

SIX SIMPLE STEPS TO *LOOKING GREAT*

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Introduction

It's probably no surprise to you that good-looking guys get laid more often. After all, being attractive would make it easier to get beautiful women into your bed... that's pretty obvious, right?

But what if I told you that good-looking guys also have healthier, longer-lasting relationships? That's a bit less intuitive. It's true, though... **handsome men not only get more sex, they also enjoy happier relationships, healthier marriages, and are less likely to get divorced.**

Even more puzzling is the fact that attractive guys are also more successful in a variety of other pursuits. **Researchers have also found that men deemed to be "attractive" by the opposite sex have better careers, make more money, and have more friends.**



There is actually a whole field of research dedicated to this topic, and all of it points to one conclusion: being good-looking is hugely beneficial in almost all areas of life. Being unattractive has the opposite effect, as humans are subconsciously hard-wired to avoid and discriminate against less-attractive people.

In short, unless you look like Brad Pitt, you're not living up to your full potential. Improving the way you look will help you attract women, land better jobs, and make more friends. Of course, on top of all that, it'll give you a huge boost in confidence and you'll feel good about yourself every time you leave the house.

Granted, not everyone is blessed with the most incredible genetics (myself included!). But that doesn't mean you're stuck with the way you look. **There are literally hundreds of things you can do – right now – that will dramatically enhance your appearance.** These are things that don't involve expensive cosmetic surgery or dangerous pills and supplements.

My name is Mark Belmont, and I've dedicated the last five years of my life to developing a step-by-step appearance transformation system that will allow literally any man to tap into their potential and dramatically improve the way they look. Whether you just need an image "tune-up" or a full-scale makeover, my program will show you how to enhance your own appearance in a matter of days.

In this exclusive PDF report, I'm giving you a preview of my full appearance transformation program. I'll provide several crucial tips that will help you get started on your journey towards a new and improved look. Employ these simple steps and you'll quickly see a boost in your self-confidence and eventually a real, noticeable improvement in your life as a whole.

Remember, though, this **report is just the tip of the iceberg... there are hundreds of other strategies and techniques that I can't list here.** To claim your copy of my entire 241-page program (which also includes a 3-part audio course and personal email support from me and my female coaching staff), you can visit my website at www.HowToBeHandsome.com. There, you'll also be able to sign up for my five-part email course, which is completely free and is packed with useful tips and information.

OK, I've kept up the suspense long enough... let's get started!

1. Have a Great Smile

One of the single most unattractive features a man can have is bad teeth. In fact, a recent study found that 96% of all women think a good smile is an important asset for any man to have. Thanks to modern dentistry practices, you no longer need to live with crooked, misaligned, or stained teeth.

Today's orthodontic and dentistry practices don't necessarily require that you sport a face full of metal to fix crooked teeth, either. For problems like a gap between two of your teeth, for example, you may not even need to wear braces at all. Dentists can use veneers or special bonding techniques to fill gaps or other minor cosmetic dental problems. This can also be much cheaper than metal braces.



If you have a number of crooked teeth that need straightening, don't worry, because there are plenty of other orthodontic options that don't involve traditional braces. Standard braces continue to be one of the cheaper and more resilient options available, but obviously they're not particularly visually appealing. If you

don't mind the look, these are one of the best options. They pull the teeth together using small elastic bands and usually do their work fairly quickly.

Another option is ceramic or tooth-colored braces, which are nearly invisible from a distance. These have a tendency to become stained by coffee, wine, and other drinks but are generally much less obvious. Some people choose to go with "lingual" braces, which fit on the back of your teeth and are thus much less visible. Unlike other types of braces, these can have a minor impact on your speech, which some people find annoying.

One of the latest innovations in orthodontics are "Invisalign" braces. Instead of having metal wires connecting the teeth, Invisalign is a series of fitted "trays" that you wear all the time (except when eating). They're invisible, and they barely affect your speaking. The cost is usually slightly more than regular braces, but usually you don't have to visit your orthodontist as often for tightening. You must be extremely diligent about wearing them, though: If you don't wear the trays with regularity, gradually progressing through the different sizes, they will not be effective and you'll have wasted your time and money.

Another important factor in a good smile is the whiteness of your teeth. There are a ton of whitening techniques available, and they vary greatly in their effectiveness. Some are an outright waste of money, and some actually work quite well.

The most effective, but also most expensive by a wide margin, is in-office whitening performed by a dentist. Your dentist will use a peroxide chemical to safely whiten your teeth in about an hour. A laser may be used to further increase the whitening effect. Unlike other treatments, a single whitening session can keep your teeth looking great for months or even years.

For most people, though, having a dentist whiten your teeth is unaffordable. A second option is whitening strips or trays, which are often sold by toothpaste companies like Crest and Aquafresh. These products consist of 5-10 trays or strips that you apply to your teeth for about half an hour every day for a week or so. Once you've finished, your teeth will be noticeably whiter. These typically cost around 30 to 40 dollars and the process can be repeated every three to six months.

Don't be fooled into thinking that you can achieve whiter teeth by using toothpastes or mouthwashes that



claim to have whitening properties. These products may help to reduce surface stains, but for the most part they're just a marketing gimmick.

Although all of these strategies to improve your smile can be expensive, it's almost always a worthwhile investment. Your teeth are a very important part of your appearance, so they shouldn't be neglected.

2. Take Care of Your Skin

Vibrant, healthy looking skin is a hugely important asset. Everyone should follow a simple daily routine to ensure that their skin stays healthy and looking great. Although some men have skin issues all over their body, the face tends to be the most problematic area.

Before you purchase any skin care products for your face, you need to determine your skin type. There are four major skin types: oily, combination, normal, and dry. If you have shiny, greasy skin and are prone to pimples and breakouts, then you have oily skin. If you have flaky, tight feeling skin, then you fit in the dry skin category. Most men are somewhere in between, with combination skin being most common.

When you pick out skin care products, be sure to keep your skin type in mind. Many products will specify on the label which skin type they're designed for. Men with oily skin should only buy oil-free, non-comedogenic products while men who tend to have drier skin should focus on moisturizing lotions.

A good skin care routine will include three main products: a cleanser, a moisturizer, and a facial scrub. The cleanser and moisturizer should be used twice daily, morning and night, while the facial scrub only needs to be used every few days.

The goal of a cleanser is to remove all of the dirt, grime, and oil from the surface of your skin. Additionally, it will remove dead skin cells and can help prevent acne blemishes. First rinse your face with warm water, then lather on a layer of the cleanser. Let it sit for 15 or 20 seconds, and then rinse it off with warm water and pat your face dry with a towel. In the morning, shave after you use the cleanser, but before you apply your moisturizer.

Your cleanser should not be an “exfoliant” as that is the purpose of the facial scrub, which is used every couple of days. If you have problems with acne, you may want to use a facial scrub that contains salicylic acid. For the inside scoop on which anti-acne products *actually* work, check out my website at www.HowToBeHandsome.com.

After your face is dry, you can apply a thin layer of moisturizer. A moisturizer can help to balance your skin’s natural oils, which can actually *reduce* the shine and oil on the surface of your skin. You just need to rub the moisturizer on your face until it’s absorbed; rubbing too much can irritate your skin. Look for a moisturizer that is “non-comedogenic” and “oil-free” even if you have no acne problems.



Every few days, you should use a facial scrub. A facial scrub is used to exfoliate and remove dead skin cells as well as prevent or reduce the appearance of blemishes. This type of scrub will usually contain tiny hard particles that will exfoliate the skin on your face. When you rub it on your face, it feels as though it contains a few grains of sand in it. Rub the lotion gently on your face for 15-20 seconds, and then rinse it off. You should apply a facial scrub prior to shaving but after you wash your face with your normal cleanser.

Following this simple routine will keep your face clean and healthy. For a small portion of men with particularly troublesome skin, it may not be enough to provide relief from acne, rosacea, or post-shave irritation. If this is the case, you may need to add other products to the routine.

3. Master the Shave Technique

A good shave begins by having the right equipment. Despite the fact that at home almost all men now use crappy plastic razors and cheap shaving foam, traditional shaving equipment still work best. Using the wrong shaving gear or an improper shaving technique will result in stubble, irritation, ingrown hairs, red bumps, and cuts to your skin.

The first essential piece of shaving equipment is the shaving brush. A lot of men have no idea what a shaving brush is let alone how to use one. It's used for spreading shaving cream on your face, and it helps lift up the hairs so you get a closer shave. Opt for a badger hair shaving brush, not a synthetic knock-off.



Secondly, you'll need a good razor. Ideally, you should purchase a double-edged safety razor. They're a bit trickier to use but result in a much smoother shave. If this isn't an option or you're on a budget, at least opt for a high-end cartridge razor such as those available from Gillette or Schick. Avoid the cheap double blade disposable razors, because they're garbage.

A good shave also requires a decent tub of glycerin shaving cream. Shaving cream is an essential element for a good shave, and the best types come in a tub and allow you to use your shaving brush most effectively.

Once you've got the equipment, you're ready to perform a proper wet shave. This process is called a "wet shave" because your face and razor stay wet throughout the whole process.

It's best to shave right after you step out of the shower because your pores are open and your hairs soft. Wet your shaving brush in hot water, and let the excess water drip into the sink. Then dip the brush into the shaving cream and lather a thin layer on your face. The brush and shaving cream lift up your facial hairs to ensure the closest possible shave.

Allow the shaving cream to sit on your face for 30 seconds, and then begin shaving. If you're using a safety razor as I suggested, then the key is to use *no pressure*. Be extremely gentle, and just glide the razor along your face. Always run the blade in the same North-South direction as your hair, and rinse the razor in the sink after every stroke.

Finish the shave by rinsing your face with cool water, and then pat your face dry with a towel. Don't rub your face with the towel, as this can cause irritation. Before you

put them away, rinse your razor and shaving brush with cool water. Store the brush with the wooden handle facing downwards.

After you've finished shaving, apply a quality non-comedogenic moisturizer to your face. Gently massage the moisturizer into your skin, and enjoy your perfectly smooth and irritation-free skin.

4. Find a Good Hairstylist

If you want to have consistently great hair, then the very first step is to find a great hairstylist. A stylist should be more than just the person who cuts your hair. They should be able to provide you with advice on your haircut, on hair color, on what might look good on you, on which products to use, and on what's currently in style.



What you *shouldn't* do is walk into any old barber shop on the side of the road expecting to find a great stylist. To be perfectly honest, there are far more bad stylists than there are talented ones. Instead of taking your chances, look for a referral. Find someone who always has a great haircut (man or woman) and ask them who cuts their hair. I've found a few good stylists this way when I moved to new cities. Once you get a referral, you can either call and make an appointment or stop by the shop and take a look around.

As a general rule, salons in shopping malls are overpriced and usually hire inexperienced stylists. The best hairstylists often work at large, trendy shops downtown, but they can charge a fortune. Sometimes you can find great hairstylists who work out of their homes and are therefore relatively cheap.

When you go for your first haircut with a new stylist, don't hesitate to bring in a picture of a celebrity or someone who has a great haircut you'd like to duplicate for yourself. If you need more inspiration, many salons will have books of sample haircuts available.

Don't leave the salon until you're completely satisfied with your haircut. If it's a bit too long, or if you need a bit of instruction on how to re-create a certain look at home, just mention it to your stylist.



If you do find a great stylist who provides a good haircut, remember to tip generously. Trust me, the stylist will remember anyone who tips well. A fair tip is usually between 15% and 20%, but is not usually less than \$5. Even if a cut is only \$15, you should still give the hairdresser a \$20 bill. Just like in a restaurant, very small tips are considered insulting.

Before you leave, ask your stylist how long you should wait before your next haircut. If you leave too much time between cuts, you run the risk of looking disheveled or having hair that's far too long to be styled properly. I always book my next appointment when leaving to ensure that I don't forget and end up having to wait longer than I want to for a cut.

5. Maintain Fashion Consistency

Fashion is about more than just wearing nice clothes. Many men make the mistake of patching together a variety of different fashion styles. It's important that you stay consistent with your clothing and accessories, both on a day-to-day basis and within a single outfit.

When you put together an outfit, you want to be sure that all the different pieces (your shirt, pants, shoes, etc) are all the same "style". As an exaggerated example, you would never want to wear a pair of jeans with a shirt and tie. This type of inconsistency is definitely taboo in the world of fashion. Next time you're assembling an outfit, be sure that all the elements match, not just in color but also in style. Ask yourself, for example, if that polo shirt really matches those Nike running shoes.



Secondly, consistency is also important across your entire wardrobe. Granted, you'll want to have different types of clothing for different occasions. You'll need a suit for job interviews & weddings, a pair of sweatpants for lazing around the house, a pair

of runners for the gym, and so on. Nonetheless, the majority of your clothing should fit into one major “style” category. This means that most of your shopping will probably be done at a few select stores. I buy the majority of my clothes, for example, at five or six different stores around town. That doesn’t mean you *can’t* buy clothes from other stores, just that you generally won’t because they won’t match your own personal style.

Let’s say you’re going out to lunch with a few friends on Saturday afternoon. You’re putting together an outfit for the day: something casual, because you’re just going to grab a sandwich at a local café. You might be wearing a white *Lacoste* polo shirt, a pair of light wash *Levi’s* jeans, and some white *Puma* shoes.

What would you be wearing for a jacket? Well, you wouldn’t want to put on an expensive suit coat, because that would definitely be overkill. What about an extra-baggy camouflage hoodie sweater? Nah, that wouldn’t match the style at all either. How about a casual black leather jacket? Sure, that could work. Or, depending on the weather, maybe just a light blazer.

My point is that anyone who is truly adept in the world of fashion will be able to choose a consistent style for every single outfit. Every time you leave the house, ask yourself if all of the elements of your clothing fit into a single, coherent style category.

Secondly, it's also important that your clothing choices are relatively consistent from day to day. It would be unusual for you to show up for lunch on Saturday wearing jeans and a polo shirt and then show up on Sunday to a similarly informal event wearing an Italian suit.

If you're buying most of your clothing from the same group of stores, then this shouldn't be a problem. Regardless, make sure you always choose to wear clothes that fit the same style category. This will convey that you're confident in your fashion sense and you have a consistent image of your own style.

In **The Handsome Factor Appearance Transformation System**, I outline a number of different fashion "looks" that are currently in style. If you're unsure about what style category you fit into, or what your options are, visit my website at

www.HowToBeHandsome.com.

6. Dress to Your Size

Most men are not perfectly proportioned. We're made in all different shapes and sizes. Some of us are overweight, some of us are short, some are tall, and so on. When it comes to fashion, your body proportions should be taken into consideration. There are a variety of techniques you can use to hide any flaws in your physique.

If you're overweight, don't be fooled into thinking that looser clothing is better. Even for heavysset men, having clothes that fit properly is important. If you have baggy clothes, it can actually further accentuate your extra weight. Of course, clothes that are too tight will also be unflattering. The trick is to find items that aren't baggy, but don't cling to your skin and show every curve.

When it comes to suits, men carrying a few extra pounds should avoid clothes with horizontal or diagonal stripes. These make you look wider. The only stripes that work for overweight men are vertical pinstripes. Similarly for casual shirts, items with very large emblems or designs can also make you look bigger. Go for shirts and jackets with small patterns or logos.

When it comes to colors, try to stay consistent. Wear similarly colored shirts and pants. If you're wearing black pants, for example, wear a black or dark blue shirt. Then,

opt for a different colored sweater, blazer, or jacket over top. This can really help hide weight. Also, stick with dark colors whenever possible, as they tend to be more forgiving (plus they look better when paired together).

Take the time to find pants that fit correctly! Although every man should have clothes that fit properly, it's especially important for overweight men. Wear low-rise jeans and pants that sit on your hips, not your waist. Avoid slim and tight-fitting jeans or pants. Opt instead for looser fitting or wide-leg styles, which will look more proportionate.



If you're a bit on the short side and want to appear taller, there are a few things you can do. To begin with, when wearing a suit, try wearing vertical stripes. Like overweight men, you should also try to stick to a single shade of clothing. Wearing a different colored top and bottom will accentuate your lack of height. Dark colors tend to be a better choice for short men, as these too can help make you appear a bit taller.

Snug-fitting clothes tend to exaggerate your height. Finding clothes that fit properly is especially important for shorter men. Don't buy shirts that are too long, either, or else you may have to tuck in a lot of material which will look bulky and make you appear shorter. Whenever possible, leave your shirt un-tucked.

Don't be ashamed to buy big, bulky shoes or thick insoles. By buying shoes with a large sole you can immediately add at least an inch to your height. If you're really short, there are even "lifts" you can buy to add height. Since height is something that many women find extremely attractive, lifts can be a worthwhile investment if you're quite short.

Are You Ready?

The seven tips I've outlined in this report address some of the most important areas you can focus on to improve your physical appearance. But these are just the tip of the iceberg... There's so much more that can be done.

That's where ***The Handsome Factor Appearance Transformation System*** comes in. This program gives you an easy to follow step-by-step system that is guaranteed to dramatically enhance the way you look, skyrocket your self confidence, and improve your life.

If you're ready to get started, I invite you to [visit my website](#). Once there, you can claim your own copy or sign up for my comprehensive (and completely free) email course.

Oh, and did I mention that **success is guaranteed?** I have total confidence in my program, and I stand behind it 100%. If for some reason you're not *completely* satisfied with the results, then I will issue you a total refund, no questions asked. You can even keep the program as my way of saying thanks for trying it out.

Just listen to what people have been saying about The Handsome Factor Appearance Transformation System...

"When it comes to helping men improve the way they look, Mark is an absolute genius. He understands the complicated relationship between physical appearance, confidence, and success. Any man who takes Mark's advice to heart is almost guaranteed to see improvements in their self-confidence and their life." – Dr. James T. Johnson, Psychology Professor & Researcher

"I've been in the fashion and grooming industry for more than 20 years, and I've never run into anyone as knowledgeable as Mark. He really, really knows his stuff."
– Sarah Weber, Fashion & Style Consultant

"Your program literally doubled my self-confidence overnight." – Jason Lewis, Customer, Gainesville FL

"To all the other men out there: Stop what you're doing right now and read this entire book. Honestly, it will change your life. All of a sudden beautiful women are approaching ME at the bar – I never thought that was even possible!!" – Raymond Chiu, Customer, Seattle WA

"What an eye opener!! Thank you so much Mark ... I'm getting compliments left and right now... THANK YOU!!!!" – Roy, Customer, Leeds UK

If you're ready to join the thousands of men from around the world who have already benefitted from this best-selling program, then [visit my website](http://www.howtobehandsome.com) today to grab your copy.

Until next time, I wish you all the best in your endeavors!

Best regards,

Mark Belmont

Mark Belmont, Author of *The Handsome Factor Appearance Transformation System*



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