

THE RATIONAL MALE

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Introduction

“Why do my eyes hurt?”

“You’ve never used them before.”

In January of 2001 I was entering a state university for the first time in my life at the ripe age of 32.

My relatively late-life enrollment was the result of a what I believed then was a misspent youth and I was atoning for the indiscretions of what I call my ‘rock star’ 20’s.

I had a lot of catching up to do thanks to the decisions I’d made in my early and mid-twenties and a sense of incompleteness that I felt at the time.

In hindsight I’m glad I did return to school, better late than never, because I was learning the intrinsic value of an education. I can remember listening to the grumblings of guys in my class who were ten years my junior saying, “What the hell do I need to learn this shit for? It won’t help me in the job I’m studying for.” I suppose I might’ve felt the same way at 22 if I hadn’t been more concerned with playing the next gig in the next band I was in on a weekend in Hollywood. I could never have appreciated the value of being an educated person. While a good job is definitely a concrete goal of bettering oneself, being educated, on a great many subjects, and learning how to learn, is its own reward.

Although I didn’t attend a ‘liberal arts university’ per se, my degree is in fine art. However after having worked in design, advertising, marketing and branding throughout my professional life I knew that my minor (if later a

double major) had to be in psychology. My initial interest in psychology was due to the want of a better understanding of the often difficult personalities I was forced to deal with in my career, so personality studies and behaviorism was a natural fit for me. Much of what I have compiled in this book is the direct result of over a decade of applying these schools of psychology to the gender dynamics I've experienced personally, as well as the collective experiences of millions of men around the world.

Connecting Dots

While I was studying psychology, I felt a natural attraction toward behaviorism. Like most people, I was peripherally familiar with the more touchy-feely branches of psychology like psycho-analysis and the “sit down on the couch and let's talk about feelings” applications most people associate with psychology. Behaviorism was a much more concrete approach; one based on behaviors and the motivators for them.

One of the primary foundations of Game-awareness is basing your estimation of a woman upon her actions and behaviors rather than her words or implied intents. This principle is founded in behaviorism's cardinal principle – behavior is the only reliable evidence of motivation. Even motivations not consciously recognized by the actor can influence behavior regardless of a consciously rationalized motive. In other words, sometimes we don't realize why we're hypocrites or saints as the case may be.

Coming to terms with this behavioral foundation was the first dot I connected between hard psychology and intergender dynamics. For roughly a year or two before I enrolled I'd been actively posting on a few online forums attempting to help some young men with their ‘girl problems’.

Initially these forums weren't in any way related to what would later become the 'community' or Game oriented in nature. I'd heard of the early Pick Up Artists like Mystery and a few others, but they weren't promoting anything I hadn't already known from my more libertine rock star twenties. I was more interested in helping these guys not make the mistakes (for much of the same reasons) with women that I had.

However I just couldn't shake the feeling that there was a distinct connection between what these guys were going through, what the PUAs of the time were advocating and the behavioral psychology I was becoming more and more saturated in. The average Beta guys who were agonizing over their girlfriend problems and the behavioral basis upon which PUA techniques were founded on had a common root in psychology.

About this time I had joined the online community at SoSuave.com. This forum would become my testing ground for connecting the dots I was beginning to become aware of.

I should say that I did make an effort to propose that intergender relations were based in, sometimes harsh, behaviorism with colleagues and teachers. I was kind of taken aback more often than not when the same teachers who were promoting behavioral psychology as a hard science were the most outspoken critics of what I was bringing to light for them.

I couldn't understand, then, what would possibly prevent them from connecting the dots and coming to the uncomfortable conclusions I was making. I know now, and you will too by the end of this book, but at the time I hadn't figured out the influence the feminine imperative and romantic idealism had on their willingness to accept what I was proposing in spite of their adherence to hard behaviorism.

My inquiries and hashing out theories and ideas would have to be done on a forum where I could look for input, or maybe find that other men had concepts I hadn't considered, in a meeting place of similar ideas. SoSuave was that forum for me for well over twelve years. Most of the concepts you will read in this book are the result of over a decade of debate, critical inquiry and refinement. However, in most cases, I still encourage their questioning and none are unmodifiable or above further refinement.

What you're about to read are a refinement of the core ideas and concepts I've formalized on my blog – The Rational Male (therationalmale.com). I began The Rational Male at the request of my readers on various men's forums and comments on blogs in the 'manosphere' in 2011. After the popularity of the blog exploded inside a year it became apparent that a book form of the basic principles was needed for new readers as I moved past them, and built upon the prior concepts.

For the most part I've rewritten and edited for publishing the blog posts of the first year at Rational Male. I've left in most of the jingoisms and acronyms that are characteristic of the blog (for instance, SMV is sexual market value) and are commonly used in the manosphere, however I've made every attempt to define them as I go along.

Furthermore, many of the concepts I explore in this book came from a question by one of my readers.

As with most commenters, their anonymity is assumed in the form their online 'handle'. The important thing to remember is the concept being discussed and not so much the importance of *who* is proposing or contradicting a concept.

Before you begin reading

The primary reason I decided to codify the Rational Male into a book came from a reader by the name of Jaquie. Jaquie was an older, married woman, who genuinely took to what I proposed about intergender dynamics on Rational Male. Jaquie wasn't exactly a typical reader for me, but she asked me to help her understand some concepts better so she could help her son who was about to marry a woman whom she knew would be detrimental to his life. Jaquie said, "I wish you had a book out with all of this stuff in it so I could give it to him. He's very Beta and whipped, but if I had a book to put in his hands he would read it."

So it is for the sons of Jaquie's that I decided to put this book out. And it's in this spirit that I'll need to ask you, the reader, to clear your head of a few things before you begin to digest any of it.

The Rational Male literally has millions of readers world-wide, so there's a strong likelihood that you bought this book to keep on a shelf and loan to friends because you're already familiar with its concepts. There's a certain power and legitimacy that the printed word has that a blog or some online article lacks, so if you already are a Rational Male reader be sure you do loan the book out, or encourage the plugged-in to read *and* discuss it.

If you are picking this book up for the first time, or had it handed to you by a friend or loved one, and have never heard of the Rational Male or the manosphere or have had any exposure to the ideas I put forth here, I'll humbly ask that you read with an open mind.

That sounds like an easy cop out – open your mind – it kind of sounds like something a religious cult would preface their literature with. We all like to think we already have open minds and we're all perfectly rational, and perfectly capable of critical thinking.

I ask you to clear your head of the preconceptions you have of gender because what you're about to read here are very radical concepts; concepts that will challenge your perspective on women, men, how they interact with each other, and how social structures evolve around those relations. You will violently disagree with some of these concepts, and others will give you that "ah ha!" moment of realization. Some of these concepts will grate on the investment your ego has in certain beliefs about how men and women *ought* to relate with each other, while others will validate exactly the experiences you may have had personally with them. Some are ugly. Some are not complementary of women and some of men, you'll think I'm a misogynist on first glance because it's the default response you've been taught to react with. For others, you might feel some kind of vindication for getting burned by your ex and realizing what was at play when it happened. I realize it's a tall order, but strive not to let your personal feelings color what I lay out for you here.

You'll love me and you'll hate me. You'll think "well, not in my case, and here's why,.." or you'll think "wow this is some really ground breaking stuff." I'm not a psychologist, or a PUA, or a men's rights activist, or a motivational speaker. I'm just a guy who's connected some dots.

The Basics

ONEitis:

An unhealthy romantic obsession with a single person. Usually accompanied by unreciprocated affection and completely unrealistic idealization of the said person.

ONEitis is paralysis. You cease to mature, you cease to move, you cease to be you.

There is no ONE. This is the soulmate myth. There are some good Ones and some bad Ones, but there is no ONE. Anyone telling you anything else is selling you something. There are *lots* of ‘special someones’ out there for you, just ask the divorced / widowed person who’s remarried after their “soulmate” has died or moved on with another person they insist is their *real* soulmate.

This is what trips people up about the soulmate myth, it is this fantasy that we all at least in some way share an idealization of – that there is ONE perfect mate for each of us, and as soon as the planets align and fate takes its course we’ll know that we’re ‘*intended*’ for each other. While this may make for a gratifying romantic comedy plot, it’s hardly a realistic way to plan your life. In fact it’s usually paralyzing.

What I find even more fascinating is how common the idea is (and particularly for guys) that a nuts & bolts view of life should be trumped by this fantasy in the area of intersexual relationships.

Men who would otherwise recognize the value of understanding psychology, biology, sociology, evolution, business, engineering, etc., men with a concrete awareness of the interplay we see these aspects take place in our lives on a daily basis, are some of the first guys to become violently opposed to the idea that maybe there isn't "someone for everyone" or that there are a lot more ONEs out there that could meet or exceed the criteria we subconsciously set for them to be the ONE.

I think it comes off as nihilistic, or this dread that maybe their ego-investment in this belief is false – it's like saying "God is dead" to the deeply religious. It's just too terrible to contemplate that there maybe no ONE, or there maybe several ONEs to spend their lives with. This western romanticized mythology is based on the premise that there is only ONE perfect mate for any single individual and as much as a lifetime can and should be spent in constant search of this 'soulmate.' So strong and so pervasive is this myth in our collective consciousness that it has become akin to a religious statement, and in fact has been integrated into many religious doctrines as the feminization of western culture has spread.

I think there's been a mischaracterization of ONEitis. It's necessary to differentiate between a healthy relationship based on mutual affinity and respect, and a lopsided ONEitis based relationship. I've had more than a few guys seeking my advice, or challenging my take on ONEitis, essentially asking me for permission to accept ONEitis as legitimate monogamy.

"But Rollo, it's got to be OK for a guy to have ONEitis for his wife or girlfriend. After all she's the ONE for him, right?"

In my estimation ONEitis is an unhealthy psychological dependency that is the direct result of the continuous socialization of the soulmate myth in our collective consciousness. What's truly frightening is that ONEitis has become

associated with being a healthy normative aspect of a long term relationship (LTR) or marriage.

I come to the conclusion that ONEitis is based in sociological roots, not only due to it being a statement of personal belief, but by the degree to which this ideology is disseminated and mass marketed in popular culture through media, music, literature, movies, *etc.*

Dating services like eHarmony shamelessly marketeer and exploit exactly the insecurities that this dynamic engenders in people desperately searching for the ONE “they were intended for.” The idea that men possess a natural capacity for protection, provisioning and semi-monogamy has merit from both a social and bio-psychological standpoint, but a ONEitis psychosis is not a byproduct of it.

Rather, I would set it apart from this healthy protector/provider dynamic since ONEitis essentially sabotages what our natural propensities would otherwise filter.

ONEitis is insecurity run amok while a person is single, and potentially paralyzing when coupled with the object of that ONEitis in an LTR. The same neurotic desperation that drives a person to settle for their ONE whether healthy or unhealthy is the same insecurity that paralyzes them from abandoning a damaging relationship – This is their ONE and how could they ever live without them?

Or, they’re my ONE, but all I need is to fix myself or fix them to have my idealized relationship.

This idealization of a relationship is at the root of ONEitis. With such a limiting, all-or-nothing binary approach to searching for ONE needle in the haystack, and investing emotional effort over the course of a lifetime, how do

we mature into a healthy understanding of what that relationship should really entail? The very pollyanna, idealized relationship – the “happily ever after” – that belief in a ONE promotes as an ultimate end, is thwarted and contradicted by the costs of the constant pursuit of the ONE for which they’ll settle for. After the better part of a lifetime is invested in this ideology, how much more difficult will it be to come to the realization that the person they’re with isn’t their ONE?

To what extents will a person go to in order to protect a lifetime of this ego investment?

At some point in a ONEitis relationship one participant will establish dominance based on the powerlessness that this ONEitis necessitates. There is no greater agency for a woman than to know beyond doubt that she is the only source of a man’s need for sex and intimacy. A ONEitis mindset only cements this into the understanding of both parties. For a man who believes that the emotionally and psychologically damaging relationship he has ego-invested himself in is with the only person in his lifetime he’s ever going to be compatible with, there is nothing more paralyzing in his maturation. The same of course holds true for women, and this is why we shake our heads when we see an exceptionally beautiful woman go chasing back to her abusive and indifferent Jerk boyfriend, because she believes he is her ONE and the only source of security available to her. Hypergamy may be her root imperative for sticking with him, but it’s the soulmate myth, the fear of the “ONE that got away” that makes for the emotional, almost spiritual, investment.

The definition of Power is not financial success, status or influence over others, but the degree to which we have control over our own lives. Subscribing to the soulmate mythology necessitates that we recognize powerlessness in this arena of our lives. Better I think it would be to foster a

healthy understanding that there is no ONE. There are some good Ones and there are some bad Ones, but there is no ONE.

Religion of the SoulMate

What you've just read was one of my earliest posts back on the SoSuave forums from around 2003-04. I was finishing my degree then and had the Fallacy of the ONE graphically illustrated for me in a psychology class one day. I was in class, surrounded by (mostly) much younger students than myself, all very astute and as intellectual as they come for mid twenty-somethings. At one point the discussion had come around to religion and much of the class expressed being agnostic or atheist, or "spiritual, but not religious". The rationale was of course that religion and belief could be explained as psychological (fear of mortality) constructs that were expanded to sociological dynamics.

Later in that discussion the idea of a 'soul mate' came up. The professor didn't actually use the word 'soul', but rather couched the idea by asking for a show of hands as to how many of the class believed "there was a special someone out there for them?" or if they feared "the ONE that got away." Damn near the entire class raised their hands. For all of their rational empiricism and appeals to realism in regards to spirituality, they (almost) unanimously expressed a quasi-Karmic belief in connecting with another idealized person on an intimate level for a lifetime.

Even the Frat guys and hook-up girls who I knew weren't expressly looking for anything long term in their dating habits still raised their hands in assent to a belief in a ONE. Some later explained what that ONE meant to them, and most had differing definitions of that idealization – some even admitted to it being an idealization as the discussion progressed – yet almost all of them still had what would otherwise be termed an irrational belief in

‘predestination’ or, even amongst the least spiritual, that it’s just part of life to pair off with someone significant and there was “someone for everyone”.

This discussion was the catalyst for one of my awakening realizations – despite all odds, people largely feel entitled to, or deserving of, an important love of their life.

Statistically and pragmatically this is ridiculous, but there it is. The feminized Disney-fication of this core concept has been romanticized and commercialized to the point of it becoming a religion, even for the expressly non-religious. The Shakespearean longing for the ONE, the search for another soul (mate) who was destined to be our match has been systematically distorted beyond all reason. And as I’ll elaborate later, men will take their own lives in the delusion of having lost their soulmate.

SoulMate Men

This perversion of the soulmate myth is attributable to a large part of the feminized social conventions we deal with today. The fear of isolation from our imagined soulmate, or the fear of having irrecoverably lost that ‘perfect ONE’ for us fuels so much of the personal and social neuroses we find in the contemporary matrix of our society. For example, much of the fear inherent in the Myth of the Lonely Old Man loses its teeth without a core belief in the SoulMate Myth. The fear of loss and the delusions of Relational Equity only really matter when the person men believe that equity should influence is their predestined ONE.

The feminine imperative recognized the overwhelming power the SoulMate Myth had over men (and women) from the beginnings of its rise to ascendancy as the primary gender social imperative.

Virtually all of the distortions of the core soulmate dynamic evolved as a controlling schema for men. When it is soulmate women who are the primary reward for a soulmate necessitous man, there are a lot of opportunities to consolidate that power upon. To be clear, don't think this is some fiendish plot of a fem-centric cabal socially engineering that soulmate fear into men. Generations of men, raised to be oblivious to it, willingly and actively help perpetuate the SoulMate Myth.

SoulMate Women

Although Hypergamy plays a large role in determining what makes for an idealized soulmate for women, they aren't immune to the exploitations of that core fear. Though it's more an unfortunate byproduct than an outright manipulation, I'd argue that in some ways hypergamy intensifies that neurosis. An Alpha Widow knows all too well the languishing associated with pining for the Alpha that got away – particularly when she's paired off long-term with the dutiful, Beta provider after her sexual market value (SMV) declines.

For women, the soulmate represents that nigh unattainable combination of arousing Alpha dominance matched with a loyal providership for her long term security that only she can tame out of him.

Hypergamy hates the soulmate principle, because the soulmate is an absolute definition, whereas hypergamy must always test for perfection. Hypergamy asks, "Is he the ONE? Is he the ONE?" and the SoulMate Myth replies, "He HAS to be the ONE, he's your soulmate, and there's ONLY one of those."

Building the Mystery

Due to this core concept and soulmate mythology, both sexes will seek to perfect that idealization for themselves – even under the least ideal of conditions and expressions.

We want to build our intimate relations into that soulmate idealism in order to relieve the fear and solve the problem, and most times so badly that we'll deftly ignore the warnings, abuses and consequences of having done so. For women the impact of the most significant Alpha male is what initially defines that soulmate idealization. For men it may be the first woman to become sexual with him or the one who best exemplifies a woman he (mistakenly) believes can love him in a male-defined orientation of love.

However, these are the points of origin for building that soulmate ideal upon. This ideal is then compounded upon with layers of investments in the hopes that this person "might actually be the one fate has prescribed for them." Emotional investment, personal, financial, even life-potential investments and sacrifices then follow in an effort to create a soulmate. In the absence of an ideal, one must be created from available resources.

This process is why I say the SoulMate Myth is ridiculous – it's psychologically much more pragmatic to construct another person to fit that ideal than it ever will be to "wait for fate to take its course." People subscribing to the myth would rather build a soulmate, consequences be damned. So women will attempt to Build a better Beta, or tame down an Alpha, while men will attempt to turn a whore into a housewife, or vice versa.

One of the most bitter aftertastes of having awakened to the red-pill truth is abandoning old paradigms for new. I've described this before as akin to killing an old friend, and one friend that needs killing is exactly this mythology. Disabusing yourself of this core fear is vital to fully unplugging

yourself from the old paradigm, because so much of fem-centric social conditioning is dependent upon it.

Dropping the SoulMate Myth isn't the nihilism a lot of people might have you believe it is. If anything it will free you to have a better, healthier future relationship with someone who is genuinely important to you – a relationship based on genuine desire, mutual respect, complimentary understanding of each other and love, rather than one based on a fear of losing your ONE and only representation of contentment in this life. In any relationship, the person with the most power is the one who needs the other the least.

This is a foundation of any relationship, not just intersexual ones, but family, business, *etc.* relationships as well. It is a dynamic that is always in effect. For my own well being and that of my family's, I need my employer more than he needs me, ergo I get up for work in the morning and work for him. And while I am also a vital part for the uninterrupted continuance of his company and endeavors, he simply needs me less than I need him. Now I could win the lottery tomorrow or he may decide to cut my pay or limit my benefits, or I may complete my Masters Degree and decide that I can do better than to keep myself yoked to his cart indefinitely, thereby, through some condition either initiated by myself or not, I am put into a position of needing him less than he needs me. At this point he is forced into a position of deciding how much I am worth to his ambitions and either part ways with me or negotiate a furtherance of our relationship.

The same plays true for intersexual relationships. Whether you want to base your relationship on 'power' or not isn't the issue; it's already in play from your first point of attraction. You are acceptable to her for meeting any number of criteria and she meets your own as well. If this weren't the case you simply would not initiate a mutual relationship. *In any relationship, the person with the most power is the one who needs the other the least.*

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For my own well being and that of my family's, I need my employer more than he needs me, ergo I get up for work in the morning and work for him. While I am also a vital part for the uninterrupted continuance of his company and endeavors, he simply needs me less than I need him. Now I could win the lottery tomorrow or he may decide to cut my pay or limit my benefits, or I may complete my Masters Degree and decide that I can do better than to keep myself yoked to his cart indefinitely, thereby, through some condition either initiated by myself or not, I am put into a position of needing him less than he needs me. At this point he is forced into a position of evaluating my necessity to his future ambitions and either part ways with me or negotiate a furtherance of our relationship.

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This principle isn't so much about 'power' as it is about control. This might sound like semantics, but it makes a difference. It's very easy to slip into binary arguments and think that what I mean by the cardinal rule of relationships is that one participant must absolutely rule over the other – a domineering dominant to a doormat submissive. The problem with our modern interpretation of power is to think of it in extreme, absolute terms.

Control in a healthy relationship passes back and forth as desire and need dictate for each partner. In an unhealthy relationship you have an unbalanced manipulation of this control by a partner. Although control is never in complete balance, it becomes manipulation when one partner, in essence blackmails, the other with what would otherwise be a reinforcer for the manipulated under a healthy circumstance.

This happens for a plethora different reasons, but the condition comes about by two ways – the submissive participant becomes conditioned to allow the manipulation to occur and/or the dominate initiates the manipulation. In either case the rule still holds true – the one who needs the other the least has the most control. Nowhere is this more evident than in interpersonal relationships.

Too many people who I've counseled and read my blog assume that this Rule means that I'm advocating the maintaining a position of dominance at the expense of their partner's best interests; far from it. I do however advocate that people – young men in particular – develop a better sense of self-worth and a better understanding of their true efficacy in their relationships (assuming you decide to become involved in one).

Don't get me wrong, both sexes are guilty of manipulation; Battered women go back to their abusive boyfriends/husbands and pussy-whipped men compromise themselves and their ambitions to better serve their girlfriends insecurities. My intent in promoting this Rule is to open the eyes of young men who are already predisposed to devaluing themselves and placing women as the goal of their lives rather than seeing themselves as the *prize* to be sought after. Compromise is always going to be a part of any relationship, but what's key is realizing when that compromise becomes the result of manipulation, what is in effect and developing the confidence to be uncompromising in those situations. This is where a firm understanding of the cardinal rule of relationships becomes essential.

There's nothing wrong with backing down from an argument you have with your girlfriend, but there is something wrong when you continually compromise yourself in order to 'keep the peace' with the understanding that she'll withhold intimacy as a result of you holding your ground. That is a power play, also known as a '**shit test**'.

She initiates it thus becoming the controlling party. No woman's intimacy (i.e. sex) is ever worth that compromise because in doing so you devalue your own worth to her.

Once this precedent is set, she will progressively have less respect for you – exactly opposite of the popular conception that she'll appreciate your compromising for her and reward you for this. And really, what are you compromising in order to achieve? Set in this condition, you're appealing for her intimacy. That isn't genuine desire or real interest in you, it's a subtle psychological test (that all too many men are unaware of) meant to determine who needs the other more. There is no more a superior confidence for a man than one with the self-understanding that he will not compromise himself for the recognized manipulations of a woman, and the fortitude to walk away knowing he has in the past, and will in the future find a better prospect than her. This is the man who passes the shit test. It's called 'enlightened self-interest', and a principle I wholly endorse.

Truth to Power

Denying the utility of Power, vilifying it's usages, is in itself a means of using Power.

Real change works from the inside out. If you don't change your mind about yourself, you won't change anything else. Women can change their hair color, their makeup, clothes, breast size, and any number of cosmetic alteration on

a whim, or as they can afford them, but the constant discontent, the constant inadequacies they complain of are rooted in their self-perceptions, not how others really perceive them.

This is an outside-in mentality; hoping the external will change the internal, and it's just this mentality that lesser men apply to themselves – the only difference being the application.

The Average Frustrated Chump (AFC for lack of a better term) has the same problem as the vain woman (OK, really any woman) – a lack of true self-understanding of their own problem. It's very difficult to do self-analysis and self-criticism, particularly when it comes to questioning our own beliefs and the reasons our personalities are what they are. It's akin to telling someone they're not living their lives 'correctly' or that they're raising their children 'wrong'; only it's more difficult because we're doing the telling about ourselves to ourselves.

Self-estimation (not self-esteem) **never** happens spontaneously, there always has to be some crisis to prompt it. Anxiety, trauma and crisis are necessary catalysts to stimulate self-consciousness. A breakup, a death, a betrayal; tragically, it's at these points in our lives that we do our best introspection, we have our 'moments of clarity' and yes, discover what abysmal, simpering chumps we've allowed ourselves to be molded into.

Denial

The first step to really unplugging from our preconditioning (i.e. the feminine Matrix) is recognizing that this conditioning has led to the beliefs we think are integral to our personalities. The psychological term for this is called 'ego-investment'. When a person internalizes a mental schema so thoroughly, and has become conditioned to it for so long, it becomes an