wrong.

Or when Tesla is selling for hundreds of dollars per share when the company itself has lost money every year.

The company Workday (WDAY) at one point had a price 1500 times its earnings. There's no way in hell that made any sense.

These companies are only going up in price because the inflows of 401k and 403b contributions continue to push their prices up, despite the companies making no more in profits. It gets even worse. IRAs and annuity contributions are also investing in these. State and corporate pensions have allocations in them. University and charity endowments are investing in them as well.

It's just like the inflation you experience as a consumer. Too many new dollar bills are being created and added to circulation while too few new goods and services are being created to match it. Thus the prices of the existing goods and services go up.

Inflation by the irresponsible Federal Reserve and Federal Government is also pushing the prices of stocks up to ridiculous levels they do not deserve.

Will this always happen? If our population was increasing and people were having 3 kids on average, yes. If every couple had 3 kids, they would have one to replace the mom, one to replace the dad, and extra one for the benefit of the economy. That's 3 new people that will have to work and save for retirement, cramming more money into the market.

But as the Morgan Stanley Sheconomy report shows, the population is not reproducing at the replacement rate and it will continue to decline. Women aren't getting married and they aren't having babies. What do you think happens to the market when there are less and less new participants entering it and more and more people withdrawing from it to fund their retirements they've been saving for?

We've separated price from value because what determines a stock's price and value now isn't *if the company is generating decent profits*. Instead, the question became *are there enough new people contributing to 401ks that buy into it*.

So far, we know that the Morgan Stanley recommendations are too overvalued to be good investments. And dog food is a dumb idea.

So what are some good ideas?

Sheconomy Investment Secret: What Women Really Want

Writer Rian Stone articulated this one perfectly when asked what it is that women want. "More," was his answer, and that was so spot on that as I searched for it from women that were asked this question, their answers were things such as this:

"I want more fun", "I want more choice", "I want more freedom", "I want more security", "I want people to listen to me more", "I want to spend more time with friends", etc. It could all be summed up with "I want more."

There was even a book titled exactly that, *Women Want More*, which covered a similar subject matter to this, written all the way back in 2009.

So this is the first question you need to ask yourself about any investment or business idea pertaining to capitalizing on the Sheconomy: Will this give women more of anything?

If yes, good. If no, forget it. Starting with this as the investment thesis, "X will do well because it will give women more Y", we can make more intelligent decisions.

The criteria for finding good investments will be as follows:
1. Will it give women more?
2. Is it favored more by single women than it is by taken women?
3. Is it currently offered at a good price?

In the rest of this chapter, I will show you the companies that fit criteria points 1 & 2. But I cannot take on point 3.

I think you see a problem we're about to run into. This book was written in the year 2023 and the market conditions as well as the prices of the stocks in those market conditions are going to change. For that reason, I cannot make specific recommendations of what stocks to buy in this book. I can tell you what companies are good, but I can't tell you which ones are being offered at a good price.

The limitation of the written word is that it's a snapshot in time. So the final piece of the investment criteria is something you'll need to exercise on your own whenever you decide to look at the potential investments listed out here. What I will do is show you how to determine if a stock is being offered at a good price.

I will give you the ideas of where to look and the potential companies as examples. But you must proceed with the understanding that I am not recommending any of these companies because for it to be a good investment, it has to be offered at a good price. It doesn't matter if all single women love Amazon, nor does it matter that Amazon is a great company, when it's being sold at a sky-high price.

Nothing is ever so good that it is good at any price.

But I will show you at the end of this chapter how to tell if it is being sold a good price.

"More" means more admiration, esteem, & envy from their frenemies

Deny is as they might, women live to flex on each other. There are few things they love more than to be to appear better than their "Frenemy" and rub it in her face. It's worth noting that women are the only organism in this world that has such a thing as a frenemy. What man is friends with another man he secretly hates?

Social media (especially Instagram) itself was adopted as quickly as it was because it facilitated the one-upmanship, or upwomanship I should say. It would be life-changing money to know what the next big social media app is, but trying to figure it out seems futile as they all facilitate this vanity pageant women love so much. What can we conclude from this instead?

Notice the way that women take pictures versus the way men do. Whenever a guy is taking a picture, the subject of it is usually something other than himself. He's photographing an item, a cool sight, or a project that he completed. Women, however, are often snapping photos of themselves. While the man's camera is turned to the world, hers is turned towards her. What would give her more flex for the photo?

For one, what she's wearing.

Cash In on Single Women's Spending Spree

The growing number of single women could offer a silver lining to the apparel & footwear industry. The stereotype of Stacy shopping at J.C. Penney with her husband's credit card and carrying 15 bags exists for a reason. But before you get too excited, let me be real with you - this might not be enough to offset the expected decline caused by an aging population over the next decade.

For that reason, a smart investor cannot just buy up any fashion and shoe company stock. They must stay selective and scrutinizing. Activewear and off-price are looking like the best bets to ride this wave.

That is perhaps why MS originally recommended brands like Nike and Lululemon. The idea is that single people spend more time and more money working out than their married counterparts. We've all seen it where the wife gets fat now that she no longer needs to fit into a wedding dress.

Single women in particular do understand now and will continue to understand in the future that their primary source of power in life is their sex appeal. So it stands to reason that they will do all they can to prolong that sex appeal even as they age.

If they are to be single for longer, they will likely want to stay in shape later in life (let's not forget that they are also likely to live under the misbelief that they can freeze their eggs and have children later in life as well). They are unaware of the concept of "The Wall" and they refuse to heed the warnings of older women who regret not finding a man to marry and start a family with earlier in life.

That being said, they still want to use and wield their sex appeal as a superpower to get what they want. Thus, activewear and workout clothes will likely have the greatest uptick in demand.

Keeping within the rule, I can't single out specific companies as a recommendation. But public companies you could look into are Nike, Adidas, Under Armor, Lululemon, VF Corporation, PVH Corp, and Gap Incorporated.

Some analysts will probably believe they should put more portfolio weight into the more expensive brands because that aligns with single women's tastes. It may be true that they want more expensive things, but without a husband to bully into paying for it, they can't afford those more expensive things.

So, what's the plan now? Stores such as Ross Stores and TJX Companies, with their budget-friendly offerings, will find favor with single women who, as they have lower incomes compared to their married counterparts.

It's possible that when women flex on each about the expensive shit they own, like handbags and shoes, the flex is more about what they "could get a guy to do" for them, as opposed to how much money they were willing to piss away.

But aside from showing off on social media that they have the ability to shit money down the drain on something as basic as clothes, women are also able to flex in another way: how good of a shopper they are. It’s not just a matter of what they can buy, but how they buy it. They relish the thrill of a good old-fashioned treasure hunt in the store.

It gives them the opportunity to flex on their frenemy by saying, “Look at me, bitch! I got this (insert nice thing) that looks fancy but cost a fraction of what you’re dumbass paid for the Burberry version.”

Off-price stores are likely to cash in on increased spending for home decor, too. Single women tend to invest more in this area, and they're likely to be living solo for longer periods than previous generations.

You might think, "Hold on a second, is this just some one-off deal?" Well, it's not. Single women are flexing their financial muscles and outspending both single men and households when it comes to apparel & footwear. They're not just keeping pace; they're leading the pack.

In the women's clothing category, single women are not only outspending single men but also trailing households by just a mere 3% when it comes to cold, hard cash. While households led by married couples often have a bigger disposable income, single women aren't afraid to splurge on their apparel and footwear.

Married couples must spread the love around, shelling out on things like healthcare, savings, education, and more, especially when they've got kiddos to look after. But the solo girl is only concerned with herself.

The Beauty Boom Driven by Single Women

The next industry to look into for investing is in personal care, which would include things like makeup, vanity items, washing materials, soaps, tampons, douche bags, shaving items, and grooming tools, with beauty products taking the spotlight.

Single men and women commonly outspend their married counterparts in this area, with the spending gap being especially pronounced among women. The beauty industry is set to benefit from the generational winds blowing in from Millennials and Gen Z. And as women's incomes rise due to delayed marriage and childbearing, their spending in this category is likely to pick up the pace.

According to the US Census Bureau's American Time Use Survey, single folks spend just under 10 hours per day on sleeping, showering, dressing, and taking care of their health and personal activities, while married folks devote about 9.24 hours per day to these same activities. On the flip side, married folks put in about 41 more minutes per day on housekeeping activities, which could be cutting into their personal care time.

And there's more good news for the beauty and personal care sector. Millennials and Gen Z are on the horizon as the most important consumer segments. Millennials have already been driving growth in the beauty industry, and their past spending patterns suggest that they'll be shelling out even more on anti-aging products as they get older.

Gen Z women are going all out on makeup, more than any generation before them at their age. As they step into their prime spending years while delaying marriage, the beauty industry can expect more growth. In fact, some estimates peg women's lifetime spending on makeup at a staggering $15,000. With the growth in singles and the bigger slice of the pie that makeup is getting, that figure is bound to shoot up even further.

Single women’s spending in this category almost matches the household average. And remember, the household average reflects the spending of about 3 people.

In past research, Morgan Stanley found that brands play a pivotal role in Gen Z's choices when it comes to beauty products. This gives pricy brand names, like Sephora and Estee Lauder, an extra edge.

Now, when it comes to items like shampoo, body wash, or razors, they are more "essential." So, any incremental increase in spending due to demographic shifts is likely to be absorbed by the beauty industry rather than shampoo, body wash, or razor manufacturers.

How loyal are these consumer women to their brands and the things they buy? It turns out, they are very loyal and consistent in their purchasing behavior to the point where the corporations selling them the shit have learned they can charge extra and easily get away with it. They refer to this as the “Pink Tax”.

Like all things, feminists use this as something to bitch about, swearing it exists because we live in an exploitative, sexist society. Exploitative, it may be, but definitely not sexist. The reason there is a

“Pink Tax” is due to the gullibility of women to believe that the brand name has any impact at all on the efficacy of an item.

Men will use the cheapest shampoo and experience the exact same result had they used a pricy shampoo. But women will swear on their souls that the $25 bottle of shampoo produces magically superior results that the $5 bottle can replicate, even though the results are undetectable to the naked eye.

Much of this “Pink Tax” is a premium women pay to feel better about what they bought. In fact, a study by the New York City Department of Consumer Affairs back in 2015 found that women paid a 13% premium on personal care products compared to men. While this study was conducted in New York, similar findings popped up in other regions of the US.

So, while there will be an increase in single men just like their will be with women, the men will not be as easy to profit off of as the women because only women are willing to shit out extra money to feel good about what they bought.

Further, in the personal care department, women buy items and services that men typically don't use. We're talking about makeup and hair coloring, and the services of places like salons.

The companies that fit into this industry are:
-COTY inc.
-Natura & Co
-Inter Parfums
-Nu Skin Enterprises
-e.l.f. Beauty
-Revlon
-Sephora
-Ulta Beauty
-Estee Lauder

These companies are more than 75% exposed to women and are likely to see healthy growth thanks to these demographic shifts and the younger generations coming into their peak earning years.

It should also be stated that companies that are seeking solutions to fight the effects of aging are also set to benefit from the new demographic realities.

Feeding the Sheconomy: Profiting from Single Women's Dining Habits

In the world of dining, it seems singles have themselves hooked. On a per-person basis, they're outspending households. Morgan Stanley's report gives us their own politically correct reasons for this, but for greater conviction in your investment decision, allow me to give the real reason.

Going into the unbearable hell-hole that is the working world of America is an unnatural place for women and far from their conventionally feminine role of keeping the house. Part of keeping the home was managing the nutrition and food preparation for the family. Since the single woman has no family nor household to care for, it stands to reason that this is an ancillary activity that they will also abandon.

No family at home can easily lead to no cooking at home. Pushing women into the workforce is piling additional burdens upon them, such as finding suitable work clothes for the job (and also to give the figurative finger to their frenemies), waste time putting on makeup, practice additional grooming standards required for public appearance, etc. All these things reduce the remaining time in their day to cook, which can be quite time-consuming.

The rational solution would be to forgo the working world hell-hole, find a good man, settle down, marry him, rely on his income, and keep the home for him which would include cooking and food preparation.

But these are women we're talking about, so rationality is rare. Further, this is America we're talking about, where good men are in as much short-supply as rational women.

Their solution instead is to grab food on the go.

As single women's incomes rise due to increased labor force participation, you can bet that their share of spending on dining out will rise too as their free time to prepare food for themselves diminishes. At the highest income levels, single women are already outspending men, so as wages grow closer together, spending habits may align and add extra oomph to the sector.

Fast-casual dining chains are poised to enjoy the spotlight. Many of these chains have a higher exposure to female customers, offer healthier menu options, and command a higher price point compared to traditional fast-food joints.

As the cohort of higher-earning, single women grows, these chains are likely to be the ones raking in the benefits. Chains that offer healthier alternatives, like Panera and Chipotle, already have a significant female following, and we expect this trend to continue.

Starbucks (SBUX) is already a hit with women, and its association with working professionals makes it a front-runner for reaping the rewards of high exposure to women and the increased labor force participation of single women.

Chipotle is also in a sweet spot with a higher exposure to women and its image of offering healthier options compared to most fast-food joints.

The companies that fit this profile are:

- Chipotle Mexican Grill (CMG)
- Darden Restaurants (DRI)
- McDonald's Corporation (MCD)
- Brinker International (EAT)
- The Cheesecake Factory (CAKE)
- Texas Roadhouse (TXRH)
- Wingstop (WING)
- Domino's Pizza (DPZ)
- Jack In The Box (JACK)
- Shake Shack (SHAK)
- Aramark (ARMK)
- Restaurant Brands International (QSR)
- Papa Johns International (PZZA)
- Yum! Brands (YUM)
- Starbucks Corporation (SBUX)
- DoorDash (DASH)

I would also put special emphasis on DoorDash or any company that comes along in the future that is like it. That is because DoorDash has monetized a consistent human behavior that is 100% reliable: laziness. The amount of money they've been able to extract from their users is almost at the level of exploitation.

I don't fault them for it. Those who exploit evil-doers and profit of them are not anywhere near as bad as the evil-doers themselves. In this case, the evils are sloth and gluttony.

But what's most impressive is how they managed to get people to agree to pay outrageously high prices and ridiculous fees. They start by making them seem tiny and insignificant. But they add up to a larger over-all cost to the consumer and profit for the app. First there's a convenience fee, then a delivery fee, then there's a tip for the driver, etc. When it's all over, you paid 40% more to have the food delivered by the app than if you just got off your lazy ass and got it yourself.

I will also grant that for some users of the app, it's not about laziness, but they rather have too much opportunity cost baked into their time that it would literally cost them more money to get it themselves. With rising incomes for women, this could be a factor as well for them to use apps like DoorDash.

But the real convincer is that women have shown they are willing to pay extra to satisfy their needs, as evidenced by the Pink Tax.