



ragging Right

esty goes a long way. So does a little boasting. in her over by deftly wielding both

T STODDARD • ILLUSTRATION BY FRANK STOCKTON

problem is that men are never really taught when to sing their own praises and when not to," says Peggy Klaus, the author of *Brag! The Art of Tooting Your Own Horn without Blowing It*. "So guys end up delivering showy monologues right away, and that turns women off."

Don't let anxiety about this leave you underplaying yourself. We've picked through the latest scientific research to come up with a five-point plan that will help you perfectly balance your hubris with humility.

Let enthusiasm speak for you

As an emotion, pride gets a bum rap. It's one of the seven deadly sins, after all. But unlike

gluttony or sloth, pride can be a turn-on, say researchers at the University of British Columbia. They had women view photos of men exhibiting shame, happiness, and pride, and asked them to rate the guys' attractiveness. The ladies favored the men who posed with obvious confidence. Why do women groove on such posturing? Outward projections of pride signal competence and high status, says the 2011 study's coauthor, Jessica Tracy, Ph.D. Just don't overdo it. "Women want men who can function socially," she says, "and excessive male dominance can lower a man's likability and detract from his ability to keep a group together."