

The Wardrobe Intervention

Hi...

Please sit down, we have something to talk about with you. And it's important.

You see, because we all care about you so much, we cannot just stand here and watch you sabotaging yourself and your romantic life.

Every time we see you wearing that used-to-be-black t-shirt that lost its color months ago and has that small hole in the arm pit...

Every time you wear that "going out pinstripe shirt" that's not only hideous, but is also too small, so that every time you raise your hands we can see your hairy underbelly...

Every time you put on those beat up sneakers that are dirty, with the sole barely attached to the rest of the shoe...

...it just sucks to see you like that.

It's not just that we can't go with you to certain places, because the looks we get are all of the wrong kind, but more importantly it's because we know how great of a guy you are – how funny and charming you can be – but the way you dress, the way you present yourself to the world, prevents people from seeing you that way.

And I know you think we don't notice or it's not a big deal, but we do notice it and it is a big deal.

This cannot continue and we're here to help!

This... this is your wardrobe intervention.



Doing A Wardrobe Clean Up Is Critical For Your Success!

In behavioral psychology, there is an idea that when we want to change our bad habits, we need to replace them with new, good habits to significantly decrease the likelihood of relapsing back into our old disempowering ways.

On the same note, when we want to introduce a new helpful habit into our lives, such as an effective grooming routine or hitting the gym three times a week, we need to make space for those habits by removing something else that is not shaping us into the men we want to, and can, be.

And just like with changing our behaviors, when you want to transform and improve your image, it is important to start by getting rid of all the items from your wardrobe that are holding you back, and that are not part of the new image you want to create for yourself – the worn out clothes, the items that don't fit and cannot be altered, the items that are straight-up ugly to the point of becoming a form of contraception and, of course, the clothes that are not aligned with your perfect image.

This is what the Wardrobe Intervention is all about!

So in this part of the program, the last section in Module One, our goal is to stack the odds in your favor to make sure you successfully follow through with what you'll learn, and by the end of the course have a stylish, sexy new image that makes you so much more attractive as a man.

And doing this sort of clean-up is more than just about making space for new clothes in your closet:

Committing To Change

One of the biggest advantages of starting the course with a wardrobe clean-up is that we're making it easy for your "future-self" to follow through.

Let me explain, have you ever promised to yourself to do something good but failed to act when the time came?

"I'll start hitting the gym next week"

"I'll start eating better from tomorrow"

"I'll go out to meet new women on Friday"

But then that time comes and...

"I didn't get enough sleep today and am feeling weak today, I'll go to the gym another day"

"I don't have time to cook today, so I'll just grab some fast food on my way home"

"I had a stressful day at work and just want to grab a beer and chill this evening, I'll go out tomorrow"

Sound familiar?

It's the same with clothes and style. If you don't put yourself in a situation where it's easier to go out and get new clothes than to continue wearing the same crap that you always did, you'll be making it painfully difficult to follow through and succeed.

The fact that you got this program is already a strong action because you did put your money on the line, but we need to take it a step further.

By getting rid of your old unfitting clothes, you're consciously and deliberately putting yourself in a situation where doing the right thing – building a new, attractive style for yourself – is easier than reverting to your old ways, because you quite literally, won't have those god awful clothes to fall back on.

Building Momentum

Change can be difficult. That's why there's a whole industry and hundreds of books released on the topic of changing one's habits.

This is also why it is essential that we start taking action as soon as possible. Even if it's just a small step in the right direction, it helps build the momentum that will carry on when we're feeling lazy or distracted.

And doing the Wardrobe Intervention, as you'll learn, is a fast and easy action step to take (despite the intimidating name).

If you can commit yourself to take this first action, you're making it so much easier on yourself to follow through and start dressing sexier.

Making It Easy To Dress Sexy

I don't know about you, but I don't want to be that guy who spends hours worrying about how he should dress for that event, date or night out.

Let's leave the "15 more minutes please..." to women.

Instead, I like to open my closet, pick out a few items, put them on and go out looking great – easy. There are two reasons why I'm able to do this:

1. I know what items go well together, and you'll learn that too in this course.
2. I only have good looking, fitting clothes in my wardrobe.

When you combine these two points, dressing stylishly and sexy becomes effortless and easy.

By getting rid of the clothes that aren't good looking or don't fit you just right, we're taking the first step in creating this effortless wardrobe of excellence for you too.

Just imagine how much more enjoyable getting ready to go out will be when you don't need to stress out about clothes. Just pick a few things out and look amazing!

Why Do We Keep Old Clothes?

I feel pretty passionate about this part of the course because I've suffered from shitty-old-clothes (S.O.C) disease for a long time myself, and saw how much it held me back.

Even after I improved my style and had some great looking outfits, I would still keep my ugly old clothes because "hey, I might need them one day" and over the years I found myself reverting to dressing like a slob despite knowing better – you'd be surprised how tempting it can be.

So just before we get to the "How To" section and start cleaning up your wardrobe, let's quickly cover the reasons why we so often refuse to let those old clothes go, items that no longer serve our ideal purpose.

Understanding those reasons will also help us prevent making those same mistakes in the future.

Laziness

The first reason is quite simple – getting new clothes takes effort, time and some know-how, and being the simple creatures that we are, whenever possible we prefer to take the path of least resistance and delay difficulties as much as we can.

If the main reason for keeping that old, worn out tee is that it you need something to wear and it takes a while to drive and buy a new one, then Sir, you're suffering from a bad case of laziness.

Financial Reasons

The next reason why we often stick with clothes past their prime is because getting rid of them would introduce new expenses for us, and maybe at this point in time that's something we cannot comfortably afford.

It's a reasonable argument and sometimes not being able to afford a new tee or a pair of shoes is a very real thing. However, given that you're able to afford this course, chances are it's not necessarily the case right now.

Lets take a deeper look at this issue:

- ✓ Not all clothes need to be replaced – if you have worn out clothes that you're not wearing anyway, getting rid of them is still a good idea as you will be de-cluttering your wardrobe (making it easier to organize and look through), taking a hard look at how you are/were presenting yourself to the world, and taking real relevant action.
- ✓ Replacing the items doesn't need to cost a fortune – by browsing fast fashion brands, discount stores, sale racks, etc. you can find affordable replacements for your worn out clothes and instantly improve your overall look by a significant margin.

Emotional Attachment

Sometimes reasons for keeping old clothes are not that simple and surface-level. Instead, we have trouble of letting go of a particular item because of the emotional meaning it has to us.

Maybe it was a gift from someone we care about.

Maybe in the past that item has worked for us very well, i.e. as in, got compliments and attention.

Maybe it symbolizes how much better we looked when we were younger.

Maybe we keep it because we went through significant physical transformations (physique / grooming / fashion changes) but our self-image didn't change fast enough and now that old piece of clothing that no longer fits symbolizes our old self-image that we refuse to let go.

Or any of the other millions of possible emotional reasons.

Either way, it's not my place to tell you when it's time to let go emotionally and move on. But as your sexy image consultant, it is my job to tell you that even if you do decide to keep those items, you should not wear those worn-out / unfitting clothes in public.

Treat them as that novelty tee you got for your birthday that has embarrassing messages written on it from your friends, and never leave the house wearing it.



I absolutely loved this shirt when I got it: deep cut, linen, sexy and it got me quite a bit of action too. But with years and countless washes it shrank, the bottom got stretched and now I look like I'm about to pop a baby if I would ever decide to wear it - time to say goodbye!

Denial

Hand in hand with emotional attachment goes denial.

When we are not aware of the emotional reasons we have for keeping those old unfitting clothes for so long, we easily fall prey to refusing to accept that the clothes we own are past their prime.

We refuse to accept that the tee is too small now, that our shirt lost color and the jeans are too loose now. So we tell little white lies to ourselves:

- ✓ *“No one will notice. It’s not a big deal”*
- ✓ *“I won’t see anyone I know.”*
- ✓ *“Just this once, it’s laundry day tomorrow anyway”*

Here’s the reality – yes, maybe people won’t specifically notice that your tee is too short or a little stained, but what they will see is that something is off and you don’t look as good as you can; even when they notice, they’ll pretend to ignore it because hopefully you’re dealing with nice, polite people, but the image of you as a well-dressed, stylish guy will be non-existent in their mind. Instead the image you conjure up is at best an average Joe, and at worst – someone to avoid. Indeed it is possible that person is someone you know, or even someone you’d like to meet.

There is much to be said about not caring what other people think, but that’s only when it prevents you from becoming the man you want to be, when your true expression as a man is at odds with a few naysayers. Not caring what other people think in this case is merely denial of your own potential, a personal standard.

And yes, maybe it’s just this one time and the circumstances are damning, but once you’ve created a precedent, done it once, it’s just going to be easier and easier to fall back onto those ugly, unfitting clothes in the future too.

Ignorance

In many ways, this last reason for keeping our old clothes is the worst – ignorance. Or, in other words, simply not realizing that the clothes you're wearing are worn out, ugly or don't fit you right.

The main difference between ignorance and other excuses for keeping our worn out clothes is that with the first four, we're aware of the problem and then can address the problem and take action.

Ignorance, however, means that we're blind to the issue in the first place.

Fortunately, education is the best cure for ignorance and as you go through the future modules you'll learn everything you need to know about clothes and image.

Don't worry, you can follow through the exercise even if right now you suffer from a bad case of "I don't even know what looks good!.."

How To Do A Wardrobe Intervention

Okay, so now that we have the theory out of the way, let's focus on the bread & butter of the Wardrobe Intervention guide – how to pull it off.

As promised, this will be really easy and you won't even need to make any big decisions just yet.

What we will do is separate the clothes you own into a few piles:

- ✓ First pile will be your obviously awesome clothes, shoes and accessories.
- ✓ Second pile will be the “Ughm... I'm not sure where it goes...” clothes, shoes and accessories.
- ✓ Third pile will be your “I can't believe I still own it...” clothes, shoes and accessories.

(Yes, those piles include socks and underwear too. I'm sure you don't want to keep the ultimate last minute cockblock.)

To understand which clothes go in which pile, we first need to understand what clothes we will be getting rid of:

Clothes That Are Worn Out

These are the clothes that lost color, got stretched, damaged, or has irremovable marks or stains. It's natural for clothes to get worn out over time and it's our responsibility to discard them when they do.

Damage and irremovable marks/stains are easy to spot, but make sure to pay attention to loss of color (for white it can mean that the item became yellowish) and stretching (especially common around the torso).



Back in the day this tee was actually pink and worked great with otherwise all black outfits, but today the color has been lost and the shirt itself got stretched. And if I ever decided to wear it on a night out, women would instantly notice it.



This lightweight, stretchy long-sleeved shirt from Hugo Boss used to look extremely flattering but now the collar and bottom got stretched, it lost color and there are even couple of small holes near the torso – it's anything but flattering. Time to go.

Clothes That Don't Fit You (And Cannot Be Altered)

The second biggest offenders that we need to get rid of – clothes that don't fit us.

Too small, too big, too wide, too skinny – nothing is off the table. I cannot stress how big of a deal it is to start wearing clothes that fit you just right, it's a game changer on its own.

If you're new to fashion and clothes you might find yourself asking "Wtf... I don't know how clothes should fit me, that's what I came here to learn..."

If that's you, we'll learn everything you need to know about fit in Module 2: In Search Of The Perfect Fit, and you'll need to revisit your piles after that.

For now, I would like you to use your intuition and best guess when separating clothes into piles. Yes, seriously, as this way you can actually see how your understanding of clothes and image changes as you go through this course.



A shirt that's now both too short and too loose around the torso and arms - unfixable issue that only means one thing - bye bye, shirt, you're not killing anyone's sex appeal anymore!

Clothes That Are Butt-Ugly

This one is tricky, because understanding what clothes are good-looking and which are butt-ugly is more of an art than a science.

Still, if you've been hoarding clothes for a while, chances are you'll easily spot some clothes from a few years ago that you will notice and find yourself thinking "Did I seriously wear that? Oh wow... That's embarrassing."

Quick note: Clothes that you've had for more than a couple of years that are NOT dress shoes, converse shoes, suits, fitted leather jackets (and similar all-time-classic designs), are prime suspects for being butt-ugly items, since it's likely there are of a bygone trend.

If you have trouble identifying the butt-ugly clothes (and you probably do), revisit this section after Module Two: Clothes Decoded as it includes a ton of examples of what designs and features to avoid when shopping for various items of clothing.



If you ever wear something like this on a night out and wonder why women are actively avoiding you, it's because the only place where its because you're a social risk and look like a dork.



I know what you're thinking - but it's showing off my arms so well - NO! Even when this tee wasn't too small from shrinkage, the only place to wear it to is the gym

Clothes That Don't Suit Your Image

Lastly, we have clothes that are perfectly fine, they fit you well and look pretty good overall. Their only issue, is that they don't suit the image you want to rock.

Those are the polo shirts and khakis for guys who want to pull off the edgy, bad boy look. The converse shoes and denim jackets for guys who now want to rock the sharp image.

Don't worry if you have no idea, what "sharp" or "edgy" means, what image you should be going for, etc. We'll learn this in Module 2: Finding The Right Image For You and then in Module 3: The Wardrobe Guides you will see what items belong with which images.

If you're a minimalist in life and prefer to own as little as possible, you might consider just getting rid of those items (i.e. donating) but my general recommendation is to put those items aside, in a separate temporary pile.

You see, in Module 4: Mixing Images And Creating Your Unique Personal Brand, I'll show you how to mix different styles to create a unique look (and wardrobe) and you might find that some of those items that don't seem to fit your chosen image archetype can actually be used to create a unique and intriguing twist in your look.



Technically there's nothing wrong with this sweater vest, except one thing - I'm not going for the "dad" look and I actually enjoy women wanting to sleep with me. Time to get rid of it!

The Three Piles of Clothes

As mentioned previously in the guide, our main goal with this last section of Module 1 is to separate all your clothes into three piles.

If you live in a climate with four distinct seasons, you can focus on only going through the relevant seasonal clothes for now (i.e. summer/early autumn clothes in July and late autumn/winter clothes in November).

As you go through your clothes put them into one of three piles:

- ✓ Awesome clothes, shoes and accessories – those pieces that fit you just right, go well with the image you want to create, and are NOT worn out and are not obviously hideous.
- ✓ “Ughm... I’m not sure where it goes...” clothes, shoes and accessories – if this is your first time doing a wardrobe intervention and you’re not sure of what you’re looking for, most of your clothing will go there and that’s fine. You can re-visit this pile every time you learn something new in the following modules and based on what you learn, put them into the first (Awesome) or third (“To Get Rid Of”) pile. By the end of the course there should be NO clothes in this pile, if you go through the course and have clothes left in the pile see Module 4: What’s Next to get personal help.
- ✓ “I can’t believe I still own it...” clothes, shoes and accessories – if you see that a piece of clothing is either worn out (damaged, lost color, stretched, etc.), doesn’t fit your physique (too big/too small) or just sucks (i.e. boot-cut jeans from the 2000s) you put it into this last pile.

Your Turn

Now its your time to do the wardrobe intervention.

Don't worry if at the moment you're not 100% sure where the clothes go, you'll learn everything you need as you go through the course. It's still crucial that you take action on it and start the process.

Also, if this is your first time doing it, don't worry about getting rid of the clothes from third pile just yet. You can do so when you're comfortable and confident with your decision.

If you're wondering what to do with the clothes that you put into the 3rd pile, here are some ideas:

- ✓ Keep a few ugly, worn clothes for doing yard work, tinkering in the garage, etc.
- ✓ Throw out the worn out clothes.
- ✓ Donate ill-fitting / ugly clothes.