VANTAGE MEN · PROGRAM 2 OF 10

How Attraction Works

What women actually respond to, according to research rather than forum myths.

Complete tier

The full 30-day program with every exercise and script

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Lessons

Module 1: What the research says women want

Cross-cultural studies consistently rank kindness, intelligence, emotional stability and dependability at the top. Looks and resources matter, but less than men assume.

Kindness is the top-rated trait, and it is not weakness

David Buss's 37-culture study and several later surveys find kindness and understanding at or near the top of women's partner preferences everywhere. A 2024 study reported in The Healthy found women rated kindness the most attractive trait, above appearance.

The catch: kindness that comes from strength (generosity, helping others, warmth without expecting a return) reads as attractive. Kindness that comes from fear (pleasing, placating, hoping to be chosen) reads as needy. Same action, different source, different effect.

Research on altruism and attraction, summarised by Farrelly and colleagues, found women rated men who helped others as more attractive, especially for long-term relationships. Visible generosity is a signal of character.

Short-term versus long-term preferences

Evolutionary psychology distinguishes what people prioritise in a fling from what they prioritise in a partner. For short-term, physical attractiveness and confidence rise. For long-term, kindness, stability, ambition and dependability dominate.

This explains a common confusion. The man who gets attention at a bar and the man who gets a great girlfriend are often different men, and the second group is bigger than you think.

Decide which you are optimising for. This program leans toward long-term, because the traits that win there also make you a better man.

Module 2: Attachment: your operating system

Attachment style, from Levine and Heller's Attached, predicts how you handle closeness, distance and conflict, and who you are drawn to.

Secure, anxious, avoidant

Secure people are comfortable with intimacy and independence. Anxious people crave closeness and fear abandonment, often reading distance as rejection. Avoidant people value independence and feel smothered by closeness.

Anxious men over-text, need reassurance and escalate quickly; avoidant women are the ones most likely to keep them hooked, because the push-pull feels like chemistry. Attached calls this the anxious-avoidant trap.

Take the attachment quiz in the resources. Knowing your style is the first step to behaving securely even when you do not feel secure.

Self-assessment matrix

Circle one number per row. Be honest; this is for you. Score today, at day 15 and at the end of the program.

Scoring

Before = today. Day 15 = midpoint. After = end of the plan you are following.

Criterion	1 looks like	5 looks like	Before	Day 15	After
Understanding of what attracts	Based on forums and guesses	Based on research I can cite	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
Kindness from strength	I am nice to be liked	I am generous without needing a return	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
Secure behaviour	I chase or withdraw	I state needs and tolerate uncertainty	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
Warmth signals	Closed, cold, serious	Open, smiling, engaged	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
Competence without bragging	I talk about achievements	They show through stories and action	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
Humour	Rehearsed or absent	Playful, observational, self-aware	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
Partner selection	Attracted to chaos and push-pull	Attracted to consistency and calm	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
Myth-free thinking	Looks and money decide everything	I invest where it compounds	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
Total (out of 40)			__	__	__

Reflection

Before: my lowest row is _____. The last time it cost me something was _____.

Day 15: what changed: _____. What is still hard: _____.

After: biggest shift: _____. Next program I will take: _____.