

INTEREST LEVEL

“#1 Fact: Interest Level cuts through everything.” — Doc Love.

“The higher her Interest Level, the more handsome you are.” — The Reality Factor. 153

“The man should forget his feelings and only check out hers.” — Fast Eddie Love. Interest Level is the most important element of a relationship. After four years of interviewing women, it was to become the number-one law of “The System.” SHE HAS TO LIKE YOU FIRST, it says.

Manhattan Beach is a small town a few miles south of the Los Angeles airport. In the good old days stewardesses were plentiful and pretty there, so I moved to Manhattan Beach to find love and romance. Now you must understand that I was searching for some consistency or logic in the information I gathered up to this point, but no pattern emerged — until one certain night.

I am at a party and I see two lovely ladies. I go up to them, and end up talking to them all night (a mistake) using my bad lines and deplorable jokes. Three hours later, they said “Good night,” and walked out before I could ask either one for her phone number.

So I’m standing there with my mouth open, and I feel a tap on my shoulder. Turning around, I see a girl who asks, “May I have this dance?” A thousand-watt light bulb went on in my head, and “The System” began to take shape.

Fact Number One: Interest Level is the basic thermostat of a woman’s romantic feelings for you. Listen, you psych majors: Interest Level is a percentage of love. Think of love as a football field. If you want to score six points, the closer you are to her goal post (100% Interest Level) the better. The higher her Interest Level, the more fun you have. The lower her Interest Level, the more she will nag, graze, and act moody.

If her Interest Level is either 49% or lower when you first meet, it means you don’t have a chance with her — even if you are the only guy in the world and own all the beachfront property in Australia. (Mercenaries are exempt from this law, because their Interest Level is based on “how long your yacht is!”) You cannot make good apple cider from bad fruit — or raise 49% Interest Level because she has to like you — going in.

If her Interest Level was high at one time, but you lowered it due to your lack of male strength qualities (Confidence, Control, and Challenge), when it hits 49%, you will be swirling around the drain (in other words, you’re out)! If it is 51%, you can turn it around by utilizing “The System.”

The first mistake the man makes is a careless disregard for The Reality Factor: “I think she’s great, so she must feel the same way about me!” The man’s Interest Level and the woman’s Interest Level are never the 154 same — and she only cares about hers.

Stalkers and rejected, jealous, and possessive men would believe the earth is flat before they would understand this basic fact of life. Men who don't use "The System" confuse their Interest Level with her Interest Level. Listen, you psych majors: it's called projection.

The second mistake the man makes is overrating her Interest Level. If her Interest Level is 65%, he thinks it's 95%. Men who understand women or allow themselves to be coached by "The System" purposely underrate her Interest Level ("She could be acting, or she's just a stroker!").

Fact Number Two: Men do the picking, but women do the choosing. Find someone who likes you first, and that you like, and work on her Interest Level. Her Interest Level must be at least 51% or higher when you start out, or you're just spinning your wheels.

As a man's Interest Level rises, he feels good but he becomes subjective. Too subjective. Remain objective so you can be aware of her attitude and her Interest Level. Do more of the right things than wrong things and she will keep you around forever. The reason she loves you is because of your Confidence, Control, and Challenge, not because of your love for her, though she sees it — and says it — that way. Remember, she has to have high Interest Level in you ("I love Tom"), otherwise she couldn't care less about you and your Interest Level ("Who's Tom?").