**Sample chapter from Mate**

By Tucker Max and Geoffrey Miller

**Introduction**

You have no fucking idea what you’re doing.

Not when it comes to sex and dating and women, anyway. That’s probably why you bought this book, or someone gave it to you as a not-so-subtle hint that you need to get your shit together. Don’t beat yourself up about it though, because it’s not your fault.

Your culture has failed you *and* the women you’re trying to meet.

For decades now, women have been wondering, “Where are all the great guys?” You have been wondering, “Where are all of you going? What did I say?” And nobody has had a decent answer for either of you.

Your male genes expected that you’d be born into a normal human tribe with wise mentors, heroic role models, and transformational rites of passage that could solve those problems. Your male brain expected to find itself in a sexual culture with fun mating rituals and a decent chance of finding a girlfriend after puberty. As they should have. That kind of sexual culture had been the hunter-gatherer norm for hundreds of thousands of years. Unfortunately, you never got any of that good stuff your ancestors got.

No, you got fed a bunch of bullshit by parents, priests, professors and politicians trying to tell you what to do; usually in service of some kind of selfish agenda that had nothing to do with your health, happiness or mating success.

Your culture should have taught you long ago what we’re going to teach you—*to be successful in mating, you simply have to become the kind of man that women evolved to want.*

This is not a revolutionary concept; it’s an evolutionary one. Human females, like all clever species, choose their mates according to certain criteria and preferences. If you don’t fit their criteria, they won’t mate with you. If you do, good news, you’re in business.

It really is that basic, and there’s no way around it. In biology, this process is called female choice.

Female choice is so high you can’t get over it, so deep you can’t get under it, so wide you can’t get around it. Your only option is to accept it and embrace it. You *have* to fit their mate choice criteria. Once you do that and become that man, your future girlfriends will be attracted to you and more grateful than you can imagine – whether you’re seeking one-time hook-ups or a lifelong marriage.

We’ll show you all of this stuff. We’ll explain the five principles for successful mating to give you a nice functional framework, then we’ll walk you through the five steps for getting your mating life together. That’s it. That’s all you need to fix your mating life, so that’s all there is to this book.

It’s a very simple concept, and the next XXX pages are dedicated to showing you what that is, why that is, and how to do it. If you pay attention and follow along—if you work on becoming a great guy who can offer the things women instinctively want—you will be happier, and women will be happier with you. Everyone wins.

**This book’s origin**

This is not our book; it’s your book. We built it from the ground up to serve your needs. It’s been shaped by your emails, questions, and feedback. It even originated in the dating failures of guys like you. Here’s how that happened:

This book exists because some young guys in Cincinnati were terrible with women and they blamed Tucker Max.

At a Thanksgiving dinner, Geoff was hanging out with some of his male cousins – typical young, American guys in high school or college, mostly without girlfriends. They asked about Geoff’s research in evolutionary psychology and human sexuality. Geoff explained a few basics about why women love self-deprecating humor, why they value intelligence as a “good genes” trait, and how lapdancers’ ovulatory cycles influence their tip earnings.

The cousins had never heard about any of that stuff. Some were fundamentalist, some were atheist; some were young Republicans; some were liberal hipsters. Their common ground was that they all adored women, sex, and dating, but they knew almost nothing about these topics.

So Geoff asked his relatives and their friends where they were learning about human mating. Then the floodgates opened. Several mentioned that they’d read Tucker’s books, like *I Hope They Serve Beer in Hell, Assholes Finish First,* or *Hilarity Ensues.* They swore by these books. They weren’t just entertaining stories; they were the bedrock of their sexual education – their dating bibles.

Geoff was appalled by their ignorance about mating, but intrigued to hear about this Tucker person, who must be an especially wise, well-balanced, sober dating guru to merit such a devoted and diverse following. So Geoff read Tucker’s books, and the mystery only deepened. The letters W and T and F kept running through Geoff’s mind.

A few months later, Geoff was at a psychology conference in Austin, Texas, and got in touch with Tucker. They found an instant rapport, and Geoff shared the story about the Thanksgiving cousins who were Tucker Max fans.

Tucker asked, “How are they doing with women and dating?”

Geoff said, “Not very well, I think. They seem confused and frustrated. With all due respect, I’m not sure your books are the best guides to how to improve one’s dating life.”

*Well no shit*, Tucker thought. His books weren’t written as education manuals. They’re just funny stories about getting drunk, hooking up, and doing stupid things with his friends. Who takes dating advice from a guy who gets into a Breathalyzer contest at a sushi restaurant? Who takes sex advice from a guy who has to keep replacing his mattresses because girls keep peeing on them? If anything, Tucker’s stories are cautionary tales – this is what *not* to do. Geoff agreed.

Tucker said, “I don’t understand, you’re a sex researcher and an evolutionary psychologist. You know this field, you’ve taught it for decades. Why didn’t you just recommend a good mating guide for young men?”

Geoff said, “I tried, but it doesn’t exist. Nobody’s written it yet.”

Tucker was flabbergasted. “How could a basic instruction manual for such a crucially important topic not exist? It has to. You must be wrong!”

No. Tucker was wrong.

Geoff proved the point, “Tucker, how did *you* learn this stuff?”

Tucker said, “Oh….right. I had to learn it by myself, through trial and error. Lots and lots of error.”

Geoff and Tucker spent the whole dinner discussing the reasons for our culture’s failure to educate young men about mating. Geoff explained that American schools are still surprisingly repressed about sexual education – federal grants and universities don’t support sex or dating research; professors can’t advise students on how to become more sexually attractive or improve their Tinder messaging skills; higher education focuses on improving student’s economic prospects rather than their private lives. And most of the other advice-givers out there – religious zealots, gender feminists, or manosphere misogynists – have some twisted ideological agenda. Or the advice-givers are exploitative marketers trying to sell manipulative strategies, like most Pick-Up Artists. Or the advice is just factually wrong, without any scientific integrity, based on misunderstanding third-hand accounts of the research fields that Geoff’s been publishing in for years.

Not one to shy away from big plans and bold pronouncements, Tucker started thinking out loud as Geoff described the current state of the art in sex and dating advice for men.

Tucker said, “Can you imagine how much easier and better our lives would have been if we knew at 15 or 20 everything about sex and dating that we know now? Shit, it would have even helped me at 30. It’s crazy how much better my life would have been! That advice book should exist!”

Geoff nodded in agreement, the way professors do in Socratic dialogues, when they’re just waiting for you to catch up to the answer they already know.

Tucker said, “What if we did that? What if we took what we know now, and made it available to every man in America, in an accessible, honest, funny way? We’d combine my street cred and your academic cred! It could be hilarious! It could have science! It could reach millions of guys who are lost and desperate! How great would that be?”

Geoff said, “And it could make millions of women a whole lot less frustrated that there aren’t any good guys out there. They’re looking for boyfriends, and we could help build them better boyfriends. That would be a win-win for both sexes.”

Here it is – everything we wished we had understood when we were trying to learn how to cope with the thrilling, terrifying new world of women, sex, and dating.

Welcome to *Mate*.