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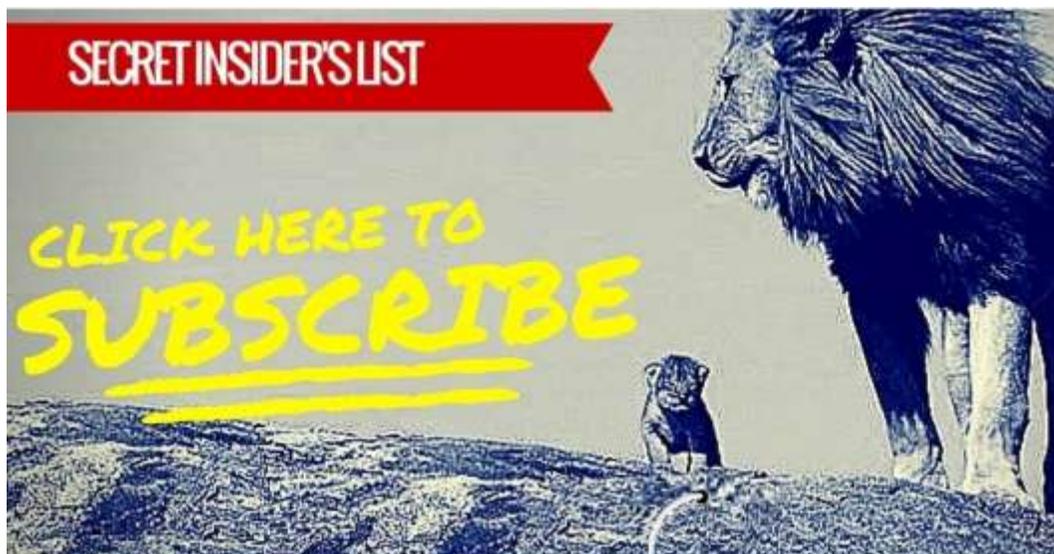
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Free “Confidence Quick Tips” Guide!

“Hey all you alpha males! I’d like to give you the opportunity to be the FIRST to find out about my latest Alpha male tips, tricks, content, book releases and sales. Let’s become the ultimate alpha male... Together!”

– Jett

(Simply Click the Link Below)



Unleash and Dominate Your Alpha Male

*Attract Women, Boost Confidence, Obtain Success, Conquer
Negative Thinking, Improve Your Life, and Follow Your Passion*

Chapter I

What's The Big Fuss About Being An Alpha Male?

Are you an Alpha male? Are you getting the women you want? Are your pockets getting fuller with money? Do people see you as a leader? Do they respect you and make way for you when you enter a room? Are you in full control of your life?

Starting off a book with questions will probably raise eyebrows among literary gurus, but hey, to be completely honest... I could care less! I'm not writing this book to conform to what is conventionally or politically correct. I'm writing this book to help men who, like you, could possibly be up in limbo trying to make sense of their no-specific-direction lives. The way I figure it, if the above questions hit you like they hit me before I became an Alpha male, then I'd be off to a good start.

Perhaps, you'll find the answers to the questions won't come easily. Don't worry about it. Where it concerns the inner dynamics of a man, the answers never do come easily, not unless you've got a precise idea of what makes an Alpha male. In truth, not too many men have a definite handle on what an Alpha male is. The closest they'll come to what it really is, would be to associate it with the 1980's idea of machismo, which sadly is mostly confined to how well-endowed a man is. Not that any man (or woman) would complain about that, but being an Alpha male goes a long, long way beyond being a sex god. Sure, that helps too. But for an Alpha male, being a confirmed stud is not the be-all and end-all of life.

So, pray tell, what in heaven's name is an Alpha male???

Well... for one thing, he's not the impatient type who'd lose control over learning something related to Alpha male. He is usually calm and collected. In the words of today's young kids, he's cool.

The Alpha male

In a nutshell, an Alpha male is the ideal man almost every woman wants and most men want to be. They're the guys on top of the social and economic totem poles. They've got better access to power and money and have easier ways with women. They've gained these advantages through physical and mental prowess, asserting character and influence. They're often described as 'real men'.

The Beta male

On the flipside of the coin are the Beta males. These are the weak, nondescript hundreds of thousands of men who go through life being submissive and subordinate, and seem to always find themselves on the lower ranks of the social and corporate ladders. In a game of poker, while most of the players would have a good pair, these Beta males would have a pair of deuces. Their female partners would generally be those who have simply decided to settle down and get married, who went on a mission to find a “nice, decent, family-centered guy”. These are the Beta men. No, they’re not what you’d regard as losers. They’re simply not living (or unable to live) to win!

My sincere aim is to help you go through a process to become an Alpha male, begin to live like one and start winning!

This is an easy-to-read, easy-to-follow-and-do, 6-chapter book which is geared towards giving you a better understanding and appreciation of:

- 1) What an Alpha man is
- 2) Why you should become one
- 3) The important elements that will make you one
- 4) Building your passion and sustaining it
- 5) Doing what you need to do to become an alpha man; and
- 6) Propping you up for growth and success

First things first. Let’s get a measure of what an Alpha man really is.

I could make out like a college professor and go through the Alpha ethology (I had to look this word up in the dictionary) and tell you all about how, in hierarchical social animals, alphas usually have priority access to food and other desirable things, including preferential access to sex and mating partners. I could tell you how gorillas achieve this status through physical prowess, but hey, I don’t think we’d like to go aping them! Besides, our methods are a bit more sophisticated!

So, what I’ll do instead is line up the specific characteristics of an Alpha man and, as you go through each one of them, ask yourself 3 questions:

- 1) Am I this?
- 2) Is there something I can do about it?
- 3) Shouldn’t I be doing it now?

‘The Alpha Male’; ‘the main man’; ‘the real stand-up guy’; ‘God’s gift to women’ – it doesn’t matter how you refer to him: he’s the top guy, the leader, the one most other men look up to for inspiration and motivation, almost always with a hidden taint of envy. Here’s what makes him tick:

- 1) The Alpha male, first of all, is a leader. He leads by example. While he carries himself with a certain quality that inspires the people around him, he doesn’t tell them how to live; he doesn’t impose on them. He lives on his own terms, in the best way he thinks is right for him.
- 2) The Alpha male is persistent. He doesn’t give up. The word ‘quit’ is not part of his everyday vocabulary. He’ll be the last man standing in any kind of fighting arena.
- 3) The Alpha male is in top physical form. He’s not going to look like those giant Roman gladiators, but he’s strong. He’s got an athletic body most women would find attractive.
- 4) The Alpha male is a tough worker. He’ll work all hours knowing nothing great is accomplished without hard work. He toils with a specific, definite purpose.
- 5) The Alpha male never picks a fight. He’s not a war freak but, if he finds himself in one, he won’t cower in fear. He’ll be the guy who ends it. He doesn’t hit a man when he’s down. He’ll fight mostly to defend – not to kill, maim or destroy.
- 6) The Alpha male is not only a survivor – he’s a fighter. He’s a warrior, not a worrywart. He knows he can’t have everything under his control, so he takes a firm hold of what he can and doesn’t worry about what he can’t control. He forgets about tomorrow. He’s got his hands full working on today’s needs and demands.
- 7) The Alpha male has got style. He dresses and looks like a man, and people respect him for it. He’s not a fashion icon, but he wears his clothes with a certain flair.
- 8) The Alpha male knows women. He’s got a great way with them. He respects them and treats them gently, often because he has had beautiful relationships with them. He’s chivalrous, gentlemanly in his ways. At every chance, he helps his girl to make her dreams come true.
- 9) The Alpha male is learned and educated. He may or may not have any of those fancy university degrees, but he’s got an unquenchable thirst for knowledge. He desires to learn, and he does. It’s what helps him interact with people from different social and economic standing. He can hold a conversation smartly with a top businessman, a math professor, a sports buff or the local parish priest.
- 10) The Alpha male is confident. He’s sure of himself. He knows who he is and what stuff he’s made of. He lives by his values and doesn’t stray from them. He stands by them and will fight for what he believes is right. It’s this confidence that makes him feel at home in the corridors of power. It’s what makes him attractive to the opposite sex. Even more importantly, it’s what puts the credibility into what he says and does.

- 11) The alpha male has got a sense of humor. He's amusing and entertaining, and tells jokes as effectively as any stand-up comic you'd see on TV.
- 12) The Alpha male has lived and continues to live. He is a seasoned man with stories to tell. He's no stranger to mistakes but he's able to laugh at them. He's gone into adventures – the kind everyone enjoys hearing about.

There you go. Twelve specific traits of what makes an Alpha male. More importantly, 12 characteristics that make a real man, characteristics that have propelled him to the top echelons of corporate management, financial and economic circles and the social world, making him the envy of most men.

Obviously, there are many other ways of defining an alpha male, but perhaps what you'll find common in them is what he is not. He is not your average Joe, he's not of ordinary mold. He is neither conventional nor traditional, though he puts value on family and societal traditions. In short, he's not 'just a man'.

As I suggested in the earlier paragraph, I hope you took the time to do a self-assessment using the Alpha male characteristics as a yardstick. It's what I did. It's what did the trick for me... reason enough for me to persuade you to do the same. It will give you an idea of where you might be in terms of becoming one. This simple exercise is just a sort of a look-see, start-up activity. The job ahead is a bigger one; but hey, we're talking about you getting richer, we're talking about you getting the women you want and we're talking about you being a cut above the rest. You've got to concede, it's not going to be a walk in the park. I'll promise you this much... we'll work with you all the way, as we try to simplify the process and quickly get you on track.

Chapter II

Why You Should Become an Alpha Male?

So now you've gotten a fairly good picture of what an alpha male is and you might be asking yourself... "Why should I become an alpha male? Heck, I'm pretty comfortable where I am, with what I am and what I have!" Great! I don't think anybody can quarrel with that. Lots of people have their own idea of their contentment level. When you've reached this level and you feel you're happy, hey, why rock it? It's just that on certain days when things simply don't seem to be going right, and tiny little doubts creep in because you've just had a big fight with the wife over money... it won't kill you to keep your mind open. You've got to admit a lot of the things we learn about life aren't always right, right? The old folks would say, "Be happy with what you've got because a lot more people are in a worse off situation!" True. And you tend to take this at its face value and hang on to what you've got!

On the other hand... if you often get this feeling of a rushing bull who'd like to take life by its cojones and own it... if you get this almost piercing thirst for success, this keen, consuming sense of possibly becoming another Arnold Schwarzenegger, or another Silicon Valley technology ace like Steve Jobs, or as popular a host as Ryan Seacrest... don't ask why you should become an alpha male. Ask instead, why you shouldn't. Everything about an alpha male's super traits and admirable characteristics are there for you to acquire and build into your persona. They're yours to nurture and own, because you deserve them.

The Benefits of Becoming an Alpha Male

And the perks of becoming an alpha male? Awesome! Imagine coming home to an ice-cold Bud Light after being lost in the sweltering heat of the Sahara for three days! And the nice thing about it is... there are several more Bud Lights in the ice-box.

Becoming an alpha male is about having a superior state of being that surrounds your personality and behavior in society. It's about not only developing a mindset, but possessing an ability to take full control of your life. You can take stock of yourself and steer your career in any direction that'll get you feeling fulfilled – and make tons of money along the way.

While lots of ordinary guys can barely get a first date, you'll get all the dates you want, with the kind of women you like, and build the kind of relationship you prefer. As you develop your confidence and move about with a self-assurance that'll put James Bond to shame, women will find you attractive and naturally be drawn to you. I can't guarantee you a night out with Jennifer Lopez but, I assure you, it's not going to be hard meeting up with a gorgeous woman with a look-alike butt.

And the guys in the office? You'll be the envy of them. They'll begin to see you in a different light. They'll get to realize you are the man... the guy who really matters... the smart corporate exec who sets the tone and takes the lead in making people execute plans faster and better. And what about the other alpha males on the top floor... the head honchos in dark suits, the heavy breathers who sign your checks? Appreciating the sharp, creative solutions you offer to clients' concerns and issues, they'll be happy to sign more of your checks.

Is This For Real?

You'd better believe it! Nothing I've written in this e-book is fancy, whim or wishful thinking. I've been through all that in junior high, when all I could do was daydream about being in bed with Sarah, this vivacious member of the cheering squad who hardly noticed me. Of course she ended up in the arms of this sweet-shooting, top scorer of the basketball team. But that's all water under the bridge now, although, at the time, I wished ardently for this guy to crash his Mustang

against a tree and lose all his teeth! I've become an alpha male since. No more kid stuff.

Transforming into an alpha male is not a one-shot deal. There's no magic pill for it. It's something you continuously work on until it becomes second nature to you, such that anything you do, both inwardly and outwardly, exudes an air of self-assurance that's immediately felt and seen, making you some sort of a social demi-god.

And guess what? YOU can make it happen. I know. I made it happen. I've developed an alpha personality that has enabled me to live my life on my own terms, have a lot of fun dating and spending night time with beautiful, sexy women, and have a thick bankbook – none of which I ever thought I'd have. My new-found alpha male character has brought me success. Hey! I'm writing this book, right?

You, too, can make these a part of your reality. Once you've acquired an alpha male's traits, you will succeed with whatever you set your mind to do. **And here's why:** visualize. Imagine yourself as having gone through the process of becoming an alpha male. While you may not have a scrolled diploma in your hand, you might notice some men and women looking at you admiringly.

Ten “It-Makes-Sense” Reasons Why Success Will Come With Your New Alpha Personality:

- 1) **You're now a leader.** It's human nature for people to follow alpha personalities and, because they're following your lead, they will naturally go the extra mile to contribute to your success – knowing that their own success depends on you and your well-thought out plans and strategies.
- 2) **You're now confident.** New possibilities and opportunities will present themselves constantly. You've got enough acquired confidence to make yourself available and involved in all of these.
- 3) **You are now resourceful and enterprising.** As a kid, your youthful curiosity found solutions to problems – demonstrating your ability to be enterprising. By now, you have been able to develop and practice this skill frequently enough such that any problems will seem simple to you.
- 4) **You've become a dominant personality in social circles.** It's common knowledge that one of the keys to business success is networking. You are naturally inclined and predisposed to be great at this – and those huge, varied social circles will provide you with lots of opportunities to find hobbies and interests that you love.

- 5) **You've become ambitious.** Being enterprising won't do you any good without having that ambition to make progress and reach new heights. This new alpha personality will make you want to do more and be successful in every aspect of your life, including the personal and the professional sides.
- 6) **You now have charm and charisma.** Part of your success will come from your ability to share its rewards with others. People will naturally want to be part of your successes because you're warm and nice and simpatico.
- 7) **You are now very competitive.** In practically everything that you do, you want to turn into a competition and, no ifs or buts, you've got to come out the winner. This burning ambition you've got for success in business? Turn it into a competition and you will undoubtedly end up on top of the heap.
- 8) **You now possess that 'can-do' mindset.** People can now throw anything your way – challenges, pressures, problems and new, difficult tasks – but you can handle anything. You can tackle complications and tough jobs, and because you're now an alpha male, you complete these things with poise and finesse.
- 9) **You are now popular.** Friends, colleagues and family members... they all like you; and because they do, you can expect them to hope and pray for your success as much as you do. Expect your mom, especially, to even hold novenas in church for your success. These are your rah-rah cheering squads and, when you run into snags and things aren't going your way, they'll be there to jump in and lend a hand. (I can't guarantee you a personal loan from your mom, but who knows? Maybe your charm and charisma might do the trick.)
- 10) **You are now in full control.** You may have certain traits others may not perceive as positively as your charm. Being aware of these, and taking full control of your tendency to sometimes be domineering and bossy, will go a long way towards success – both in your chosen career and personal life.

Since I've become an alpha male, I've become direct and honest – something that I'd like to be with you at this stage of the game. I sincerely believe that any combination of these ten reasons will bring success to your life, as it did to mine. I've witnessed others, too, practicing these tenets and then observed them enjoying the fruits of such transformation.

Deep down inside, you know that there is more to life than going through one's daily routine and just quietly acquiescing to be categorized as 'average'. There is something better: becoming an alpha male and living an amazing life.

What follows is a quote from Gandhi. It's an inspiring thought I run to every now and then, when I notice myself sometimes back sliding from my beliefs. I'd like to share this with you.

“Man often becomes what he believes himself to be. If I keep on saying to myself that I cannot do a certain thing, it is possible that I may end by really becoming incapable of doing it. On the contrary, if I have the belief that I can do it, I shall surely acquire the capacity to do it even if I may not have it at the beginning.”

Chapter III

What Will Make You An Alpha Male?

We're near the middle of this e-book, but this is where it really begins. This is where I'll guide you. I'll take you through the various important life-changing lessons I've learned, which have now been made a part of my alpha personality... learnings and unlearnings that have helped me to gain full control of my life. And, believe me, it will create some great and superior changes in yours as well. Don't think it'll be over-the-top difficult. No. It's not going to be like a woman shouting her lungs out delivering her first baby, but at the end of the day, it will be just as satisfying, just as gratifying.

So, roll up your sleeves, flex some muscles and psych yourself into becoming a real man. We've reached that point where you'll hear the clapping of the clapperboard and the director's "Lights! Camera! Action!"

Remember what you're aiming for

I've talked often enough and simple enough about the reasons why you and I, as men, should become alpha males: it is the key to wealth, great relationships with the kind of women we want, and respect from peers in our chosen fields of endeavor. It is not going to be far-fetched, either, to be enjoying some level of fame and glamour, particularly if you move and take the lead in the popular world of sports, fashion and entertainment. There are, of course, other perks in the peripherals as you develop your alpha personality. Let them just serve as gravy. Go for that tender, delicious, melt-in-your-mouth Kobe steak.

You've got to want to become an alpha male!

There aren't any two ways about this. If you want to have what's out there, you've got to come in all the way and go the whole nine yards. Others call it passion. I'd like to call it heart. As the song goes... "You gotta have heart, lots and lots and lots of heart!" You'll need it as we go along. But don't fret; I'm here to help.

I've written this chapter to make it as easy as possible for you or anybody to follow. You don't have to go and do the whole hog. You can do these things three or four steps at a

time – but do them! It will help if you give yourself a ‘completion date’ of one week. I use ‘completion’ here loosely, for this alpha male make-over goes on with practice... till you tell yourself, “I’m now an Alpha male.” An Alpha male is direct and honest, so it will have to come from you. Now is as good a time as any to start. Here goes:

Building Up Your Confidence

One of the most important traits an Alpha male should have is confidence. Unless you were born to be king of England, or with similar high status, confidence doesn’t come on a silver platter. It’s something you work on, something you build on, one block at a time. And it’s there. You’ll just have to learn the techniques of developing it till it becomes a part of your personality.

Like most men, I wasn’t projecting enough confidence before. I’d used to just mope around feeling sorry for myself until, in one of the events I attended, I saw this man enter the room with such an aura of confidence, people could feel it. The women certainly took notice. I myself could feel it. Admiring the guy but feeling envious, I decided I wanted to be like him. Today, I AM like him! An Alpha male. He’s better looking than I am, but I AM like him!

Getting Started

An old, very good friend helped to get me started and, until that point, I didn’t realize he was an Alpha male himself. He urged me to adopt the following steps to raise my confidence level. He assured me that these were going to help in whatever I chose to do in the future. In the spirit of ‘paying it forward’, I’d like to share these with you:

Mind how you look to other people. Improve your appearance. I’m not talking here of going through a beautification program in one of those men’s salons and lathering yourself with all kinds of magic herbal creams sourced from Kathmandu or Turkey. No. But I am talking about taking some time for a basic grooming thing and dressing up appropriately. I am talking about a shower, shave and tooth brushing everyday. Getting your hair shampooed and combed or brushed nicely won’t hurt either. Throw away those running pants smelling of sweat and tattered tees. They make you look like a bum. Here’s the rule of thumb: Dress up everyday in such a way that if you saw your ex-girlfriend and wind-up for lunch in a restaurant, you wouldn’t be embarrassed.

Do some exercises. Nothing beats workouts in boosting male confidence. The blood flow that increases after you’ve flexed your muscles will make you feel good. And the hormones that are released? They’re not going to make you feel like Superman, but you’ll feel better than the next man. Forget about gym memberships. You can start exercising today, committing 15-30 minutes in a daily routine, jogging or walking briskly around the block or biking within your neighborhood.

Set goals and make sure you meet them. Men who set goals and achieve them become very confident. In essence, goals are actually promises we make to ourselves. If we can’t keep our promise to ourselves, how the heck are we going to be confident? Start today. Set a goal that you can meet today. Nothing fancy. If you love sleeping late, make a goal to get up early and do it! If you’re not

organized and a lot of things in your everyday world are topsy-turvy, make a goal to plan out your day, and do it! As you set and meet these small goals, your confidence will begin to build up. When it does increase, you can set the bigger goals, and when you achieve them your confidence will be boosted even more.

Pull back and take stock of the successes you've had in the past. Look back to those moments when you were successful. These don't have to be huge successes, but remembering them will tell you, you're not a washed-out guy. Realizing that you can succeed will trigger more confidence to take on other challenges. Put them down in your notebook. Anytime you're feeling like you need a confidence shot, look them up!

At this point, let's pause a while... I'd hate for you to get an information overload. Take a breather and digest the thoughts and ideas of the preceding paragraphs. Okay, your five minutes are up! I'm back to my roll as a screaming first-class Marine drill-master.

You've got to START building your confidence now! (I've capitalized the word 'START'. It's now our operative word.) Not that you don't have any confidence at all. Almost everybody has it in varying degrees. The degree that's required, though, to become an alpha male is a bit above the ordinary. After all, confidence, wherever the alpha male finds himself, is one of his most defining traits. It's what makes him stand out from the rest.

Here are some of the other things you should START trying in building your confidence.

1) START going after what you want. Don't be shy or scared. Own your intentions. Be direct with whatever it is you want.

Let's say you want to start a conversation with an attractive woman at the airport, in a party or any social or business event. Don't disguise your intentions. Show her your interest. Walk directly to her, make eye contact and smile. Say something like... "I was just going to get a coffee, would you care to join me?" or something similar to that. You don't think any woman would be turned off by something like that, right? Of course not! And unless you look like, and are dressed up like, the Boston Strangler, the conversation should continue smoothly. You can try this today, tomorrow, or on your Saturday night out, but you've gotta have heart to try it.

2) START Walking and moving with a strong body language. Go face a giant wall mirror and take your natural walk. Don't pretend you're Prince Charles doing his regal walk before Queen Elizabeth. Just do your natural walk and take a close look. Is your head bowed? Your shoulders slumped? Do you carry yourself with tension written all over your body? That ain't confidence, baby! Learn how to walk with your back always straight and your chest open by letting your arms fall naturally on your sides. In fact, walk straight with your full height and head held up (you'll be amazed at how tall you'll look when you do this). Take several deep breaths as frequently as you can. They'll help shake off that tension and project a relaxed, confident walk. Practice walking this way every day. In about a week's time you won't have to pretend you're Prince Charles!

3) Walk and now START talking like a man. If you've got a naturally pleasant voice, that's great. You'll just have to learn how not to rush your words and talk at a steady, relaxed pace. You might want to put on some authority in whatever you're talking

about by lowering your pitch when you end your sentences. Talking this way will help to make you sound confident and pretty sure of yourself. Otherwise, if you've got a high pitch, squeaky-type voice, I'd suggest practicing lowering it every morning by reciting the alphabets in as low and deep a pitch as you possibly can (make it sound bass-like)... Eyyy ... Beee... Ceee... Deee... When you do enough of these pitch-lowering exercises, this pretty soon becomes your natural speaking pitch. If you can afford it, get yourself a tape recorder, a mike and a headset and record yourself reading the paper's front pages, also in as low a pitch as possible. You'll see the improvements as you do this every morning. No budget for the recorder? No problem. Go to any corner of your house, flap your ears close and listen to yourself reading the papers aloud. I know this to be effective first hand. It's what I did all summer long before college; it's what got me the DJ job I was dying for at the local radio station. It was a short stint, but with pretty girls dropping by the station for hellos and song requests. I had a lot of fun.

4) START looking good, well groomed and sharp. None of this shaggy hair, untrimmed beard and tattered jeans. Try looking like you're the top man of a dynamic advertising company, suited up in a sort of trendy way that shows you know where it's at. Also, eating the right kind of food, getting enough sleep and a bit of exercising will go a long way towards improving your whole appearance. There is a lot of value in remembering what fashion experts call 'dressing for success'. It'll help raise your confidence level. And success does breed confidence, so...

5) START taking pride in those little successes you've had in your life. Take the time to work on developing certain things you're good at. If you've got a gift for taking great pictures, for instance, take pride in it, pursue it and let it shine. No need to flaunt those dramatic black and white photos at every chance you get. Awareness of this personal talent will come through as you move in your social circles. So, short of taking up bullfighting lessons in Madrid to become a grand matador, look into your areas of potential success and go for it.

These are but a few of the doable techniques for building your Alpha male confidence. I urge you to START doing them – today! As we go on with this book, I will show you the other important aspects of becoming an Alpha Male, how to progress from there and start enjoying the wins!

Getting there

All this confidence-building work, other than boosting your professional career and creating a propensity for you to succeed in business and making money, has another great advantage. It will lead you to becoming a lot more interesting, appealing and attractive to women. This shouldn't come as a surprise. Men who move with confidence (and don't mistake this for arrogance or cockiness) will always be extremely attractive to the opposite sex. Human behavior experts know it. Now you know it. Live by it.

I can't overemphasize this enough: **YOU'VE GOT TO WANT TO BECOME AN ALPHA MALE.** It's what will prompt you to take action not tomorrow but today. Once you start on the foregoing techniques I've lined-up, you and I have half the battle won.

The other half, which is just as important, is about becoming a leader. No, you don't have to kill anybody to become a leader! But you gotta have heart and work at it.

The qualities you'll need to develop as a leader in becoming an alpha male:

There's always been this debate on whether or not a person is born a leader or he simply takes hold of his life and develops talents and abilities that make him a leader. The thing is, there are clear common personality traits that are found in leaders. They are highly intelligent and successful. In corporate America they represent about 70% of all senior executives. They couldn't have all been born natural leaders. My premise is that any person who wants badly enough to be an alpha male and become a leader, can. I've done it. You too can.

- 1) **You've got to have a good, exemplary character.** Let me make it clear that we're not talking about religion here and being a saint. We are talking about being trustworthy. A leader needs to be known to live his life by good values, good ethics. He's got to have honesty and integrity. These are what will earn him the right to have responsibility for others. He needs to be trusted. Deep down, you'll have to ask yourself... Am I this? Or perhaps the better question would be... Can I be this?
- 2) **You've got to be gung-ho about your career or your job,** or if you're advocating a cause, you've got to be enthusiastic about it and your role as a leader. People respond more eagerly to a leader exuding passion and dedication. You should be able to inspire and motivate people towards moving in a certain way. While you may be the leader, you're also part of the team aiming at one common goal. You shouldn't have any qualms helping in the dirty work.
- 3) **You've got to be self-assured and confident.** When you take control, you've got to do this in a calm, intelligent way. You've got to be able to respect others' opinions and advice, not step on anybody's toes or create conflict. You shouldn't be afraid to make decisions. You'll be making lots of them but your decision should always lead to what's best for the majority.
- 4) **You should be committed to the highest standards.** Second best shouldn't be good enough for you. You should remain steadfast and focused on the main purpose. In times of crises, you should keep a cool head and not lose control.

Looking at these four qualities for developing alpha male leadership, you'll realize most are to do with your innate character – something you can't simply grab and decide to become on the spot; or, it could possibly be a combination... something that's both within you and something you have to work on. Pull back a bit and look at yourself closely. Take your time. Take all of 30 seconds. Only you know you. And then... imagine yourself being an alpha male... imagine yourself enjoying the wins and hey! Let's get going!

It's okay to fail and succeed

Looking back at our world history, it'll be easy to recognize some of the alpha male leaders: Achilles. Alexander The Great. Napoleon Bonaparte. They saw opportunities where most other men saw failure. Know that sometimes an alpha male will stumble, but he'll never see this as the end. He'll stand up again. He'll see this fall as a need-to-experience stepping-stone to success. And because he knows this, he builds enough guts to try things others won't. To be sure, he'll work harder for success, where others will simply throw in the towel.

CHAPTER IV

YOU'VE GOT TO HAVE PASSION

“You Must Want To Become an Alpha Male”

Whether you're planning to put up a restaurant business or fresh out of college, you're simply thinking of the right path to take in a career. It is a 'must' that you go with your passions if you want to succeed.

For the most part, when we talk about success in life or in our professions, it's inevitable that the conversation leads to certain personal character traits. Things that come to mind are: determination, ambition, right attitude, discipline, persistence, even connections and some luck. These are deemed to be critical for success. What we usually tend to forget and include is passion, or what I had described in the earlier chapter as “lots of heart”.

This important thing, this passion for whatever serious venture we get into (as in becoming an alpha male) is an integral part of the success formula. In fact, in most cases, it makes all the difference. Passion – along with the other good traits – and success go hand in hand.

What is true Success?

But, even before I go on with why you should be following your passions, let me talk a bit about success. Often, it is immediately associated with great wealth and widespread fame. These are not, however, the primary definition of success. The true meaning of success is the achievement of something you and I greatly desire. Ergo, the most successful guys in the world are those who get what they want out of life. Of course, money, along with some degree of fame and respect, is a good goal to have. We all like to have plenty of money to keep ourselves and our family comfortably sustained. But you know what? These things almost come naturally as by-products of success. The equation goes something like this: the more passion you put into your work, the better chances of success that leads to wealth.

What is this passion I'm talking about?

As I talk about passion in relation to becoming an alpha male, keep your imagination in check. Don't let it run wild as to conjure images of you and Megan Fox in a romantically hot love scene. No.

Deep down inside every one of us, resides this strong feeling of enthusiasm, this thing called passion. In varying degrees, it's demonstrated in things we do: working out

financial statements, running after a basketball, playing our pet sport or even indulging in our favorite food. In many individuals, this passion is very strong. When you inject this into your work, you are aligning yourself for achieving true success.

Why passion is so important to success

When you are keenly enthusiastic of, and proud about, the work you do, you become better armed to beat any obstacles that are sure to surface with, say, starting a restaurant – or pushing on with becoming a stand-up comedian, hopeful the audience laughs at your silly jokes. The stronger the passion, the more predisposed you become to putting in the extra effort to make yourself better. Almost naturally, this passion will drive you to become an expert at what you do and inevitably lead you to a higher pay. Passion spells a more meaningful career and raises the chances of you creating more wealth.

See this clearly. As you go through your transformation into an alpha male, you've got to bring out your passion. You've got to really want to become an alpha male.

Look at how the guys with all the passion in the world fared in their respective circles:

Steve Jobs: In an article titled “The Seven Success Principles Of Steve Jobs”, written by Carmine Gallo, and based on numerous interviews with Jobs and Apple employees, the number one principle cited in the article is DO WHAT YOU LOVE. The late Steve Jobs, the smart, sharp ex-CEO of Apple, was a great believer in the power of passion. At one time, he was reputed to have said, “People with passion can change the world for the better.” You and I know he did. He showed it was his passion for his work that did it for him, that created his monumental success.

Mark Zuckerberg: This thirty-one-year-old CEO of Facebook changed the way we live, and made billions of dollars in the process. One of his ingredients for success is “following your passion”. According to David Kirkpatrick, who wrote the inside story of Facebook, Zuckerberg suggests “follow your happiness”. He says that even if you don't wind up with a great fortune, you will at least be doing something you love.

There are a lot of other successful personalities who got to where they are today through the keen enthusiasm and passion they combined with their endeavors: Steven Spielberg; the former governor of California, Arnold Schwarzenegger; the great popular song composer, Burt Bacharach; X-Factor's Simon Cowell; Bill Gates; Oprah Winfrey; and a host of other corporate executives, businessmen, inventors, writers, technologists, doctors and surgeons, who may be less-known but have had, nevertheless, a taste of the true meaning of success because of their passion.

All fired up at becoming an alpha male? Great!

Read on and know this... it's easy enough to ooze with enthusiasm and be an eager beaver about a new personal or professional venture. Sometimes, though, when these projects encounter some snags and success continues to hide, you may find it hard to stay all pumped-up. At the same time, you can't raise a white flag and give up. No way! Remember, those bumps along the way are your stepping-stones to success, which could be lurking just around the corner. So what do you do to keep the music playing? How do you keep the lights of passion glowing when the lights seem to be busting?

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