



# ALPHA PRESENCE

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**Published by:**  
Human Evolution Publishing  
&  
Joe Lo Fitness

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# INTRODUCTION

Strike a power pose and hold it... hold it... and hold it some more, you handsome devil.

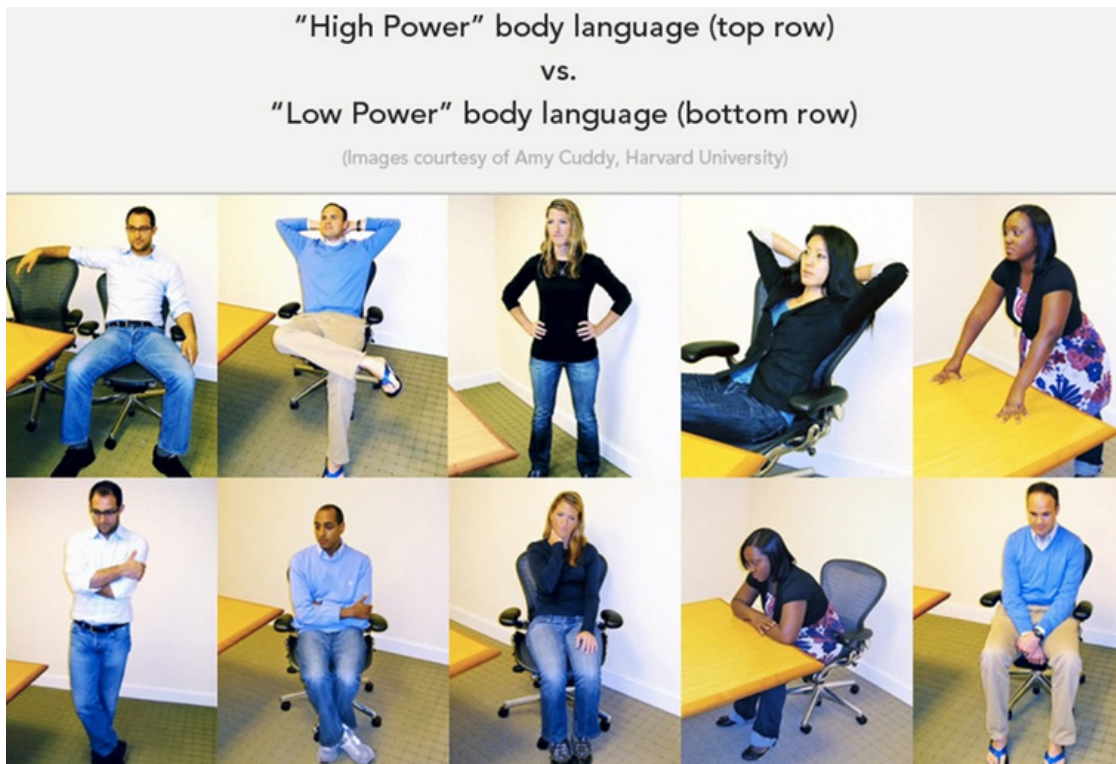
Doing so will jolt your testosterone levels 20% in the next two minutes.

Here's the deal...

## **Body language affects testosterone levels.**

One study published by Harvard University and Columbia University shows participants who demonstrated high power-poses had heightened testosterone levels compared to the low-power posers.<sup>1</sup>

*Here's what the poses look like...*



The subjects held the pose for two minutes long.

Salivary testosterone levels were tested after the two minutes and here's what the researchers found...

High power poses increased testosterone levels 20%.

At the same time, *cortisol* (the stress hormone shown to lower t-levels), dropped 25%.

*Talk about a win-win.*

The low-power posing group experienced a drop in testosterone levels by 10%...

While cortisol increased by 15% (not good).

The results show body language can signal your brain and hormones to follow suit.

**So if you want to be a high-powered man with 20% more testosterone compared to the next guy, it's time to start power-posing.**

When it comes down to it, high-power poses are more relaxed, open, confident and assertive, while low-power poses are hunched, closed, and timid.

Think about a person in your life who you admire...

The individual who, no matter what setting they're in, just dominates the run.

Does he/she use high-power body language or low-power body language?

I think it's safe to say that they wouldn't be caught dead in a low-power pose.

**PRO TIP:** By the way, did you know men with higher testosterone levels make more money and are more successful? This according to another Harvard publication...<sup>2</sup>

Moral of the story... if you want to look and feel alpha, you've got to emanate an *alpha presence*.

And that's exactly what we're going to go over in this guide—high-power, alpha poses that boost testosterone and give you higher status among your peers.... No matter what setting you're in.

Before we jump into these power-poses, I want to leave you with a quote from social psychologist, author, and lecturer, Amy Cuddy.

*"Our bodies change our minds... and our minds change our behavior... and our behavior changes our outcomes."*

In other words, using body language that conveys high power, happiness, and success, will, in turn, result in feeling powerful, happy, and successful—which, ultimately, results in behavior that makes you more powerful, happier, and more successful.

# THE DOS AND DON'TS

Before we jump into the high-power poses, let's quickly go over the dos and don'ts of alpha body language.

During any social interaction, there are a number of small body-language signals you must avoid if you want to dominate the room. Likewise, there are a few key body-language signals you must convey each and every time you're in a social setting where you want to transmit power.

## **Alpha Presence DON'TS**

- Touch and/or rub your neck
- Look down or off into space or *at your phone*
- Cut someone off while they're speaking
- Cross your legs (for the men)
- Cross your arms
- Sway from side to side
- Play with your hair
- Play with your facial hair
- Offer a weak handshake
- Slouch
- Fidget

## **Alpha Presence DOS**

- Walk in with confidence
- Firm handshake
- Keep your head up
- Smile
- Keep eye contact
- Sit up straight
- Talk with your hands (but don't go overboard)

Following these rules alone will put you in a position to take control of any room or social interaction. If you can avoid the DON'TS while practicing the DOS, you'll have no problem achieving an *alpha presence*.

If you really want to set yourself up for success, however, preparation begins before you even walk into the room. If you're anxious, unhappy, or unconfident before you step foot into a particular setting, it's going to be increasingly difficult to stick to these rules. In the next section, we'll go over a very simple, but effective, two-minute hack you can perform right before you walk into any room you want to lead, command, or influence.

# ALPHA PRESENCE HACK

It's one thing to *pretend* to be powerful and happy, but it's a totally different thing to *feel* more powerful and happy.

In this section, we're going to go over a simple two-minute hack that you can (and should) perform every time you're about to walk into a setting where you want to dominate. Not only will you boost your testosterone, but you'll decrease cortisol (the stress hormone), setting you up for social success.

Social settings may include:

- A bar
- A Club
- A Job Interview
- A Meeting
- A Party
- Giving a Speech
- Work

And so on and so forth.

## TWO-MINUTE POWER POSE

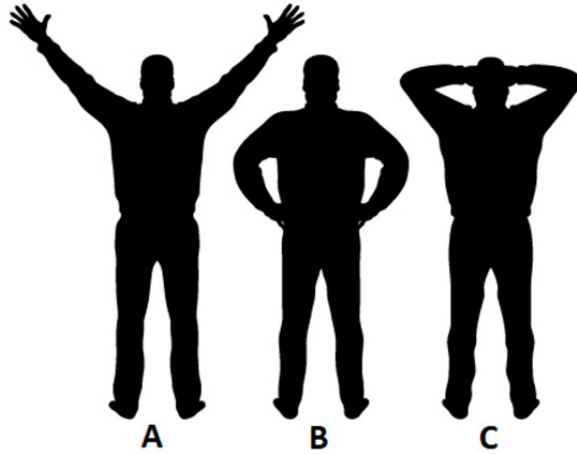
To perform this hack, all you'll need are two minutes, your body, and some privacy. This can be performed in an elevator, a bathroom, or any other unoccupied, private room (get your mind out of the gutter!).

You'll do this for two minutes, right before you walk into a given social setting (the club, the bar, an interview, a meeting, work, etc.).

Simply get into one of these four alpha-presence power poses... that's it!

Personally, I prefer A or B, but C works just as well. If two minutes is too long to sit in one pose, alternate between two of them.

IMPORTANT: Do not forget to smile!



If you don't have access to a private room, consider performing C in your car at a slight recline.

Think of yourself as sitting in an office chair during an important meeting.



Seem too good to be true?

Give it a shot tomorrow before you walk in the office. You may never step foot into a room again without first performing this two-minute hack!

# ALPHA PRESENCE

In this section, I'm going to provide visuals that illustrate high-power body language. We'll also go over some basic, low-power behaviors that you must avoid if you want to remain powerful in any room you're in.

## FIRM HANDSHAKE



There aren't many things I hate more than shaking a man's sweaty, limp hand. Not only does it scream 'insecure', but it must feel emasculating to have another man just crush your hand with a firm confident *grip*.

**The Perfect Handshake:** First, make sure your hands are dry—no one wants to feel your sweaty palms. Second, make sure you're getting a firm grasp—anytime you're about to shake hands, assume the other person is going to attempt to squeeze your hand tightly, and be ready. Also, make eye contact with the person you're meeting—nothing screams 'lack of confidence' like staring at the ground. Lastly, shake their freakin' hand!

### Big Handshake No-Nos:

- Sweaty palms
- Weak grip
- Wandering eyes
- Lack of pumping (it's called *ashake* for a reason)



## STANDING – HIGH POWER



## STANDING – LOW POWER



SITTING – HIGH POWER



SITTING – LOW POWER



# ALPHA PRESENCE ADVANCED

Once you've mastered the art of high power body language, there are a few advanced alpha presence techniques you can add to your arsenal for further dominating any social situation.

Combining these high-status behaviors is only going to stack the deck more and more in your favor. The better you get, and more natural you become, with these advanced alpha presence actions, the easier you'll find it to lead, control, and influence any social situation.

## EYE CONTACT

*"The eyes are the window to your soul."*

Your eye contact will tell the person you're speaking to a lot about you; whether you're confident or not, insecure, grounded, or even interested in what they have to say. An alpha male always keeps high-power eye contact. As uncomfortable as it may seem, keeping strong eye contact during social interactions is key to achieving an *alpha presence*. In fact, studies show that once a person in the conversation initiates greater eye contact, the other person will increase his/her level of eye contact.

This doesn't mean you should stare directly into their eyes throughout the entire conversation—that could get a bit awkward and uncomfortable for the other person. Instead, lock eyes for about 5 seconds (or however long it takes to speak a sentence), look away from their eyes for a second or two, and repeat. These are just guidelines, though. I don't want you to actually count the seconds during and in between eye contact. Instead, find a natural rhythm during the conversation.

## VOICE

*I'm sorry, I didn't understand what you said. Can you repeat that?*

If you find yourself having to repeat everything you say, you need to slow down. Talking too quickly and/or mumbling can result in a loss of articulation.

If you're having a hard time slowing things down, try recording yourself. In your own head you may feel as if you're speaking clearly, but listening to yourself on a recording can give you a better idea of what others are getting.

The voice itself is also very important. If someone doesn't like your voice, chances are they won't like you. That's right! No matter how great you are, if the way you sound annoys someone, they're more prone to look at you in a negative light. Speak up, but don't yell. Keep a strong tone, but not too aggressive. Be assertive with your tone, but gentle at the same time. Think Brad Pitt's voice in Fight Club.

Lastly, most people love the sound of their own voice so they talk just to talk. An alpha male listens—not *hears*, but *listens*—and only speaks when he has something of value to add. Whatever you’re going to say, make sure it has purpose.

## WALK

Believe it or not, the way you walk has a major impact on how you’re perceived by others. Your walk alone could tell someone you’re confident, secure, grounded, and successful... or that you’re lazy, insecure, and broke. Although there is no one-size-fits-all to walking—we all have a natural way we do it—there are a few key points that you must pay very close attention to if you want to walk like a man.

First, make sure your chin is held high. Not so high that you seem snobby, but high enough that you’re not staring at the ground. Then, pull your shoulders back slightly to bring your chest up and avoid slouching. Lastly, try to avoid short, fast strides that imply you’re in a hurry and out of control (unless you really are in a hurry—in that case, book it!). Instead, focus on a more moderate pace with a decent stride in each step.

## STYLE

*“Take pride in how you look, but don’t be obsessed with what you wear.” Chad Howse*

I’m not here to give you a lesson in fashion. What works for me may not work for you and vice versa. Truth is, there isn’t just one way to dress to impress. Depending on a number of factors, different guys can pull off different looks successfully, while other guys may end up looking (and feeling) like complete fools.

Instead, I want to share a few key tips that work across the board. Regardless of your natural style, you *must* follow these guidelines if you want to dress like a man.

**Clothes must fit:** Whether you’re headed to an important meeting in an expensive suit or on your way to the grocery store in your most comfortable shirt, the way your clothing fits you is the difference between appearing (and feeling) powerful or looking like a complete disaster.

**Cleaned and pressed:** I don’t care if your shoes cost \$20 or \$2,000, keep them clean. The same goes for every other piece of your outfit. An alpha male doesn’t always opt for the most expensive and stylish clothing, but he always takes pride in how he looks. His clothes are never stained or wrinkled, they’re cleaned and pressed at all times.

**Dress with simplicity:** Colorful clothes and shiny jewelry reek of insecurity. If your clothes fit and they’re clean and neatly pressed, even the most basic clothing can emit an alpha presence.

**Accessories:** The only accessories a man should wear are a watch and his wedding ring. A necklace can sometimes be a nice touch if it’s not too large or flashy, but it’s not necessary. The big one I want to talk about here is the watch. This piece of subtle jewelry can sometimes make the difference between appearing like a powerful alpha male or a run down soccer-dad.

## FINAL THOUGHTS

Like anything in life, this takes practice. At first, a lot of what we went over in this guide will seem forced and uncomfortable, but the more you do it, the more natural it becomes—making it far more impactful during social interactions.