

Introduction...

“In the world of the blind... the one eyed man is KING”

I'm Brad Howard, and I've spent the last several years of my life consulting in the health and fitness industry... and most recently "moonlighting" in the dating industry as a controversial blogger and "guest" dating coach.

(Maybe you've read my blog at <http://www.angeleyesdevilsmile.com>)

Now, the reason I'm telling you this isn't to brag by any means. In fact, I'm no better or no worse than you.

BUT, this combined information that I've been privied to **DOES** give me a unique advantage into being able to see between the lines on some pretty interesting stuff when it comes to your body and how it works in the whole "scheme" of subconscious physical attraction.

I have to confess, I'm **NO GURU** in either one of these niches. But, I do know enough to know a good thing when I see it.

Here's the deal, after working in the health and fitness industry and watching people working out day in and day out... I noticed that most people were exercising and working out for **VANITY**.

Sure, we all **SAY** that we are doing it for our health, but the truth is that we all just want to be more attractive... point blank.

But things really clicked when I started "moonlighting" as I began to see lots of conflicting advice about men and our bodies, as most of the current dogma in **BOTH** the fitness **AND** dating niches had lots of ass backward views on how the male body should look...

... and in the dating case... that how we looked didn't even matter at all... which is total crap... and I'm about to show you why.

Throughout this manuscript, you'll hear me mention the “Adonis Index”... which is a research proven metric for men that completely dominates the scale... and ends up maximizing at a point that is deemed most visually pleasing to women.

No joke.

Now before we get started... and I show you this “perfect body formula” for men... I want you to keep something in mind.

Never once am I going to bash you for being in whatever shape that you’re in... or choose to be in.

In fact, all I am going to do is present some logical arguments... about how society works... and how it applies to you and your body... and you can make a decision on whether you agree or not.

Some of these arguments are a little creative and take the “it’s not your fault” mantra... and completely turn it on it’s head.

Like this little ditty.

Billions upon billions of dollars are being spent every year on products and services that guarantee to make you look better.

Of course, one could make 2 arguments here: One, that the ad agencies are **CREATING** a reality of “physical attractiveness” equals good... or two... that we as humans have **ALWAYS** appreciated physical attractiveness and the products and services that are out are only augmenting such appreciations.

Who knows which one is really true?

But, other than the fact that many of these said products and services **REALLY** capitalize on the insecurities of others... you could say that all of this ad spend either directly... but at the very **LEAST** subtly... influences the way that people (and society as a whole)... view the world.

So, what we’re saying is that marketing is either driving the obsession with good looking bodies... or that the obsession has **ALWAYS** been there... and marketing is just taking advantage of it.

Either way... the obsession is there.

Now, the reason I’m saying this right now is because it’s common for people to “blame” things on big business... ie... the only reason looks are important is because Madison Avenue says that they should be.

Don’t play the “blame” game!

Here’s what I say... who’s to say that we can’t **TAKE ADVANTAGE** of the situation?

What if I were to tell you that a **VERY** small portion of the population is actually in shape (due to excuses mainly)... and that most people will **NEVER** be in shape... wouldn’t it make sense to say that with all of this “social conditioning” by big media... that actually **BEING** in shape could make you a guy that’s **ADMIRERD** by others?

I want you to think about that for a minute, because it represents the exact opposite of what most people think.

Don't **COMPLAIN** about how the world works... figure out the rules... and jump to the top.

It's like people that bitch and complain about rich people... everyone lives by the same rules... and since the majority of rich people are self made... so the difference is that one group of people decided to do something about it... and one sat back and complained.

Okay... the point is... even if... in an ideal scenario, looks and the way your body is shaped don't matter...

... why fight the flow.

Why try to swim upstream and battle the **BILLIONS** upon **BILLIONS** of dollars that are thrown into the market every day... consistently reinforcing the fact that good looking is **GOOD**...

... when you can **USE** that influence... all of those **BILLIONS** of dollars to **YOUR** advantage... and **BECOME** good looking yourself through the manipulation of this perfect body formula that we're about to discuss.

Exactly!

(Is this clicking for you yet?)

It's called "leverage".

And it's one piece of a much larger puzzle... but more on that later.

Lets get to the "perfect body formula"... as we had printed in Men's Health, Runner's World, and MSN Health and Fitness...

The Perfect Body Formula

– As Seen In Men's Health, Runner's World, and MSN Health and Fitness

A little math and a lot of effort can give you the classic proportion that makes women swoon

To build the perfect body, it helps to have the right dimensions. Thankfully, the magic formula for those dimensions has been known for centuries.

It's called the golden ratio — a dividend of two measurements that's roughly equal to 1.618-.

Its influence can be seen in the shape of a seashell, the spirals of a pinecone, and the Parthenon in Athens... and in blueprints for the archetypal human form: Leonardo da Vinci's Vitruvian Man and Michelangelo's David.

In fact, whether you're looking at art or nature, you'll find this ideal proportion turning up everywhere.

So it's no surprise to learn that chicks dig a physique that measures up to the golden ratio. An *Archives of Sexual Behavior* study reveals that women are most attracted to muscular men whose shoulders measure 1.6 times the size of their waists.

Of course, it's not always easy or practical to measure the width of your own shoulders — you need someone to do it for you. But you can use your chest circumference as a handy stand-in stat. "They're just different measures of the same thing," says Viren Swami, Ph.D., author of *The Missing Arms of Venus de Milo: Reflections on the Science of Attractiveness*.

One of Swami's studies shows that women prefer a chest-to-waist ratio of 1.4 instead of one in which the two measures are closer to each other. (It's a smaller ratio than 1.6 since your chest is narrower than your shoulders.) The bottom line: When women look at men's torsos, the V shape is victorious.

You can figure out your own proportion in three easy steps. All you need is a tape measure and a calculator.

- 1. Measure your shoulder circumference** at its widest point — usually around your shoulders and chest in a line halfway between your nipple and collarbone. (If you're on your own, you can measure your chest at its widest point, just below your armpits.)
- 2. Determine your waist circumference** by wrapping a measuring tape around your abdomen so that the bottom of the tape touches the top of your hip bones.
- 3. Divide the circumference of your shoulders** (or chest) by that of your waist.

You don't have to look like a cartoon superhero to hit the ideal proportion: If you use the standard from Swami's studies, you could hit the jackpot by having a 45-inch chest and a 32-inch waist.

To visualize the look, think Muscle Beach 1940, not WrestleMania 2008. (For the sake of comparison, the most popular muscleman from the presteroid era, Steve Reeves, had a 52-inch chest and a 29-inch waist — a way-beyond-golden ratio of 1.8.) Leanness rules over hugeness.

What's more, lower-body dimensions don't have the same appeal as those of the top half. "This point is pretty conclusive," Swami says. "When women judge a man's physical attractiveness, lower-body shape plays a negligible role."

Which isn't to say that you should ignore your southern hemisphere, because it's exceedingly difficult to develop a lean, muscular upper body without using your body's biggest and strongest muscles: your hips and thighs.

Their immense power to drive metabolism and generate muscle-building hormones will help grow your chest, shoulders, arms, and upper back, too. The trick is to use your meatiest muscles strategically to produce the eye candy women find so tasty. That, of course, is the goal of the three-exercise workout below.

But before you launch into the workout, know that you don't have to achieve picture-perfect results to get the girl. "There's some research to suggest that women aren't too keen on the most attractive men — they consider them too far out of their league," says Swami. The golden ratio is nice to shoot for, in other words, but you won't be disappointed with a silver or bronze.

Build a V-Shaped Torso

These three exercises can make your upper body wider and appear more athletic from any angle. Do three workouts a week — heavy, light, and medium — with at least a day off in between. Complete 5 sets of 5 reps of each exercise on the heavy day (rest 2 minutes between sets), 3 sets of 13 on the light day (rest 60 seconds in between), and 4 sets of 8 on the medium day (with 90 seconds of rest).

1. Wide-Grip Deadlift



What it does: Works your trapezius muscles, the pair of triangular-shaped upper-back muscles controlling your shoulder blades. The bigger and stronger you make your traps, the wider and thicker your upper back will be.

How to do it: Stand in front of a loaded barbell with your feet shoulder-width apart and the bar close to your shins. Squat and grab the bar with an overhand grip that's about twice your shoulder width. Your lower back should be flat and your arms straight. Now stand as you pull the bar up the front of your legs. Finish the lift by pulling your shoulder blades together in back.

Golden opportunity: If you extend the range of motion, you make the exercise harder, giving you the dual benefit of building bigger muscles and increasing fat-burning potential. You can do this simply by using 25-pound plates instead of 45s.

2. Incline Dumbbell Chest Press



What it does: Works your upper chest and the front part of your deltoid muscles, adding width to your upper body when viewed from the front. As a bonus, it also hits your triceps.

How to do it: Set an adjustable bench to a 45-degree incline. Grab a pair of dumbbells and lie on your back on the bench, holding the dumbbells just above your shoulders with your palms facing out. Then push the dumbbells straight up from your shoulders.

Golden opportunity: For more emphasis on your upper chest and triceps, you can substitute the incline narrow-grip barbell bench press. Set the bench to a lower incline (15 to 30 degrees), and hold the barbell with a shoulder-width grip. (A typical bench-press grip is about one and a half times the shoulder width.)

3. Chinup



What it does: Works your lats through a full range of motion while also hitting your biceps. Well-developed lats are, by design, V-shaped — wide in the middle of your back and tapering down to blend into the connective tissue of your lower back.

How to do it: Grab the chinup bar with an underhand, shoulder-width grip. Hang straight down from the bar with your knees slightly bent and your lower legs crossed behind you. Pull yourself up until your chest touches the bar.

Golden opportunity: There's really no exercise that improves on the chinup. However, if you can't do many, substitute the underhand-grip lat pulldown. But try it while kneeling on the floor instead of sitting on the bench. If you pull the bar to your chest from a kneeling position, you'll use more muscles to stabilize and balance your body.

(end article)

But what does this mean... and why is it important for you... as a man, to focus on strengthening your Adonis Index... as it relates to women and society.

The answer... lies in the “Halo Effect”...

Understanding The Halo Effect

From Wikipedia:

“The **halo effect** refers to a cognitive bias whereby the perception of a particular trait is influenced by the perception of the former traits in a sequence of interpretations.

(In other words, if someone views one trait about you to be good... then they assume that other traits about you are equally good...)

Edward L. Thorndike was the first to support the halo effect with empirical research.

In a psychology study published in 1920, Thorndike asked commanding officers to rate their soldiers; Thorndike found high cross-correlation between all positive and all negative traits.

(IMPORTANT POINT BELOW)

People seem not to think of other individuals in mixed terms; instead we seem to see each person as roughly good or roughly bad across all categories of measurement.

A study by Solomon Asch suggests that attractiveness is a central trait, so we presume all the other traits of an attractive person are just as attractive and sought after.

The halo effect is involved in Harold Kelley's implicit personality theory, where the first traits we recognize in other people then influence the interpretation and perception of latter ones (because of our expectations).

Attractive people are often judged as having a more desirable personality and more skills than someone of average appearance.

Thus, we see that celebrities are used to endorse products that they have no actual expertise in evaluating, and with which they may not even have any prior affiliation, as is the case with most celebrity food-product endorsements.

The halo effect is also a term used in human resources recruitment. While interviewing a person, you might be influenced by one of their attributes and ignore their other weaknesses.” (end Wikipedia Reference)

In other words, the Halo Effect represents the **KING** of first impressions... because people look at you and make snap judgments of you **AS A WHOLE**... based on key factors... your body being one of them.

So, if a person looks at you... and has a favorable first impression... then they have grouped you into the “good” category.

Remember, people group people and their traits **AS A WHOLE**... and not individually.

You don't say, "Well Tom is great at this, sucks at this, etc"

You say, "Yeah, Tom's a good dude"

But... Halo Effect doesn't only work in the positive manor... it can also work against you... with the "Reverse Halo Effect"... or "Devil Effect".

It's why people can say that they understand what you're like just by looking at the cleanliness of your car.

(Think of a bum... what does he/she look like? What snap judgments do you make when you see one?)

Now, let's talk about why the "Halo Effect" is more important **NOW**... than ever before.

Important Takeaway: One GOOD trait can influence the way people perceive you... as a WHOLE

They get hit on daily, in general, by a countless number of men... substantially more than the average guy (that's you and me by the way) does.

Women can go out to bars and bring home men in the blink of an eye... if they wanted to.

But herein lays a woman's true problem.

I think we can all agree that women have no issues with men when it comes to quantity... and in fact, I'm sure you've heard of a female friend talking about the way men hit on her... in bars, in clubs, wherever.

No, my friend, the true issue for a woman revolves around the **QUALITY** of men that come and talk to her.

And boy is it a rare occurrence.

Women hate getting fired off on day in and day out by men that are unqualified... those that aren't real, quality men.

They want to get wrapped up in the moment... they want to be part of a fairy tale.

So, with that being said, wouldn't it make sense to assume that women are constantly looking for clues... when they're out and about... to determine if a man is a **QUALITY** man or not.

I think so.

Let's get to the point, and describe each of the 4 pillars... and why they are important.

Social Proof

Above all, this pillar is most important. It involves where you are in the social ladder, how cool you are, how much money you make, and how many people are friends with you.

It shows if you're trouble, fun, experienced.

In other words, social proof gives people a glimpse of who you are without them having to know you personally.

It also serves as a "reinforcement" when people are around you... because it reinforces the idea that you are a person that people want to be around.

Social Dominance

This is the "alpha male" characteristic. Are you a leader? Do people follow you?

Do you march to your own beat? Do people try to pressure you to do things?

Whereas social proof states that you have lots of friends and that people want to be around you... social dominance implies that **YOU** are **THE** person that leads the group.

However, just because you have social dominance... doesn't mean you have strong social proof aka "**the asshole**".

Physical Attractiveness

Most people understand this. You are an attractive person or you aren't.

Physical attractiveness goes a little into God given abilities... like facial structure... but it is **MORE** affected by the things that people **CAN** control:

- Grooming
- Body Shape
- Clothes

In fact, most physical attractiveness research is inconclusive as far as face is concerned... especially when it comes to attracting women.

Physical Dominance

Are you an imposing figure? Can you kick ass if you need to?

This pillar doesn't mean as much as the others, mainly because women look for protection in other ways from men in general nowadays.

However, physical dominance plays a much bigger key in one night stands and short term flings.

So there you go... the **4 pillars of attraction**.

Now, let's talk about how a subset of the "Halo Effect" called the "Adonis Effect" works...

Physical Attractiveness = Indirect Manipulator?

Physical attractiveness... or rather... improving your physical attractiveness has more of an indirect effect on your life than a direct effect.

This is a central key of The Adonis Effect... which basically means that version of the “Halo Effect” that is influenced directly or indirectly through the manipulation of your body mass and shape.

Now, that’s not to say that The Adonis Effect doesn’t have a profound effect on how people judge you... or if they are attracted to you because of the way your body now looks... because studies show that it does.

BUT, the true power manifests when people can **INTERNALIZE** what they’ve accomplished and the magnification of **OTHER**, more powerful properties that come about due to both biofeedback, social feedback, and mental/emotional feedback.

Sure, people are going to notice the change in your body, but that’s only **PART** of the powerful effect that we’re talking about.

FACT: Improving your body, increases confidence levels.

FACT: An increase in confidence helps to increase your social status and your social dominance.

FACT: An increase in confidence helps to define and increase your self worth... which is what **REALLY** matters in any interaction.

Lets face it... if you don’t feel like you belong in a situation, whether it’s a business meeting, or talking to your new hotness of a neighbor... then you don’t belong in the situation...

... and the other people can **FEEL** it.

This is when people tell you that you don’t belong with the **BIG DOGS**.

(which sucks)

Also, with an increase in physical attractiveness, your body language changes. Of course, we could wrap this in with an increase in “confidence”, but I think that this needs to be brought up.

Remember, over 90% of your communication has absolutely nothing to do with the words that come out of your mouth. This communication comes from body language and tonality of voice... both of which can be positively affected by confidence.

Confidence **ALSO** affects sense of humor... which most women will tell you is a **HUGE** turn on. Think about it, people that tell jokes and playfully banter with others have to be confident enough in themselves to be willing to entertain themselves **FIRST**, while letting others in for the fun.

Too many people use humor as an approval seeking mechanism... but not the confident man.

The Clothes Analogy

Have you ever heard of the old wives tale about how “If you are sick, dress up; it’ll make you feel better.”?

Well, improving your body and physical attractiveness has this same effect.

Think about it, if you’re overweight, you either consciously or unconsciously think about how fat you are every time you sit down and feel a fat roll doubling over.

I’ve been there, so I can tell you in all honesty that this is the case.

(And that’s just if you’re overweight. Underweight people have their own mental issues... like “I’m just not much of a **MAN**.”)

What about when you’re about to have sex? When the woman of your dreams is finally rubbing herself all over you... do you not wonder what she’s thinking as she feels a fat roll?

Sure you do. It might not actually **BE** what she’s thinking... but it **DOES** cross your mind.

This is why I believe that improving your body is the **ONE THING** that can have the most **PROFOUND** effect on your life... (other than having a great woman by your side)

... because it totally shatters many of your limiting beliefs, all in one fell swoop.

- Afraid of taking your shirt off at the beach - no issue
- Uncomfortable being naked in front of your woman - no issue
- Positive progress easily measured - no issue

Getting in the shape you want:

- Increases your confidence
- Increases your physical attractiveness
- Increases your stamina for sexual activity
- Increases the amount of time a woman marvels and feels your body in awe
- Increases the amount of “admiration” you get from others
- Increases the “interestingness” of who you are (see InCubed)

... plus a whole gangload of other things that really make a difference in your life.

Can increasing your physical attractiveness increase your social proof and earning power... studies show that it can.

Can increasing your physical attractiveness increase your social dominance (ie your alpha maleness)... again... studies show that it can.

Can increasing your physical attractiveness increase your **OWN SELF WORTH**?

THAT, my friend... is the ultimate question.

And the answer...

... is a resounding **YES!**

Here's a funny thing about self worth that I think you should be aware of.

Did you know that personal trainers commonly express that the reason people fail when they try to improve their lives is what...

LOW SELF WORTH

People don't think they deserve things.

I'm gonna quote my friend Scot McKay here when I say:

“You have to DESERVE what you want”

This whole “get what you deserve mentality” is utterly useless.

It implies getting before giving... that you're “owed” something in life... that you need to figure out how to steal results.

But that's not how it works.

You have to deserve what you get, because if you don't... it won't stay. You can “trick” life, you can “trick” women into liking you... but the bottom line is... life has a way of weeding out the pretenders.

And it all happens in the realm of self worth.

Improving your self worth is where true growth happens.

But there are some mindsets that we have to watch out for...

...what they really mean is that you've stopped doing the things that turned her on in the first place.

One sure fire way of starting down the path of disaster with our women is to stop trying to improve our positions in life.

When we stop trying to change for the better... the ride's over and don't forget, women love to be on the ride, but they absolutely hate **BEING** the ride.

MISTAKE #5: Believing that we aren't meant for good things

Believe it or not... most men don't truly **BELIEVE** that we are destined for greatness. Maybe we've watched that one scene in Fight Club one too many times, but the simple fact is that men will simply let their lives **PASS BY** because we don't **BELIEVE** that we can have better.

So we do nothing - and commit the biggest sin ever in my point of view - we become stagnant.

MISTAKE #6: Believing that bigger is better

Did you know that most men **OVERESTIMATE** the amount of muscle mass that they need to unleash subconscious physical attraction by an astonishing 30%?

It's true. When it comes to crafting our perfect bodies, bigger is most assuredly not better... and the bodybuilding magazines simply don't help with this

MISTAKE #7: Not Getting HELP

This is by **FAR** the biggest mistake of all.

Just as men loathe getting directions when we're lost, most men will never ask someone to help them get this part of our lives together.

Our egos prevent it... like asking for help reduces our manhood... or makes us look weak or helpless

This is the mistake that keeps most men from **EVER** having the kind of success that we truly want out of life.

Hey, I've been there myself.

But, let me tell you a little something about me that I think you'll be able to apply to your life.

About 4 years ago, I simply became frustrated with my lack in progress in life. After all, I have an engineering degree and was getting great marketing experience... I'm not bad looking and my body wasn't in god awful shape (just skinny).

Let's just say that frustrated is an understatement at this point... maybe you're feeling that way **RIGHT NOW**.

What I figured out was this, and I learned it because one smart man that I respect a bunch told me this when I asked him what he thought my problem was.

He said, "Brad... your problem is that you're a loner."

"WHAT!" (I didn't know what to think)

"Your problem is that you try to do **ALL** the research, **ALL** the work, **ALL** the figuring out of things from scratch... but guess what... all of this stuff has **ALREADY** been figured out.

Your ego is making you take the **HARD ROAD** and you don't even realize it. You think you're being honorable by "earning your stripes" but the simple fact is that instead of standing on the shoulders of those that have come before you or those that have already figured this stuff out... you're reducing yourself to mediocrity while everyone else passes you by."

Do you want to talk about a slap in the face... man... I felt it deep in my gut, and I knew that he was right.

It all made sense.

He went on to tell me that long ago, he quit worrying about what other people thought of him. If he didn't know something or wanted a desired result, he went and found the people that **ALREADY** knew how to get this desired result and one way or another... got the information... and therefore the result... that he was looking for.

And that, my friend, was the #1 key to his success.

Once I seriously grasped that... things started to **RAPIDLY** change in my life. My body improved, my finances improved, my love life improved.

Did I have challenges? You bet.

But I stopped trying to do everything myself. I learned to find the **PEOPLE** that could help me and leverage their results and expertise to get my results **FAR FASTER** than if I tried to do it on my own.

It has been a very rewarding experience.

I no longer feel that sick, insecure feeling... when I need to have an answer to a challenge because I **KNOW** that asking questions and going to the **BEST PEOPLE** is in my best interest.

And that comes from getting results... period.

With no results... there's no competence. Without competence... there's no confidence.

I know that without a doubt, I can find the answer to virtually any challenge that I have by finding the right expert to help me **FAR FASTER** than if I trying to do my own research, or search the **INTERNET** on any given topic.

So that's what I've done.

I've found the two men that can absolutely get this part of our lives handled for us. I do the workouts, I follow the nutrition... this Adonis Effect Program that they've created flat out works!

And... not only that... but **EMBEDDED** in the program, we get one **SIMPLE** metric to measure your progress against:

Our Adonis Index – The Perfect Body Formula

Talk about simplification - this program solves **MOST** of the mistakes we've talked about above and puts all of us in the position to manifest attraction from women... and admiration from men... from a entirely different level.

This thing is **JAM PACKED** with over 1000 easily navigated pages of workouts, nutrition, strategies, and pictures, that you can download and be applying in literally **MINUTES** from right now.

You Can Download Your Sample Copy Of This Killer Program Here: (just type in your dimensions in the calculator to get your personalized copy)

Click Here ==> <http://www.adoniseffect.com>

Look, if you'd like to take your success with life and women to the next level, and have the kind of success that you've always wanted, then go check out the program.

Your Friend,

Brad

P.S. Don't forget that all of the hard work and research has already been done for you. You can be standing on the shoulders of giants in mere minutes... and taking your attractiveness to levels that you've just recently dreamed of.

You can test everything out right here:

<http://www.adoniseffect.com>

Epilogue

I want you to notice that we haven't come close to talking about the health benefits of "the perfect body"...

... or the socio-economics behind your health.

As a quick taste, if you didn't already know, Fortune 500 companies are NOW putting clauses in high level employees contracts that state that if you die because of your own Self neglect (lack of physicals, exercise, drinking too much, etc)... then your family doesn't get the full death benefit.

THEY UNDERSTAND HOW MUCH MONEY IT COSTS TO REPLACE A HIGH PERFORMER!

So, if you haven't already done so... go download your free sample of the Adonis Effect... and I'll send you more cool reports just like this one...

Click Here for more free goodies → <http://www.adoniseffect.com>

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