**Why Nice Guys (and Gals) Can Finish First**

There is a misconception among many that in order to get ahead, you need to become a bad person. There’s an impression some people have that only jerks get the girl (or guy) and that it takes a psychopath to get ahead in business.

I strongly believe that this isn’t true and I’m going to outline in this post why the nice guy or gal really can finish first… and in fact often will.

**The Friendzone**

Let’s start by looking at one of the most classic examples of this ‘nice guy’ phenomenon. We all know the story of the doting best friend who is in love with a girl. He compliments her, comforts her when she feels down and pines after her quietly. Meanwhile, she keeps going out with ‘jerks’. This classic story has convinced many that the only way to get women is to be a jerk to them! In fact, that’s pretty much the whole concept behind many pickup strategies. Take ‘negging’ for instance, which is intended to make a woman feel a little bad about herself so that the guy appears like he’s out of her league.

Not nice.

But I’ve got something to throw a spanner in the works and to challenge this story.

What if the nice guy isn’t necessarily nice at all? He just lacks confidence? After all, all that doting and comforting is really self-motivated: he wants the girl to fall in love with him/sleep with him. And she’s well aware of this.

Or perhaps he really is selfless and doting but he just lacks the confidence and the charisma of those bad guys. It’s not that he’s nice. It’s that he’s *not* cool.

Now imagine the perfect jock. A ripped, muscular, highly successful, well dressed man who is confident, funny and edgy. Except he also gets on really well with all her friends, he’s outgoing, he’s fun, he’s romantic and he’s sweet.

That is what women want. They want confidence *and* they want a guy to be nice.

And this is the same for guys too. A lot of guys like the cover model look. They like women to wear sexy clothes and be well presented. And perhaps they miss the brainy girl in their office for this reason.

But all too often they are disappointed that looks are skin deep and so those relationships don’t last.

There is no guy on Earth who wouldn’t be more impressed by a woman who was confident, flirtatious, fun, sexy and a little edgy – but also happened to be extremely nice, supportive and intelligent.

This is even the case at work. Yes, it seems that cutthroat individuals tend to get ahead but often that’s because they’re not afraid to put themselves out there. Almost any employer would rather hire someone they liked and could get on with – if only they took the same chances!

So, stop blaming the fact that you’re nice. That’s the wimpy way out. In most cases, it’s just the fact that you need a little more confidence.