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# THE TAO OF BADASS

Everything You Have To Know To Be A Complete **Badass** With Women

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To Be A Complete Badass With Women**

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# INTRODUCTION

Every guy has the power to be a complete badass with women.  
Yes, that includes you.

Whether you're the powerful CEO of a flourishing Fortune 500 company or a struggling musician and part-time waiter, you have the power within you to be irresistible to beautiful women. In fact, there's only one thing that separates the Casanovas from the creeps, the Lotharios from the losers, and the players from the posers: men who are successful with women have simply learned how to unlock this innate power, and how to use all its benefits to their greatest advantage.

I know, I know...it sounds too simple, right? And why should you believe me anyway? What makes me such an expert on the subject?

I've spent years and years studying psychology, relationships, and attraction, and have worked as a professional dating coach, a social dynamics and charisma instructor, and a body language expert. I trained with Wyatt Woodsmall, neurolinguistic programming and motivational speaking expert, and long-time mentor of Anthony Robbins, as well

as the first generation of Dale Carnegie instructors. I also founded and hosted the first radio show that was completely devoted to helping men succeed with women on Maxim Radio, which appears all over North America on SIRIUS XM Satellite Radio. I have worked alongside the Anthony Robbins Company and advised the Board of Advertisers for Axe Bodyspray. I have trained everyone from athletes, to celebrities, to marketers, from students in their freshman year in college to men in their 80s, and I can tell you that everything you're about to read in this book *works*. You will never learn a more important skill set in your life.

This information will do everything for you. It will accelerate your business when you learn to understand and influence social dynamics. It will strengthen your friendships. It will allow you to create a friendship with anyone you need to be a friend. You will have control over all of your social interactions, romantic or otherwise.

As a man who is interested in improving the quality of his life by picking up this book, you probably have a goal in mind, an idea of what you want from your new-found knowledge. Maybe you just want to attract beautiful women. Maybe you want to find your future wife. Maybe you want to date around and meet *lots* of women. Maybe you simply want to learn how to relate to people more effectively. Regardless of what your intentions are right now, I can tell you that as soon as you learn the skills I'm about to teach

...you're going to see improvements in every area of your life that involves social interaction.

you in this book, you're going to see improvements in every area of your life that involves social interaction.

Take a moment to think about why you do the things you do. What is the motivation that drives every action you make? Why, for example, do you want a good job?

Nine times out of ten, the answer to that question will be "Because if I get a good job, I can make a lot of money." But what if you could make a lot of money being a panhandler on the street? Do you think you would be just as satisfied doing that as if you were in a very successful job that paid well and lead to a long career? There are reports of panhandlers in Canada that are making over \$60,000.00 a year - \$400.00 to \$800.00 a day. If you can make that much money panhandling, why aren't you doing it? Why isn't everyone out on the street asking other people for money?

The reason we're not all takin' to the streets Doobie Brothers-style is that you have no social value when you panhandle. Having no social value can make it very difficult to have *personal value* (aka *confidence*), and that, in turn, means that you are not attractive. The whole point of making money is that it will allow you to provide for a future family, and that your value is increased when other people need and depend on you.

That's it. That's the point. Don't get confused as to why you're going to college, or went to college, or are working this job. Everything you do, consciously and subconsciously, is to achieve the end goal of attracting the woman of your dreams and, in most cases, starting a family with her. And if

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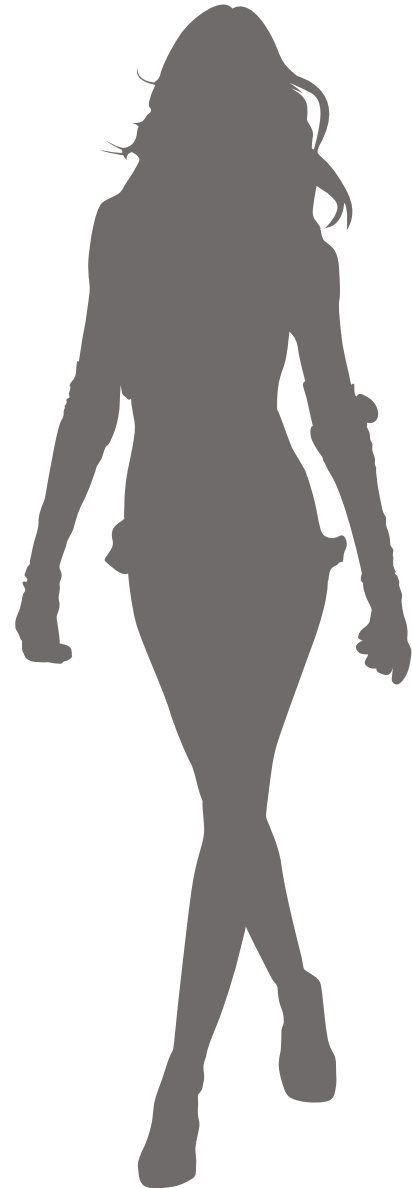


you don't know the skills that I'm about to teach you, then it doesn't matter how much you study. It doesn't matter what you do. It doesn't matter how much you make. In fact, it matters very, very little how much you make! Not having the skill set you're about to learn means that you're not going to be able to live your life with the confidence of knowing that you're heading in the right direction and knowing that you'll be able to get what you want, especially if it involves women.

I know there are a lot of people out there who just get "lucky," but you and I are not interested in them. Why would you want to be one of those people? Why would you want to be the kind of man who just has to be in the right place at the right time in order for something good to happen to him? I'm not going to teach you how to put yourself into the kind of situation where you simply stand around and allow things to happen to you. I'm going to teach you to *create* those situations.

"Knowledge is power." I'm sure you had that phrase drilled into your head when you were a kid. Sure, it sounds nice... but it's completely meaningless. Knowledge is *not* power. *Application* is power. You can know anything - everything! - but if you don't apply the concept, you will not be any more powerful.

Let's say, for instance, that when you finish reading this book I give you a treasure map to a million dollars. All you have to do is follow the map and all the million dollars is going to do is sit there and wait for you to find it. When I hand you



the map to the million dollars, are you rich? No, you're not rich. Do you have a million dollars? No, you don't! All you have is knowledge about where the million dollars is. You have to stand up and motivate yourself to follow the map and get the money.

This is the key to mastering this material. Knowledge is just a means to application - you're learning this material so you can apply it. That's it! If, on the other hand, you don't use the knowledge that you gain, you're just taking up space in your brain. You'd be better off just forgetting it.

Humans are intention-fulfilling machines.

You with me so far? Good. Then let's go back to talking about goals for minute...

Humans are **intention-fulfilling machines**. We have the ability to create an idea of something we want and then work towards achieving it. Regardless of what else we may be doing at the time, regardless of what happens that's outside of our control, we are always reaching towards the goals we create for ourselves. Because of this, it's extremely important to be aware of what your true intentions and goals are. Think about it now. Take a moment to figure out what you want to gain from learning this material. I'll wait.

Got it? Great. Now make sure that what you've come up with is specific. You don't need to tell me "I want a blonde girl who is 5'10" and 130 pounds" - I don't care about what you want. I care about *why*. Why do you want it? Why are

you taking the time to read this book? You are significantly more likely to attain your goals if you can concretely explain to yourself *why* you want them, not simply *what* they are.

So tell me why you're learning. Think about it carefully. Whatever you hope to gain from this, you will gain at some point. If you fail to uncover your true intentions and set appropriate goals accordingly, you will not be happy with what you attain.

When I initially started learning this, I was very clear about what I wanted to get out of it: "I want to gain the ability to attract my wife when I finally meet her." The **last** thing I wanted was to meet the woman of my dreams and stand there and stare at her not knowing what to say, clueless about how to attract her, and unsure of how to move forward. Eliminating that possibility, that was my intention.

Unfortunately, I know a lot of guys who started studying this without getting their intentions straight first. They studied and applied their knowledge until they arrived at the point they thought they wanted to be, only to find that they weren't satisfied with it. They had nothing left except to say that their intention was only to sleep with a bunch of beautiful women.

If that's your intention, that will happen. But the problem is that the moment you achieve that goal, you have nowhere else to go, nothing new to achieve, nothing higher to strive for. Your success begins to stall and you hit what is known as "a glass ceiling," which means that you can see something desirable (metaphorically on the other side of the ceiling),

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but you can't figure out how to reach it.

A lot of men I know who are considered experts in this field - popular authors, well-known dating coaches, famous pickup artists - aren't as successful as they're telling you and they'd like you to think. It's because they set out with the wrong intentions and found themselves victims of the limitations of the glass ceiling. They started out thinking "I'm going to learn how to pick up a hot chick," and now that they have that ability they're stuck in meaningless relationships with different women, pretending to be happy, cheating on the people they're seeing. They can't move their relationships forward and girls leave them as soon as they see there's no substance to them. Instead, they're forced to constantly bounce from woman to woman.

I'm sure some of you think that that doesn't sound like a bad idea at all, and hey - if that's what you want, that's what you want! I'm not here to judge or tell you how to live your life. But make sure that really *is* your true intention, because whatever your true intention is, I guarantee you're going to fulfill it.

...whatever your true intention is, I guarantee you're going to fulfill it.

I've taught thousands of men from all walks of life. I've taught guys who were just out of high school, I've taught guys who were over 70 years old. I've taught guys who are married, guys who are single, guys who are recently divorced, guys who just came out of a relationship. I've taught guys who are in a relationship how to make their relationship stronger.



I've taught religious guys and guys who have no religion. I've taught every kind of guy you can think of. Through all of it, I have discovered that there are some concepts that transcend all barriers, transcend everything that makes you different from everyone else. These are the concepts that I'm going to teach you.

Treat this book like a valuable reference (because it is!). Read through it once and gather as much information as possible, then keep it handy so you can refer to it any time you need a question answered or require a little bit of a refresher on a certain topic. You'll find the answers to most situations that you are in, will be in, or have been in, right here. I'll go over everything in depth, and in the future there will be bonus chapters and other material that will allow you to delve deeper into whatever subject interests you most, or whatever area you think you need the most help with. If you learn everything in this book, you will be a complete badass with women.

Hold on - are you still not convinced? Are you still making the excuse that because you weren't born with a natural aptitude for attracting women you won't *ever* be good at it? Let me say a word or two about naturals...

Every man who seems like a natural isn't really a natural. Preposterous, right? Wrong. Even the "naturals" had to gain the skill set from somewhere. No one is born with the ability to attract women - it's learned. Now, it may not be learned by picking up a book and reading it, but that doesn't mean the learning process doesn't happen. The "naturals" acquire

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this invaluable information by mimicking male figures in their lives - a father, an older brother - and by learning other do's and don'ts from important female figures. This is the only thing that separates you from the seemingly genetically blessed "naturals."

But keep this in mind: naturals cannot control their environment. They don't know *why* they do things - they only do things a certain way because it's how they've always done them. They work at an entirely subconscious level. That's exactly what being a 'natural' means. It's a subconscious way of attracting women. If you don't know *why* it works, it's because you are not aware of it. Therefore it *seems* to be 'natural' to you.

Evolutionarily speaking, that is not an adaptive trait. It is not a quality that will help them survive in the long run. You, however, are going to learn how to have the same level of success by acting on a conscious level. You will be able to control everything you do, and therefore also be in control of the subsequent outcomes.

This is far more powerful than learning all of this naturally, because when something doesn't go the way you plan, you'll know how to fix it. A natural in the same situation would be forced to give up and move on. Think about it this way: most people get in a car, turn it on, and drive it without actually understanding how the car works. Only mechanics, the true experts on the subject, understand how a car functions. So what happens, if you're not a mechanic, when your car breaks down? You have to call someone who knows about

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cars so they can come and fix it for you. But if you *are* a mechanic and you find yourself with a busted car, you simply have to pull over, assess the damage, and fix it. In fact, it might even run better than when you started out!

Most women may not really be into cars, but learning how to attract them works in a remarkably similar way. If you understand how to interact with women, you'll be able to "fix your car," and attract women more successfully than any of your competitors.

Learn everything you read in this book. Take notes. Test it out as often as possible. I've tested it countless times, and I've had thousands of people who learned from me test the same ideas. I have worked out every single kink I have ever found in this system. It works.

So without any further ado, read on and keep an open mind during the process because everything you learn from now until you finish is going to change your life. This is everything you need to know in order to be a complete badass with women.

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# GENDER ROLES



One of the most important things you'll take away from this book is the ability to understand the differences between the male and female gender roles. There are very specific reasons why women are attracted to a certain type of man, and why you are attracted to a certain type of woman.

For most of history, people were only allowed to play the gender role that was associated with their sex - men had to conform to the male gender role and women had to embody the female gender role. Failing to do so meant that you would not survive. Now, however, attitudes towards gender roles are beginning to change, and chances of survival are altering with them. The Darwinian idea of "survival of the fittest" is outdated. In modern society, weak men who once would have been removed from the gene pool by natural selection, are able to survive, procreate, and nurture families of more weak men. Our society places less value on physical strength, and

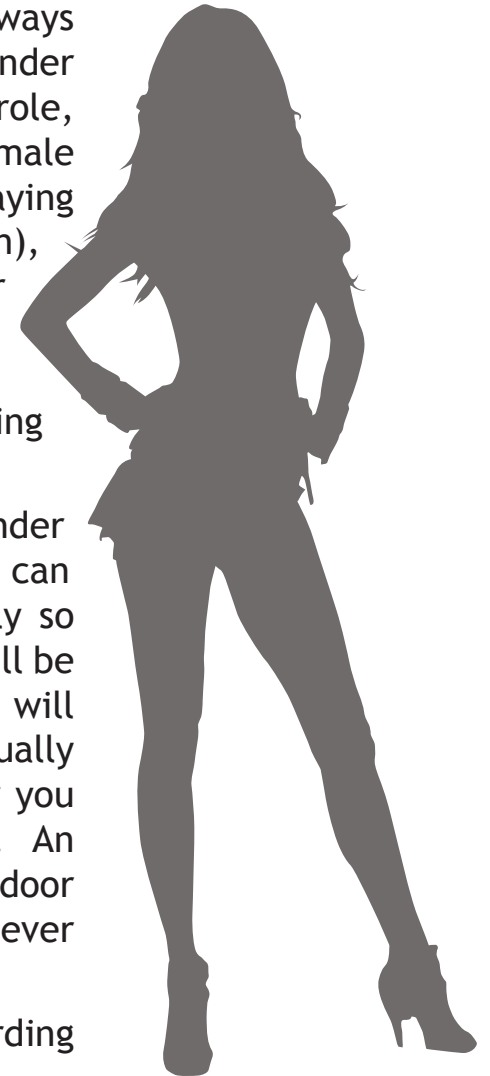
The Darwinian idea of "survival of the fittest" is outdated.

more value on other, more abstract qualities. These are the qualities that you must learn to display if you want to be a badass with women.

In order to understand the relationship between attraction and gender roles, you must remember one thing: men and women who are playing a specific gender role are always attracted to someone who is playing the opposite gender role. So if you, as a man, are playing the male gender role, you will be attractive to women who are playing the female gender role. Conversely, if you are a man who is playing the female gender role (and yes, it is extremely common), you will attract women who are playing the male gender role. It doesn't matter what kind of women your conscious brain tells you you're interested in. You will unconsciously attract women that are playing the opposing gender role. I will explain why in a minute.

But what do "male gender role" and "female gender role" really mean? Let's define the terms so that you can understand how to play the male gender role properly so that you naturally attract the kind of woman that you will be interested in attracting. Without this knowledge, you will continually attract the kind of woman who will eventually lose attraction for you, who will lose your interest, or you will think is of a lower quality than what you deserve. An understanding of gender roles will open up a massive door for you, allowing you to meet a lot of women that you never expected to encounter.

Let's go into what gender roles *aren't*. Traditionally, according



to the male gender role, a man is meant to be a provider-protector. It is the man's responsibility to hunt and gather in order to find food for his family, and it is also his duty to provide protection for them. The man must be large, dominant, and powerful in order to achieve this.

Women, according to the conventional idea of the female gender role, are nurturers. Their most important objective is to give birth and care for their young until they are old enough to survive on their own.

Even though those are very simple descriptions of very complex topics, you can already see that ideas about the gender binary have changed a great deal. How many women do you see that are attractive that have no sign of wanting to have kids at the moment? Probably several! And how many guys do you know that are skinny, even frail looking, and yet are still successful with women?

Think of the “reckless rockstar” archetype. Those kind of men are often physically unappealing, are unreliable partners, and are unlikely to provide and protect adequately, but are still considered attractive by millions of women. Why? What allows that attraction to happen? What has changed that makes it acceptable when it once would not have been?

This answer is society. Society, and the rules imposed by it, has altered the ideas about what it really means to be a provider-protector and what it really means to be a nurturer. Now, in order to fulfill the male gender role, a man must be a *social* provider and a *social* protector. It has nothing to do with hunting for food and defending your family from attack.

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A man doesn't even need money to be an effective social provider.

Being a social provider means that other people need you or like you to such a high degree that they want to give you things that help you survive. This is much more powerful than having a lot of money.

Consider this question: Why are women attracted to wealthy men? It's a common question with a very important answer. Make sure you *really* think it through, because there's only one correct response.

What does it mean to be wealthy? Well, on the surface, being wealthy simply means you have a lot of money. But how do you earn a lot of money? Unless you're following that treasure map we talked about earlier, you earn a lot of money by occupying a powerful position. If you have a powerful position, you are probably the director of some kind of group, trend, or organization. Being a director means being a leader, and being a leader means having followers. If people are following you, they get some kind of value from being around you. Simply by being with you, they become more valuable and, consequently, happier.

So when a woman sees a man who has a lot of money, she automatically assumes that he has the money because he gives value to a lot of other people, and would give value to her if they were dating. The characteristic that allows him to earn the money is more important than the money is.

Consider this question:  
Why are women attracted to  
wealthy men?

Unfortunately, though, that's not an entirely safe assumption anymore. With the invention of the Internet came the ability to make money online without interacting with even one person. Money, therefore, is no longer an accurate indicator that a man is a good social provider. Women are learning to abandon the superficial idea that they are interested in men with money, and are coming to understand that the money was merely an indication of a core quality they found attractive. Women can now actively seek out men who give other people value, who make other people feel happier and more important.

In that sense, women are phenomenal talent scouts! Shortly after meeting a man, a woman can recognize if he possesses this quality - or even just the potential to possess it. He doesn't even have to fulfill that potential, because she already understands that he has the ability to increase the value of those around him, the one quality that every wealthy person has. Again, the personality trait that leads to wealth is more important to a woman than wealth itself.

Now that you understand how the male gender role has evolved, let's talk about the female gender role. Women no longer have to function solely as nurturers because there are nannies and other people who are able to do the nurturing instead. Men now find women attractive when they fulfill the role of empathizer - a person who feels what other people feel.

The crucial thing to remember is that if you perform your gender role, you will attract a woman who wants to perform

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her gender role. In this situation, you are likely to have a successful relationship because you balance each other out. If you don't play your gender role, or don't allow a woman to play hers, role reversal will occur and the relationship will fail. I'll tell you more about role reversal shortly, but first I want to talk about the dichotomy that exists within every man.

There are two basic parts to your personality: the little boy, and the man. It's natural for the little boy to want to live his life based on his feelings. However, as we just discussed, being openly emotional falls within the realm of the female gender role. So does that mean that, as a man who is committed to playing the male gender role, you're never allowed to feel?

You're allowed to feel, but you can't allow those feelings to influence your decision-making process when you're in a relationship.

Not exactly. What it really means is that you're not allowed to make emotionally-based decisions. If you start making emotionally-based decisions, the women you're with will feel that they can't make emotionally-based decisions. Two emotional people do not make a healthy relationship! To compensate, the women will begin to replace their feelings with logic, and will start to lead the relationship. Role reversal will occur: you will be forced into the female gender role, and she will be forced into the male gender role. Neither of you will be happy with the dynamic in the relationship, and you will blame each other for your unhappiness.



To avoid this situation, make sure that the little boy aspect of you can never make decisions without first getting the approval of the man aspect of you. You're allowed to feel, but you can't allow those feelings to influence your decision-making process when you're in a relationship. Be logical about making decisions that will make your relationship better in the future, and let the women you are with focus on making themselves happy and using their abilities as empathizers to solicit emotions out of you and to make you happy.

At this point, you're probably wondering how to *very clearly* play the male gender role so that you avoid all the problems I've outlined here. It's vital that you are aware of the image you are projecting at all times.

Let's say that you're walking in a public park with the goal of meeting as many random people as possible. Whatever default mode you're in is the mode in which you are going to attract women. So if your default mode is to play the female gender role, women who also want to play that role will not be attracted to you. In fact, you'll start to attract women who play the male gender role by default and, typically, they will not be *attractive* to you. This is why you have to be conscious of always demonstrating the male gender role.

To recap: if you lose control of your emotions and fail to play the male gender role, women will not feel safe to lose control of their emotions around you, though it is their right to play the female gender role and empathize or feel without inhibition. A woman playing the female gender role will like to be with men who make her feel feminine, who

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make her feel like a woman , and if she finds it necessary to abandon her feelings, rely only on logic, and lead the relationship, she will lose her feelings of femininity. She will end the relationship, or become angry and blame you for her unhappiness. And you actually *will* be to blame, because it's your job as a man to make sure that you are always playing the male gender role so that she can feel comfortable playing the female gender role.

It's also the man's job to reward women for playing the female gender role. Anytime a woman wants to feel small, dainty, fragile, weak, protected, or any other quality that is important to the female gender role, you must accept it and support her. Allowing her to fulfill her role will in turn make you fulfill your role better. You will be more attractive to her, and your relationship will be stronger.

Don't forget - you're still only in the first chapter of this book. At this stage in the game, you don't need to worry about trying to feel what she feels. You're not trying to form a deep emotional connection with her yet. That's a more advanced skill that we'll talk about later. For now, think of love as being a bit like doing a magic trick. You are the magician. It's your job to make a quarter disappear over and over again, and it's her job to appreciate it and feel amazed because she can't figure out/ doesn't want to figure out how you did it.

Anytime a woman wants to feel small, dainty, fragile, weak, protected, or any other quality that is important to the female gender role, you must accept it ...

You can also think of the female gender role as being like “chasing a butterfly....” Let me explain...

Picture this: You’re in a field that’s full of butterflies, and all of the women who are openly emotional and playing the female gender role are chasing them. Their sole job is to run after the butterflies and enjoy how beautiful they are. But if they’re only focused on the butterflies, they won’t be able to pay attention to where they’re going. They might trip on a rock, or step in a hole or chase it off a cliff. That means it’s your job to move everything out of the way - to get rid of the rocks and plug up the holes - so that they feel safe pursuing the butterflies.

A woman can feel openly until she reaches the point that doing so will have a negative effect on her. If what she's feeling is going to harm her, you, or the relationship, then you have to stop her. But don't interfere until then. One of the major misconceptions that men have is that women and men speak the same language. I hate to break it to you, but women are *not* speaking the same language as you. Women are speaking from the point of view of someone who is playing the female gender role. Things that they say don't have to make complete sense to you, and you don't always need to agree with them. All you need to do is understand that a woman is speaking a different language because she wants a different outcome for herself than you want for yourself.

There are things that you do that make you feel more like a man that aren't going to make her feel better as a woman, and there are things that she does that make her feel good

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as a woman that aren't necessarily going to make you feel good as a man. Lots of women like watching soap operas or going on shopping sprees, but there's a good chance you don't enjoy doing the same things, and there's no reason you have to. The truth is that pretending to like all the same things that women do is a weak and manipulative way of trying to get into a woman's heart.

Instead, you have to embrace your manhood, embrace the new definition of the male gender role, and refuse to budge on it even when tested. And believe me, a woman will constantly be testing you to see if you're truly able to play the role well. If you pass the test, she'll feel safer being a woman. But if you fail it, you'll find yourself in the downward spiral of gender role reversal.

Here's how you know you're being tested: The woman will begin to take control of things, to coordinate activities and lead the relationship, and will slowly take over all the duties that would normally be yours. Why will she do this? Because she needs to know that you will play the male gender role even if she tries to do it. If both of you try to think logically and lead, your relationship will fail. Likewise, the relationship will also be unsuccessful if both partners try to fill the typical female role of empathizer.

If you do not pass the test, she will continue to play the male gender role and eventually you will naturally start to play the female gender role. You will surrender all the *good* power that makes you feel like a man.

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And here's the crazy part: *she doesn't want that to happen*. It might seem like a woman would love be the powerful one in her relationships, but in reality that's almost universally not true. She wants to be able to trust the man she's with to control the relationship, so that she can feel safe and secure about feeling without reserve. If you are

not satisfactorily fulfilling the male gender role, if you back down every time someone challenges you, she cannot trust that you will protect her. The insecurity will force her to assume the male gender role, and, well, you already know what the consequences of role reversal are.

Your understanding of gender roles will be the deciding factor in whether or not you are able to naturally attract the kind of woman you want.

It might seem like a woman would love be the powerful one in her relationships, but in reality that's almost universally not true.



# CONFIDENCE

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If pop culture teaches us anything, it's that every woman is unique, complex, and complicated. How is it possible to create one system that will give you the power to attract all of them?

Sure, all women are different in some ways, but when it comes to what women find attractive in a man, they're a lot more similar than you might think. Ask as many women as you want, and the one thing they'll all agree on is that they love men with confidence. It's a **MASSIVE** misconception that men are confident because they are attractive - in fact, it's the other way around. Men are attractive because they are confident.

But if confidence is the number one quality that women find attractive in men, why is it that so many guys *still* don't understand what confidence really is? Most people only think of confidence as a collection of shallow clichés they learned from their (well-intentioned, but misinformed) mothers: “Be yourself!” “Don’t be afraid to be who you are!” That advice was fine when you were a kid (or if you’re like me, even then I didn’t get it), but at this stage of your life it just doesn’t cut it. So what is confidence and why do women find it attractive? And the million dollar question, “How do you get it???”

Remember our conversation about money from the last chapter? Let me refresh your memory: it’s a commonly held belief that women are attracted to men with money. The reason women seem to fall for wealthy men is that humans work on what is called a “slippery slope mentality,” which means that our thought processes typically follow an “If this, then that” pattern. When a woman sees a man with money, she might automatically think “Hm...this could be the man for me. I can have whatever I want. I will be treated well.” But subconsciously, there’s a lot more going on than the simple “I can get free stuff” thought process. After all, there are lots of guys out there who would treat her well - a bum could be the most loving and attentive boyfriend she’s ever had! - but she’s probably not going to be attracted to them because there are other factors at play in these situations.

Women understand that having money is indicative of other desirable qualities that make a man valuable, including confidence. Think back to what we went over earlier: if you





have money, you probably had to work for it. If you earned that much money working, you probably hold a powerful position in which many people depend on you. Women typically find the idea that a man being capable of performing under extreme amounts of pressure to be highly attractive.

Women also like men in leadership positions because it signifies that people follow them, trust them, and place value on in their opinions and ideas. A man like that is able to make other people feel valuable simply because they are with them. Confidence, essentially, is the possession of the ability to increase the value of others around you. That's why guys who don't have money but do demonstrate this quality are still able to attract beautiful, self-assured women.

So how do you exude this quality when you meet a woman? Before we talk about that, we have to examine what's going on in a woman's head when she first encounters you and decides how attractive you are. How does she evaluate you? How is she able to read your personality the way you're reading this book?

There's one simple thing that we can all read naturally on the surface of everyone we meet: body language. I won't go into too much detail here because body language is such an important topic that I've dedicated an entire chapter to it later on, so for now just know that humans read body language instantly and make countless

...whatever you're feeling at any given moment tends to show automatically in your body language.



assessments based on the information they gather from doing so.

Why do we put so much faith in the messages of body language? Isn't it something that could easily be faked? Actually, it's not. Body language lives largely in your subconscious mind, which means that you're not really aware of the messages it's sending. Your subconscious mind is also home to your emotions, so whatever you're feeling at any given moment tends to show automatically in your body language. Very few people are able to learn to completely and effectively control their body language, so it's almost always an accurate, trustworthy source of information about someone.

This brings up yet another important question: if body language is controlled by emotions, what are emotions controlled by? And if you figure out what is in charge of your emotions, can you override it and direct them consciously and control your emotions? Wouldn't it be great if you had the power to make sure that you were never nervous, never flustered, never angry? If you could always be happy, confident, and in control? Of course it would! And believe it or not, it is possible. In order to do that, though, you're going to have to learn to hack into your brain and make it work for you.

The things that control your emotions are your beliefs. If you believe you're confident, you will be. If you believe you're in control, you are. If you believe you're worth something, if you

...women read your body language to assess what you believe ...

believe you have high-value, others will believe it too. If you don't believe you have high value, your body language will project negative messages instead. And because your body language is controlled by your emotions and your emotions are controlled by your beliefs, women read your body language to assess what you believe, so make sure your beliefs aren't limiting your success.

I'm not going to pretend that redefining and reinventing your belief system is an easy task, because for most people it isn't, but it's one of the most important things you'll ever do. In order to be a true badass with women, every man must get to the point where he can control his emotions to be positive so his body language naturally falls in line with those emotions.

Imagine a scenario in which you're walking down the street. As a confident man, you recognize that you have lots of qualities that make you desirable to women. In other words, you're hot shit, and you know it. As you're walking, you notice a group of four attractive girls who are walking towards you. The moment you pass them, the girls all stop talking. You continue without acknowledging them, and as soon as the girls are just a few steps behind you they break out into a fit of laughter. What's your natural response? If you believe that you are attractive, your emotions will fall in line with that belief and you will feel *more* attractive. You will think that the girls began laughing because they were nervous around you and wanted to get your attention.

Because your beliefs lead to positive emotions, your body

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language will react accordingly. You will stand up straight, you'll smile, you'll look at the girls and hold strong eye contact with them. Voila! You are a powerful, confident man, and you are naturally displaying all of the qualities that women are attracted to.

The interesting thing is that women don't necessarily read your body language and immediately decide whether or not they're attracted to you. Don't get me wrong - it does happen quickly, but women usually wait to see your reaction to something before making a true assessment of you. If they can see you in a situation in which you're being tested in some way and they can watch your body language in that situation, they then know for sure that you're acting from a direct link to your emotions, which are direct links to your beliefs, which show them whether or not you think you're truly valuable. The four women in the walking-down-the-street example became attracted to you based on the body language they read from your *reaction* to their silence and laughter, *not* your initial body language.

Now let's pretend that the same scenario happened a little differently. You're still walking down the street, and you still pass the same group of girls. This time, however, instead of believing that you are attractive, you think that you are only mildly successful with women. When the girls start laughing behind you, what's your natural response? Because you don't believe that

Now let's pretend that the same scenario happened a little differently.

you're attractive, you're going to feel disappointed and rejected. You might even get angry, and feel like you've been attacked in some way.

Your body language will instantly reflect all of those negative feelings. You'll slouch, you'll keep your head down, and you'll keep your eyes glued to the ground. You're going to try to make your body as small as possible so that you can "disappear" and avoid more psychological attacks.

It's up to you to decide to have the powerful and positive belief system that will make you attractive to women. If you don't make a committed effort to acquire them, it won't matter what else you learn. You could read this book a million times and you'd still have trouble. It's not until you decide to have confident beliefs about yourself that you will be attractive to women. Women typically tend to be more perceptive than men, and better at detecting lies, so they'll see right through you if you're faking it. It is infinitely more effective to create a new belief system for yourself.

I remember when I first tried out this concept. I was in a town I used to live in and I was studying psychology. I was just starting to apply a lot of the psychological concepts I'd learned to my real life. I would literally take information straight out of the psychology books I was reading and try them out after class. One thing I tested was the idea that our minds create the atmosphere around us, the atmosphere does not create our minds. What that meant was that I knew that as long as I could control what I believed, I should be able to control the atmosphere that surrounded me to some

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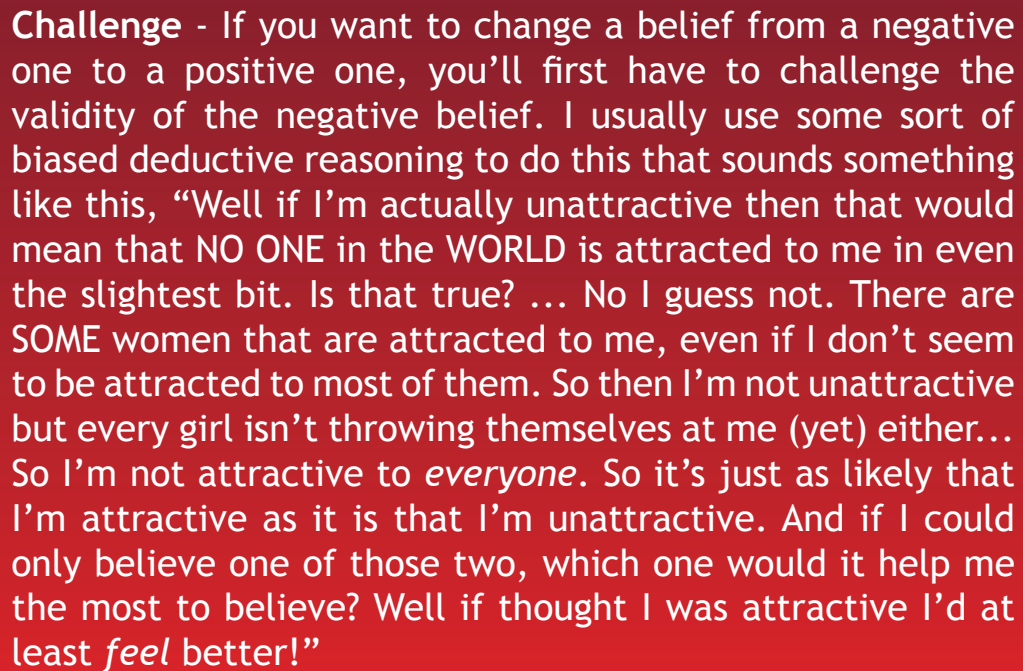


degree (I didn't really know to what extent I'd be able to control it though). If that was true, then I could create an atmosphere that was aligned with my positive belief system. So I tested my theory. I set out with the goal of pretending that I thought I was very attractive, and seeing what effects the belief had on my life.

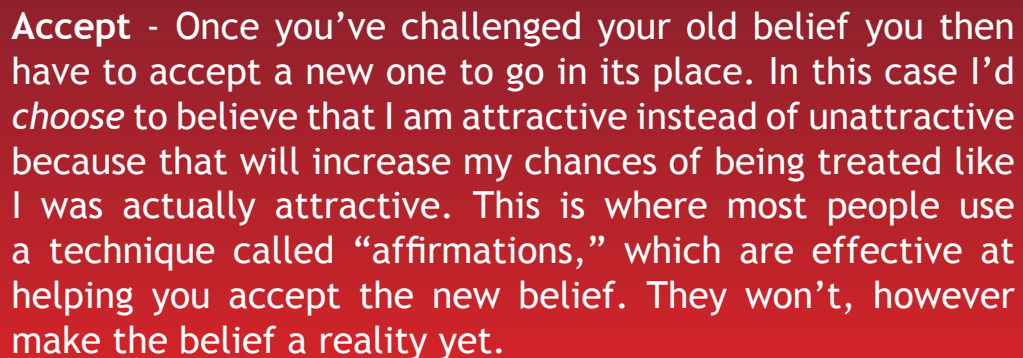
I set out with the goal of pretending that I thought I was very attractive, and seeing what effects the belief had on my life.

There are a few stages that everyone goes through whenever you're attempting to create a new belief system. In the first stage, you have to convince yourself that the new belief is true. In the second, you have to proclaim it and convince others. And then, you have to make the belief so solid that there's no doubt in your mind that it's a fact. Even if you are presented with contrary evidence later, you must be so confident in the belief that you don't abandon it. After all, why change something that works in your favor?

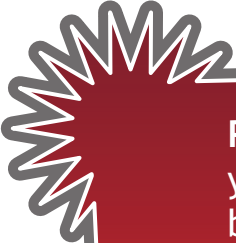
The actual **Stages of Belief Creation** are:




**Challenge** - If you want to change a belief from a negative one to a positive one, you'll first have to challenge the validity of the negative belief. I usually use some sort of biased deductive reasoning to do this that sounds something like this, "Well if I'm actually unattractive then that would mean that NO ONE in the WORLD is attracted to me in even the slightest bit. Is that true? ... No I guess not. There are SOME women that are attracted to me, even if I don't seem to be attracted to most of them. So then I'm not unattractive but every girl isn't throwing themselves at me (yet) either... So I'm not attractive to *everyone*. So it's just as likely that I'm attractive as it is that I'm unattractive. And if I could only believe one of those two, which one would it help me the most to believe? Well if thought I was attractive I'd at least *feel* better!"



**Accept** - Once you've challenged your old belief you then have to accept a new one to go in its place. In this case I'd *choose* to believe that I am attractive instead of unattractive because that will increase my chances of being treated like I was actually attractive. This is where most people use a technique called "affirmations," which are effective at helping you accept the new belief. They won't, however make the belief a reality yet.

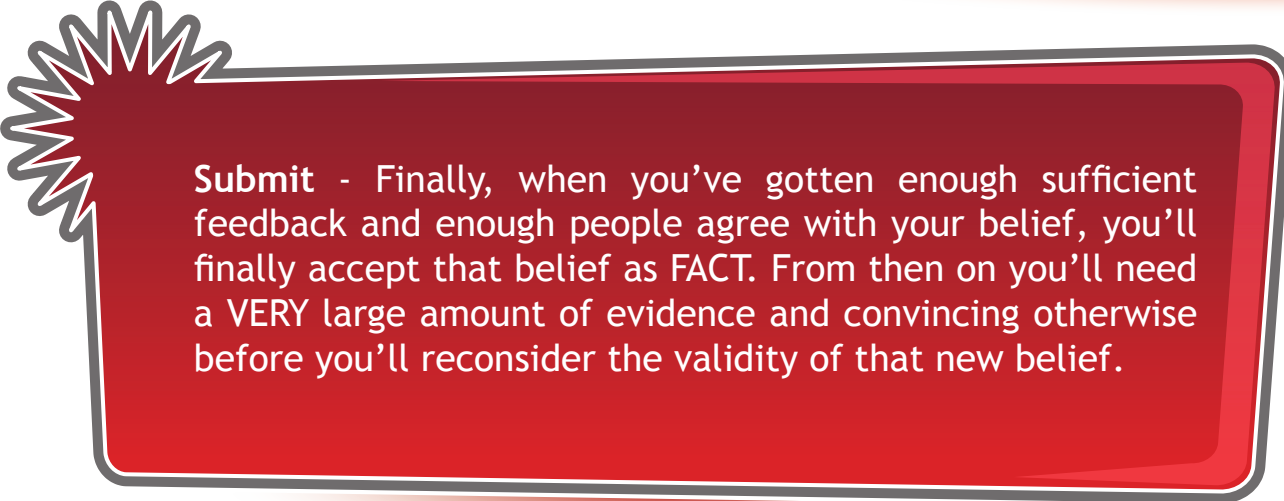


**Proclaim** - After you thoroughly believe your new belief, you'll have to see if your actions are projecting the same belief. So it's time to proclaim the belief out loud when it comes up in normal conversation. You have to state it like it's just a FACT and it's not your opinion, though, or you might get other people's insecurities involved in your belief submission process... Which is bad news.



**Feedback** - After you proclaim your belief you'll have to gauge the reactions of other people. Do they look at you curiously? Do they just go with it completely and act like they've always agreed with that belief? Do they argue with you without getting angry or emotional? Do they just flat out disagree with you? If you get too many people disagreeing with your belief then you'll know that you either A) Don't believe it yourself yet or B) You didn't narrow down your belief enough yet and you have to go back and modify it. For example, if you tried to instill the belief that ALL blondes want to jump your bones then you'll probably get some resistance from the feedback of other people as there will be several examples of blondes that just won't be attracted to you. SO you'll have to be more honest and specific with your belief that "Blondes seem to be generally more attracted to you for some reason," instead.





**Submit** - Finally, when you've gotten enough sufficient feedback and enough people agree with your belief, you'll finally accept that belief as **FACT**. From then on you'll need a **VERY** large amount of evidence and convincing otherwise before you'll reconsider the validity of that new belief.

So my first test of this system had me convincing myself that I was very attractive by refusing to focus on anything that was contrary to that belief system. If I ever encountered something that was not in line with that belief - if someone thought that I was unattractive, for example, or if I was feeling weak or undesirable - I had to believe that that situation was simply an exception to the rule or the truth: that I was fucking hot!

The next stage was to see if I could convince other people that I was attractive. One day - I remember this very clearly - I was chatting with a female friend of mine (not a girl I was dating - I had a lot of trouble getting out of the friend zone back then), and for some reason something I said came across as slightly arrogant. I had never acted that way before and so the girl stopped and said "You know, you think you're hot shit, don't you?" I paused for a second, and then said "Yeah, well...I am!"



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And she laughed! She laughed in my face for a good two or three minutes. So I just stood there and let her make a big deal out of it. I held my ground, because I figured that the worst thing that could possibly happen afterwards was her still thinking that I was unattractive, and that wasn't much of a loss. And damn... It felt like she was laughing for 20 minutes.. Haha. I guess that was a high pressure moment for me because I remember every second of it. It was a bit stressful!

But for the first time in my life, something strange happened. Though I thought she was going to laugh at me some more and maybe say "Don't kid yourself. You're not that good looking," she actually paused after a while and then said "You know, you're right though, you *are* hot." And that was a major turning point in my life. When I realized I could hack into my brain, hack into my belief systems, that's when I really began to study everything that I'm teaching you now.

In fact, being aware that you can control your value just by believing that you are attractive is such a powerful concept that this alone will give you massive amounts of success very quickly. Though it's not sustainable all by itself, it's still like turbo charging your badass skills with women.

Ultimately, a woman is looking for a man who is more valuable today than he was yesterday, and who will be more valuable tomorrow than he is today. Again, don't think about money. Focus on the *feeling* that you are worth more/deserve more. A man who is successful with women has a high perceived self-worth. The guys who feel that they're improving everyday



are the truly attractive men of the world. That's a very, very powerful belief system to create.

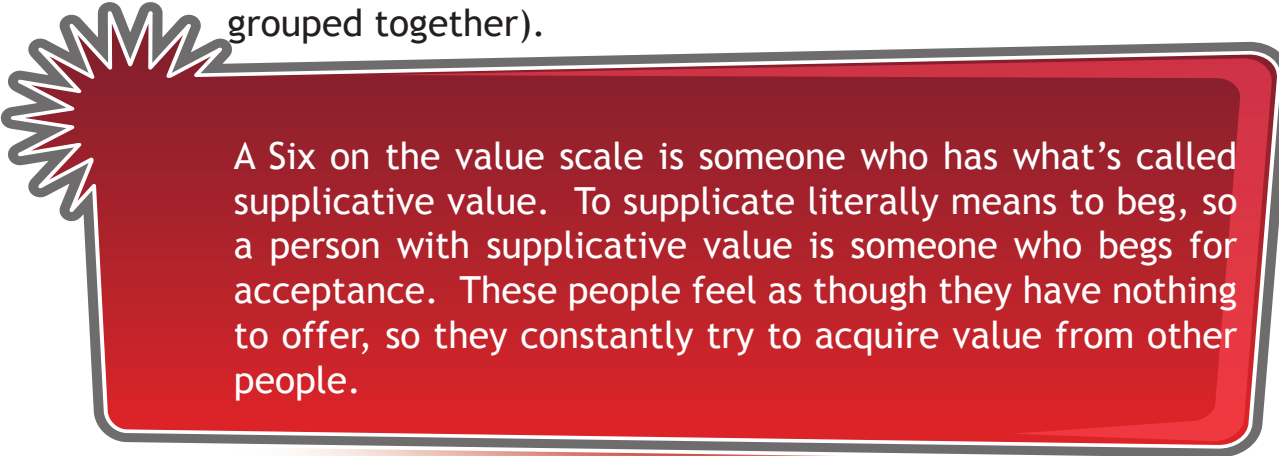
So if you want to be attractive to women, I suggest that you create the belief system that, everyday, you are more attractive than the day before. If anyone ever leaves you or doesn't find you attractive on a particular day, then your chances will be better the next day. It's their loss because you're going to keep improving, and the next time they see you, you'll be a more attractive man.

This also plays into the idea that you are taking steps everyday towards becoming exactly who you want to be as a man. And if you don't feel like that is the case, it's most likely because you haven't really thought about who you want to be as a man! Just keep in mind that insecurities are only unattractive when you hide them or you ignore them. You're going to have to get over them eventually because that's part of what becoming more valuable means, but they're only unattractive insecurities if you try to conceal them or pretend that they don't exist. If you face them, and are constantly trying to correct and overcome them, you will be exhibiting another quality that is attractive in a man. Embrace your insecurities, but make sure you're always working towards having fewer insecurities tomorrow than you have today.

...if you want to be attractive to women, I suggest that you create the belief system that, everyday, you are more attractive than the day before.

Creating a new belief system to rid yourself of insecurities and become more confident in areas in which you feel inferior is key to becoming a complete badass with women, but it's only a piece of the puzzle. You also must learn how to read the value of other people. There's a relatively simple method to understanding what level of value everyone around you has, and I'm going to teach it to you now.

The best way to read value is to look for specific types of actions, and to examine the intentions behind the actions. There are four core types of values, which we distinguish by numbers: Six, Seven, Eight, and Nine/Ten (Nine and Ten are grouped together).

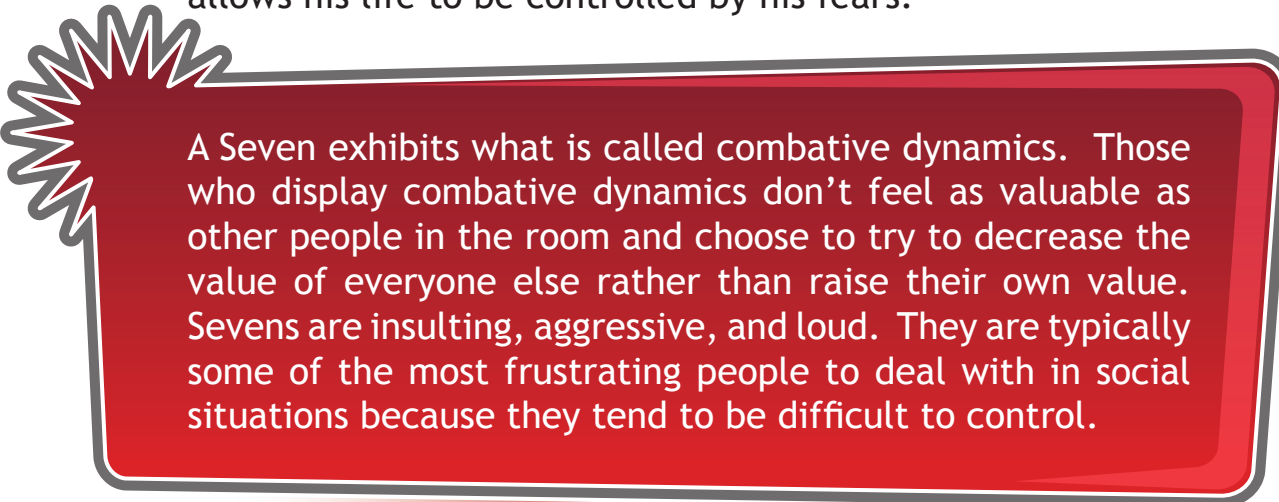


A Six on the value scale is someone who has what's called supplicative value. To supplicate literally means to beg, so a person with supplicative value is someone who begs for acceptance. These people feel as though they have nothing to offer, so they constantly try to acquire value from other people.

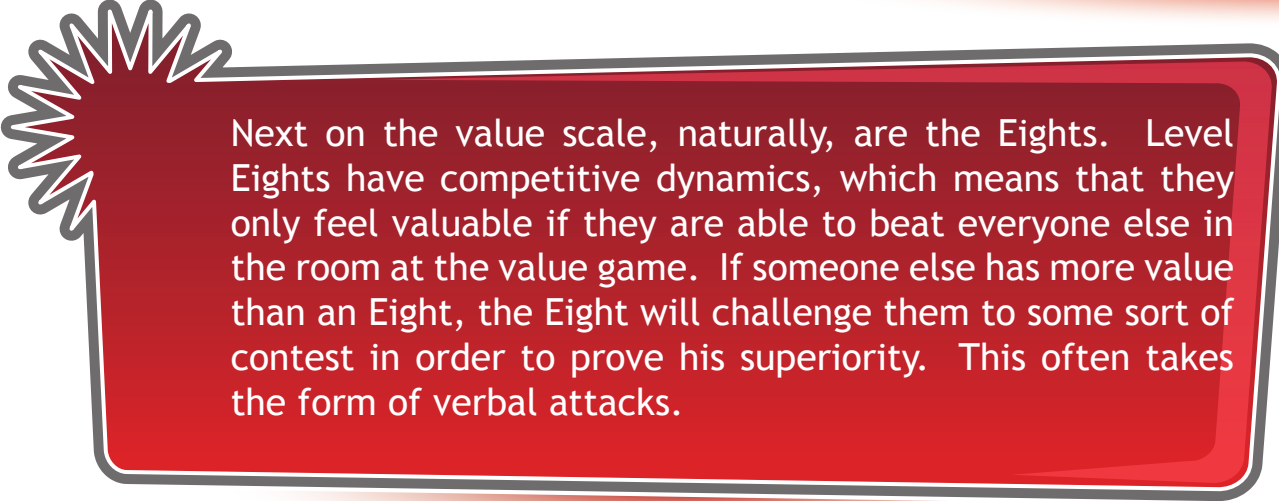
How do you spot a Six? A Six is someone who has supplicative dynamics, someone who is constantly buying people things in order to gain their attention. These are the guys that buy random women drinks at bars, not women with whom they have rapport or care about. Buying a woman that you don't know a drink is one of the biggest mistakes that you will ever make. If you already have some kind of friendship with

a woman, there's no problem with treating her to a drink or two, but buying a girl a drink just to get her attention subconsciously says "I'm not important enough or attractive enough for you to hang out with, so I'm going to give you this drink in hopes that it will bribe you to stay here and hang out with me because you'll feel guilty leaving." Why would any guy want to be with a girl who's hanging out with him because she feels like she owes him? Spending time with someone should be enjoyable, not an obligation! This is a truly terrible way to begin an interaction - the man will appear to lack any semblance of confidence, and attraction will be killed immediately. No woman wants a man who is needy and allows his life to be controlled by his fears.

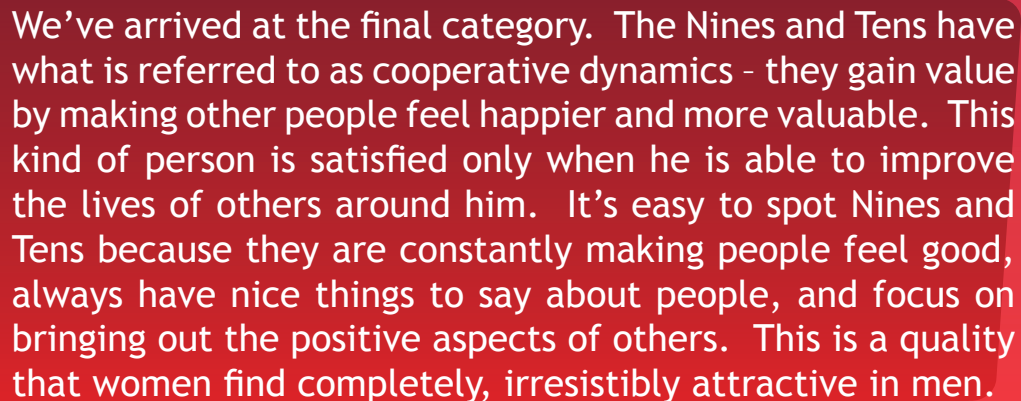
...buying a girl a drink just to get her attention subconsciously says 'I'm not important enough or attractive enough for you to hang out with, so I'm going to give you this drink in hopes that it will bribe you to stay here and hang out with me because you'll feel guilty leaving.'



A Seven exhibits what is called combative dynamics. Those who display combative dynamics don't feel as valuable as other people in the room and choose to try to decrease the value of everyone else rather than raise their own value. Sevens are insulting, aggressive, and loud. They are typically some of the most frustrating people to deal with in social situations because they tend to be difficult to control.



Next on the value scale, naturally, are the Eights. Level Eights have competitive dynamics, which means that they only feel valuable if they are able to beat everyone else in the room at the value game. If someone else has more value than an Eight, the Eight will challenge them to some sort of contest in order to prove his superiority. This often takes the form of verbal attacks.



We've arrived at the final category. The Nines and Tens have what is referred to as cooperative dynamics - they gain value by making other people feel happier and more valuable. This kind of person is satisfied only when he is able to improve the lives of others around him. It's easy to spot Nines and Tens because they are constantly making people feel good, always have nice things to say about people, and focus on bringing out the positive aspects of others. This is a quality that women find completely, irresistibly attractive in men.

I know what you're thinking: Why is a Nine and Ten the same, when a Six, Seven and Eight are all separate? The essential difference lies in the way we see ourselves. If you consider yourself a Nine, you recognize that you have room for improvement. If you consider yourself a Ten, however,

then you prevent yourself from growing and improving. If you stop growing, you in turn become less attractive. You can consider the people around you to be Tens, but it's important that you are always striving to improve your value.

Now that you understand *what* these different kinds of people do, it's important to understand *why* they do them. What makes a Six, a Six? Why do Eights act the way they do?

There's something that everyone goes through called polar opposing insecurity compensation. Polar opposing insecurity compensation, or POIC, occurs whenever a person focuses on something that he doesn't want to be because being that way or having that quality makes him insecure. In order to make himself feel like he's gotten over that insecurity, he becomes the exact opposite of that thing. So if you are insecure about being too quiet, for example, you would become extremely loud and arrogant because at the end of the day, you'd be able to look at yourself in the mirror and say "No one could accuse me of being too quiet today because I was so loud and so arrogant that they would never have reason to."

Because this kind of compensation is always born out of a desire **not** to be something - to not be shy, not be easily aggravated, not be weak, not be unattractive - a person experiencing it will simply switch from one extreme to another, rather than finding a healthy balance between them. Instead of fixing the problem, this kind of manic

So if you are insecure about being too quiet, for example, you would become extremely loud and arrogant...

personality change indicates that you are unable to face your own insecurities. In fact, it highlights them! If you focus only on what you don't want to be, you cannot be confident and attractive. Polar opposing insecurity compensation will destroy your value while forcing you to make decisions based on fear and the perceived need to conform to a limiting personality type. In order to become truly confident, it's necessary to uncover what your insecurities are and overcome them without going to the extreme in either direction.

So how do you handle people who have different value levels? How do you talk to a Six, Seven, Eight, or Nine/Ten? The first step is obvious: you must assess a person's actions in order to determine what his or her dynamic is. Once you are able to label the person as a Six, Seven, Eight, Nine, or Ten, you must ask yourself what their motivation for acting in that manner is. What do they want? Ultimately, once you figure it out, you're going to give them that thing so that you give them value.

Let's say you conclude that you're dealing with a Six. A Six typically wants to be accepted, so what do you do? Simple - you take them as they are, and give them the acceptance they so desperately desire. This can be as easy as saying "You know what? I like you. You're a cool guy."

Sevens, unfortunately, are usually much more difficult to manage than Sixes. Sevens need to feel respected for being strong. They want to feel like they've accomplished something by not being a Six, because every Seven was a Six at some point! Neil Strauss and Owen Cook (Tyler Durden)

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would call these guys “AMOGs.” People become combative because they were once supplicative. Being combative is a way for them to remind themselves that they are no longer the weak, low-value people they used to be. POIC, remember?

Be careful not to take away a Seven’s new-found value by beating him down (verbally or otherwise). Focus on showing him respect, no matter how difficult it might be. Sevens can be frustrating to interact with, so it’s essential that you understand that they are likely not acting out because it’s who they are. They’re doing it because they want to feel respected for being powerful. Sevens are also frequently insecure and frightened because they think they’ve reached the limit of their value. They fear that they can’t become any more valuable and because of that, they have to bring everyone else down in order to make themselves feel superior.

A common method I use to make a Seven feel respected is to comment on how outspoken he is. It’s simple, but effective. Next time you encounter a Seven, just say “You know, a lot of people don’t speak their mind and I really respect that you speak your mind as much as you do. I respect that.” A Seven is one of the hardest dynamics to deal with, but you’ll almost always find that when you accept a Seven and show him a little respect, he’ll turn into a completely different type of person around you. In fact, if he feels accepted by you and considers you to be of high value (that is, if he thinks you are a Nine or a Ten and therefore have cooperative dynamics), he will automatically feel like you are helping him to be a Ten. To show his appreciation, he will totally

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alter his attitude and will start to help you out.

That brings us to the Eights. Someone with competitive dynamics wants to win in some way. They want to feel like they've beaten out everyone else. It's a very natural progression from being a Seven: if you are combative and you run into a lot of other guys who are combative, you will eventually feel like you have to be

the most combative and will end up being competitive. The appropriate way to cope with an Eight is exactly the same as the way in which you cope with Sixes and Sevens - give them what they want. But how do you make someone feel like they have won without looking like you have lost? You do want the Eight to feel valuable, but you don't want to become supplicative or combative by doing so.

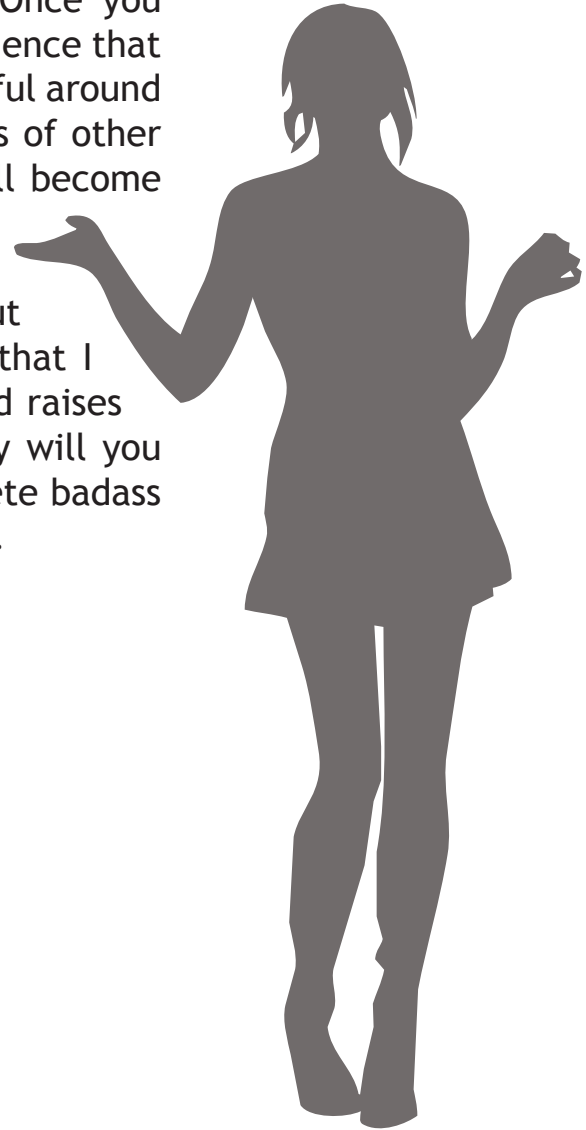
To appease an Eight, you must make him feel that he is already valuable in your eyes. Give him respect, show admiration for his strength, and use language that implies that he has achieved something. If you fail and the Eight feels that he has lost, he will revert back to being a Seven, and you will have an even more difficult person on your hands. If, on the other hand, you are successful, you will create a positive frame for his interaction with you and he will stop trying to beat you at everything. If all goes well, he'll become a Nine or Ten too.

And finally, you will recognize Nines and Tens because, quite simply, they will make you feel more valuable when you are

You know, a lot of people don't speak their mind and I really respect that you speak your mind as much as you do. It's really refreshing.

around them. Reciprocate, and they'll be happy.

In the long run, it is the ability to recognize the different value levels and calibrate your personality to match each one that makes you a truly charming person. Once you understand this, you can control the level of confidence that you retain while helping others to feel more powerful around you. When you are able to add value to the lives of other people, they will begin to follow you and you will become a leader. Becoming a leader can have benefits such as promotions at work, which in turn lead to earning more money. I was surprised to find out that a good percentage (about 30%) of the guys that I have taught in person have gotten promotions and raises *directly* after returning from my course. Not only will you become a badass with women - you'll be a complete badass professionally and in most social areas of your life.





# THE SYSTEM



Most guys view success with women as something that just happens to them. Listen to the way they talk about it, and you'll see what I mean. Phrases like "getting lucky" and "getting laid" - even the idea of "falling in love" - all imply that the occurrence was an accident. If you've been paying attention, you know that you and I have no interest in being the kind of men who just find themselves in good situations. We are the kind of men who *create* good situations.

Women - and I'm sure this comes as no surprise - operate a little differently than men. Instead of always wanting to be able to claim responsibility for something, women prefer to have what's called "plausible deniability." Women like to be able to explain a situation by saying "It just happened!" This allows for some control over what occurs, while also still allowing for the excuse that whatever happens was purely an accident of fate.

Try going to a bar and asking all the girls you meet why they're there. It's very rare that you'll find a girl who will say "I'm just here to meet guys and to have fun!" A lot of times

they'll say "Oh, I'm out with a friend" or "I'm here to meet my buddies" or even just "I'm here to drink!" But really, if you think about it, a bar is not a very good place for those activities. If you want to be with your friends, you should probably go somewhere that's quieter and more relaxed and therefore more conducive to talking. And you can drink just as easily - and probably much more cheaply - at home. Many women do not want to admit that they are actually at bars to meet men.

This is where plausible deniability comes in. Women need a reason that explains why they're in certain situations, and it's your job to give it to them (more on that later). That attitude would be considered unacceptable in a man, but women may sometimes passively allow things to happen to them because it fits within the female gender role.

In order to fulfill the male gender role, you must abandon the idea that you have a complete lack of control over your success with women. The first thing you have to do is stop yourself from using terms like "getting lucky" or "getting laid," because continuing to say them will perpetuate the situation. A complete badass with women knows that it's not something that happens accidentally, so start controlling your mind by controlling your mouth. You are responsible for everything that happens to you, both good and bad. If you are successful with women, it's because you created that situation. If you fail with women, you are also responsible for that.

Don't get scared - it's not nearly as intimidating as it sounds!

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In this chapter, you're going to learn a system that will teach you everything you need to know to be a hit with women, starting from before you even meet someone and ending with tips on how to develop any kind of relationship you want with any girl. There's a hidden psychology that 99.99% of men in the world never even know exists. It took me a long time to discover it too, and once I did begin studying it I found that information on the subject was difficult to come across. What you're about to read - called the map of interaction - is the most precise and complete version of that knowledge that I've studied.

There's a hidden psychology that 99.99% of men in the world never even know exists.

The map of interaction is much like a roadmap. When do you use a roadmap? You use a roadmap whenever you want to go somewhere and don't know how to get there. You consult the map once for directions, and then check it periodically as you travel to make sure you're on the right path. If you get lost, then you pick up the roadmap again and figure out how to get back on track.

Instead of giving you directions to a location, the map of interaction outlines how to maneuver in social situations. It will take a little while to learn how to properly control - or "calibrate" - them in a way that allows you to do something we will talk about later called "seeing the matrix," but it's an invaluable skill to have.

The map of interaction is composed of four phases: attraction,

rapport, seduction and a relationship balance. Humans naturally go through these stages with everyone they meet (though, of course, when you meet a guy, you're going to skip seduction!). You can skip any step you want, but doing so will have consequences. Fortunately, the consequences are predictable. If you skip the stage of attraction, you'll fall into the friend zone. If you skip the stage of rapport, you'll encounter a lot of resistance, and any relationship that develops later will suffer from trust issues. If you skip the stage of seduction, you'll likely find yourself in a passionless relationship and, finally, if you skip the stage of relationship balance, you'll continuously bounce from girl to girl forever. Once you have a good understanding of how the system works, however, you can intentionally break some of these rules because you'll have the skills to return to any stage you want and fix any issues that may have occurred. Being a badass with women mean knowing that you can screw up badly and still have the power to set the situation right.

Now that we have all of that out of the way, let's go back to the first phase: attraction. There are three sub-stages within attraction, called introduction, demonstrating high value, and qualifying. We're going to go over each one in detail.

A lot of guys think that introduction means walking up to a girl, saying "hello," and giving her your name. While that may be defined as "introducing yourself," it is not the stage of introduction. In fact, doing that skips over the larger phase of attraction altogether and fast-forwards straight into rapport. Introduction actually happens before you even

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open your mouth. Introduction is whenever you become “a blip on the radar” of the person you’re interacting with. It is the first time someone becomes aware that you exist. Let’s say that you’ve never heard of my friend James. You didn’t know that he existed before, but now that I’m talking about him, he’s on your radar. You’re aware of him. You may not know anything else about him other than that he’s my friend and his name is James, but James has now been introduced to you in some fashion.

Because humans’ subconscious minds are hyper intelligent, we are able to look at situations about which we don’t have very much information and make very powerful and accurate assessments pertaining to them. At the beginning of an interaction, we watch a person closely and take all of the information about them that’s available to us so that we can start forming an opinion of them. Men and women tend to look for different things, but the process is the same. Once we’ve gathered as much information as we can, we make an immediate assessment from it called “pre-judgment.” Pre-judgment is not necessarily beneficial because the opinions formed can often be wrong, and opinions about the same subject frequently differ between people, but humans all naturally do it. A pre-judgment that has been tested and proven *personally* true is simply called a judgment.

There are several different sources of information that humans subconsciously read during this process. We read

We read body language to see if someone is dominant or submissive.



body language to see if someone is dominant or submissive. We read the level of someone's neediness. We decipher whether a person is trying to get something from another person, or is out to get someone. We read someone's value and determine whether he's a Six, Seven, Eight, Nine, or Ten. We also examine both vocal tonality and the verbal content of a conversation. Any red flags that pop up have a powerful effect, and allow a person to decide whether or not they are attracted to someone within the first few moments of meeting them.

Due to the immediacy of this decision-making process, it's imperative that you are constantly in a default attractive state. Your body language, for example, must always be sending the signal that you are dominant, without overdoing it and coming across as insecure. We'll get into that more in the body language section, but for now just keep in mind that everything starts before you even introduce yourself to a girl or make eye contact with her.

The second sub-stage that occurs during the phase of attraction is called demonstrating high value. There are some schools of thought that call this "demonstrating *higher* value," but that is completely incorrect. Demonstrating higher value assumes that the person you're talking to has higher value than you, and is therefore worth more. So if you see an attractive woman, demonstrating higher value would mean that your thought

Your body language, for example, must always be sending the signal that you are dominant, without overdoing it and coming across as insecure.



process is something along the lines of “Well, she’s really hot and I’m just some Joe Shmoe, so why would she ever want to hang out with me? I’d better try to convince her that I’m attractive.” Having that mentality means that you’re constantly trying to sell yourself to women, and when you’re constantly trying to sell yourself, you come across as a Six. As you know from the previous chapter, having supplicative dynamics is the lowest form of social value.

What, then, is demonstrating *high* value? Let’s take it word by word. “Demonstrating” means “showing,” which means that you exhibit something in a way that doesn’t require verbal explanation. All verbal content that happens during the attraction phase is nothing more than a placeholder. Use conversation that’s only strong enough to hold her attention so that you can focus on communicating back and forth using your body language. Humans have learned to lie very effectively using their words but are not able to lie well with their bodies, so a woman will trust the messages your body sends more than the messages your mouth sends during the initial stages of an interaction.

What that means is that when you are first talking to a woman, you want to have conversations that are not content enriched. Stick to a playful form of speaking called banter. This is a key area where most men tend to stumble in an interaction. Since you’re reading this book, I know that at some point you’ve had a problem with demonstrating high value. Too many guys spend their entire life stuck on this stage of attraction, so I’m going to tell you how to get over this very simply so that you are constantly demonstrating high

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value without coming across as needy. In the Members Only Are, I'll be giving you the rest of my secrets and Techniques that will give you a bunch of awesome tools that I usually only show my in-person students.

Demonstrating, as we've already discussed, means "showing," and "high value" means being a Ten. It might seem like an impossible task to demonstrate that you're a Ten in a situation in which you don't know anyone, but ultimately, in the beginning, all that you want to focus on is demonstrating that you are not needy. This is a double-edged sword for a lot of people, because many fall into the habit of thinking "I don't want to be needy, so I need to show no interest whatsoever." That, as you've probably figured out, is polar opposing insecurity compensation and comes across as an extreme lack of confidence.

A combination of negative and positive body language is the perfect vehicle for transmitting the message that you are interested but not needy. Unfortunately, your body speaks a different language than you use verbally, and most people don't know how to translate it even though it's constantly being spoken. If you're involved in an interaction with a woman, you won't be able to verbally convince her that you're not attracted if you're standing near her, smiling and staring, while you say it! Whenever you try to convince a girl that you're not attracted to her and you're showing signs with your body

Any time your body language and your verbal language aren't sending the same message, you're called incongruent.

that you are, you become a victim of “incongruence.” Any time your body language and your verbal language aren’t sending the same message, you’re called incongruent. This is a major red flag to women - one of the biggest attraction killers, period!

Demonstrating high value is the most effective way to avoid this problem. To do so verbally, as I mentioned briefly earlier, you must focus on having content-free conversations. Anything that makes someone smile or gets a quick laugh is an example of the kind of banter that will increase your success with women. For naturals, verbal banter is a subconsciously absorbed skill, learned from sources like movie quotes and things said by friends and family. Look to society and the people around you for inspiration, then take your favorite quotes and sayings and make them your own.

When you bought this book, you were likely automatically enrolled in a membership program. The membership program has lots and lots of helpful information for you, such as a list of some of the most successful banter lines that have ever been used professionally. I’ve gathered them through years and years of researching and inventing my own, but keep in mind that you’ll ultimately want to create your own banter lines that will keep the conversation light and fluffy.

Here are a few tips for having lighthearted conversations:

Draw from movie quotes and situational influences. Don’t stray into negative territory - banter is meant to be upbeat. Have a positive tongue, and balance it with negative body language. The reason you want to avoid negative conversation

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topics is that later, when you're in the rapport phase, early negativity can cause you to build negative rapport with someone. Building negative rapport can create an enemy or an undesirable situation in which someone constantly dumps their problems on you. Keep experimenting until you find a bantering style that works best for you.

After you've demonstrated high value, you're ready to move on to the next stage, one that most men skip over because they're not even aware that it exists. The guys that do manage to figure it out end up being gods with women, while the ones who don't end up stuck in the same position for the rest of their lives. This fundamental stage is called qualifying. Qualifying has two meanings: you can qualify yourself to someone, and you can qualify someone to you. Qualifying yourself to someone means that you're trying to sell yourself to them which, as you know, is something you should never do because it never works!

When you qualify someone else, you solicit in them feelings of desire and the need to chase you. Wouldn't it be nice to be able to sit back and relax while a girl chases after you? To make that happen, you have to be able to A) Qualify a woman who hasn't already qualified herself to you, and B) Recognize when a woman is naturally qualifying herself to you. A lot of guys that have studied under me hit a roadblock when they got to this stage because they weren't recognizing that women were already qualifying themselves to them. They felt that women would never chase them, that women were not interested, so they were blind to women trying to qualify themselves. It's just as important to be able to recognize it

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when it naturally happens as it is to be able to solicit it if it doesn't.

You can tell that a woman is naturally qualifying herself to you when you've gotten past the stage of demonstrating high value and she drops a non sequitur into the conversation that is supposed to be impressive in some way. You don't actually have to be impressed by it, but you will recognize that it's an impressive quality. She is trying to tell you something positive about herself. Imagine you're in the midst of a content-free conversation with a girl. Everything you've been talking about is silly, fun, and superficial, and all of a sudden she says "By the way, I graduated from Princeton." This is clearly not in line with the rest of the conversation, because it has content. By mentioning that she went to Princeton, the girl is trying to communicate to you that she considers herself intelligent. Her message is "If you think that I'm intelligent, I'll feel like I've earned your attraction."

That brings us to another key point: women need to feel like they've earned your attraction to them. If you don't give a woman that ability, that chance to chase you, she won't be as interested in you. In fact, most women will automatically feel as though you aren't worth the chase if you don't allow them to qualify, and they will lose their attraction to you.

But what do you do if a woman isn't playing the game? What

When you qualify someone else, you solicit in them feelings of desire and the need to chase you.

do you do if she doesn't automatically sell herself to you after you've demonstrated high value? There are two likely reasons you might find yourself in that situation. The first is that you didn't actually demonstrate high value, and the second is that she is afraid to put herself out there. She feels that you might not accept her if she does, and that's not a risk she's willing to take. Now you're going to have to lead her down the path of qualifying herself using a couple of techniques that I'm going to teach you.

The first technique is called the questions qualifier. The questions qualifier is a classic way to qualify someone using a series of questions - or, more specifically, a single question and its answers. This method allows a woman to qualify herself naturally in a very real environment. The most common example of that question (and you can use any variation of it that you want) is "If you had to name your three most positive dominant qualities, what would you say they are?"

The questions qualifier is extremely powerful because the more you use it, the more you'll start to see that most people will give you specific kinds of answers. Women will respond in the same ways over and over again. Every once in a while you'll get something that's totally outrageous, but usually you'll get the same 20 answers every time you ask. These answers can be placed into three categories: sexual implication, intelligent or logical implication, and emotional implication. A sexual answer might be "feisty" or "adventurous," a logical response could be "intelligent," and emotional answers could be "friendly," "truthful," or

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“loyal.”

If a woman answers with all three of these categories, you have a complete green light to move on to the next phase with her. That doesn't mean that you're done with all the hard work, but it does mean that things are going well so far. If, on the other hand, the responses you get all tend to fall within a specific category, you are likely framing the woman in a certain way. Receiving all sexual answers, for instance, means that you're probably framing her in a sexual way and, consequently, she feels very sexual around you. Getting emotional and logical responses but no sexual answers is an indicator that you're probably going to be relegated to the friend zone as you move forward. When you find yourself in that situation, repeat the stage of demonstrating high value and continue to banter a bit more before you seriously qualify.

Keep in mind that you should be delivering the questions qualifier right in the beginning of the interaction - it's something that should happen while you're at the peak of having a good time. Attraction builds very quickly, but it also dies off very quickly, so it's important that you time this properly.

In the long run, attraction is nothing more than curiosity. There's nothing magical about it. It's always just curiosity. Understanding that attraction is curiosity allows you to

Getting emotional and logical responses but no sexual answers is an indicator that you're probably going to be relegated to the friend zone as you move forward.



really put into perspective the kind of personality you need to have in order to be attractive to women. Women need to be curious about you; they need to want to know more. All you're doing in the beginning of an interaction is building that curiosity.

Women tend to be curious about a lot of very different things than what most men are curious about, and because we think with our logical brain so often, we think that the obvious way to attract a woman we're interested in is to act like her. If you're acting like her, you can relate to her, right? The problem with that way of thinking is that acting like her will make you seem effeminate, and that will kill attraction. Stick to the tactics I'm teaching you now to prevent that issue.

One of the most interesting things about the questions qualifier is that the answers given are always tailored to fit the person who's asking. So if I asked you what your three most positive dominant qualities were, you would think "Ok, well, what does this guy think that my dominant qualities would be?" and then you'd name three qualities that you think I would respect about you.

It's no different for women. Whenever you use the questions qualifier, a woman will ask herself "What would make this guy think that I'm attractive? What would this guy think is a positive and dominant quality that I have?" She'll naturally begin selling herself to you! When you get a response, accept her for whatever qualities she gives you. If you don't, she'll assume that you just don't like her and she'll move on. Even

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something as simple as “Oh, that’s really awesome,” will work.

It’s also important to remember to deliver the questions qualifier with a playful attitude. It’s all right to shift gears a little bit - there’s no reason to be as playful as you were when you were just bantering and having a good time - but don’t turn the conversation into an episode of Oprah. Being too heavy or too deep will be off-putting. If all of that makes sense to you, you’re ready to move on to the second and much more advanced qualifying technique called the self-fulfilling prophecy qualifier. If you find that you need a bit more explanation or a few examples, log into the Members Only Area and learn more. To use the self-fulfilling prophecy qualifier, you must name off a quality, or several qualities, that you want a woman to have. You might choose a quality that she has somehow indicated to you already, or you might choose to give her acceptance for a quality without asking her if she actually has it. The way you go about doing this can be a bit complex, but I’ll explain it right now in a simple way that will allow you to try it the next time you go out.

Let’s say that you’re sitting in a bar full of people and you’re finally alone with a woman who’s been spending most of the evening with her friends. She’s sitting with you in a quiet corner, and you say “You know, I don’t know why I get this feeling about you - and maybe it’s not true to you - but for some reason, I’m just getting this feeling that you’re a completely open person. Whenever I’m hanging out with you, I feel like I can try new stuff and it won’t be a big deal because you’re that kind of person too and that’s really

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comforting to me. I feel like a lot of people can't do that because they're too afraid of opening up. I don't know if you know that you're sending that feeling, but that's what I'm getting, and I appreciate it."

What you did by saying that was give her a quality (openness) that you wanted her to have by telling her that you had a feeling that she is an open person. She can't argue with you, because you stated clearly that it was just a feeling you had. Who argues with feelings? If she tries, just point that out - "Well, it's just a feeling I had. It may or may not be true."

You might have noticed that during that statement I made a lot of backdoors for myself. They're called backdoors because they are ways for me to get out of that conversation, to escape it if I need to. A lot of them were things like "You may think that it's true or you may not," or "I don't know why, but I just get this feeling." Phrases like that allow me to have a defense, just in case she completely disagrees with me or doesn't want to qualify herself.

After you've set the quality, don't wait for a reaction. Most men do this, and it's a mistake. Just keep talking. Follow up by telling her *why* you appreciate that she has that quality. For instance: "It really made me comfortable, and it's cool to hang out with someone like that." Now that girl has been separated from everyone else to

Phrases like that allow me to have a defense, just in case she completely disagrees with me or doesn't want to qualify herself.

you. She feels like she's special, and that she's earned it, even though you and I know that she actually didn't have that quality, or didn't yet do anything that expressed it. All you have to do is present a quality to her. If she agrees with it, she only has to shake her head yes to qualify herself. That's the beauty behind the self-fulfilling prophecy qualifier.

As I said before, this method is a little bit more advanced, but it works wonders. You'll see a lot of success with it and once you finish qualifying, regardless of if it happened naturally or if you had to solicit the qualification, then you can move onto the next phase: rapport.

Most guys make the mistake of starting in the phase of rapport. But you're not most guys, so I'm going to teach you how to move through this phase properly! Rapport has four sub-stages: light rapport, wide rapport, deep rapport, and release. Light rapport is the stage in which you're searching for potential emotional connections. That's it! If you haven't found any yet, you're just searching for potentials. This is where most people live in their everyday lives. The following conversation is an example of light rapport that never progresses to wide rapport:

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"Hey, how's it going?"  
"Oh, pretty good. How are you?"  
"Oh, good."  
"How was work?"  
"Oh, it's okay."  
"How's your family?"  
"Oh, they're doing pretty well."  
"Okay, great."  
"Well, talk to you later."  
"Okay, bye."

There's a good chance you fell asleep just reading that exchange. The point of a conversation like that, a conversation that lives entirely in the realm of light rapport, is to recognize that someone is there and to show them that you care about them a little bit because you're willing to give them some of the limited amount of time that makes up your day. If that's your goal, that's fine. But conversations like that do not build attraction in women.

The useful aspect of light rapport is that asking questions

during this stage allows you to gather information from someone. You can then use that knowledge to figure out how to connect with them on a deeper level. The ultimate goal of communication is to build rapport, which can be defined as a direct emotional transfer from one person to another. In order to effectively transfer emotion, you must move on to the second stage: wide rapport.

Wide rapport is the stage in which you *find* potential emotional connection points with someone. As soon as a woman answers a question, you have found one. One way I like to do this is by asking the question “What did you do today before you came here?” Simple, right? The woman will then start listing off the things she did. Every single one is a potential deep rapport topic, so pay attention! There are different types of deep rapport topics, but unfortunately we don’t have time to go into that in this book, so log in to the Members Only Area to learn more about it. It’s a complex but fascinating topic.

After you’ve gathered information from a woman during the wide rapport stage and found a potential emotional connection, you’re ready to use that knowledge to actually make the connection. That’s going to happen in deep rapport, the third stage of the phase of rapport. Deep rapport can be a bit unnerving for some, because it requires everyone involved in the interaction to become vulnerable, but it’s an essential step if you want to create love. We’ll

...every time you repeat this pattern, you build a stronger bond.

talk about that in depth in another chapter, so for now let's just move on to the fourth and final stage: release.

During release, you must stop talking about the rapport topic you discovered and forget about the connection you just made. I know it seems a little counterintuitive - why work so hard for something and then abandon it? After deep

rapport, you bounce back to either light rapport or wide rapport and begin the process again because every time you repeat this pattern, you build a stronger bond. The stronger the bond is, the stronger the love is that you create. When you meet a woman that you're really interested in and you want to ensure that the relationship you create is meaningful, make sure you build rapport. Forming a strong connection during this phase will keep her from avoiding your phone calls, moving on to the next guy, or cheating. It's the ultimate emotional investment in a relationship.

And now you've made it to everybody's favorite phase: seduction. There's a lot of information out there on this topic, but it's not nearly as magical as a lot of guys seem to think it is. Seduction is nothing more than an overload of your emotional brain and a deficit or a weakness in your logical brain. Your emotional brain and logical brain don't typically work together. Instead, they're almost always fighting over control of the brain's resources. When your emotional brain is in control, you make emotional decisions. When your logical brain is in control, you make logical decisions and

Seduction = Sex + Emotional Response.

are less likely to be distracted by emotions. You also find it much harder to feel an emotional response.

At work, then, it is desirable for your logical brain to be heightened and the influence of your emotional brain to be faint. All that seduction is, in contrast, is a situation in which

A) A woman's emotional brain is strong and logical brain is weak, and

B) Some form of sexual attraction is added to that formula. Seduction = Sex + Emotional Response.

...but if you fail to build rapport or try to skip the phase altogether, a woman will give you very strong resistance.

There are plenty of resources about how to make this process happen - you'll find a lot of information in the Members Only Area - so I'm not going to go over everything in painstaking detail here. I do, however, want you to watch out for one very common thing called a "red zone response."

A red zone response occurs whenever a woman's (or anyone else's) logical brain becomes so weakened, and her emotional brain becomes so strengthened, that her logical brain reacts with the red zone trigger. The red zone trigger is a response in your logical brain that stops you from making purely emotionally-based decisions. Women have very strong red zones, and in men it's usually even stronger. If it wasn't for the red zone, many people would make terrible decisions.

Your goal is not to find a way to get around the red zone; your goal is to find a way to keep the red zone from happening. The more emotional trust you build, i.e. the more rapport

you build, the smaller this red zone gets and the more a woman's brain will allow the emotional part to take over. As she bonds with you further, she'll begin to feel more and more able to trust you with her emotions. If that's the case, you will have minimal red zone response, but if you fail to build rapport or try to skip the phase altogether, a woman will give you very strong resistance.

You've made it to the final phase of the map of interaction: relationship balance. A relationship balance is the idea that four major factors intertwine to form a comfortable, sustainable equilibrium in our relationships. Those four components are: power or leadership, compliance, value, and neediness.

Power, quite simply, is leadership within the relationship. If you want to make most of the decisions that have to do with your relationship, you are the one who has most of the power. Compliance is where your priorities are. Do you place your partner's priorities above your own, or your priorities above hers? Value is your worth, or how much people need you outside of your relationship. And neediness is your investment in the relationship, how much you've invested into the person that you're dating.

An important thing to keep in mind about the four different aspects of a relationship is that compliance is usually an

In a relationship, communication is the presentation of your level of power, your level of compliance, your level of value outside the relationship, and your level of neediness within the relationship.



indicator that there's a change in power, and neediness is usually an indicator that there's a change in value. So, for example, if you get a promotion at work, you'll probably find that your value goes up outside of the relationship. At the same time, you might notice that her neediness suddenly increases or decreases. The change may seem like it comes out of nowhere, but it's actually a natural response to the increase of your value. Additionally, if you do something positive such as make a good decision for the couple, you might see compliance increase or decrease. She may start to do more things for you. She may start to do fewer things for you. Ultimately, it doesn't really matter where your power or compliance value lays on the scale - all that really matters is that you are both aware of each other's place on this scale at all times.

This is where communication comes in. In a relationship, communication is the presentation of your level of power, your level of compliance, your level of value outside the relationship, and your level of neediness within the relationship. Any time you have a problem, you may begin to address it in a way that does not actually solve anything if you don't maintain a balance between these four areas. Even very good relationships will fall apart if that occurs.

Let's talk about how to use the map of interaction, now that you understand what it's composed of. I know I said before that you should use it as a reference whenever you find



What is the most important phase?

yourself needing direction, but at the same time, you don't want to have to think about it constantly while you're out. The ultimate goal, as I mentioned briefly at the beginning of this chapter, is to be able to "see the matrix." Seeing the matrix is about being able to see what phase you're in while you're in it, and the ability to know how to continue to the phase that follows.

That brings up a very critical question: "What is the most important phase?"

A lot of people consider attraction to be very important because they think that it's what leads to rapport in their interactions. Rapport is also a crucial phase, because it's what leads to connection and love. You can argue that seduction is vital because it's what creates the passion in a relationship, or that the relationship balance is most important because it allows your bond with someone to have longevity.

The honest answer happens to be simplest: the most important phase is the phase that you're in. Regardless of what stage is next or what stage came before, the stage you're in at any given moment is the most important, because everything can be won or lost during it. That's why it's so essential for you to be able to recognize what stage you're in. If you can't figure out what stage you're in, you won't know how to move on to the next one, and if you don't know how to move on to the next one, you won't know how to escalate



You can't be a friend during seduction.

the conversation and move the interaction forwards. Once you learn how to navigate the map of interaction, nothing will be “lucky” anymore. Everything that occurs will be by your design; you’ll have complete control over your interactions.

Another question that I commonly get is “How do you know how to act in each of these phases?” Well, the way to easily know how to act in the map of interaction is by thinking of each phase as a different facet of your personality. During the phase of attraction, which should be your default stage unless you’re in a business situation or something else that requires a different attitude, you should have the mindset of a boy. You should be having fun and being playful, and avoiding anything serious or controversial. During the phase of rapport, you should focus on being a friend and nothing else, because that’s when you build the emotional comfort and emotional attraction that is necessary to continue a relationship. In the phase of seduction, you are a man. You must shed all your boy-like playfulness and replace it with a new sense of sexual playfulness.

With practice, you will learn to become the appropriate parts of your personality in the corresponding stages. You can’t be a man during attraction. You can’t be a little boy during rapport. You can’t be a friend during seduction. When you start to confuse this, you create incongruence between what you’re doing, and how you’re acting and what you’re saying.

To help keep you on track, let’s go through the map of interaction again. This time, I’ll give you some signals that you can use to recognize what stage you’re in.

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The first stage in attraction is introduction, as I said before. You should always assume that everyone already has an idea about who you are in their heads. You've already "introduced yourself" to a woman before you've started an interaction with her, so you want to make sure that you're always naturally acting in a dominant, attractive way. This applies to talking to dudes as well, because women are always watching you, even while you're talking to your friends, and you don't want to miss an opportunity to create attraction.

During the second stage of attraction, demonstrating high value, be on the lookout for a woman's positive body language. It's a good sign if she faces you with her body, especially with her feet, knees, and shoulders. It's also positive if she smiles, restarts a conversation when it starts to die out, or touches you constantly and returns touches that you initiate. Seeing a group of these indicators is a sign that you're demonstrating high value properly.

Again, though, these are just indicators that she's attracted and attraction is just curiosity, so displaying some of these signals doesn't mean she's going to be going home with you that night. Her attraction might just be an interest in knowing more about you. Knowing how to navigate these situations correctly is why it is important to understand the map of interaction.

You'll know that you're in wide rapport because several specific topics will be discussed.

When you are qualifying a woman, she's going to try her hardest to impress you, most likely through verbal conversation.

Recognizing that is easy - listen for the appearance of a non sequitur in the conversation that has some kind of positive component to it. Notice when she is trying to impress you. It isn't difficult if you know what to look for.

During light rapport, the first stage of the phase of rapport, having inquisitive content in your conversation is a positive sign. You're asking each other to open up at this point. It's your job to open up first to make her comfortable with the idea of being open with you, so it's essential to be able to recognize when you're in this stage.

You'll know that you're in wide rapport because several specific topics will be discussed. She might name a list of things, or you'll go over a few different topics without making the deep rapport connection. As soon as you recognize that you have a point that you think you can go into deep rapport on, you know you're currently in wide rapport.

Physical responses are the best indicators of deep rapport. During this stage, a woman will lean towards you and maintain solid eye contact. It will seem like everything around you fades away and what is called an "Us" or "We" bubble will be created. You'll also notice a certain "eye accessing cue:" she'll constantly look at you, and then look down to the ground or down at an angle.

In the final stage of rapport, release, you have to snap yourself and the woman you're talking to out of the emotional state you've developed. A signal that this has happened successfully is that one of the two of you will sit back. It's a physical reset that mirrors the mental reset you're both undergoing.



That brings you to the stage of seduction. During seduction, a woman will excessively look downwards. You'll notice dilated pupils and heavy breathing. She might also all-too-frequent trips to the bathroom. If a woman is experiencing a red zone response, she'll often attempt to do what's called "breaking state," or simply put, snap herself out of the seductive state you've put her in. If she disappears to the bathroom often during the stage of seduction (and if it's any other stage then something else might be going on...) then she's probably trying to break state. She's doing this because you haven't built enough rapport.

A woman will be very responsive to sensual conversation during seduction as well. Any conversation topics that have to do with feeling something physically - touching something, seeing something, smelling something, hearing something, tasting something - will produce a strong response.

The way you know that you're in the relationship balance phase is that a woman will stop administering congruence tests, or will administer them less frequently. You will have proven that your confidence is not faked and you will have built substantial deep rapport with her, so they are no longer necessary. She will have accepted you completely.

So there you have it! The complete system. Give yourself a pat on the back for making it this far. The remainder of this book is dedicated to helping you use this system to control attraction, rapport, seduction and relationship balance.

Excited? Good. Let's continue on....

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# THE APPROACH

5

Most men are terrified of walking over to a woman they don't know, introducing themselves, and attempting to build attraction.

If you don't know the system for understanding what stage you're in or knowing how to move forward, then it can seem impossible. In this chapter, I'm going to address that issue directly and make sure that you know everything you need to know about approaching. We won't just talk about what to do when you get there and what to say and how to go about it - we'll also discuss how to get rid of the debilitating fear known as approach anxiety.

Men who are playing the male gender role have what's called an approach mechanism. An approach mechanism is the



natural drive that makes you want to talk to a woman you're attracted to. If a man has a strong and well-developed approach mechanism, he is considered confident, and will approach women immediately and attract a greater number of them.

Women - unless they're playing the male gender role - don't have an approach mechanism. Instead, they have something known as a filtering mechanism. If a woman doesn't have a very powerful filtering mechanism, she will not attract the kind of men that are good for her.

So what happens if a man has a poor approach mechanism? A man with a poor approach mechanism is considered weaker or more submissive than men with stronger approach mechanisms. If a woman has a weak filtering mechanism, she will find that she attracts the same kind of bad relationship over and over and over again. The difference between these two mechanisms explains why men are considered more valuable amongst their peers if they sleep with lots of women, and women are considered less valuable amongst their peers if they sleep with lots of men.

Not sleeping with lot of women means that a man has a poor approach mechanism; it means that he is unable to attract women or approach women properly. Failure in these regards will affect a man both socially and romantically. For a women, though, sleeping with lots of men means that she has a bad filtering mechanism. This is also likely to affect her both socially and romantically.

Each of these weaknesses leads to disaster. If you have a

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weak approach mechanism, you'll never meet the kind of women that you want to meet, and you'll never get the kind of experience that you need to have in order to truly attract the women that you want to attract. Women that have weak filtering mechanisms will never be able to filter out the men that aren't right for them and they'll never be able to attract the kind of men that will be able to make them happy and offer them value.

The condition of having a weak approach mechanism, as I mentioned earlier, is called approach anxiety. It is an overwhelming, gripping fear that you will be rejected if you approach a woman that usually appears just before you're about to talk to her. Some women have a condition called filter failure, but we're not really concerned about that in this book.

Symptoms of approach anxiety include extreme nervousness, a complete lack of concentration, and an emotional overload. You'll also begin an excuse process creation, which means that you're going to begin inventing countless excuses for why you shouldn't or can't approach a woman, and your emotional and logical brains will start fighting each other. The problem, as you know, is that you can't make decisions from an emotional state of mind.

To compensate, your emotional brain will start to mimic your logical brain to make you feel balanced and in control of

The condition of having a weak approach mechanism, as I mentioned earlier, is called approach anxiety.

the situation. It will feed you reasons for not approaching a woman that won't make any logical sense whatsoever, but will sound sensible enough, under the circumstances, that your logical brain believes them.

I've heard thousands of these excuses, and not one of them is good. "I can't approach her. It's too cold in here." "There are too many people in this place." "I haven't had enough to drink." "I can't approach her because she only hangs out with tall guys." "She's too pretty." Whatever it is, the only truth involved in the excuse processes is that they will prevent you from approaching and will cause you to waste valuable opportunities.

The reason your body reacts in this way, disadvantageous though it may seem, is called a self-preservation mechanism. The self-preservation mechanism is a technique that all humans' bodies use to help them survive (which is why it's also sometimes referred to as a survival mechanism). It keeps you out of situations that could potentially be threatening to your well-being or your belief system by giving you reasons why you should not enter the situations in the first place.

So what do you do when this happens? How do you override your body's natural processes to get rid of approach anxiety? Well, there's only one way to get rid of it for good: keep working on it constantly. If you don't continuously practice defeating it, your approach anxiety will come back.

Think of your social skills like a muscle. Your social muscle is just like any other muscle in your body - if you work it out, it gets stronger, and if you don't, it gets weaker. If you

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haven't worked out in a long time and you suddenly decide to exercise, the muscle gets sore and you get tired. Similarly, if you don't approach people for a long period of time and then abruptly try to, you'll feel an extreme amount of backlash from your social muscle. It will be so sore that you'll feel like you can't move forward.

That soreness manifests itself as emotional pain, making rejection seem to hurt more than it normally does. I know it doesn't feel particularly good, but it's a normal and natural occurrence. Frame it in a positive light: it means that you're actually exercising your social muscle and taking steps towards getting over approach anxiety, which is a good thing!

The tiredness that comes from exercising your social muscle appears in the form of actual physical fatigue. After talking to many people, communicating a lot, and being very social, you will be exhausted. You wouldn't expect to walk into a gym after not working out for three years and bench press 350 pounds, would you? To reach that goal, you'd have to work out a little bit every day and slowly increase the weights you use until you're able to lift the desired amount. Your social muscle is no different. If you start socializing after not being social for a long period of time, you won't be able to lift the social weight that you used to. In the beginning, don't expect to approach the hottest girl in the bar entirely without fear and be successful with her. It's not going to happen like that. It'll be intimidating at first, but once you create a belief system around your social personality, your abilities to be social will start to change.

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Remember when we talked about how your body language is controlled by your emotions and your emotions are controlled by your body language? The emotions that you experience while approaching a beautiful woman are anxiety, nervousness, and fear, right? Those feelings occur because there is a belief system controlling them that's telling you that you're not really the kind of guy who approaches women she's interested in; you're the kind of guy who is introverted and keeps to himself.

That belief system controls your emotions, so you have an emotional response whenever you act outside of it that tries to alert you to the fact that you're about to act contrary to your beliefs. Those kinds of emotional responses might not be productive if you're trying to approach a woman, but they *are* useful in other environments. If you believe that you might get hit by a car if you cross the street without looking, for instance, you will have an emotional response every time you start to walk across a street without first checking for oncoming traffic. That's all approach anxiety is. It's just a response that lets you know that you're acting outside of your belief system.

All you have to do to get rid of your approach anxiety once and for all is change that belief system. **You must know, deep down and without any doubts, that you are the kind of guy**

It'll be intimidating at first, but once you create a belief system around your social personality, your abilities to be social will start to change.

who approaches everyone he's curious about. When you become that kind of man and you approach a woman who asks "Why are you talking to me?" you won't view her question as a strong form of rejection as you once would have. Instead, you'll see it as a perfectly legitimate question and you'll respond with a perfectly legitimate answer: "Well, I always do this. I always talk to people that I'm curious about." That simple answer will get you past a barrier that most guys get stuck on.

But how do you do that? How do you become that kind of man? How do you create a new belief system?

To create a new belief system, you have to kill your hesitation. In order to kill your hesitation, you have to go through the belief creation process... Remember it from an earlier chapter? The first stage is challenging, then acceptance. You have to tell yourself "This is who I am" until your mind accepts that it's the truth. One way to do this is to use affirmations. Affirmation is the concept that if you continuously say something positive about yourself, it will eventually become true. Tell yourself "I approach everyone that I'm curious about. That's just who I am."

Once you've accepted that thought process, you must proclaim your new belief by telling other people how you feel. Start out by saying it to friends and then move on to strangers, and keep practicing until you are comfortable saying it to anyone. After you've completed the second stage, you're ready to test and receive feedback.

Test this out until it doesn't work. As soon as it doesn't,

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take all of the information you gained from doing it wrong and alter it until it's perfect. Everyone is a potential source of feedback because each person you approach will have a different reaction. Experimenting with a wide variety of people will teach you how to remain secure in your new belief system in any circumstances.

The final stage is submission. Submit your new beliefs to your brain and use them to replace your old, faulty beliefs. Follow these steps, and you will vanquish approach anxiety. Keep in mind that you will constantly receive feedback from external sources long after you've integrated your new beliefs into your self-concept, so you will need to make sure that your environment is always in line with your belief system. If your environment ever states something that is contrary to it - that you're *not* the kind of guy who always approaches people he is curious about - you must go back and force yourself to approach until you have the kind of results that *will* reinforce your beliefs.

There are two kinds of reinforcement: external reinforcement and internal reinforcement. External reinforcement is the feedback that you read from other people, and internal reinforcement is the earlier stage of the process we've been discussing, "acceptance," during which you hold tightly to your beliefs regardless of whether other people believe them as well. You must have both forms of reinforcement; it is not healthy to have only one. If you only accept the feedback of other people and don't consider your own opinions and beliefs valid, you will constantly seek other people's approval. If, on the other hand, you rely only on your own approval and

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you don't have anyone else's, you will always be in denial and you won't be able to connect with the people you interact with. If you find that you have too much of one form of reinforcement and too little of the other, you need to recalibrate everything in order to balance them and then go back to the belief system.

I've heard a lot of men say "But I'm an introvert. I'm not the kind of guy who goes around and talks to everybody all the time just out of curiosity." If that excuse sounds familiar, I have an important message for you! A man named Wyatt Woodsmall taught me this concept. Wyatt Woodsmall was the mentor of Tony Robbins, a very famous neurolinguistic programming and motivational speaker you might have heard of who has had wild success from his programs. Wyatt Woodsmall once told me that in order to improve yourself, you have to become *not you*. You can't say "Oh well, that's not me. I wouldn't do that. I'm just not that kind of guy." You can't have limiting beliefs like that because if you do, you won't improve.

To become a truly valuable person, you have to become not you. As long as you are open to becoming not you, you will constantly improve until you evolve into the best version of yourself, which is the ultimate goal anyway.

The initial impulse you experience that motivates you to approach a woman is blocked by fear in approximately one to

In order to improve yourself, you have to become not you.



two seconds. If you approach before this happens, you will hack your brain and bypass that hesitation factor. If you don't act within that timeframe, your brain's excuse processes will begin functioning. The time it takes for your emotional brain to make up an excuse and send it to your logical brain for approval is about one to two seconds, occasionally three seconds, so approach as soon as you possibly can. You should always be the winner in a race that pits you against your brain.

You will also need to go through the process of desensitizing yourself to rejection. The only difference between guys who are successful with women and guys who are not successful with women is that the guys who are successful aren't as bothered by rejection as the guys who are less successful. A man who is a badass with women might approach a hundred women and get rejected by fifty of them. A guy who is not as good with women may approach five and get rejected by two or three. The problem here is that the guy who is not successful with women has only two or three positive interactions, while the guy who is successful with women has fifty positive interactions. Even if you view this as strictly a numbers game, a man who is sensitive to rejection will not meet the woman of his dreams nearly as quickly as a man who's not as affected by it, so do whatever it takes to conquer your fear of rejection.

One way to rid yourself of this devastating fear is to have clear intentions. What do you want to get out of your interaction with a woman, and why are you approaching in the first place? For now, your answer should be that you're approaching to





test your skills and find out what doesn't work so that you can improve your ability to attract women. That's it. You're not approaching to get some kind of a positive reaction. One of the biggest differences I've noticed between the guys who learn very quickly under my teaching and the guys who take forever to learn is that the guys who learn quickly are approaching with the intention of improving and searching for things that don't work. Their main goal is to learn a skill set, nothing else! They're not trying to build attraction or trying to get a girl in bed. Guys who are trying to attain a specific outcome end up screwing it up royally because they become what's called outcome dependent.

Outcome dependency kills attraction. A man who is too outcome-focused approaches a woman solely to prove that he is able to make his desired outcome happen, not out of any real interest in her. That's a very selfish attitude and will end up working against him.

Don't be that guy. Keep approaching with the intention of finding out what doesn't work until you actually have to make an effort to screw something up! When you get to the point that you have to actively try to screw up an interaction with a woman, you can forget everything you've learned about approaching and just do it naturally. All that will be necessary after that is to keep exercising your social muscle so that it never weakens.

Learning how to approach women is a lot like pushing that car.

Remember the car we talked about all the way back in the introduction? Learning how to approach women is a lot like pushing that car. In the beginning, it will be difficult. The few steps are always the hardest and you might be tempted to give up. But once you get the car going, it will continue to move forward by virtue of its own momentum.

Now you have two options. If the car is coasting with minimal effort on your part and you stop pushing it, it will eventually roll to a stop. Likewise, if you allow yourself to relax and think “I’ve finished my work. I’ve done everything I needed to do to create the ability to approach women successfully,” your progress will stagnate. When you stop pushing, your car comes to a halt and when you stop learning, you have to put in a lot of effort to build your social muscle up again.

So choose the second option. Make sure you are constantly working on your skills, and that you do everything necessary to maintain them once they are perfected. There will be more about this in the Members Only Area, so check it out!

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# TESTS



Women pride themselves on their abilities to seek out certain types of men and examine them to see if they are truly confident. This, as you may recall, is called a filtering mechanism. A lot of men have learned how to lie about their confidence level, but women have developed countless tests that determine whether a man possesses real confidence or is faking it to hide weakness and insecurity.

A woman filters for a reason. She has to learn how to see beyond a man's talent for appearing more confident than he really is, or she will always attract men that she will be disappointed with. These tests appear during the phase of attraction because women use them to decide if they should be attracted to you.

That means that if you're paying attention and reading the situation correctly, the appearance of a test in an interaction is an indicator that a woman is interested in you. If you're blindsided by a test and a woman sees that she caught you by surprise, she will know that you aren't used to women testing you. If you aren't used to women testing you, you

aren't used to attracting women, and if you aren't used to attracting women, you are not worth her time. This is why it's very important to learn how to figure out when a test is coming and how to handle the test when it arrives.

Before you start thinking that all women are cruel for testing men in this way, consider this: they're not doing it consciously. It's simply an effective method for their subconscious minds to separate the men who have potential from the men who do not. Some guys have no idea that this is the case, but since you are a man who is interested in constantly improving, you need to know how to recognize these tests so that you appear more confident and are able to look deeper into the reactions you get from women. There have been countless women that have tested me several times in the first moments of our interaction. If I hadn't learned the things I'm teaching you now, I wouldn't have passed those tests and I wouldn't have the wonderful success with women that I have today.

...if she says 'Buy me a car,' you won't run out and say 'Which kind?'

There are two types of tests that you must learn to recognize: compliance tests and congruence tests. Compliance tests typically come in the form of asking you to do something. A woman uses these to see if you are going to let her get away with anything she wants. If you're really a high-value man, then your tolerance for compliance will be very low and you won't do everything she tells you to do. For example, if she says "Buy me a car," you won't run out and say "Which kind?"

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If she says “Buy me a drink,” you won’t ask “What would you like?” And if she says “Just stay right here and wait for me,” you won’t stand rooted to the spot, afraid to move because it might upset her.

If you’re too compliant, especially early on, a woman will know that you’re not actually confident and will lose her attraction to you. But if you’re not compliant whatsoever, it could show that you’re not interested, so you have to find the perfect balance.

For now, don’t worry about showing a woman that you’re not interested in her, because that’s not a test. Just worry about reacting properly to compliance tests. You can usually recognize these tests because the woman you’re talking to will ask you to do something, or tell you to do something, that you either A) Don’t want to do or B) Don’t have to do. If she’s sitting right next to her drink and asks you to hand it to her, and you do it, then you’ve failed a compliance test. That doesn’t mean that you have to refuse if she asks you to hand her drink to her when she’s actually sitting far away, so it’s important that you are able recognize the difference between compliance tests and legitimate requests.

It doesn’t take much to figure it out. Just take a moment to ask yourself “Does it make logical sense for me to do this?” and don’t try to make excuses for failing a test like “I’ll be a dick if I don’t do it.” It’s better that you’re a dick in this situation than a wimp. Women are willing to forgive you for being a little bit aggressive because you are man and you are fulfilling the male gender role. They are not, however,



willing to forgive you for being a complete wuss!

The second kind of test is called a congruence test. Women use these tests to see if you are actually as confident as you seem to be, usually by insulting you in some way. Whether or not you fail a congruence test is based on your reaction to the test. If a woman verbally insults you (by teasing you, for example) or does so through an action like turning her back, you will pass the test if you don't react to it. Not responding shows a woman that you're used to women trying to test you to see if you're confident.

Both tests are signs that a woman is attracted to you, so as soon as you notice that they are appearing in a conversation, you know that you're doing the right thing so far. Just don't react in a way that's going to ruin your chances! Passing a compliance test is simple - don't comply! Let's say that a woman says "Wait right here while I go to the bathroom! I'll be right back!" What do you do? If you don't wait right there, it seems like you're being a jerk, but if you do wait right there you're complying.

There are several ways to get out of that situation while still holding dominance. Option one is to add your own terms to the agreement. If she says "Wait right here while I go to the bathroom," tell her "Actually I'm going to the bar. I'll probably be right over there." Now you've added your own terms and sent the message that you'll do whatever you want to do, but that you *are* still interested in her. Another option is to add logical questioning to the conversation. Logical questioning means asking "Why do I have to stand



here, why can't I go over there?" It isn't the best technique, but if nothing else works then it's an acceptable approach to take. If she has a very logical reason for why you should wait there, such as "My purse is here and I'm afraid someone will steal it if I leave it," then it's ok to do what she asks you to do. Otherwise, return to option one and add your own terms again.

A third option is something called trading compliance. Trading compliance means giving her a little bit of compliance in addition to the compliance she tries to give you. Tell her "Okay, I will wait here, but only if you do a little dance for me." Or "Only if you give me a little kiss on the cheek." When you take this approach a woman has to earn compliance from you, so her test doesn't have the same effect. She's no longer telling you what to do - you're doing something for her as a reward for something she did for you.

Okay, I will wait here, but only if you do a little dance for me.

The best thing to do when you're faced with a compliance test is to convince a woman to comply before she asks you to comply. A great example of this is asking her to buy you a drink. Women are very accustomed to asking men for drinks, but they're definitely not used to things happening the other way around, so it's a very effective way to "flip the script." When she says "Are you buying me a drink or what?" answer with "I was just about to ask you the same thing." She'll be caught completely off guard.



Congruence tests can also be beaten in several different ways. The simplest tactic is just to ignore any insult a woman throws at you. Don't hesitate - even for a second - or she'll know that she has had an effect on you. Act like the insult never happened and treat her exactly as you did beforehand.

Another thing you can do is banter, like we discussed in the demonstrating high value stage, while displaying negative body language. Common ways to do this are to say "Oh, you're trouble, get out of here!" or "Stop flirting with me, get out of here!" followed by turning away for a short moment while you're smiling. If you do this during a test to see if you are confident, you give her an opportunity to escape, to take the insult back and not worry about it.



Look, I've just met you, don't talk about hitting on me.

The final technique for passing a congruence test is called misinterpretation. Misinterpretation means that any time a woman tests you for congruence, you "accidentally" misinterpret it as an intense sexual come on. If she says "Where'd you get those stupid shoes?" or "Do you always come over and hit on girls at bars?" she's giving you a congruence test. She wants to rattle you a bit. Respond with "Look, I've just met you, don't talk about hitting on me. (playfully)" She'll end up being the surprised one, and you will successfully bypass her testing.

Now that you know how to pass a test, you need to know how to recognize if you've failed one. If you ever catch yourself



thinking “Okay, sure, I guess I’ll do that” when faced with a compliance test, you’ve just failed. And if you think “Why would she say something so stupid or mean to me?” then you’ve failed your congruence test too. You will receive these tests from 100% of the attractive women you meet, so practice these methods of defeating them! Understanding the real reasons women test men in these ways and knowing how to react to the tests appropriately will prevent you from killing attraction.

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# READING BODY LANGUAGE



If you want to read body language like a pro, you're going to have to understand the why, what, and how of body language: why body language is so important, what you're actually reading when you study body language, and how to do it.

Being able to read body language is one of the most crucial aspects of a successful interaction. I have studied the subject extensively, and it's given me the ability to speak another language. Before I gathered all of this knowledge, it felt like I was traveling through a country where I couldn't communicate with people because I didn't understand their language, but now I have a way of speaking to anyone, regardless of what country they're from or what languages they speak verbally. The only thing that differentiates body language from spoken languages is this: everyone can speak it, but almost no one can read it. We are always saying something with our body language whether we are aware of it or not. If you can read body language, you'll be able to get information from people that they're not aware they're sharing. Sometimes you can even know people better than

they know themselves.

So let's start at the beginning (a very good place to start, so I've been told). What is the point of reading body language? As I stated before, the purpose of talking in the first place is to transfer emotion, not to transfer information. Communication through body language is exactly the same.

Communication is roughly 60% body language, 20% verbal language, and 20% your vocal tonality when you speak.

Communication is roughly 60% body language, 20% verbal language, and 20% your vocal tonality when you speak. That means that it's not *what* you say that really matters - it's *how* you say it. When you are trying to transmit a message to someone via body language, the emotional transfer that occurs should have an effect on their body language. If you notice that their body language is not sending the signals that you intended, then yours wasn't right to begin with. You might think you're saying one thing, but people are reading another. You have to take full responsibility for the messages your body sends, because you can have a remarkable amount of control over them if you study the way body language works.

When you're talking to someone, your job as speaker doesn't end when the words leave your mouth; your job ends when the message enters their brain. Don't ever tell me that you feel you've accomplished your goal of presenting yourself in a certain way, because what really matters is the way

others perceive you. The people around you might not view you in the same manner as you view yourself, even if you think you've successfully transferred the desired image. If someone reads a message incorrectly, you are to blame for the error, not them.

Let's talk about this in terms of attraction. The whole point of attraction is to know that someone feels attracted to you - the point is not to feel like you're being attractive all the time. While that is important, the end goal of attraction isn't reached until a woman you are interested in is attracted to you. The reason you need to use body language to build attraction is that body language creates attraction subconsciously. Subconscious attraction bypasses your logical brain and goes straight to the emotional half. If you make her feel like she is attracted she will believe she is attracted.

Humans begin to learn how to read body language when they are children. We haven't developed strong conscious minds at that age, so most of the things that we learn mature inside our subconscious minds. The subconscious mind is home to your emotional brain, which is why body language is sent there rather than to the logical brain. This means that when you're speaking to a woman using body language, you can evoke emotions in her. That is a far more powerful ability than evoking a logical response because attraction is based on emotions.

Humans are experts when it comes to reading body language, so it's always better that the messages your body sends are

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honest about your feelings. If they are not - if your body says one thing while your mouth says another - you will seem incongruent.

There are two schools of thought that discuss the interplay between the body and emotions, both of which come out of the study of neurolinguistic programming. I happen to believe that both of them are true. According to the first, your body is influenced by your emotions. If you are in control of your mind, or someone else's mind, the body will respond in ways that are consistent with the emotions it is presented with. When you are in a negative mood, for example, you will have a tendency to stare at the ground, avoid eye contact, and slouch.

The second school of thought believes the opposite: if you lead the body, the mind will follow. That means that if you control someone's body in a certain way, their mind will adapt to fit it. In this case, if you're in that same bad mood, consciously holding your shoulders in better posture, lifting your eyes off the ground, and making eye contact with people will make you feel better.

Knowing how to control your own body language is an invaluable skill. If you use dominant body language, you will feel more dominant. If you use submissive body language, you will feel more submissive. Because your emotional and logical brains don't work well together, you can control your

Knowing how to control your own body language is an invaluable skill.

body during times when you are too emotional to control your mind and, conversely, you can usually control your mind if you find that you can't control your body. You must learn to manage both independently of each other so that when one goes haywire, you can use the other to prevent yourself from screwing up social situations.

Body language can be daunting, because it's such a big topic and seems like an ambiguous concept, so I'm going to break it down into two easy categories for you. If you understand how to read both of these categories, you will effectively be able to read someone's mind. You will know how they feel and why they feel that way even though they may not know that themselves.

The first category is context - the context in which a message is given. The second category is content - what the message actually is. Here's an example: if someone gives you a negative reaction every time you say a specific word, you know that the word is what's causing the negative reaction. The negative reaction being the content and the timing of the reaction being the context. That knowledge tells you that they may have an insecurity or some sort of negative association with that word.

You can also use content to determine whether a person is submissive or dominant. If they are giving you messages that seem overpowering, they may have (or at least want to have) dominant body language. If they are constantly sending you messages that indicate that they are weak or smaller, they are telling you that they are submissive or want

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to be submissive. Read content and context to determine this, and whether someone is insecure or competent.

Personally, I found myself looking for a confident submissive woman (not subservient, but submissive — there's a very big difference!). She was looking for a man who was confident and dominant (but not domineering!). Both of us

were looking for very specific cues from potential partners, so I had to make sure that I was confident that I was sending the proper messages. Whenever I was able to present to women that I was dominant but not domineering, I was able to make really strong connections and create the level of attraction that I wanted to create.

So how do you read body language? Let's look at some techniques that you'll need to master to be a badass at reading body language and using your own to your advantage.

First things first: I break body language down into four categories. The categories are eye accessing cues, walking, sitting, and talking. The most basic use for body language is sending signals that indicate submission or dominance. Decide what kind of woman you want because you will need to use body language that displays that you are the opposite of the women you are interested in. If you show submissive body language, you'll probably attract dominant women and if you show dominant body language, you'll probably attract submissive women. This, once you figure it out, will be your

If they are giving you messages that seem overpowering, they may have (or at least want to have) dominant body language.

default state.

Typically, if you're playing the male gender role, you will need to present dominant body language. Don't mistake "dominant" for "domineering" or "aggressive" - they're not the same things. Since most, if not all, of you are interested in playing the male gender role, I'm going to focus on that for the rest of this chapter.

Let's begin with eye accessing cues. Eye accessing cues are a very accurate way to read someone because looking in different directions indicates that you are accessing different parts of your brain. A lot can be said about the study of this topic, but I'm only going to go over what I feel are the three most important directions that you need to be able to recognize and interpret. We'll also talk about combinations of these, and a well-known trigger that you can use to provoke someone to kiss you or recognize if someone wants to kiss you already.

Before we delve any deeper in to the subject, I have to give you the disclaimer that sometimes women will have what's called reverse eye accessing cues, so this isn't an exact science. I've also seen some very intelligent neurolinguistic programming instructors teach the opposite of what I'm about to teach you here, so it's important that you test the unique eye accessing cues that every individual has. You can do this by asking certain questions to get specific responses,

You have to learn to read eye accessing cues backwards.



and then examining which directions a person looks in.

In general, a person who is looking to their left is accessing their creative (or “conceptual”) brain and a person who is looking to their right is accessing their memory (also known as recall). Notice that I said to *their* right and to *their* left, not *your* right and *your* left. You have to learn to read eye accessing cues backwards. Their right is your left, and their left is your right.

A lot of people think that looking in a specific direction indicates that a person is lying, but that’s not the case. You cannot determine that someone is lying just because they’re accessing their creative/conceptual brain. All that particular eye movement means is that the process that person is going through at the time is a creative process.

Let’s move on to the next directions: up and down. Looking up usually means that a person is accessing his visual brain. In other words, he is visualizing something. It doesn’t matter what it is - colors, words, images - you can tell that someone is a visual thinker if they constantly look up. Glancing down is related to emotions, which is why it’s vital to be able to recognize a downward look in an interaction. When you notice this happening, it indicates that the person you’re talking to has an emotional association with whatever you’re talking about (or, more specifically, what they’re thinking about). You could say something like “I really like the Rolling Stones” and the woman you’re conversing with may think about how her father used to listen to the Rolling Stones when she was a kid.

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That brings us to combinations of eye accessing cues. What does it mean if she is looking up and to the left? In theory, if she has normal eye accessing cues, she will be accessing her visual conceptual brain. That means that she's visualizing something that she has probably never visualized before. One way to test this is to ask "What color is the house that you grew up in?" Asking this question will get you one of two responses. You might notice that she looks up and actually tries to think about what color her house was, or she might look down because she has an emotional association with her house. Regardless of which way she looks vertically, if she looks to her right slightly it means that her recall is to her right. If she looks to her left instead, it could mean that she uses her creative brain to trigger her memory.

Some people are a lot like slot machines because they use their creative brain to cycle through all the different options they are imagining until they find the one that triggers a memory or an emotional response. They then take that option and use it to figure out what color their house was when they were a kid. People do this frequently when they're trying to figure out things that they really don't remember.

This tactic isn't 100% accurate, but it's one method you can use to determine which directions a woman uses for the various eye accessing cues. To be more certain, you can ask a follow-up question like "Do you remember what color the walls in your bedroom were?" If she looks in the same direction again, you can be reasonably sure that that direction is the direction she uses for recall.

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The other combined eye accessing cues follow a logical pattern. Looking up and to the right indicates that someone is using their visual recall, and looking down and to the left indicates that they are accessing their conceptual emotional brain, meaning that they are feeling something new or something that they are afraid of feeling. The last combination is looking down and to the right, which indicates emotional recall. This is a very strong trigger because it means that you are touching on something that the person has an emotional association with.

Being able to elicit emotional responses will make you feel very powerful, but don't abuse it! You won't be a badass with women if you are always trying to make them feel emotional. Success with women is not that simple. If it was, I wouldn't be writing this book!

A productive way to use this ability is to examine a woman's eye accessing cues to determine if she is being emotionally associative with you. For example, one of the biggest indicators that someone wants to kiss you is an eye accessing cue combination called triangulation. Triangulation, as you might have guessed, is a combination of three eye movements. When you are in the final stages of rapport, you might notice the woman staring at your mouth while you're talking. Looking down at your mouth will access her

Looking directly into one eye and then the other will make her feel overwhelmed with emotions, so she'll revert her gaze back to your mouth and then repeat the pattern.

emotions, and then associate those emotions with looking at your mouth. Oftentimes, she will then consciously look up in an attempt to avoid seeming desperate, and will then catch your eyes. Looking directly into one eye and then the other will make her feel overwhelmed with emotions, so she'll revert her gaze back to your mouth and then repeat the pattern. Switching back and forth in this manner results in her eyes forming a triangular pattern.

When you see this happening with a girl you should go for a kiss immediately, unless some other, more important circumstance is stopping you (like it's your friend's girlfriend!). Wondering what you should say and how you actually go in for the kiss? The best approach I've found is just to be direct. Call her out on it by saying "It's okay." When she asks "What's okay?" say "You can kiss me, I want to kiss you too."

That has been one of the most phenomenally successful phrases I have ever used. As soon as I received the first triangulation cue from a woman, I would say this phrase and about 80% of the girls would kiss me right then and there. When I started out, only about 20% responded with a kiss, so I kept testing and changing my methods until I got a positive response from 30%. Then I tweaked it some more, and it moved to 50%, and eventually I was able to optimize the phrase until it became what you see here.

The reason it works as well as it does is that I give acceptance to the woman by showing her that I'm interested as well. By saying "It's okay, I want to kiss you too" you make her feel like she's not putting herself out on a limb and facing

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the possibility of rejection. Rejection is everyone's biggest fear, whether you're a man or a woman, so it's important to make people feel safe with you. If you eliminate that fear, then you eliminate pretty much any hesitation a woman might have about kissing you. It's an incredibly simple and powerful technique.

Here's another concept I want to toss into the mix: what is the difference between positive and negative body language, and submissive and dominant body language? Positive and negative body language is dependent on the direction you're facing. If you're facing someone directly, you are showing them positive body language that is a reward for something they did. Playing with a combination of positive and negative body language allows you to project that you're interested while also clearly stating that you are not needy.

All of this should mostly occur during the phase of attraction. At the beginning of an interaction with a girl, you shouldn't face her directly. If your body is turned completely towards hers, you will project neediness and she will feel like she has nothing to work for because you will give yourself to anyone who will take you. There are lots of theories on how to avoid this. Do you face her completely and then turn away? Do you turn your back? Do you turn sideways and look over your shoulder? As a general rule, the most effective approach is to give her positive body language right at the beginning of an interaction and then immediately take it away. Lean back slightly, or turn away a little bit. Make sure that you're moving with your legs, not your upper body, or you'll look like you're afraid she's about to punch you in the face! You

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should also never lean forward or backwards with your hips. If you want to project negative body language, lean on your back foot, and if you want to project positive body language put your weight on your front foot.

Another massive difference between positive and negative body language is the position of your shoulders. A woman will be able to recognize what direction your shoulders are facing faster than you'll be able to recognize anything, so you want to make sure that you're always changing it up. About once every ten or twenty seconds you should switch your shoulders around, just a little bit, so that you are not giving her strictly positive body language. You also have to keep an eye out for when she's showing her shoulders to you. If she starts to face you with her hips, feet, and face - especially if she opens her hands and arms, and creates a direct, physical line of communication between her chest and yours - she is giving you *very* strong indications that she is interested in you. This is absolutely key if you want to build attraction. So many guys overlook this and end up wasting opportunities!

Dominant and submissive body language is much simpler: a dominant person conquers the space he's in by taking up as much of it as possible, and a submissive person tries to be smaller and take up as little space as possible. It's very important that when you get your first positive reaction from

If you want to project negative body language, lean on your back foot, and if you want to project positive body language put your weight on your front foot.

a girl, you are still showing her a combination of negative and positive body language because, as I said before, showing too much interest immediately will cause you to be trapped in the friend zone.

From here on out, I'm going to teach you a little bit about how to walk, sit, and talk in a dominant manner that gives off a confident, attractive air without making it seem like you are overcompensating for something. A lot of guys screw this up by thinking that they're dominant when they're actually just coming off as assholes. You can gain attraction by being an asshole just because it means you're not a wimp - women are now so desperate for attractive, confident men that they will fall for jerks solely because jerks are not weak - but it's far from the best path to take.

Let's start with walking. I stated in the chapter about the system that the first stage in the phase of attraction is introduction. Introduction is when a woman sees you for the first time, *not* when she speaks to you for the first time, so it's very likely that her first experience of you will be you walking, sitting, or standing. How you are walking or sitting or standing will affect whether or not she is immediately attracted to you.

To walk in a way that is confident and dominant, there are three major traits you have to keep in mind. The first is to have wide strides. Step as far as you can without lunging and take as few strides as possible to get where you need to go. If you take tiny steps, you send the message to other peoples' subconscious minds that you are the kind of man

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who allows his fears to control his life. You don't take wider steps because they might be unsafe and you might fall down, right? A person who is afraid of falling over in front of people is actually afraid of being humiliated because they are not truly confident. A woman won't feel safe with you if she sees you walking with small steps. If you aren't even willing to trust yourself, why should she be?

The proper way to walk is to extend your leg until your heel touches the ground on the other side. Your heel should always touch before your toes do. And without looking like you're marching, allow your feet to tap the ground a bit whenever you walk. Make sure you commit to that second step. You may make a mistake, you may fall over, but that's what you have to do in order to be confident all the time. If all of that sounds confusing, check out the Members Only Area for a demonstration!

When you start taking wide strides, you will begin to notice people looking at you more. Both men and women will stare at you, recognizing your increased confidence and attractiveness. You'll have a little more pressure on you, but get used to it - it's a *good* kind of pressure! Respond by keeping your head up at all times (stop looking at the ground...there's not money down there) and making eye contact. Look down once to get an idea of the landscape so you know where to step, then look up for the rest of the journey.

The final step to constructing a more confident walk is to keep your shoulders down. Pull them back to the point that

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you almost feel a pull in your neck, but they are not pushed out in a way that sticks your chest forward. I saw more positive reactions per block when I started doing this than I had ever seen in the months beforehand. I would notice five attractive women staring me up and down, or looking me in the eyes and smiling, on every block in New York City when before I would be lucky if I saw five check me out in a month.

Sitting and standing are very different atmospheres from active movement. Obviously you can't take wide strides if you're not moving, so how do you show that you're confident? One method is to take up as much space as possible. Notice where your shoulders are - from there down is your space, and you should take it up completely. You



...keep your shoulders down.

can occupy even more space when you're sitting down by opening your legs a little bit. Take care not to use too much space, though, or you will appear to be overcompensating. If someone tries to sit next to you, only scoot over if they need room. If they don't, don't close your legs. Don't give them extra space just because they're there.

Another factor to consider is the position of your head. A lot of people accidentally lower their heads when they're in a conversation with someone. By lowering your head, you subconsciously project submission and weakness to people who you are either intimidated by or attracted to. So if you're intimidated by beautiful women, you will naturally lower your head whenever you speak with one in an attempt

to say “I am not a threat to you.”

Learn to keep your head up at all times while you're talking. The only time you can break this rule is when you're building rapport. During that stage, it's ok to occasionally lean your head down a little bit when you're trying to express something and feel overwhelmed with emotion. The mental or emotional weight of your feelings will manifest itself by making you feel like your head is physically heavier. In all other situations, keep your head at the same level as everyone else around you and try to keep your back as straight as possible.

Slouching is a very serious offense. Not only is it unattractive to look at and bad for your back, it shows that you want to be lower in the conversation. I know that your back may be sore. It may hurt, it may be weak, it may be tiring, but don't make excuses! Cross your legs and take up less space if that's what it takes to make you sit up straight. Sitting up straight takes precedence over taking up space.

Men who are confident do not slouch; they use proper posture to project that confidence! There are plenty of ways to train yourself to sit up straight, but the best way I found was just to constantly check-in with my body and force myself to sit up if I noticed that I was slouching. Form a checklist for all of the things we've discussed in this chapter: “Are my strides wide? Is my head up? Are my shoulders down? Am I taking up the space that I want? Am I lowering my head, or am I keeping my head up? What are my eye accessing cues saying?” You don't have over-think it, but it's good to be

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aware of the messages your body is sending.

The last thing to pay attention to is your voice. Your voice has two major sources: your throat and your stomach. Speaking with your throat results in a higher pitch and higher range. The benefits of speaking with your throat are that you can speak faster and can project sound farther, but it doesn't resonate with people. When you speak from your stomach, people can feel the vibration of your voice, so it resonates with them both physically and emotionally.

This is a very powerful distinction. If you speak with your throat during the attraction phase of an interaction you will disarm people, making them feel comfortable around you, but if you speak from your stomach during the attraction phase, people may feel intimidated. Use the right tool for the right job. When you are trying to make people feel comfortable around you, especially if you're being lighthearted and fun, then you should employ your banter voice - the voice that comes directly from your throat. You can tell the difference because your throat will vibrate a lot and your stomach will vibrate very little when you're speaking from your throat, and you'll notice that your diaphragm will vibrate when you speak from your stomach. Speaking from your stomach should also cause vibrations in your sternum and your voice will be deeper. This voice is your seduction

If you speak with your throat during the attraction phase of an interaction you will disarm people, making them feel comfortable around you ...

voice. It's more difficult to hear, but it's more powerful and dominant when you're in the phase of seduction.

Another important concept to be aware of is the way the ends of your sentences sound. Ending everything on an up-note makes all of your sentences sound like questions. We do this naturally when we don't know what we're talking about, so it sends the message that you're unsure of what you're saying even when that's not the case. Instead, try to end your sentences on down-notes. Ending a sentence with a down-note leaves a positive and powerful impression. If you're wrong, all you have to do is say "Oh, I was wrong about that. I'm sorry." You will still seem confident and sure of yourself. Ninety percent of men don't pay attention to this and it massively changes whether or not women accept them as being dominant and confident. If you sound like you're questioning yourself, of course she's going to question you!

Eliminate "um's" and "uh's" from your conversations as well. We use filler words to take the place of a pause while we're speaking because we're afraid someone will talk over us if we give them dead air in which to do it. The problem with this strategy is that it backfires completely - people recognize that a filler word means that they can take control of the conversation if they want to, so they usually end up causing interruptions instead of preventing them. Whenever you find that you don't know how to continue a conversation, pause and allow the silence to happen. It might feel awkward at first, but silence is actually a very powerful element of human communication. In a group, it can build tension, anxiety, or a strong sense of urgency or attention. One-on-

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one, silence allows the other person to have input so you don't dominate the conversation in an unpleasant way. Even if you have something important to say, a moment of silence is preferable to a collection of filler words.

The last thing you need to be aware of might sound a little cliché, but stick with me! The power of laughter is extraordinary. Genuine laughter only occurs around people that we feel comfortable with, because it's a very vulnerable and personal experience. If you laugh with people who are strangers, they will get the impression that you are a very confident, comfortable person who is okay with being vulnerable.

I relate this to martial arts. The scariest and most advanced stances in any martial art are the ones that almost invite being attacked. Picture someone standing with their back to you, completely wide open. Their position practically says "Come hit me now." This is a terrifying stance because you know that the person who is standing like that expects you to attack them. That person exhibits a great deal of confidence, because standing in that manner indicates that they are prepared and have given thought to how they are going to divert your attack, and then perform a counter-attack in return. People look at your social ability in the same way. If you laugh with a stranger, you are being vulnerable. Our survival instincts cause us to naturally assume that all strangers are threats to us, but once you develop the confidence to be vulnerable with strangers you'll find that that's not the case. The truth is that strangers will not attack you because they are too afraid to do so. Most



people have emotional guards in place to protect them, so when you encounter someone who doesn't have any he will seem like a complete badass. And no one wants to screw with a badass!

If you do get screwed with a lot, then try being completely vulnerable. It's likely you'll get screwed with less. Things may temporarily get worse, but stay consistent and keep doing it. The reality is that we all believe that we have more control over things than we really do - we are all vulnerable in social situations, even when we don't realize it. Showing that you're comfortable laughing and putting yourself out there in social environments where everyone else is tense and scared will show how powerful you really are.

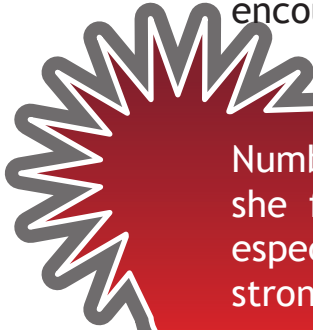
I hate to be the bearer of bad news, but there's no way to avoid every potential attack. You will still be attacked sometimes, and it will be annoying and a little painful, but it will happen less and less frequently as time goes by. You may also find that people stand up for you when they see that you're being attacked, whereas before they would not have done anything. Increase your social power by laughing with strangers and projecting positive body language.

Let's move on. You're sitting up straight, maintaining eye contact, and using the appropriate voice at the appropriate times. How do you know that a woman is attracted to you? You should always believe, in your subconscious mind, that


How do you know that a woman is attracted to you?




every woman is going to be attracted to you on some level. Assuming attraction works in your favor more than questioning whether or not every girl is attracted to you, but there are several signs you can look for that more concretely indicate that a woman is interested in you. To make it simple, I put together a list of the top ten signals of attraction that I've encountered in the field.




Number One: Looking down. If a woman looks down when she first sees you or looks down during a conversation, especially if she smiles while lowering her head, it's a very strong indicator that she's attracted to you.




Number Two: Hair twirling. A lot of men misread hair twirling because there are several reasons why a woman might be doing it. One possible reason is that she is trying to stimulate her scalp, which means that she is bored and is losing attraction for you. If she is both stimulating her scalp and staying involved in the conversation, however, it's likely that she is becoming sexually stimulated while talking to you. The sensory experience related to the head (particularly at the back) is incredibly sexually loaded and full of emotional triggers and anchors. Playing with your hair causes blood to flow and makes you feel connected with your body, so if you notice a woman twirling her hair in a way that tightens it and causes it to tug on her scalp, it's a positive sign.




Number Three: Leaning in. Most women will not lean towards you unless they are interested in you, so this is a fantastic way to judge the level of a woman's attraction. Remember that attraction is just curiosity, though, so don't get carried away and assume that every woman who leans towards you wants to sleep with you.




Number Four: Triangulation. We went over this already in the eye accessing cue portion of the chapter, so I'll just review it briefly. Triangulation describes a pattern of eye movement that is a strong indicator that a woman wants to kiss you or is feeling sexual around you. She will look at one eye, then the other, then your mouth, and then repeat the gesture. Kiss her as soon as you see this happening.




Number Five: Initiating or escalating touch. Is she touching you more and more? Is she letting each touch linger for a longer period of time? Is she touching you even if you haven't touched her first? These are all signs she's interested.




Numbers Six and Seven: Testing. A woman who is giving you congruence tests or compliance tests is attracted to you. A lot of guys get this wrong and assume that she is being insulting, but the truth is that women only test men they find appealing.



Number Eight: Positive body language. Positive body language occurs when a woman starts to face you, especially with her hips and her shoulders. Refer to the Members Only Area for more information on this subject.

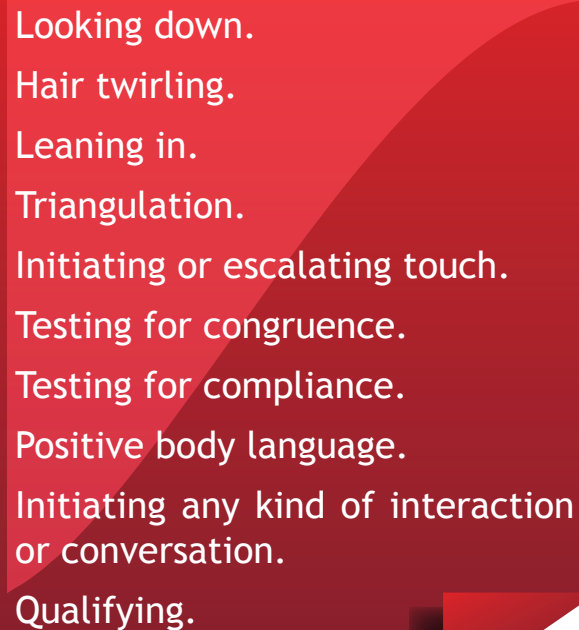


Number Nine: Initiating the conversation. If a woman starts a conversation with you, especially if she has no real reason to talk to you in the first place, she's definitely interested!



Number Ten: Qualifying. A woman will start selling herself to you if she finds you attractive. She will try to impress you in some way, essentially listing reasons why you should like her. When you see this happening, accept her immediately.

If you see a cluster of these, or even just one, you should automatically assume that the woman is attracted to you. There's no harm in assuming that she does find you attractive, but there's a lot of harm in not recognizing when she does. To recap, the top signs of attraction are:



- Looking down.
- Hair twirling.
- Leaning in.
- Triangulation.
- Initiating or escalating touch.
- Testing for congruence.
- Testing for compliance.
- Positive body language.
- Initiating any kind of interaction or conversation.
- Qualifying.


You will be able to read body language like a pro if you can keep all of these points in mind. Study them, practice reading them, and master them slowly, and you will be a complete badass with women.



# CREATING LOVE



Falling in love with someone is a magical experience if you don't know how to do it yourself. In this chapter, I'm going to teach you how to create the emotional attraction known as love.



But I have to include a disclaimer: if you would like love to stay magical for you, instead of viewing it as a process that you can control, then you should skip this chapter.

It might sound like a big claim, but I promise, I'm not messing with you. I'm going to outline exactly why it happens and how to create it, so if you would like love to remain a fantasy, then you should move on to the next chapter.

In my opinion, it's important to learn how to create love so that when you find the right person, you'll be able to make a

connection with her no matter what the situation is. A lot of guys don't think about this, and when they finally learn how to create love they end up being disappointed with how easy it really is. There is a system for creating love, and it isn't reliant on how much you're doing, or how special you are, or anything like that. It's just a matter of following a few simple steps that we naturally do when we like someone. Once you break it down, it might not be interesting anymore, but you will have control over it and will be able to create love whenever you want to.

What a woman ultimately wants is a man who can create love for her. If you don't know how to do it, you will act needy and will force rapport too early. Trying to forge a connection too quickly will kill attraction and make you afraid to leave the rapport topic because you can't control the situation. I see this happen to a lot of guys, so I'm going to teach you how to avoid it.

You must make a direct emotional transfer from yourself to a woman you're interested in. When we discussed the system, I explained that you need to become vulnerable during this moment. This is not an appropriate time to banter and be lighthearted. It's a serious stage, and if you fake it, the only one you'll be screwing is yourself. Being a badass means understanding how to control and draw out your own natural rapport.

Luckily, however, there is a rapport formula that you can use to help you. This formula will ensure that an emotional connection is made, even if you don't know how to naturally

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build it.

The formula begins during the stage of light rapport. Light rapport is when you ask questions such as “What did you do before you came here today?” The woman will answer you with a list: “I went to the store to get some eggs. Then I came back. I fed my dog. I had a really great breakfast. Afterwards, I went for a walk. I didn’t have work today, so I went to the park and read a book on dietary supplements. And then I came home, took a shower, got dressed and came here.” All of these things may seem like normal conversation topics, but they’re not - they’re possible points on which you can create rapport.

To do so, you must employ the deep rapport formula. The deep rapport formula states that when you figure out what you want to build rapport on, you will create love in the relationship if you adhere to the following instructions and make a real attempt to form a connection. If you don’t, the creation of love is left up to chance. This is a great skill set to have in

case you get stuck and don’t know how to move an interaction forward.



The first step of the formula is acceptance.

The first step of the formula is acceptance. Announce that you accept what the woman has said, even if it’s only by saying “Oh yeah, cool!” A short phrase like “That’s really



awesome” or “That sounds amazing” is perfectly acceptable. You’re just letting her know that you were listening to her. If you jump straight into the deep rapport formula without acknowledging what she said, it will seem like you were simply waiting for your turn to talk. That’s an instant red flag for a woman, because it will make her feel like she can’t trust you.

Once that acceptance is solidified, you can move on to the second stage. Most guys speak from what’s called the “You perspective.” You are using the You perspective when you say things like “You know when you go to the store and you look at the pasta - and you really love pasta! - so you get some and go home and you can’t wait to cook it. You know what that’s like?” A lot of guys speak that way because it forces the woman to open up and be vulnerable first, while they get to sit back and wait to be accepted before making themselves vulnerable.

That approach doesn’t work, because it’s not a powerful rapport perspective. When you use the You perspective, you’re asking a woman to put down her shield before you put down yours. Sorry, guys - you have to do things the other way around. If you want to be a badass with women, you’re going to have to understand that there are some rules that you cannot break, and this is one of them. You might not like it, but that’s the reality - you must lower your shield before you expect a woman to lower hers.

To do this, start out with “I don’t know how it is for you, but for me...” and then launch into your story. This way,

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you're forced to speak from the "I perspective." Using the I perspective makes the pasta example look something like this: "Whenever I go to the store and I see pasta, I'm so excited to get it that I have to run home and eat it right away!" It's a silly example, but it's a much stronger rapport based conversation. When you use the You perspective, people automatically tune you out and start to ask themselves "Is that true about me? Do I really feel excited about pasta?" In order to make an emotional connection, you can't have constant objections and distractions entering the conversation, even if they are entirely subconscious.

As long as you're stating how you feel about something there's no way someone can argue about it, so instead of continuously asking themselves "Is that true about me?" they will accept what you're saying and stay in the moment. This is crucial for building rapport.



Fill in the blanks.

Once you've passed the "I don't know how it is for you, but for me..." stage, you're ready for the "Whenever I \_\_\_\_\_, I feel \_\_\_\_\_" stage. Whatever you choose to talk about here is your rapport topic. Let's say you decide to talk about going to the store to get eggs. To build rapport on that topic, you will start out by saying "Oh, that's really awesome." You have acknowledged what the woman said, and can move on with "I don't know how it is for you, but for me, sometimes when I go to the store and I want to buy something like eggs, I feel like I'm on a mini excursion. I don't know if I'm going

to find the eggs, or if I'm going to end up buying something completely different. Or maybe I'll accidentally drop the eggs in the line and have to get another carton. It's like a miniature adventure for me! It's really exciting!"

Notice that I didn't say "Whenever I go to the store to buy eggs, I feel happy." Keep away from using emotional expressive words like happy, sad, angry, etc, because they don't actually have any meaning to us. You might as well not say anything at all. If you want to build an emotional association with someone, you can't rely on using emotional words because people tune them out. Plenty of guys make this mistake because they think that saying "Oh yeah, I love that too" will build rapport when in fact it's only pointing out a commonality. It doesn't transfer any kind of emotion because we don't process emotions in terms of the words we use for them (like happy, sad, and angry). Words are used for communication about emotions, not for experiencing them.

...you need to describe the event that makes you feel a specific way, and should not try to explain the emotion itself.

What's really important are the events that are linked to emotions. That means that you need to describe the event that makes you feel a specific way, and should not try to explain the emotion itself. If you've done that successfully, the next step is to get some sort of confirmation (called confirmation number one) that the woman is following everything you've said. All you need from her is a head nod or a "yes." Ask her a simple question like "Do you know what I



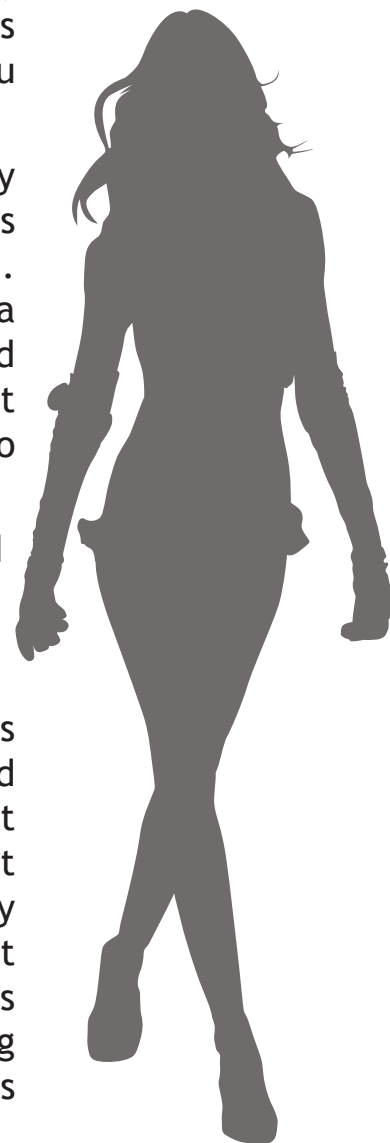
### When I was a kid...

mean?” and pause - if you give her time to answer, she will respond. If she’s already nodding her head, then you know that she’s following you and you

don’t need to actively seek out confirmation.

Following confirmation number one, you’re ready to actually create rapport. A highly effective, go-to rapport topic is anything that happened to you when you were a child. Whenever we hear someone telling stories about being a little kid, we begin to think back to our own childhoods and start to feel all the emotions that we associate with that period in our lives. It automatically makes us feel closer to other people.

In the case of the example we’ve been using, then, you need to find a way to relate going on an excursion to buy eggs to something that happened when you were a child. You could tell her, for example, “It kind of reminds me of when I was a little boy and I used to wake up and pretend I was a ninja. I would hide behind trees in my neighborhood and watch people drive by, or climb a tree and throw a stick next to someone so they’d have to look around to try to figure out who it was. Being able to run around like that was a really freeing experience for me. I’m sure everyone saw me, but I was just a kid so I didn’t know any better. I felt like I was invisible! It was such a great time.” Then relate everything you’ve just said to the experience of buying eggs: “That’s kind of like the excursion I go on when I go to the store.”



When you make the connection between your chosen rapport topic and your childhood, you need a second confirmation before proceeding (unless, of course, she's already nodding). Check in with her again - "Does that make any sense?" A "yes" means you're good to go, but if she says "no" you need to find a new rapport topic. If she's not following you, you have not successfully transferred emotion to her and you need to start over.



Link it to the present.

After receiving confirmation number two, you need to link the story from your childhood to the

present. This is done in the form of a lesson. You probably weren't too concerned with major life lessons when you were a kid, so the lesson is learned from telling the story and not from the actual experience. Essentially, you learn the lesson as you say it.

Your next move is the "Ever since then" step. Begin a sentence with "And ever since then," and follow it with something like "every time I go on an adventure like going to the store, it makes me feel like I still know what it's like to be a kid, even though I'm an adult. I can take the beautiful experience of role-playing when I was little and apply it to my every day life. It's really phenomenal." Connecting the old experience to your experience now and allowing a woman to see the changes you have gone through makes her feel like she was part of that process with you. This is particularly effective if you learn the lesson in the moment,

because going through the process of making the association for the first time in front of a woman makes her feel like she has a better understanding of you.

It's vital that you do not lie to a woman in this stage. She is going to make a connection with you based on what you say during it - a connection that will lead to love later on - so if you lie, she will make a connection with a person who doesn't really exist. Why lie when it's counterproductive, and when the truth is just as good?



### Ultimate Confirmation.

The final step is the ultimate confirmation. When you finish every other step of the formula, ask "Does that make any kind of sense to

you whatsoever?" You can use a variation of that if you want, but I've tested countless questions and this is the most effective. The beauty of this question is that it's completely open. If what you said made any sense to her whatsoever, even if it was very little, she is going to say yes and the phase of rapport has ended.

What the question is really asking is "Did you get that emotional transfer?" so if she says "yes," you should see a noticeable difference in the way she's acting. You should also feel different, because rapport is a two-way street. Even though you are in control of the entire situation, you won't be able to help feeling something beautiful for her at the same time as you are making her fall for you. It doesn't mean that you will fall in love with the woman, but it does

mean that you will start to love her more. She will become more than just a random girl to you.

Personally, I think it's necessary to do this with all of the girls you date. You might not use this exact formula, but you will go through the process of building deep rapport, of discussing things that happened when you were younger and transferring emotions. You can alter the formula wherever you wish, or avoid it completely in favor of building rapport naturally, but I know it works because my students, as well as myself, have had great success with it.

Now that you've got all of that under your belt, I'd like to talk about how to enter the phase of rapport in the first place. This is one area in the map of interaction where logistics become a big issue. To begin rapport, you should almost always be one-on-one with a woman. If she's in a group of people, simply say "Let's go over here" and take her to a more private location. She may trust you completely, but she may not trust everyone in the group and therefore won't feel comfortable being vulnerable in front of them.

Make sure that you *are* leaning in during this process, and check that she is leaning in as well. During the phase of attraction you should never lean in, but during rapport it's beneficial to show more interest. Access your emotions with your eyes as well. If you cannot draw out an emotion about something, try looking down and thinking about it. Remember that leading your body will lead your mind. When you are not looking down, it is important to maintain solid eye contact to aid the flow of emotion. We receive a great

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deal of emotion via the eyes, so if you're constantly looking in multiple different directions a woman will not receive that emotion from you.

The last thing I want to teach you is that there are three different kinds of rapport, and you must learn to choose the proper one for the proper time. The three types of rapport topics are eager rapport topics, negative rapport topics, and unexpected rapport topics.

An eager rapport topic is something that a woman says during wide rapport when, for example, she's telling you what she did that day. Anything she mentions that involves a massive amount of emotion is an eager rapport topic. When a woman brings up something like this, she wants you to talk about it. She is more or less telling you exactly what she wants you to build rapport on. Two types of girls use eager rapport topics. Some use them because they are needy and are desperate to make a connection, and others use them to test if you are trying to make a connection quickly. A man who is not interested in the conversation, is not enjoying her company, or is just trying to get her into bed will immediately jump at the chance to discuss an eager rapport topic. Don't take that approach if you want to be successful.

A woman brings up a negative rapport topic whenever she tells you about something bad that happened to her (or, in fact, any other negative subject). Two things will happen

...there are three different kinds of rapport ...

if you choose to build rapport on a negative rapport topic. The first is that she will now associate you with something negative, and the second is that she will then feel that she has to continue to tell you negative things in order to keep building rapport. Because she knows that she will be accepted for saying something negative, she thinks that doing so will build a stronger connection with you. Is there someone in your life who constantly dumps their problems on you? Who is always negative and always complaining? That person acts that way around you because you built negative rapport with them. Refuse to build rapport on negative topics from now on.

Unexpected rapport topics are things that a woman mentions that she doesn't expect you to build a connection on.

The third and most important form of rapport is unexpected rapport. Unexpected rapport topics are things that a woman mentions that she doesn't expect you to build a connection on. Let's say a woman says "I went to work, then I came home, and then I had an amazing time watching a television show." The best thing to do in that situation is to choose the unexpected rapport topic: "I went to work." Build rapport on that tiny thing first, then you can move on to eager topics like having an amazing time watching tv.

In some rare occasions, you will encounter a fourth form of rapport called forced rapport. Forced rapport occurs when someone gives you a topic that you *have* to talk about. For example, if a woman says "Today my grandmother passed away," you can't just ignore it and move on with the

conversation. You have to at least acknowledge it with an “Oh, I’m really sorry,” but change the subject as soon as you can to avoid building rapport on a negative topic.

Using the deep rapport formula and your knowledge about the different forms of rapport, you can create love with anyone you meet. There’s more about this in the Members Only Area, so if you have any questions feel free to ask them there and the entire badass team will get back to you. Try these tactics out, post what you think, and have a good time, but please understand that misusing the ability to create love will have serious repercussions. Build rapport with people that you genuinely care about, and you will be able to control love and create an intense emotional connection with anyone you want.

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# THE BIGGEST MISTAKES YOU MAKE



The last thing I want to talk about are the top 10 biggest mistakes that men make with women. Before I started the company I have now, I used to do a lot of fieldwork. I would take guys to bars, cafes, parks - anywhere there were women! - and watch how they approached girls so that I could assess their performance. I learned so much from doing fieldwork that I can now walk into a room full of new students and tell you immediately what the three biggest problems are that each guy is going to have. I call these “show-stopping mistakes,” because even if you only make one, you will screw up an entire interaction.

Let's get straight to the list...



## Pecking

The first big mistake that most men make is “pecking.” I'm sure you've seen this countless times at bars and clubs. You are pecking if

you lean forward at your hips to speak to a woman and lean back when you're finished speaking, then lean forward again

to listen to what she says and back when she is finished. You look like a chicken pecking at food on the ground.

I don't care if you can't hear what she's saying because in the beginning of an interaction, it doesn't matter if you can hear. Attraction is not based on verbal content, it is based primarily on body language. When you make a lot of effort to get close to a woman so you can hear her and she can hear you, you project that you will do whatever it takes to make sure that she stays put and listens to you because you're not actually worth talking to. You send the message that what you have to say is not valuable whatsoever, so you are willing to do all the work for her. Instead, if you can't hear someone in a bar, lean perpendicular to her. Lean to the left or right if she's facing you directly, and point to your ear so that *she* has to lean forward to talk into it.

Remember that "lead the body and the mind will follow" thing? In this case, the woman will begin to "peck on you," and doing so will make her more attracted to you. As a bonus, every other girl in the venue who watches this occur will think that you're confident, attractive, and good with women.



### Being Needy

The second item on my list is being needy during the beginning of an interaction. You absolutely cannot afford to act needy during the phase of attraction. If you approach a girl and she walks away, tough shit! It's no big deal! There are ten

other girls in the bar you can have. You cannot become invested in an interaction until you get into rapport, so view every interaction you begin with a girl as nothing more than fun. You don't have anything to lose by someone you don't know walking away. The only time you do lose is by building rapport and then screwing up. Do not be outcome dependent! Be outcome *independent*. Focus on the moment, on being a man, on being attractive, on progressing through the different stages of the map of interaction.



### Too Much Positive Body Language

for no reason. Far too many guys approach girls they don't know and immediately face them directly and send other positive signals with their bodies. That projects "I'm very interested in you, and I'm also not going to make you chase me whatsoever. Here I am. Take it or leave it." If you give her that option, she's going to leave it because taking it means making a massive commitment.

Make frequent changes to your body language to avoid this. Lean to the left or right, look over your shoulder, lean back on your feet if you're facing her directly. Don't lean forwards with your back or hips - if you're going to lean in any direction, lean on your feet. You can find descriptions, videos, and pictures of this in the Members Only Area if it sounds confusing here. Leaning back on your feet creates a bit of distance between yourself and the woman you're

The third big mistake that men make is showing too much positive body language too quickly, or doing it



talking to, which indicates to her that you are ready to leave if things don't go right or she is not up to your standards.

When a woman is constantly thinking that you might leave her, she will give you lots of positive body language. Be careful not to reciprocate. You can even turn your back on her every once in a while. During the attraction phase of an interaction, you are supposed to be playful and fun, so try saying a quick joke, then turning around and taking a couple of steps away from her while she's laughing, then coming back to her with a smile on your face. This will increase attraction through body language very quickly.

You also must not give positive body language when a woman does something that you don't like, even if she's just role playing. Let's say you're bantering and you say "Come here, I'm adopting you. You can be my little sister" and she says "Cool, I'd love to be your little sister!" Your response should be to turn your back a little bit and give her negative body language, while saying "Okay, you can start out as my sister and then maybe you can upgrade later to something like a distant relative or a distant friend." You can role play with her, but don't give her positive body language when she is being negative, even if she means to do it in a playful way.



### Being Too Cool For School

also going to be too cool to make out with them, too cool

Up next: number four. Don't be too cool for school, because if you're so cool that you can't talk to women, you're



to sleep with them, and too cool to date them. You're not that cool, I promise, so stop acting like you are. If you spend an entire night standing by the bar and expecting women to fawn over you because you're the next James Bond, you're making a giant mistake. Women are hyper-intuitive - they know that you're living in a fantasy world, and that's not attractive. Don't be too egotistical to be playful and fun during the attraction phase or you'll never get anywhere. Trust me, it doesn't work. I would be teaching you that, if it did. Instead, I'm telling you to get down, be fun and open, and be the best version of yourself during this process.



### Not Touching Enough

The fifth biggest mistake that I see men make is not touching a woman enough, or not touching her properly. Trying to touch too quickly ends the attraction, but not touching at all means the attraction never begins in the first place. It forces you into the friend zone. Make sure that you follow the advice for touching women that's outlined in this book until you understand it so well that you don't need to follow it anymore.



### Asking For Permission

The next major mistake is asking for permission. Examples are asking for a phone number instead of saying that you want it, or asking if she's interested in coming with you to sit somewhere instead of saying "Let's go sit over there." When you ask permission for everything, it

shows that you're not willing to take risks or chances. A man who asks permission is expecting the woman to make all the decisions because he doesn't want to take responsibility for them. If you do that, you are not fulfilling the male gender role and she will not be attracted to you. Don't think this means that you're supposed to force her to do things, though! An attractive man is dominant but not domineering, as we discussed earlier. If she ever doesn't want to do something or tells you to stop, then stop, but don't ask for permission.



### Failing Compliance Tests

Number seven is failing compliance and congruence tests. These are massively important. If you cannot pass them, women will filter you out. That's just

how it is. The filtering system exists because it works. A man who cannot pass a woman's tests doesn't deserve to be with her, so you're going to have to work hard to learn how to pass them. Luckily for you, you have all of that information right here in this book.



### Buying Time Or Attention

The eighth mistake you can't afford to make is buying someone's attention or time. The guys who buy girls drinks

at bars are usually not the guys who go home with them, and if they are, it's only because they got the girls so drunk that they didn't care anymore. That's not power, that's weakness! It's just a loophole that gets you in trouble so

many times that it's far from worth it. Buying things for women is only acceptable if you've already built rapport and have a connection with them. If you've passed the qualifying stage, feel free to buy a woman whatever you want because she now means something to you.



### Hesitation

Hesitation is number nine. Everyone hesitates naturally, so you have to consciously make an effort not to. The best way to defeat hesitation

is simply to not give yourself time for it. Stop thinking so much about approaching a woman and just do it! You can also make use of a few motivating factors that you know will force you into action. What are one or two things that you can say to yourself that you know will motivate you to do anything? When I was first starting to learn this stuff, I told myself things like "Be a man!" and "Don't be a pussy!" Whenever I heard those to things, I would stop hesitating and act.



### Creating An Imaginary Relationship

The final big mistake that men make is creating an imaginary relationship. Don't let your mind get carried away when you've just

met someone. I don't care that you made out with her in a bar. I don't care that she returned your phone call or sent you a text message. Stop thinking about her 24/7 and calling her your girlfriend in your head. Guys constantly

create imaginary relationships with women because they want a relationship to work out *so badly* that they can't stop thinking about the girl.

Your mind can't tell the difference between a thought that belongs in a folder of your actual memories and a thought that is pure imagination, so if you frequently imagine something happening or imagine spending time with someone, your brain will store those thoughts in the folder that is meant for real memories. You'll start to feel like you have more of an emotional connection to her than you really do, or you'll think that you actually have a history together. When you later find out that she doesn't feel that way, you'll be devastated and will want to try to save the relationship but will just end up destroying it.

What you should do is match her investment. Assume in the beginning that she has lots of options. If you know you have lots of options with women, especially if you're "polyamorous," (dating multiple women OPENLY) then you will not create imaginary relationships because you have too many other women to think about. If you have the mentality that your options are limited, you will scare away women who are interested in you by trying to move too quickly into a relationship. You're not dating a woman until you've had a conversation in which it's explicitly stated that you're dating.

So how do you stop thinking about her? Unfortunately, there's no easy way to do it. All you can do is force yourself to think of something else. If it's emotional, think of something logical; if it's logical, think of something emotional. Keep

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your mind occupied with other things until you're clearly in a relationship or you've built so much rapport with her that you know she's thinking about you all the time.

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# CONCLUSION



Congratulations - you now have the power to unlock the innate badassness that lies within every man! Using your new-found knowledge, you can improve your business, enhance your friendships, and be a god with women. If you apply the skills you've learned from this book, you will see improvements in every area of your life that involves social interaction. You will be able to face your life with the confidence of knowing that you can have anything, and anyone, you want.

Before we part ways, I want to take a moment to discuss the word "badass." We've thrown it around plenty of times over the course of the last 30,000+ words, but what does it really mean? How can you be a badass if you don't know exactly what makes you one? This whole book, of course, is dedicated to defining the term at length, but let's briefly

take a look at the condensed definition:

**Bad•ass** (baed•aes)

*Slang*

n.

A man who is able to be successful and improve all aspects of his life by creating good situations instead of leaving his fate to chance and hoping he gets lucky. He is many things, but here are 25 of his most important qualities:

*A badass plays his gender role.* A woman who is playing the female gender role will always be attracted to men who play the male gender role. Once upon a time, the male gender role involved being the provider-protector, a person who provided for his family and protected them from threats. In modern times, a man must be a social provider. Women constantly test men to see if they are up to the task, so a badass knows that he can never, under any circumstances, deviate from playing the male gender role if he wants to be attractive to women.

*A badass is unwaveringly confident.* Building confidence is not an easy task, but it's an essential step for building a badass life. A badass discovers each of his insecurities and makes a committed effort to overcome them without succumbing to polar opposing insecurity compensation. Insecurities are only unattractive if they are allowed to take over your life. Having the courage and determination to face insecurities is an attractive quality, so a badass abolishes his limiting beliefs and replaces them with a new belief system that is powerful and positive.

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*A badass reads the value of others.* Everyone you meet can be rated on a value scale as a Six, Seven, Eight, Nine, or Ten. The Sixes have supplicative dynamics, the Sevens exhibit combative dynamics, and the Eights show signs of competitive dynamics. The Nines and Tens both have cooperative dynamics, though people in the former category believe that there is always room for improvement while those in the latter grouping believe that they have achieved perfection already. A badass is charming because he is able to recognize the value level of each person he meets and calibrate his personality to match it, and he is a leader because he is capable of adding value to lives of other people.

*A badass never buys attention or time.* No man should ever buy things for women - particularly drinks - in an attempt to persuade them to spend time with him. Don't waste time with people who hang out with you because they feel obligated to, not because they actually enjoy your company.

*A badass can navigate the map of interaction.* Four phases make up this map: attraction, rapport, seduction, and relationship balance. Skipping a phase leads to predictable consequences: omitting attraction lands you in the friend zone, omitting rapport means that you will encounter a lot of resistance later on, omitting seduction leads to a passionless relationship, and omitting the relationship balance phase will cause you to bounce continuously from girl to girl because you cannot form a solid relationship with any of them. A badass is able to skip phases or screw them up because he knows that he has the skills to fix any situation that goes wrong.

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*A badass can see the matrix.* He is able to determine what phase he's in at any given moment, and he knows how to move things forward into the phase that follows.

*A badass can maneuver effectively within the sub-stages of the phases of the map of interaction.* Attraction is divided into the stages of introduction, demonstrating high (not "higher!") value, and qualifying. Rapport has four sub-stages, called light rapport, wide rapport, deep rapport, and release. Seduction is merely the logical half of a woman's brain being conquered by the emotional half, with the addition of sexual attraction. And a relationship balance is built of four major components: power/leadership, compliance, value, and neediness.

*A badass overcomes approach anxiety.* A man with a faulty approach mechanism is considered weak and submissive, so a badass focuses on defeating his approach anxiety. By approaching within the first two to three seconds in which he spots an attractive woman, he never allows his brain to create excuses or feed him reasons for not approaching her.

*A badass knows that attraction is just curiosity.* When a woman is attracted to a man, the feeling she experiences is nothing more than curiosity - the desire to know more about him. A badass plays into this by making sure that he doesn't reveal too much about himself too early on, and by saying and doing things that he knows will feed that curiosity. He also uses his own curiosity as a powerful motivator - he is secure in the knowledge that he is the kind of man who always approaches anyone he is curious about.



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*A badass does not ask for permission.* Asking for permission is a sign of submission. A badass plays the male gender role, and therefore takes on the dominant position in a relationship. Take risks, take chances, and take responsibility. Remember, though, that there is a big difference between being dominant and being domineering.

*A badass projects non-neediness.* Neediness is a giant turn-off for women. Don't try to continue an interaction that is clearly coming to an end. Don't call her constantly. Don't convince yourself she's your girlfriend if you haven't had a conversation that explicitly labels you as such.

*A badass is congruent.* Incongruence is a massive attraction killer for women. A badass' body always says the same thing his mouth does.

*A badass works out his social muscles.* No, that doesn't mean he spends three hours of every day in a gym - it means that he knows that his social skills must be exercised in exactly the same way as his muscles. Exercise your social muscle and it will get stronger; neglect it and it will get weaker. Approach new people often so that your social muscle is always in tip-top shape.

*A badass is a body language expert.* A person who can read body language is able to gather information from people that they're not consciously sharing. In fact, a badass might even know a person better than the person knows him- or herself! Body language can be either dominant or submissive, and either positive or negative, and is divided into four categories: eye accessing cues, walking, sitting, and talking. A badass



maintains dominant body language at all times, and employs a combination of positive and negative body language to pique a woman's interest.

*A badass takes responsibility for his life.* If he is successful with women, he knows he is directly responsible for his success. If an interaction goes poorly, he knows he is equally responsible for that.

*A badass expects to see the top ten signals of attraction.* To determine that a woman is attracted to him, a badass keeps an eye out for these signs: looking down, hair twirling, leaning in, triangulation, initiating and/or escalating touch, congruence tests, compliance tests, positive body language, and qualifying.

*A badass is a master of building rapport.* There are four different kinds of topics on which rapport can be built: eager rapport topics, negative rapport topics, unexpected rapport topics, and forced rapport topics. When a woman brings up something that has a great deal of emotion attached to it, she wants you to build rapport on that subject. This is called an eager rapport topic. A negative rapport topic is brought into a conversation when a woman talks about something bad that she has experienced. If you build rapport on a negative topic, the woman will begin to attach negative feelings to you and will feel that she has to continue to talk about negative subjects in order to connect with you. Unexpected rapport topics are things that a woman assumes you will overlook in a conversation, and forced rapport topics are things that you cannot escape talking about, due to their serious nature, if

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they are included in a conversation.

*A badass has learned how to create love.* When he finds the woman of his dreams, a badass will be able to make a connection with her regardless of the situation in which they meet.

*A badass is desensitized to rejection.* One of the biggest differences between the badasses and the men who are not as successful with women is that the badasses are simply not as affected by rejection as the less successful men are. It may be a cliché, but there really *are* lots of fish in the sea. If you're rejected by one - or five - or twenty - or two hundred - there are always more women to approach and connect with.

*A badass is prepared for a woman's tests.* Compliance and congruence tests are common, so a badass is always prepared. He knows that if he is blindsided by a test, the woman testing him will know that he isn't used to being tested - and if he isn't used to being tested, he clearly isn't used to attracting women. Congruence tests show a woman whether you are the man you claim to be or whether you are merely an image of a man you want to be. A balance must be maintained when faced with compliance tests - compliance too early on will indicate that you are needy and are not confident, but no compliance at all will make it seem that you are not interested in the woman.

*A badass is vulnerable first.* Many men try to force women to be vulnerable before they are willing to open up, but this approach will quickly ruin an interaction. This can frequently

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be avoided by making an effort to use the I perspective instead of the You perspective.

*A badass does not make any of the ten show-stopping mistakes listed in the last chapter. Don't do them - end of story.*

*A badass constantly improves and discovers what doesn't work.* Over years of teaching, I have noticed that, again and again, the men who are most successful are those whose goal is just to learn a new skill set. Men who are dependent on specific outcomes (such as “getting a girl in bed”) have a much more difficult time learning and applying this material. With that in mind...

*A badass tests continuously.* Test everything until it no longer works and as soon as something fails, take all the information you learn from its failure and use it to perfect your abilities. Every person you meet and interact with is a potential source of feedback, so use the wide variety of reactions available to you to learn how to be effective in any situation. Eventually it will take actual effort on your part for something to go wrong! When you reach that point, you can stop worrying about all of the information in this book and do everything naturally. Look for the lessons in everything.

*A badass grows more valuable with every passing day.* The most attractive men in the world are more valuable today than they were yesterday, and will be more valuable tomorrow than they are today. If you are constantly improving, always growing both personally and professionally, and taking steps every day towards becoming exactly who you want to be as a man, you will be irresistibly attractive to women.

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Following all the suggestions, tips, tricks, warnings, and lessons in this book will give you total control over your interactions. “Getting lucky” will no longer be part of your vocabulary, because everything good that happens to you will occur by your design. You know everything you need to know to completely change your life.

Remember that this book is an indispensable reference - now that you’ve read through it once, keep it handy so that you can consult it any time you require a bit of a refresher or need a question answered. Log into the Members Only Area and get your 4 Bonus Chapters... They teach my ninja-techniques on how to: Stay Out of The Friend Zone, Successfully Date Multiple Women, How to Make Sure You Never Get Cheated On, and How to Break Up Like a Man (a skill you’ll need to know when the time comes). You’ll also get new lessons, videos, audio, and webinars where you’ll get constantly schooled and boosted in your skills. The Members Only Area will *force* you to actually APPLY the concepts in this book. Let’s face it, you got this book to actually *do* the techniques you have learned in it. Log in and continue your growth, buddy. There’s a badass team of people waiting to help you get you the type of success you *want* to see.

Don’t ever forget that application - not knowledge - is power. Knowledge is a magnificent gift, but it is the drive to apply the concepts you learn that makes you truly powerful. So carpe diem badassium, my friends - go forth and *seize a badass day*.

Don’t ever forget that application –  
not knowledge – is power.



Sign in to the Members Only Area and get your Bonus Chapters now and continue to get your video, audio, and personal training from me and my coaches (you're paying for it, so make sure you use it!).

I'm standing for all that is possible for you and your success with women. Make me proud brother!

All the best,

A stylized, handwritten signature in black ink, consisting of several loops and a long horizontal stroke at the bottom.

Joshua Pellicer