

MODE ONE

Introduction

First, a word about 'self-improvement' books: Most contain more hype and unsubstantiated 'theories' than they do useful information. At least half of the self-help and self-improvement books I've read left me more confused about what I needed help with, than before I read the book. Realistically though, no one self-improvement book can help you more than **you allow it to help you**. Ideally, what a good self-improvement book seeks to do is provoke you to reexamine those thoughts, attitudes, and beliefs, that you currently hold on to, that are either directly or indirectly, preventing you from achieving your ultimate objectives in life.

I'm different from many authors in the sense that, quite frankly, I did not really want to publish this book. I came up with the Four Modes Of Verbal Communication™ way back in October of 1990, and initially, I just looked at them as my own personal principles for evaluating effective behavior vs. ineffective behavior towards the women I was meeting. I noticed that I never felt angry, frustrated, or bitter towards women, even if they failed to reciprocate my interests, whenever I exhibited what I now refer to as **Mode One Behavior**. On the other hand, just about every time that I exhibited either Mode Two Behavior and/or Mode Three Behavior, I seemed to always feel angry, egotistically frustrated, resentful, and even sometimes, misogynistic towards the entire female gender, in those instances where my relationships or interactions didn't work out the way that I had desired them to.

Then, in 1996 while my brother was working in San Diego, he had two young men who worked for him who were having problems with women. One had moved from Wisconsin, and was pretty much 'striking out' with women on a regular basis,

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despite being a man of good looks and intelligence. The other had broken up with his ex-girlfriend a few months prior, and had become somewhat reclusive and reluctant as far as meeting and dating new women. My brother told them about my Mode One principles, which at the time was simply in the form of a 25-30 page informal pamphlet. They both expressed a high degree of skepticism. "You can't just tell women what you're REALLY thinking ... what you REALLY want from them ... you just can't do that. At least, not in your very first conversation with them."

In Dr. Brad Blanton's book, *Radical Honesty*, he makes the assertion that we have become a nation full of liars. I can't say that I disagree with this statement. I actually have met many men who believe that the #1 key to having success with women is to LIE to them. Tell them 'what they want to hear,' even if it's dishonest or insincere. They perceive this as "getting over" on women. What a shame.

Of all the various aspects of men's and women's behavior that contribute to poor, short-lived relationships, persistent dishonesty has to be at the top of the list. I think what led me to discover the Four Modes Of Verbal Communication™ is that I noticed whenever I went out of my way to be 'liked' by women, and tell women 'what they wanted to hear,' I never got anywhere. On the other hand, whenever I've been totally and unconventionally *straightforward* with women, I've usually received the responses and reactions that I desired.

Needless to say, those two men who worked for my brother ended up reading my pamphlet, and applied the principles to their next few interactions with single women. Within less than two weeks, one of the two men was meeting and dating numerous single women on a regular basis. The other gentlemen met one particular woman he was really interested in romantically, and they connected immediately.

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They both came back to the office telling my brother, “You have to tell Alan to publish this as a book!! This Mode One stuff works!” After receiving a few more words of encouragement from male friends and acquaintances, I finally said “What the heck.” And so here it is. The book that is fifteen years overdue.

To eliminate any potential for unsubstantiated ‘hype,’ I’m going to tell you right now what many books that emphasize improving your success in attracting women won’t tell you: **You cannot make a woman who is not interested in you, become interested in you.** The vast majority of these ‘how to pick up women’ type books, and ‘how to get any beautiful woman you want in your bed’ type books tend to mislead you into believing that you have the “magic power” to virtually attract any single woman you meet. NOT TRUE. Take me for example. If I’m just flat out, 100% not interested in a woman, there is very little, if anything that this woman can do to ‘make me’ interested in her. Realistically, it’s just not going to happen. That’s the ‘bad’ news.

The **good news** is that there are many women who hide and/or deny the fact that they are really attracted to you, and interested in dating you and/or having sex with you. For every two women who you meet who will straightforwardly acknowledge that they are interested in you, there are probably another 3-5 women who are interested in you, but will temporarily or indefinitely *pretend* as though they’re not. These are the women who Mode One Behavior primarily targets.

In my opinion, dating in society would be less challenging, less confusing, and less frustrating if everyone was just REAL with one another. The #1 problem with today’s dating climate is that there are too many men and women who are phony, manipulative, and/or very duplicitous in their behavior. Men

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and women are so obsessed with pleasing everyone, and leaving them with a “good impression,” that we have become a society full of “pleasantly phony” people-pleasers. And in the long-run, this creates a high degree of passive-aggressive behavior in people, and in particular, men.

Don't read the whole book in one sitting. Read one chapter at a time, and then stop and reflect on your past interactions and relationships with women. Jot down some notes on a scrap piece of paper. Then continue. After reading this book, your attitude and demeanor will become a lot more calm, cool, and collected. Your manner of verbal expression will become a lot more honest, self-assured, and straightforward. **You will be a different man.** And women will undoubtedly notice this.

Welcome to the world of MODE ONE Behavior.