The Lean Advantage

Learn why getting lean can completely change how women see you, treat you and respond to you, both in-person and online.



You can watch the video breakdown of this free guide, on YouTube.

Watch Part #1, HERE.

Watch Part #2, HERE.

Leanness Reveals Your TRUE Genetic Potential

- Most men don’t realize that they’re not unattractive or “cooked”...
- They just may not be **lean enough.**
- Your face card improves when your facial structure is no longer being covered by excess body fat.
- Leanness makes your physique look more aesthetic even if you don’t pack on a ton of muscle mass to your frame
- Being lean & aesthetic create better proportions
- Being lean actually shows you what you need to improve on (it’s like seeing what’s actually under the hood)



Leanness Activates The “Female Gaze”

- Most men train and build physiques for other men’s approval (aka get as jacked & massive as possible)
- Women usually respond more to shape, proportion, and definition
- Being lean makes clothes fit better - Fashion works better when the body underneath the clothes is built, lean and aesthetic
- Leanness adds sex appeal without looking try-hard - The goal isn’t to scream “look at my body.” The goal is for women to notice it even when you’re not trying.
- Women can more easily imagine being with a man who looks healthy, fit, stylish, and physically appealing.



Being Lean Unlocks ‘Holistic Attractiveness’

- Being lean = Holistic Physical Attractiveness
- Your face leans out, jawline is sharper, cheeks hollow out, facial hair complements and enhances your facial structure while masculinizing it
- Your body becomes aesthetic, it looks strong, capable, proportionate and signals high quality genetic traits for survival
- Clothes & accessories can dramatically enhance your physical attractiveness due to fit, sex appeal increase, & what you signal to women with subtle status signaling and intentionality - which women find very attractive
- Being holistically attractive - face, body, fashion - is where you’ll unlock true leverage in dating (in person & online) and unlock abundance in your dating life



Leanness Changes How Women Treat You IRL

- As you become leaner and more physically attractive, you may notice meaningful changes in how women respond to you.
- Women may become more friendly, complimentary, feminine, give you stronger choosing signals, or make it easier for you to interact with them.
- Being lean can make women more open when you talk to them if there is already attraction or curiosity present.
- Physical attraction can change how the same personality traits are interpreted: quiet can become mysterious, relaxed can read as confident, direct can feel more masculine.
- The stronger your face, physique and overall presentation become, the easier it is to stand out without having to compensate through excessive effort.



The Hidden Advantage: LEVERAGE

- Lean = Leverage in dating (in person & online)
- When you're lean, you have strong & healthy physical cues that women are naturally attracted to, you already have leverage working in your favor.
- Assuming you're a woman's type - you don't have to try hard to get her to like you, you don't need to chase or jump through hoops
- Your physical traits and presentation will naturally pull women in
- **In-Person:** choosing signals, proximity, in-direct or direct approaches from women
- **Online:** Women slide into your DMs, message you first on dating apps



Leanness Signals Discipline, Status & Self Respect

- Women don’t just see your body but they interpret your lifestyle (habits, routines, discipline, quality of life)
- Being lean visually communicates that you can stick to something difficult
- A man who takes care of his body signals self-respect
- Being lean makes you rare by default because most men will never do what it takes to get there (this allows you to have status)
- Your body becomes your silent social proof and “cheerleader” in a way, without you having to say anything at all



Being Lean Cancels Out Physical Disadvantages & Enhances Physical Strengths

- Being lean will cancel out shortcomings, physical disadvantages, as well as enhancing physical strengths
- I’ve worked with shorter men who blamed their height and taller men who blamed their face, game, money or status.
- In many cases, the bigger issue was that they were physically under optimized.
- Once they dropped body fat and built lean, proportionate muscle in the areas that create an aesthetic male frame, their appearance and dating results improved dramatically.

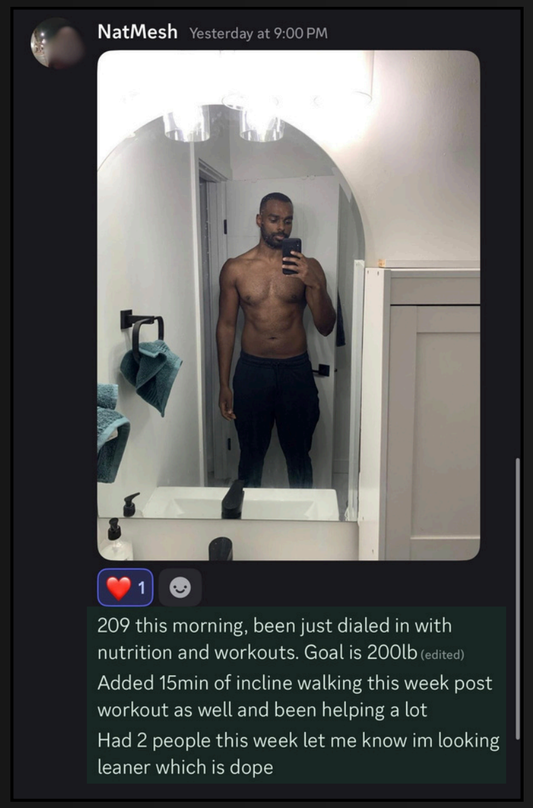


What This Looked Like With My Clients:

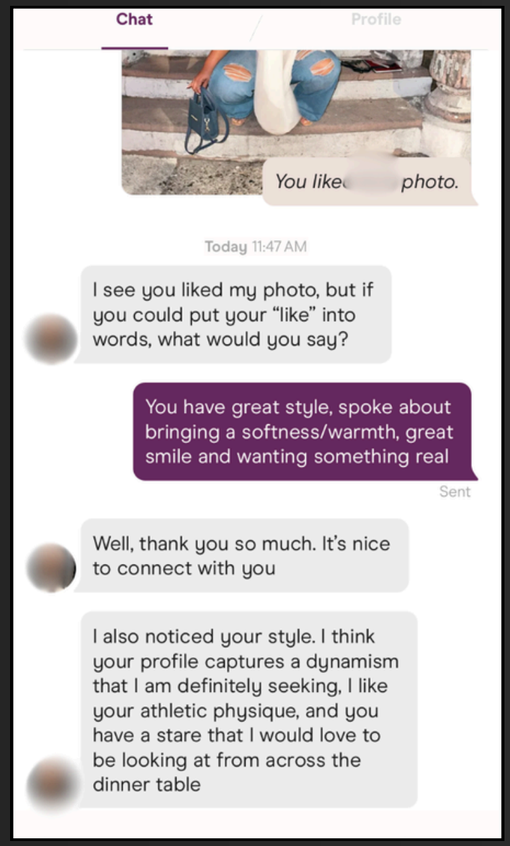
- Nathaniel used to cold approach women getting rejected, tried online dating but was never successful, and used to be a bit soft in the face & body.
- Once he joined my program, **The Inbound Attraction Blueprint**, he lost 13lbs, got leaner, he put himself back on dating apps looking more attractive with a much better profile, and <u>now women are coming to him.</u>



220 lbs 207 lbs

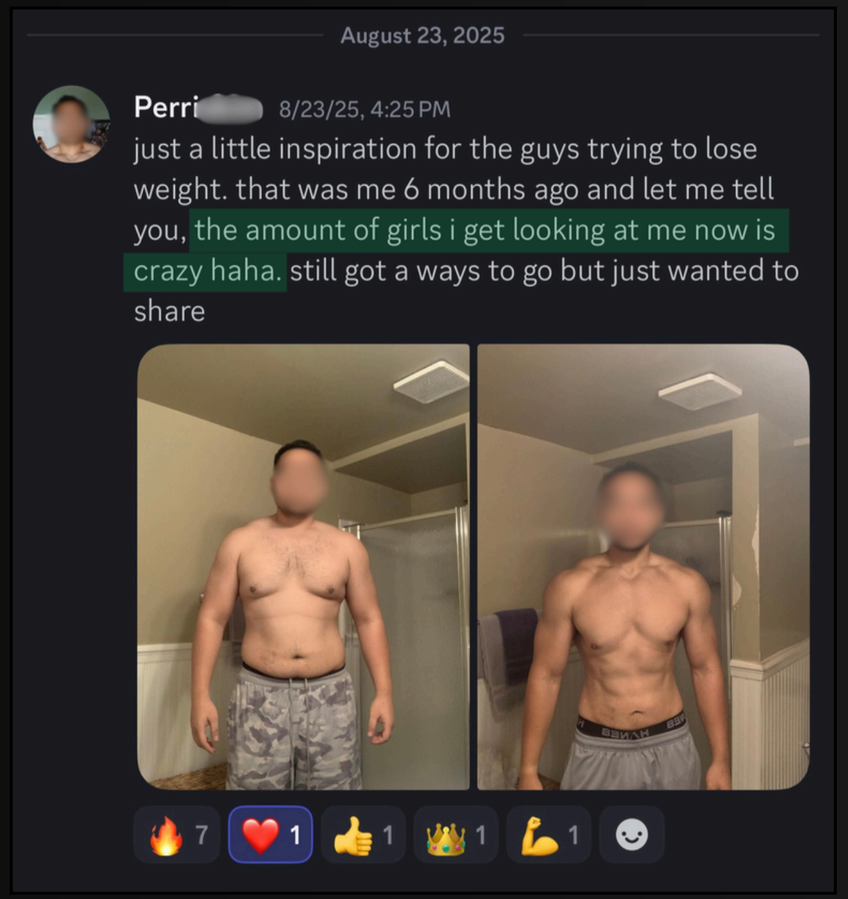


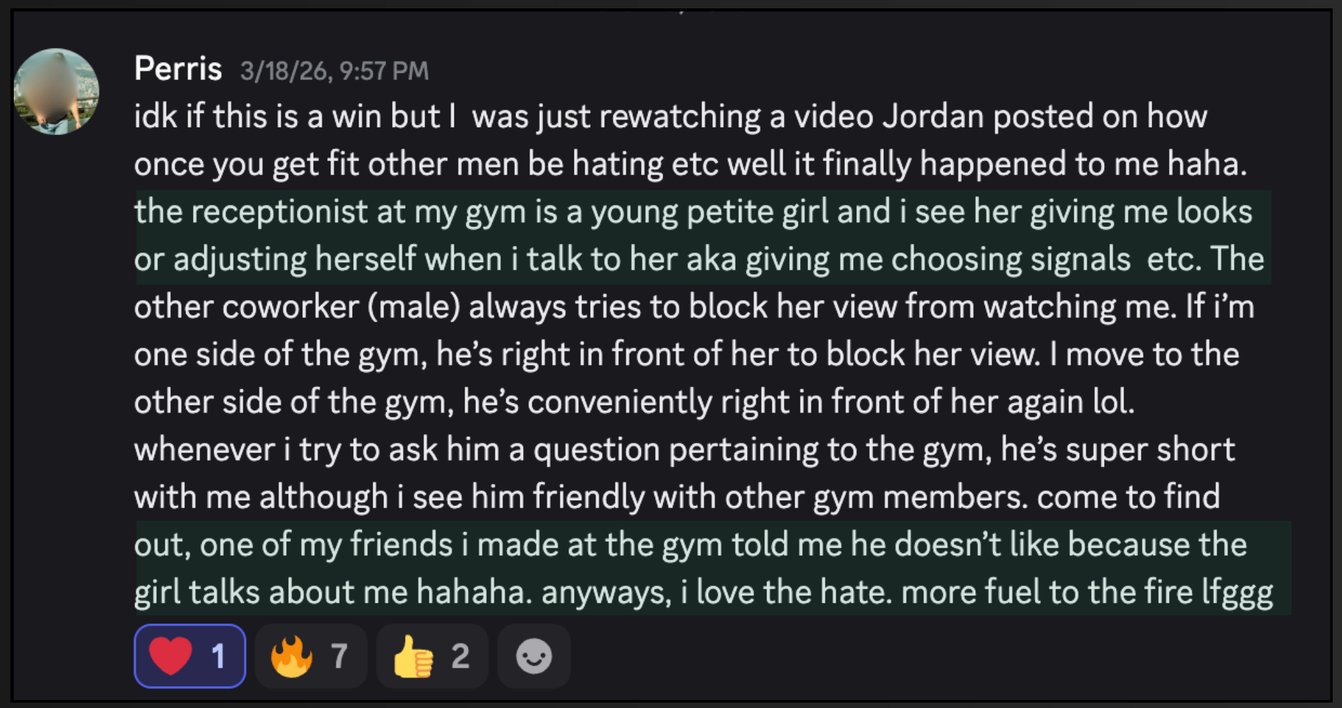




What This Looked Like With My Clients:

- Perris joined IAB after coming out of a 5-year long term relationship.
- He’s now lost 20lbs+ of fat, built lean, dense, proportionate muscle mass, is getting choosing signals and women who work at his gym give him choosing signals and talks about how attractive he is.

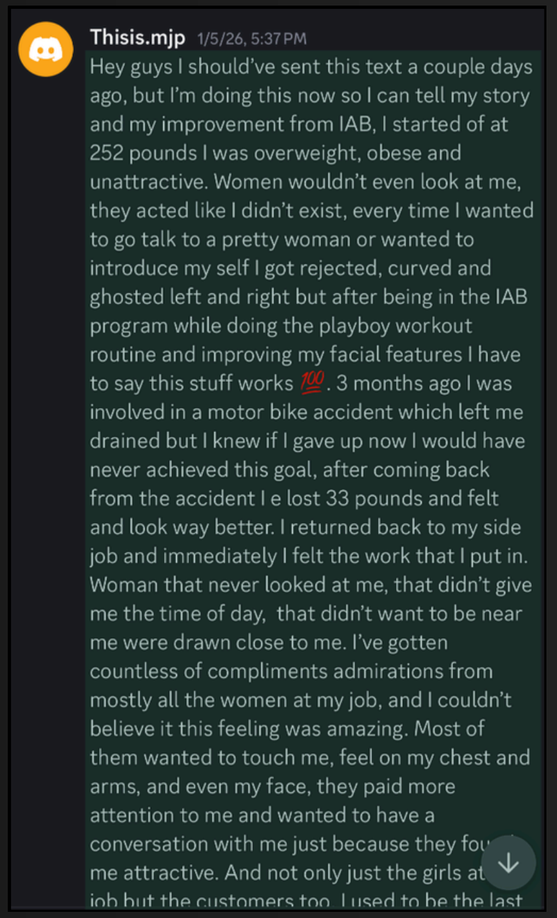




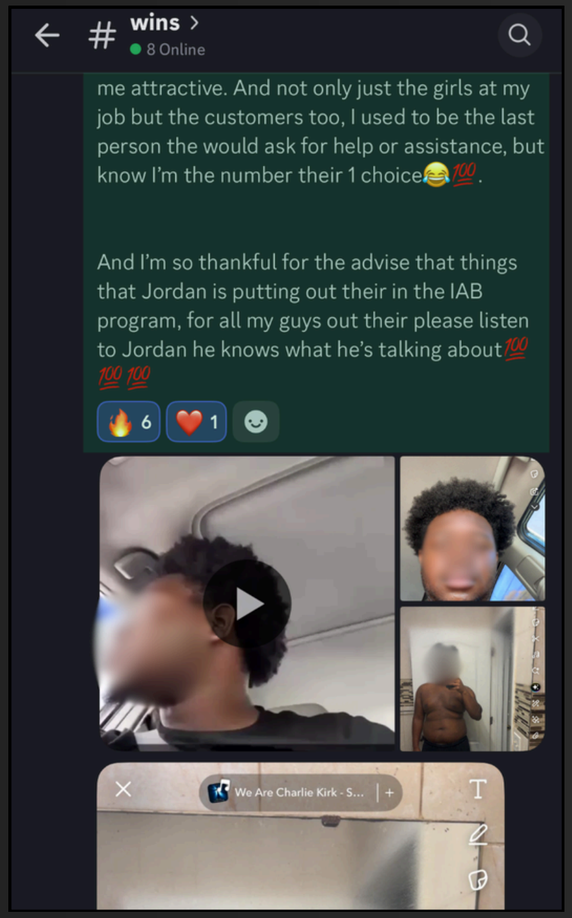
What This Looked Like With My Clients:

- McOliver joined IAB to get lean, become attractive and have an easier & more abundant dating life. After motorbike accident, he started his physical transformation and lost 32 lbs.
- Once he returned back to work after his accident, women were now treating him better, talking about how attractive he was, feeling up on his face and body, and always found an excuse to be near him.



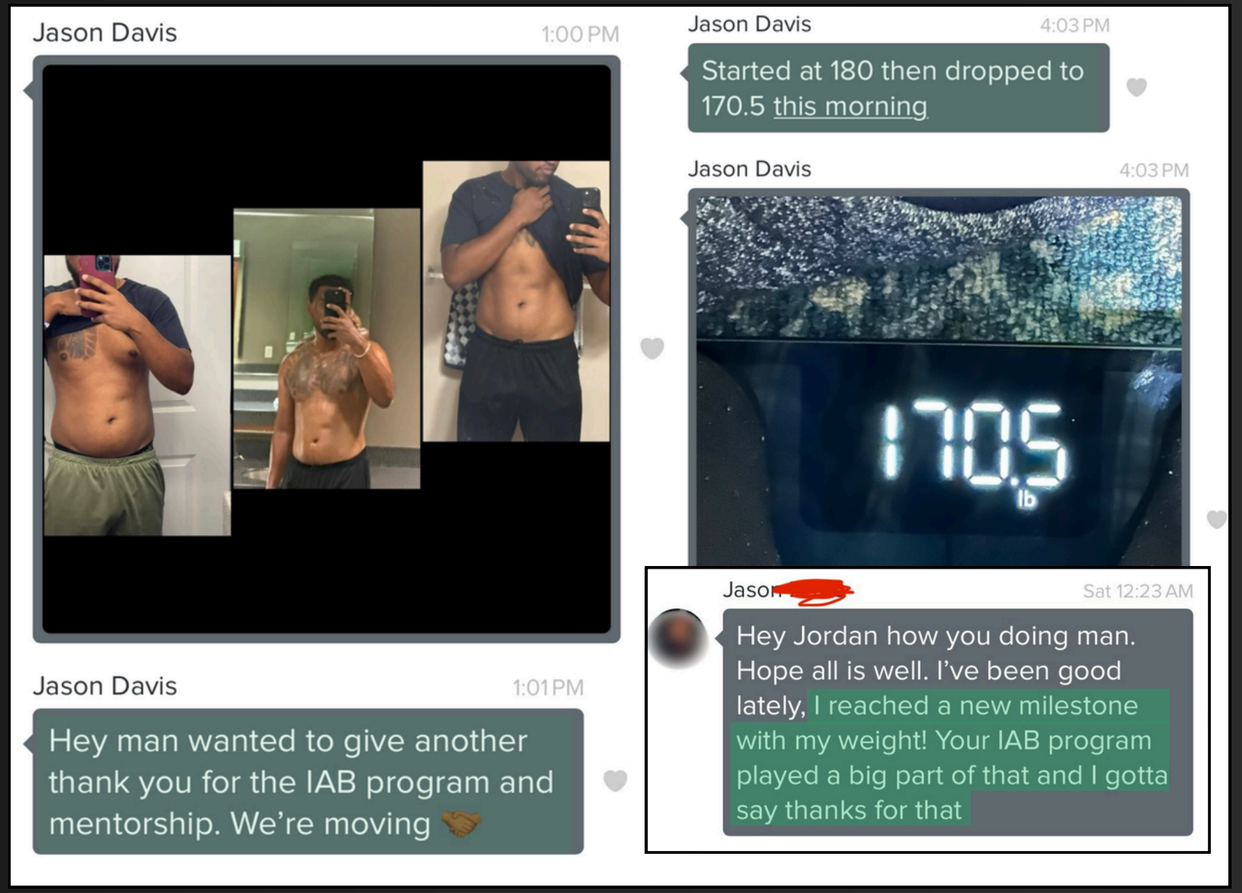

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Hey guys I should've sent this text a couple days ago, but I'm doing this now so I can tell my story and my improvement from IAB, I started of at 252 pounds I was overweight, obese and unattractive. Women wouldn't even look at me, they acted like I didn't exist, every time I wanted to go talk to a pretty woman or wanted to introduce my self I got rejected, curved and ghosted left and right but after being in the IAB program while doing the playboy workout routine and improving my facial features I have to say this stuff works 💯. 3 months ago I was involved in a motor bike accident which left me drained but I knew if I gave up now I would have never achieved this goal, after coming back from the accident I e lost 33 pounds and felt and look way better. I returned back to my side job and immediately I felt the work that I put in. Woman that never looked at me, that didn't give me the time of day, that didn't want to be near me were drawn close to me. I've gotten countless of compliments admirations from mostly all the women at my job, and I couldn't believe it this feeling was amazing. Most of them wanted to touch me, feel on my chest and arms, and even my face, they paid more attention to me and wanted to have a conversation with me just because they fou
me attractive. And not only just the girls at
job but the customers too, I used to be the last

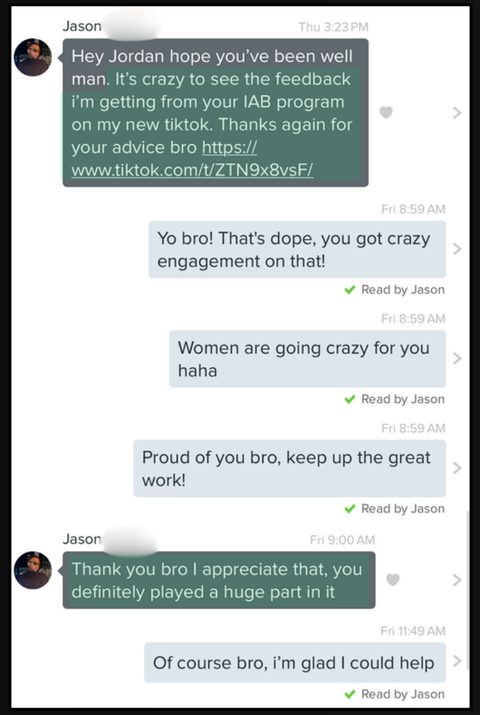


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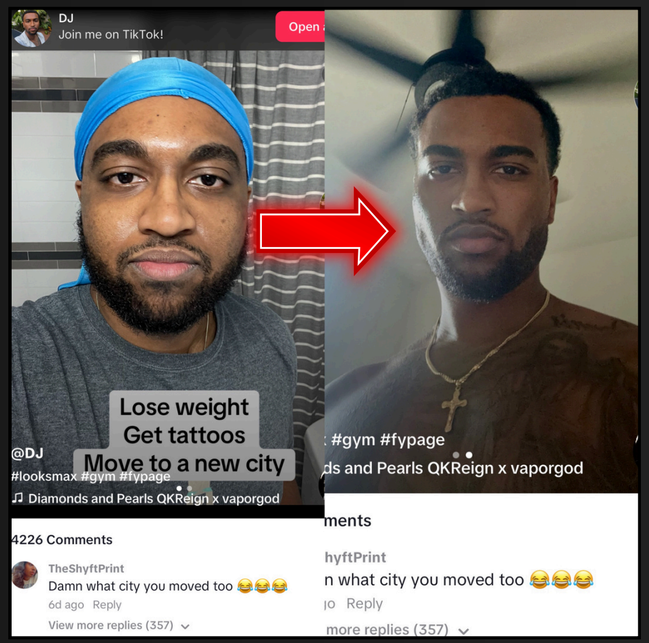
- Jason joined my IAB mentorship because he wanted to be the most attractive & desirable option for his girlfriend and maintain that “spark”.
- After implementing my system - he got leaner and hit his record weight of 170.5 lbs (lost 9.5lbs), became more attractive & confident in himself.
- He also went viral, TWICE, on TikTok for his physical transformation.
- His woman views him even more attractive, desirable & couldn’t be happier with him



What This Looked Like With My Clients:











What This Looked Like With My Clients:

- John joined IAB after coming out of a 2-year relationship with his ex-girlfriend.
- He wanted to lose bodyfat, build lean muscle mass, become more attractive and put himself back out there in the dating space.
- With him being 5'7ft, he felt like his height was holding him back from dating success, but really it was face & body.
- After implementing my system, he lost 20lbs of bodyfat, built dense & proportionate muscle mass, his facial aesthetics improved.
- He put himself back into the online dating world, and had an amazing date with a hot woman who he was intimate with, loved his body and couldn’t care less about his 5'7ft height.



175 lbs **155 lbs**

What This Looked Like With My Clients:



John [redacted] 3:04 PM

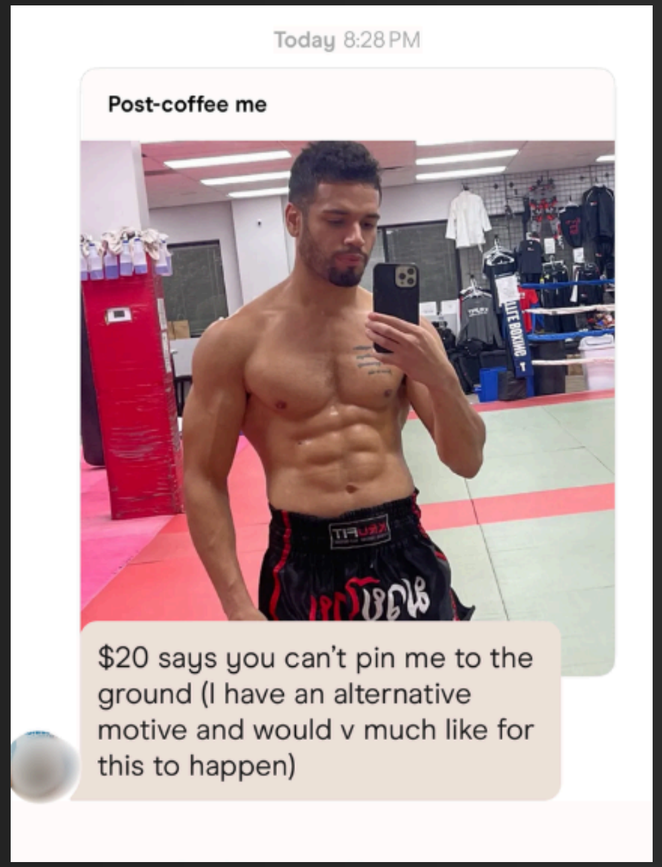
I matched with this really hot chick on bumble, she texted me first. After a couple of flirty texts I asked for her number, but she preferred to keep things in the app, immediately after she followed with a text “May I take you out on a date?”. We then agreed on a place that is close to me, she drove quite a bit to get here. We got smoothies (neither of us drink alcohol), then we walked around town, held hands a few time and got to know each other. I noticed as the date went on that she looked at me often, she even looked me up and down, to which I said “are you checking me out?” And each time she replied “yes”. Then went to a bar nearby and talked a lot more. As we were hanging out I notice signs of attraction (she was looking at me straight in the eyes when we had long pauses, she showed me a couple of lines in songs that reminded her of me). So I asked her if she wanted to get ice cream or do something else, she said she wanted to do something else, in this

John [redacted]

place. So we did, I gave her my number, she took it, then drove separately to my place. Once there, it only took like 10 min before we engaged in animalistic sex, won’t give too many details but she was really exited, amazed, couldn’t stop complementing my body and was very submissive. It lasted for hours. She compared it to the show The Boys at Amazon prime, there’s a scene between 2 superheroes having really rough sex and throwing each other around, breaking walls and everything. She spent the night. I woke up with her hands already on me asking for round 2. I indulged of course lol. The IBA program really works, I thought I was doomed to be alone, I have gone in so many dates down here that have led to nothing, I kinda gave up. But now I visibly look different, and I didn’t realize how positive the change was until I had a girl I could only dream about being intimate with tell me how hot she the thinks I am and how much she wants to please me and do

Leanness Improves Your Performance On Dating Apps

- On dating apps, your looks are the first filter. Your personality only matters if your look & photos get you through the door
- The leaner and more aesthetic you are, the easier it is to take photos that actually convert into matches and dates
- Leanness helps your photos communicate sex appeal - Women should have an emotional reaction and feel physical attraction
- A beach photo, rooftop photo, restaurant photo, gym photo, travel photo, or fitted outfit photo works better when the face and body in the photo look attractive.
- A lot of men aren't losing on Hinge because they're unattractive, They're losing because their attractiveness isn't translating visually



Leanness Creates Inbound Attraction

- When women have a strong physical attraction for you, the less chasing and selling you need to do.
- Being lean helps women be pre-sold on you - If your face, physique, style, photos and presentation are strong, women can be interested before the conversation even starts.
- When you become leaner and more attractive, the easier it is to attract and identify high interest women
- If you are improving yourself, building your physique, and presenting yourself well, dating becomes 10x easier and more relaxed.
- Dating apps, social media, social circles, and nightlife all work better when your “signal ”is strong, aka - your physical desirability



Getting Lean Is Just ONE Step

- Getting lean gives you **leverage.**
- But becoming attractive and leveraging that attractiveness are **two different things.**
- You can be lean, muscular and good-looking and still have **mediocre dating results** if women can't properly see what you've built online, or if you don't know how to capitalize on their interest once you create it.
- **That's why I look at attraction as a 3-step system.**



Build → Translate → Convert

- **BUILD - Become Physically Desirable**
- Get lean, build an aesthetic physique, improve your grooming, style and overall appearance.

- **TRANSLATE - Make that desirability obvious to women**
- Your photos, dating profiles and online presence should accurately communicate the man you've built.

- **CONVERT - Turn attraction into actual dating results**
- Recognize high-interest women, message effectively, reduce ghosting/flaking and move stronger interest toward dates.

- **This is the complete system I teach inside IAB.**



IAB shows you how to become the kind of man women naturally want, then leverage that through dating apps and your online presence so women come to you instead of you constantly having to chase. Click HERE for more info.

