

*Based on over 120 scientific studies. The ultimate guide to creating and maintaining attraction with women.*

# ATOMIC ATTRACTION



THE PSYCHOLOGY OF ATTRACTION

— CHRISTOPHER CANWELL —

Atomic Attraction © 2017 Christopher Canwell

This is a work of non-fiction. The information contained within this book is strictly for educational purposes. If you wish to apply the ideas contained in this book, you are taking full responsibility for your actions.

All Rights Reserved. No part of this publication may be reproduced, stored in a retrieval system, or transmitted, in any form or in any means—by electronic, mechanical, photocopying, recording, or otherwise—without prior written permission. For permission requests, write to the publisher or author, addressed “Attention: Permission Request,” at the address below.

Develop Attraction  
[www.developattraction.com](http://www.developattraction.com)

ISBN 978-1-9998722-2-9

First Published by Rampage Books in 2017

Throughout this book I have included many case studies to help provide a deeper understanding of attraction and how it works in real-life situations. These case studies are all based to some degree on events and scenarios I have witnessed. All names, locations, and personal information have been changed for obvious reasons. Any similarity to other people or events is purely coincidental.

Christopher Canwell has asserted his right to be identified as the author of this work in accordance with the Copyright, Designs, and Patents Act 1988.

Set in Steelfish, DIN EngSchrift, Frutiger,  
Garamond, and Baskerville.

# ABOUT THE AUTHOR

Christopher Canwell is a psychologist who specializes in attraction and relationships. He works with clients around the world and is the founder of Develop Attraction (a popular website that shows men how to harness the power of attraction to get what they want in life and relationships).

For more information visit:  
[www.developattraction.com](http://www.developattraction.com)

# ACKNOWLEDGEMENTS

I owe a debt of gratitude to all the men I've interacted with both professionally and personally over the years. I've had the privilege to work with thousands of men, working together to help them solve their relationship problems. During this time, I've seen both the best and worst of humanity. I've seen men on the verge of suicide, I've seen families torn apart, and I've seen men restore relationships that in ordinary circumstances appeared broken beyond repair. I've witnessed thousands of relationship problems, failures, and successes from which predictable patterns of behavior began to emerge. I came to realize that as humans we are all different yet we are all the same. We are plagued by the same fears, the same hopes, the same goals, and the same ambitions. Without the honesty and insight provided by my clients, I would not have been able to write this book. With that said, the case studies in this book are all based on true events. Only names, locations, and personal information have been changed with permission from the people involved.

*From a little spark may burst a flame.*

— Dante

# TABLE OF CONTENTS

<b>ABOUT THE AUTHOR</b>	<b>II</b>
<b>ACKNOWLEDGEMENTS</b>	<b>III</b>
<b>INTRODUCTION</b>	<b>1</b>

## **PART ONE: BECOME ATTRACTIVE** **1**

<i>BUILD A STRONG BODY</i>	11
<i>CHOOSE THE RIGHT HAIRSTYLE</i>	17
<i>TO SHAVE OR NOT TO SHAVE?</i>	23
<i>IS PENIS SIZE IMPORTANT?</i>	27
<i>AGE AND ATTRACTION</i>	29
<i>A SEDUCTIVE VOICE</i>	33
<i>SMELLS THAT SEDUCE</i>	36
<i>CLOTHES THAT CAPTIVATE</i>	40
<i>MONEY AND STATUS</i>	48
<i>YOUR SEXUAL MARKET VALUE</i>	51
<i>GOOD GUYS VS. BAD GUYS</i>	57

## **PART TWO: CREATE ATTRACTION** **66**

<i>APPROACHING WOMEN</i>	73
<i>READ HER BODY</i>	89

<i>ATTRACTIVE BODY LANGUAGE</i>	96
<i>EYES AND SMILES</i>	102
<i>ONLINE DATING</i>	109
<i>USE SOCIAL MEDIA TO YOUR ADVANTAGE</i>	114
<i>TEXTING AND CALLING</i>	122
<i>SETTING DATES</i>	133
<i>WHEN SHE FLAKES AND CANCELS DATES</i>	137
<i>GOING NO CONTACT</i>	144
<i>STOP APOLOGIZING</i>	147
<b>PART THREE: BUILD ATTRACTION</b>	<b>150</b>
<i>NEVER RUSH THE SEDUCTION PROCESS</i>	154
<i>NEVER INVEST TOO MUCH TOO SOON</i>	158
<i>MAINTAIN MYSTERY</i>	165
<i>EXPLOIT HER WEAKNESS FOR WORDS</i>	170
<i>THE MAGIC OF TOUCH</i>	179
<i>GET HER TO CHASE YOU</i>	188
<i>THE POWER OF SEX</i>	195
<i>NEVER GIVE YOUR LOVE TOO EASILY</i>	202
<i>LEAD HER INTO ATTRACTION</i>	205
<b>PART FOUR: MAINTAIN ATTRACTION</b>	<b>212</b>
<i>STAY LIGHT AND RELAXED</i>	216
<i>DON'T FOCUS ON THE RELATIONSHIP</i>	223
<i>GIVE HER WHAT SHE NEEDS</i>	226
<i>DON'T PLAY IT SAFE</i>	231

<i>ANXIETY FUELS ATTRACTION</i>	237
<i>YOUR LOVER IS NOT YOUR MOTHER</i>	240
<i>NEVER FOLLOW A WOMAN'S LEAD</i>	242
<i>BUYING GIFTS FOR WOMEN</i>	248
<i>ATTRACTION GROWS IN SPACE</i>	254
<i>NEVER USE LOGIC TO FIGHT EMOTION</i>	262
<i>MIRROR HER EMOTIONS</i>	266
<i>WOMEN ALWAYS TEST</i>	271
<i>INDUCE SCARCITY TO INCREASE YOUR VALUE</i>	281
<i>STAY OUT OF THE FRIEND ZONE</i>	286
<i>SHE MUST INVEST IN YOU</i>	291
<i>DEALING WITH CONFLICT</i>	296
<i>HANDLING JEALOUSY</i>	300
<i>RESTORE DYING ATTRACTION</i>	306
<i>THE X FACTOR</i>	314

**REFERENCES 321**



# INTRODUCTION

As you read through this book, keep in mind that the information found within these pages is not for the faint of heart. Getting results is all that matters; and to get results, you must be willing to face reality no matter how uncomfortable that reality might be. And while love is an emotional state of being that is accompanied by feelings of comfort, safety, and warmth, you're about to discover that attraction is anything but safe or comfortable—building attraction is a process that is both challenging and unsettling. If, however, you're one of the few men who can summon the strength of mind to accept the truths buried deep within this book, your potential to get what you want in life and relationships is well within reach. And although there are many tricks and superficial strategies you can use to build attraction such as walking a dog,<sup>1</sup> carrying a musical instrument,<sup>2</sup> and even bearing physical scars to make yourself appear more attractive<sup>3</sup>—this book is not about gimmicks—this book is about cutting through misconceptions to show you how to build real attraction—attraction that leads to more dates, more sex, and more love.

With that said, there is the illusion that women need love and commitment for attraction to exist. Men assume they must court a woman and be sweet and kind to her to capture her interest and stand out from the crowd. There is the all too pervasive belief that women are non-sexual beings who only engage in sexual intercourse to please men. An outdated belief? Perhaps.

But these misconceptions are still, to this day, propagated by millions of nice guys around the world. These nice guys live under the illusion that if they are just that little bit more supportive and kind they will be handed the “keys to the kingdom” and receive unlimited sexual access to women.

Furthermore, political correctness has without doubt taken a toll on modern relationships. We live in a world where men are now more afraid than ever to act like men. Over the past several decades there has been an undeniable shift in Western society towards political correctness, feminism, and the suppression of masculine behavior. You only have to look as far as Hollywood and the mainstream media to see evidence of this cultural shift on an epic scale. The message is clear: do the right thing; man up; be a nice guy; buy her gifts; buy her flowers; be chivalrous; women are more precious and deserving than men; men are the root of all evil; if men didn’t exist, there wouldn’t be any wars; if you want to have sex with a woman, you’re both a pervert and a creep. Sound familiar? This refrain, sung en masse, has not only corrupted and corroded society, causing a massive gender imbalance, it has also given birth to a sociological phenomenon known as *Nice Guy syndrome*.

If you live in the developed world and you’re reading this there’s a good chance you’re a nice guy. You’ve been raised to honor and protect women. You don’t want to hurt anyone’s feelings. You want a real and authentic relationship where you can love, honor, and respect a woman with the expectation that she will do the same for you in return. There’s only one problem—you’ve been sold you a lie.

Men have moved so far away from their innate

masculinity that they've lost sight of what it takes to attract women and capture a woman's interest. It's no surprise that approximately 50 percent of marriages end in divorce when the biological fabric of society has been ripped apart.<sup>4</sup> When you stop behaving in a way that's true to your masculine self, you repel women and drive them away. And instead of falling for Mr. Nice Guy, that beautiful woman ends up in the arms of Mr. Not So Nice (someone less caring, less kind, but a lot more attractive).

Sigmund Freud—the famous Austrian neurologist and founder of psychoanalysis—once said, “The great question that has never been answered, and which I have not yet been able to answer, despite my thirty years of research into the feminine soul, is what does a woman want?” Now, thanks to modern research we can finally answer this question. What do women want? What turns them on? Who do they find attractive? And what makes a woman fall in love? We now have the ability to answer these questions, and, more importantly, understand what turns a woman on and off. Ever wondered why that beautiful woman keeps dating assholes and unsavory characters? The answer, which you'll implicitly understand by the time you finish this book, is both surprising and counter-intuitive.

The world is full of misinformation and false prophets. It has become harder than ever to separate fact from fiction, especially where male/female relations are concerned. How do you deal with the inevitable tests, the unexpected withdrawals, the unresponsive behavior, and the inevitable loss of attraction that creeps into all relationships at some point in time? How do you meet a woman for the first time and generate attraction, and not only generate attraction but maintain it over the long-

run? The purpose of this book is to answer all these questions by shining a light onto attraction so you can see it for what it is: your best friend or your worst enemy.

# PART ONE

## BECOME ATTRACTIVE

*Shallow men believe in luck; strong  
men believe in cause and effect.*

— Ralph Waldo Emerson

Attractive people have easier lives. Attractive people make more money, get more promotions, get better jobs, have more friends, and have more sex.<sup>5</sup> An international study into attraction found that women are much more likely to go on a date, go to bed, or go to the apartment of a man who's rated "moderately high" or "highly" attractive. But as the study also discovered, these same women were unwilling to go on a date, go to bed, or go to the apartment of a man rated "less" attractive.<sup>6</sup>

At first, it's natural to assume a man must be physically handsome in much the same way a woman is physically beautiful to be considered attractive. Men often believe they don't have what it takes to be attractive; attraction isn't for them, it belongs to those ethereal creatures blessed with great physical beauty. You might think you're not tall enough, not talented enough, not interesting enough, and not good looking enough to be attractive. But as you're about to discover the nature of attraction is often deceptive. When a

woman looks at a man she considers attractive, she isn't looking for a pretty face or beautiful features as so many advertising campaigns would have you believe. Instead, she's looking for indicators of strength and a "rugged visage" characterized, most prominently, by the presence of testosterone.

I would be doing you a huge disservice writing a book about attraction if I told you that looks don't matter. Human beings are superficial creatures, and when it comes to attraction, looks are undoubtedly important. Most men, however, assume that the features that make a woman attractive are the same features that make a man attractive—they are not. Men and women are attractive in different ways. Watch any advertising campaign or TV commercial and it's easy to be fooled into thinking that societies' view of male beauty is a man with a feminine face and soft features. Despite the fact the media often portrays feminine men as the ideal, it's safe to say that the vast majority of women don't find feminine men sexually attractive or appealing. In general, healthy, masculine features are the type of features women find most desirable. If you focus on cultivating beautiful features, yes, you might be considered handsome and aesthetically pleasing, but you'll do little to generate attraction.

One interesting study into facial attractiveness found that facially attractive men (meaning men with attractive masculine features) have better sperm quality than non-facially attractive men.<sup>7</sup> In most cases, when a man is considered facially attractive, this means he displays strong traces of testosterone characterized by the presence of facial hair, a thicker brow, and a broad chin. Testosterone tells a woman that a man has good genes

and a healthy reproductive capacity.

Research carried out by the University of California, Davis discovered that women are looking for significantly fewer physical qualities compared to men when selecting a mate.<sup>8</sup> To further corroborate these findings, a study conducted by researchers at Aquinas College confirmed that the cognitive aspect of attraction is much more important to women than it is to men.<sup>9</sup> Women also tend to focus more on a man's behavior, personality, and attitude as a measure of attraction as opposed to his physical attributes. So, if a man's physical attributes are relatively unimportant in the realm of attraction, what is it about men that women find most attractive? And what is it that compels women to seek men out for love, sex, and reproduction? Women, as the research shows, are looking for signs of strength and confidence. Every decision a woman makes concerning attraction comes back to one crucial point: can you, as a man, provide her with strong, healthy children? If the answer is *yes*, her child is more likely to grow up to be healthy, strong, and capable of reproduction, ensuring the longevity of the woman's genes well into the future. Every time a woman considers going on a date, having sex, and getting into a relationship, she is assessing, at a subconscious level, the strength of her date's DNA and his ability to create strong, healthy offspring.

Still, there are times when women choose to date and marry men they don't find attractive. In this case, the woman opts to settle down with a beta male who's caring, nurturing, beta qualities make for an excellent provider. But are these women sexually attracted to their beta partners? The answer, of course, is a resounding *no*. The woman has simply chosen to settle down with a beta

male as she seeks out stronger more confident men for sex and reproduction. This relationship dynamic provides women with the best of both worlds—a provider husband and the strongest possible DNA for her offspring. It is, at the same time, unfortunate that the beta male reaps few benefits in this arrangement with all the real, tangible benefits going to the woman and her alpha partner. Given a choice between an alpha male and a beta male, a woman will always choose to be with a strong, confident man for romance, marriage, and sex.

If your goal is to become more attractive, you must first understand the core elements of attraction. For instance, how can you emulate the behavior of an alpha male and attract more women into your life? At this point, it's important not to become fixated on attributes you can't change like your age, ethnicity, and height. (As an aside, it's interesting to note that men often assume that tall people are more attractive; however, a revealing study carried out by Ohio State University discovered that women don't prefer to date tall men, they just prefer to date men who are taller than themselves.<sup>10</sup> A man's height is, of course, relative to a woman's height.) Instead of focusing on those physical attributes you can't change, it's always better to think of female attraction for what it is in its purest form: women are attracted to *strength* and *masculinity*. Anything you can do to enhance your strength and masculinity will make you significantly more attractive with women.

## **CASE STUDY #1: MAKE AN IMPACT**

Peter worked as an account executive for a large insurance company; and at age 35, he felt like he was



doing pretty well for himself. He had a good income, a nice car, and a spacious condo overlooking the city.

One morning, Peter stopped by his favorite coffee shop on his way to work. As soon as he walked through the door, he saw her—a beautiful woman standing by the counter. Wow, Peter thought, she looks amazing. Peter stood by the entrance to the coffee shop, watching the woman’s every move. Her delicate hands closed the lid on her coffee as she strolled right past him on her way out the door. Her perfume, sweet and flowery, lingered in the air long after she was gone. From that moment on, Peter was hooked. Peter decided there and then to make it a part of his daily routine to stop by the coffee shop every morning before work, where, at exactly 8:45 a.m., every Monday and Wednesday, the same woman would walk into the coffee shop and order a cappuccino with soy milk. Every time Peter saw her, he felt intoxicated. She was so attractive, he knew he had to ask her out or he would go to his grave with a deep sense of regret for having let such a beautiful woman get away. Peter knew all he had to do was find a way to approach her and strike up a conversation. Unfortunately, this was easier said than done. Every time Peter tried to talk to this incredible woman, his body shut down. He had never felt this nervous around a woman before. I guess it just goes to show how much I like her, Peter mused.

The following week, after much deliberation, Peter finally summoned the courage to go up to the woman and say “hi” as she added a dash of cinnamon to her cappuccino. The woman turned and saw Peter standing beside her. Peter raised his coffee and smiled, “Hi, I’m Peter.”

The woman gave Peter a faint, disinterested smile,

then left the coffee shop without saying a word.

Peter stood by the counter, shocked and confused. He felt like his world was about to collapse. She couldn't even bring herself to say hi, he thought. Am I that unattractive? Where did I go wrong? Maybe I didn't smile enough. Maybe she didn't hear me. No, that's not possible. Peter was so upset and embarrassed he wished the ground would just open up and swallow him whole.

\* \* \*

Three months later, the same woman was in the same coffee shop, adding a dash of cinnamon to her cappuccino when she heard an unfamiliar voice call out beside her—"Hey." The woman looked up and saw a man standing close by. The man was in his late-thirties, had a shaved head, and thick designer stubble. The woman was intrigued. The man didn't break eye contact as he looked directly into her eyes. Wow, she thought, he's confident. Who is this guy?

"Hi," the woman said.

The man reached out and touched her on the arm. "You come here often?"

"Almost every morning," the woman gushed.

"What's your name?"

"Jane," the woman replied, flashing a smile.

\* \* \*

Why, given their similar approach, did Jane dismiss Peter and accept Paul? The answer, as always, boils down to *attraction*. Paul displayed significantly more markers of attraction than Peter. For his part, Peter was still on the chubby side, even though he went to the gym

three to four times a week. His clothes were a bad fit, and this signaled a serious lack of style and social awareness. Peter's prominent bald patch was also a turn-off, especially as it made him look like a corporate version of Friar Tuck. And finally, more than anything else, there was the obvious lack of confidence.

For the past two weeks, Peter had been lingering around the coffee shop, checking Jane out. Jane, who was no stranger to attention, had noticed Peter's presence and his frequent gaze in her direction. Once, when Peter was at the counter, ordering coffee, Jane had taken a moment to study him. He looked like a regular middle-aged guy. And although Peter was only in his mid-thirties, he looked 35 going on 50. From Jane's perspective, Peter was just another out of shape office worker strolling around in a bad suit.

In contrast, Paul was able to generate attraction with Jane in a matter of seconds. He displayed extreme confidence in his approach and never hesitated not even for a second. Surprisingly enough, from a physical perspective, Peter was naturally better looking than Paul. Paul had a receding hairline and in fact had less hair than Peter. Paul, however, shaved his head instead of letting it grow out. Paul also had thick stubble on his face, another key marker of testosterone. And then there was the suit. It was obvious that Paul knew enough about fashion to make a strong first impression. The fact that Paul was in excellent physical shape, and had a lean, muscular body didn't hurt either. Everything about Paul's appearance signaled strength, confidence, and masculinity.



A lot of men are intimidated by the concept of masculinity. This fear of the masculine is even more pronounced in today's politically correct, feminist society where a dominant left-wing media continues to promote nice guy values where men are expected to behave in a subservient, pleasing manner towards women. In reality, this weak, insecure behavior turns women off and results in a loss of attraction. So why are so many men afraid to embrace their masculinity and project strength? The truth often lies in the inherent belief that men don't feel like they have any real strength or masculinity to begin with. The modern man often feels weak and powerless; castrated by society and emasculated by women. Add to this the fact that society often portrays masculine traits as unattractive and antisocial and you can see why masculinity is in decline and feminism is on the rise. This aversion to masculinity often stems from the misconception that strength equals aggression.

Projecting strength is not about being aggressive or rude. It's not about being hostile and starting fights—nothing could be further from the truth. In fact, acting in this way is a sure sign of weakness and insecurity. A study into aggression by researchers at the University of South Florida found that men often overestimate another man's desire to want to resort to aggression when faced with conflict.<sup>11</sup> Men often have the misconception that acting in an aggressive and “macho” way is attractive to women and that aggression is often necessary to gain the respect of a man's peers (this is one reason why so much violence exists among gangs of young men).

Interestingly enough, research into aggression and attraction found that women view men as more desirable

when they're less aggressive and able to solve problems in a more sophisticated way. After all, violence, unless under serious threat, is considered reckless for it comes with a high risk of punishment. And while it's true that women find dominant traits like *assertiveness* attractive, assertiveness should never be confused with aggression. Being cool, calm, and composed is much more attractive than being a reckless hot-head who flies off the handle at the slightest sign of provocation. True attraction is built on confidence, and a confident man only uses aggression as a last resort.

With that said, this section examines the traits you should focus on to make yourself appear more attractive and confident around women. You'll discover how to become more attractive by optimizing every aspect of your appearance from your body to your clothes. And once you know how to create a striking appearance, you'll be able to inspire the kind of attraction that melts hearts and arouses lust and devotion in equal measure.



*Atomic Attraction* is available on Audio, Kindle and Paperback. If you'd like to keep reading *Atomic Attraction*, you can get your copy today by [clicking this link](#).