How To Find The Right Image For You

Welcome to Module 2, Part 4 – How To Find The Right Image For You.

Before we begin, let's review what we've learned so far:

- ✓ *In Module 1:* We covered the inner game of image: the art of first impressions and how to create instant rapport, we also addressed the common mental blocks that prevent guys from creating an attractive image for themselves, and learned how to do a wardrobe intervention and get rid of clothes that are holding you back.

- ✓ *In Module 2:* We learned about the psychology of colors and how to wear them in an outfit, we learned how different types of clothing affect your image and what to look for and what to avoid when shopping for particular clothes, and just before getting to this part we talked about the elusive perfect fit.

All that we've learned so far was designed to build strong foundations for this and upcoming steps, as we'll take a step back from individual items and start working on your image as a whole.

What You'll Learn

So on that note, let's talk about what we'll learn here.

We will split up this section into two separate pieces.

First, in "How To Find The Right Image For You" – we'll discuss what makes your image, your style, just right for you.

This is crucial because if you don't know what you're looking for, what you want to create for yourself, and how you want to present yourself, you're bound to fall into the trap of following the painfully common strategy of "what everyone else is doing".

And as you've probably noticed, that strategy leads to very underwhelming results when it comes to looking attractive or sexy.

Once we have defined what we're looking for,

We'll learn 3 different strategies on how you can find the perfect image for you.

In the second section, "The 6 Archetypes of Image", we'll break down and discuss 6 different image archetypes, 5 of which can be very attractive and one, surprisingly popular, that I would not recommend if your goal is to create an image that spikes sex appeal.

This section is crucial because even though our goal is to create a unique image that will represent your personal brand in the sexual marketplace, we need to start with solid foundations first, and like an artist, we will take an archetype that closest resembles our goals and out of that sculpt an individual masterpiece that is uniquely yours.

So what we'll do is take the results from the exercises that you're about to do in just a moment and learn how we can interpret them, and in turn select the best fitting image archetype for your needs.

How Most People End Up Dressing As They Do

But before we do that, let's talk about how most men end up dressing as they do:

Going With The Flow

Unconsciously falling prey to outside influences, these men never question why they dress as they do. These are the men that wear the same style of clothing that their mom bought them when they were still boys, these are also the men that you see walking in groups of 3 to 5 guys, all rocking a nearly identical image because this is what fashion brands decided to sell this year.

Advantages:

✓ *It's easy to fit in* – people in general are wary of those that for one reason or another are deemed different, as outsiders. In turn, fitting in within certain circles, whether that's preppy students, artists or type A go-getters, can help you build instant rapport with both men and women of those crowds.

Disadvantages:

✓ *Your image is not tailored to your needs and personality* - it might not even suit your physique and natural features. In turn, you're missing out on a lot of leverage that you could use to your advantage, and look more attractive to your type of women. Any image that is designed to suit everyone, will work "alright" on everyone, but "amazing" on no one and will never elicit a strong response from the people around us.

✓ Since you're putting yourself in the same pool as every other guy, rocking the same style, *you'll have way more competition*, meaning more likely having to compete with guys who are naturally better looking, have better physiques or have better game.

The Artist's Way

This is the preferred way for artistic types and creative guys. The essence of this strategy to image is that its sole purpose is to represent how a person rocking this image feels and how they want to represent themselves, with little to no conscious thought on the consequences.

Advantages:

- ✓ *Genuine, unique and polarizing* – someone who focuses solely on wanting his image representing his inner world will never need to compete in the same league as every other guy, he's different and so the same rules don't apply to him. It's also a very polarizing look because not every woman will like him – chances are he'll get an occasional mocking stare or two from other guys, but the women who do like it, will absolutely love it.

Disadvantages:

- ✓ *It's a lottery* – as anyone from a business world will tell you, building a product that you want while ignoring the wants of your target audience is a risky strategy (and that's the polite way of putting it). If we want to spike our sex appeal, our attractiveness, and get better results with women, we want an image that plays to our advantage and appeals to our type of women.

The Opportunist's Strategy

The complete opposite of the creative approach, the opportunists have little consideration for their personal preferences when it comes to style, and their preferred image is one that gets them results. Nothing more, nothing less. That's the guy who would wear a stained, ripped t-shirt to a bar if he ever found evidence that it would help him get laid.

Advantages

- ✓ *It works, kind of* – its easy to mock a guy who never wears a suit to work and then wears one when going to a bar or a club, but as sad as it

sounds, it does occasionally work to their advantage and they can get positive results with women.

Disadvantages

✓ *Fake and try-hard* – call me an old-fashioned romantic, but I do believe in emotional connection when it comes to romantic encounters. So if your whole image is just a façade, you're robbing yourself of this connection because from the first moment she sees you, you're essentially lying by misrepresenting who you are with your image. And once women realize that who you are on the inside is completely different from how you represent yourself, well, let's just say no one enjoys being lied to...

✓ *Sub-optimal results* – even if you're a one-night-stand kind of guy and don't particularly care about making an emotional connection with a woman, being solely opportunistic is still not the optimal strategy as you're making things unnecessarily difficult for yourself.

First, when your personality and image are not aligned, dealing with people becomes a chore because you feel the need to consciously keep up appearances. On the other hand, when your image is aligned to your personality and preferences, dealing with people becomes much easier, because you're being congruent with your personality, and upfront about who you are and what you want.

Secondly, you will find that you naturally attract women who are into you and are looking for the same things as you are. This makes escalating the encounter a mutual goal, instead of you doing all the work.

Now the good part is that despite being flawed, all of these strategies do point us in the right direction, and we'll take those good parts from them when defining what is the right image for us.

Defining The Perfect Image

So how can we define the perfect image?

✓ First, it suits your personality and you feel comfortable in it

✓ Secondly, it attracts the right people to you, especially your ideal women

✓ Lastly, it suits your lifestyle and environment

Now, let's get a bit more specific:

It Suits Your Personality / You Feel Comfortable In It

First things first, your image should complement your personality and self-perception (or your desired self-perception).

Let me explain,

From modern psychology we know that our personalities and self-perception can be surprisingly fragmented and inconsistent. For example, just think how differently you act and behave when you're talking with your friends, when talking with your boss, and when you're chatting up a cute girl you just met.

Imagine yourself in those same scenarios in an outfit that looks great, and one that is obviously dirty and ripped. You'd act pretty differently in those two outfits as well.

Social setting, environment, even our image, all affect how we see ourselves and our personality. In turn, your image should go hand-in-hand with how you want to see yourself.

Feelings to look for:

✓ You feel confident in a particular outfit.

✓ Excited to go out and face the world. Yes, even if you're an introvert like I am.

✓ You feel attractive, desirable as a man – no woman is out of your league just because of her looks.

On top of those, any other feelings you want to feel about yourself: successful, influential, stylish, creative, sexual, dominant, ambitious, etc.

It Attracts Your Target Audience

A perfect style should not necessarily be appealing to everyone; some women will love it and find it extremely attractive, others won't.

For example, I remember sitting at the bar and a female friend of a friend was telling me how inappropriate I look and how no woman would find it attractive.

Meanwhile, on my side of the table, the two women who were sitting next to me were caressing my thigh and lower back.

Or when I did an experiment and asked women in the street to rate my attractiveness on a 1 to 10 scale with different outfits - the results varied too, ranging from 2 to 8 with the shitty outfit and from 7 to 9.5 with a pretty solid look.*

So even though your perfect image might be deemed as "not their type" by some women – your type of women, that you're attracted to the most, will absolutely love it and in turn will make things much, much easier. Think of it as communicating to her that you are her type!

*Note: When the fundamentals (fit, colors) are spot on, even if you're not her type, she'd have a hard time objectively saying that you look bad. In other words, polarization is still there, it's just that the highs are higher and the lows don't hurt as much (and are less common).

It Suits Your Lifestyle And Environment

Your perfect image also needs to be practical and fit your lifestyle.

Your outfits should be very different if you spend most of your time in an office and mostly hang out with other type A corporate go-getters, compared to an image of a student who works part time as a DJ in an indie dance club.

In the same manner, your actual outfits will look very different if you live somewhere in Florida or certain parts of India, where the climate can get

ridiculously hot during summers and you don't have a real winter, compared to someone who lives in Canada or Scandinavia where you only get like 2 or 3 weeks of real summer.

Age is also a factor, as you don't want to be a 20 year old who dresses like 40 year old (or vice versa!).

3 Strategies To Find The Right Image For You

Alright, so now that we know what we're looking for, let's talk about how you can actually find and identify the right image for you.

The bad news is that as far as I'm aware, there's no single perfect strategy that will work for everyone, as some of us are more visual, while others are more analytical and we have different levels of understanding when it comes to menswear, fashion and image.

So instead, I would like to offer three different strategies that you can use.

I would highly recommend using all of them and going step-by-step as described here, because they build upon each other and you will get the best results when you combine them.

Visualization

I believe we all have our ideal vision within us. This ideal vision is influenced by our past experiences, our values, and the environment we live in. The goal of this exercise is to uncover this idealized version of ourselves, so we can recreate that image in the real world.

You will need about 3 to 5 minutes for this exercise. Please go through all the instructions before you begin. For this exercise you should also be alone in a space you feel comfortable in.

1.   Stand up straight facing forwards or tilt your head slightly upwards. Push your chest slightly forward and your shoulders back, taking as much space as you need. Stay in this position for about a minute. Take a few deep breaths as you do.

2.   Now imagine your ideal-self getting ready to go out into the world. Don't overthink what "ideal-self" means – it means whatever you want it to mean. Focus on both the physical appearance as well as behavior (how you move).

3.   Imagine yourself dressing: what pants are you wearing, what tops, what outerwear, what shoes and accessories are you wearing? Slowly go step by step through the process of getting dressed.

4.   Where are you going? Night out in a club? Work or University? Meeting a woman over drinks?

5.   As you do this, it's important not to filter yourself – for the time being, imagine that there are no restrictions on the factors that you can influence (clothes, grooming, physique) as long as you can visually see yourself looking like that, it's great. That said, avoid changing factors that you cannot influence, i.e. height, facial features.

The goal here is to get a vague picture of your natural preferences at this point in life.

If you're new to style or are not particularly visual in general, this exercise can feel tricky, but its still worthwhile to take a few minutes to do it, and it will make the latter strategies easier.

Now stop reading and do the exercise.

Modeling

One of the best strategies to get results in any area of life is to find people who already have the results that you want and model what they do, making it uniquely yours in the process.

1. Go to Pinterest or Instagram. I would highly recommend starting with our own Pinterest and Instagram pages: https://www.pinterest.com/sexystyleforjoe/ & https://www.instagram.com/sexystyleforjoe/ as the outfits you'll see have been hand-picked to only include great looking, attractive outfits.

2. As you go through the photos on these pages, look for outfits and styles that you can see yourself wearing, and that you think look absolutely great!

3. As you do so, try to focus on the outfits instead of the models, because the reality is that most of us have not been lucky enough in the gene lottery to have model-like natural looks and that's perfectly fine. Focusing on the outfits will help you separate styles that are good looking from those that only look good because the guy wearing them is good looking.

4. When you find an outfit that you like and can see yourself wearing, save them on your computer or open them in a separate tab (or screen-shot on your phone), we'll use them later too.

This exercise is especially effective when combined with the visualization strategy, as you can take your vague idea and see how it might look in the real world.

It's okay if the outfits you pick out look very different from each other, it just shows that you have a variety of interests and different parts of your personality will respond to and prefer different styles. That's normal and we will need to incorporate this when creating your image too.

You should have at least a few outfits picked out that you can see yourself in.

Making It Practical

Now that we've done some introspection, it's time to evaluate the findings in terms of our unique situation: our lifestyle, how we like to spend our time, and the type of women we find the most attractive.

✓ You'll need a pen and paper or a text document for this exercise

✓ You should also put aside about 5 to 10 minutes of uninterrupted time

When you're ready, answer these questions:

1. What personal qualities would you like your image to communicate about you? Limit to 3 words

2. How and where you do spend your free time? How do people dress there?

3. How and where would you prefer to spend your free time, if there were no restrictions? How do people dress there?

4. Where do you usually meet women right now? How do people dress there?

5. Describe the physical appearance of your ideal woman? Limit to 3 words

6. Where can you meet your ideal woman/women? How do people dress there?

7. Imagine meeting your ideal type of woman for the first time, what's the first impression you would like to make?

8. Imagine a first date with your ideal woman, how would you spend it?

9. Which two of the following are the most important to you: status, dominance, freedom, sex appeal, approval?

10. Which two of the following impressions would you want to avoid at all costs: sloppy, feminine, try-hard, boring, deadbeat?

Please do the exercise now.

Now that you have the answers to these questions, look at the outfits that you've picked out and/or the image you visualized – how do they stand against these answers?

Can you filter some of them out? If so, great! If not, that's perfectly fine too.

If you had trouble with the visual part and don't have any outfits, don't discard your answers just yet as we'll use them in the next section.

Next Step: Choose Your Style Archetype

At this point you should have a general idea of how you want your image to look, and ideally you've also picked out a few outfits that would match this idea.

On top of that, you spent some time thinking about your goals with image, the type of qualities you want to communicate and what qualities to avoid, you also thought about how people in your life dress and, very importantly, identified your target audience, your type of women, and where they spend their time.

Now let's go to "4.2. The 6 Archetypes of Image" and learn how we can interpret this information to choose the image archetype that we'll use as the foundation for your unique, personal style.