

**Geeks with techniques:
Pickup and Attachment to Outcome
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In the previous newsletter I wrote about attachment to outcome in general. I define attachment as:

An emotional attachment to a specific outcome.

I discussed how it is human nature to get attached to outcome and that our attachments to anything – ideas, concepts, goals, wants, desires – whether positive or negative, are going to cause us to suffer.

While attachment to outcome and suffering are part of the human condition, there are things we can do to reduce, minimize, and even eliminate our attachments – and therefore reduce our suffering.

Thankfully, the areas where most men tend to have the most attachments to outcome – women, approach, dating, sex, and relationships – are also the areas where we can consciously practice observing and letting go.

It is ironic and often surprising to most men I work with, that letting go of attachment in these emotionally-laden areas often actually increases success (yes, that is an attachment) and satisfaction in dating, sex, and relationships.

And contrary to typical Nice Guy black and white thinking, letting go of attachment doesn't kill your incentive to talk to women and ask them out. It is easier to approach and engage with women (and be yourself) when you don't have them on a pedestal and/or don't care what happens.

In this newsletter I'm going to talk about one of the most powerful ways I know to increase your attachment to outcome in dating. I'm going to do this because becoming aware of what increases attachment – and therefore our suffering – can help us learn how to consciously practice letting go of these attachments.

Here is this week's question:

“How can I let go of the attachment to get the girls when I test for interest? I find it so difficult to only test. When I start and lead a conversation I want a specific outcome – her number to set up a date. I feel the lust of the result and start to chase it – a mania, an obsession. I was a very pick-up guy, and in the pickup community I learned the obsession of “CLOSE!” Every action is aimed at the close.

If I close and I set up a date:

- *I 'm good*
- *I'm getting better in the game*
- *I did everything correctly*
- *I have balls*
- *Other men will envy me*

I realize I have a lot of covert contracts, but how can I break this attachment?”

My Answer:

If you've listened to many of my Dating Essentials for Men Q&A Podcasts, you are probably already aware of my personal opinion of “pickup.”

Pickup is a lot like organized religion and the popular pseudo-psychology of the *Law of Attraction*, the *Secret*, and *Think and Grow Rich* – they all take a few valid principles and mix in magical thinking and attachment to outcome. What comes out is a toxic mix of doctrine and practice that makes sense on the surface and promises to miraculously give us what we previously haven't been able to obtain.

Unfortunately, in reality, all of these man-made manipulations of valid psychological principles only increase our suffering.

Much of pickup is based on a few legitimate psychological principles and does often produce results. But pickup has a number of pitfalls.

It works best on young, drunk, immature women with low self-esteem.

It is often pitched by online marketers who play on the fantasies and insecurities of men who are introverted, socially anxious, and/or not good at talking to women (“99 proven ways guaranteed to get the hottest women in the room in bed with you tonight”).

It plays into socially awkward men's tendency toward belief in fantasy and magical thinking (i.e., D&D, Lord of the Rings, Pokemon, Star Wars, WoW, porn) and offers them a magic bullet that promises to make the most desirable women desire them without risk of rejection, pain, or embarrassment.

It is all about ego, which has its origins in a man's insecurities and fears (you only have value if you have a beautiful girlfriend who causes other men to envy you).

It is a no win game of seeking external validation through getting desirable women to desire you (if you don't feel good about you, getting a beautiful woman won't change that. You

will soon tire of her and go seeking the next shiny object that promises to fill the empty space inside of you).

Is all about trying to fulfill unrealistic fantasies of women, sex, and relationships fueled by Hollywood, pop culture, porn, and the over-active imagination of guys who have always been bad at talking to women (i.e., chasing unicorns).

It uses women. (It treats them as one-dimensional objects whose only value is boosting an insecure man's self-esteem).

It is based on a one-dimensional measure of attraction and value – physical beauty.

It is degrading to women and men (It implies women only have value for their genetic beauty and men can only get these objects by hiding who they are and women into liking them).

It creates “geeks with techniques.” It encourages men to be something they're not. (It builds on the belief many men have that just being themselves is not enough to get a good woman)

It is all about “scoring” (getting a number, getting a date, getting laid) and not personal connection or growth.

Because pickup can be effective, it can easily become addictive. (Men who get good at game often have trouble closing the lid of the toy box even when they find the kind of good woman they set out looking for in the first place. As evidenced from the email at the beginning of this newsletter, once you're in, it can be really hard to get out.)

With all that I've said above, pickup can actually serve two valuable purposes.

It will get you out of your comfort zone and force you to talk to women. Every form of pickup has this in common – you

have to actually talk to women. This can be helpful in giving shy and experienced guys a playbook to help them do something different.

Many guys who get good at game eventually discover how shallow it is and as a result, begin to practice being themselves and come to see women as more than just objects for personal satisfaction and validation.

Pickup tends to start out with a fairly harmless attachment to outcome – wanting to be loved, have a relationship with a good woman, and/or get laid. But it pours gas on these desires and men's insecurities and turns them into a bonfire of attachment to outcome. And remember what happens when we get attached to outcome ?

We suffer.

Fortunately, there are ways to date consciously that don't carry the pitfalls of pickup and actually help you become conscious of, and let go of attachment to outcome.

Conscious dating is the foundation of everything I teach. One of the beauties of conscious dating is that it is the one of the most powerful tools I know to help you learn to let go of attachment and find relief from suffering.

Conscious dating will grow you as a man. It helps you face your fears, get out of your comfort zone, live at your edge, develop new skills, embrace your sexuality, accept yourself, and learn that rejection doesn't hurt.

Conscious dating will also help you discover that whatever your male brain thinks a woman can do for you, it is wrong.

Conscious dating will help you let go of your desire to find an all loving, all accepting, and ever-present mother-figure.

Conscious dating will help you see the damage that porn and fantasy does to your self-esteem and your view of women.

Conscious dating will help you discover that beauty really is only skin deep but that angry, selfish, moody, and bitchy are forever.

Conscious dating will also expand the qualities you value in a woman beyond physical beauty and increase the odds of finding a really great woman who can bless your life.

“Detachment doesn’t mean we stop caring. It means we have an inner wisdom telling us what we can control and what we cannot.” – Anonymous, Touchstones: A book of daily mediations for men