

# THE BAD BOY — BLUEPRINT —

BY DEAN CORTEZ  
AND PATRICK JAMES



## FORWARD: Personal Letter from Dean Cortez

Fellow Mack in training,

My name is Dean Cortez, and before we plunge into the hardcore information, of turning you into the ultimate Bad Boy, I want to tell you a little bit about myself...

The first thing you need to know about me is that I practice what I preach. My writings on seduction come directly from my experiences with hundreds of women, from all different cultures and ethnicities.

Everything in this book has been extensively field-tested on girls that I've dated and hooked up with around the world — from Toronto to Tokyo, from South Jersey to South America. There is an authenticity to my work that I believe places it above the teachings of other “gurus.”

The next thing you need to know is that I'm not interested in just teaching you “lines” and “routines” that are only useful for opening a conversation.

My personal mission is to provide you with a **complete blueprint** for seduction, from the opening approach to having the best sex of your life, with as many women as you desire.

Other books or dating programs will simply advise you to “be confident,” but vague advice like that is just as useless as telling you to be taller because women like tall guys. Sure, most of us wouldn't mind being a few inches taller, or more confident, but how the hell do you actually *accomplish* it?

The good news is that “confidence” is not a quality that some men are born with, and the rest of us are doomed to never possess. It is a quality that can be developed, and once you use this Blueprint exactly how I teach you, you're going to experience levels of success with women that would make the 15 year old version of you giddy with excitement — and as a result, your “confidence” level will naturally rise.

You see, the reason why “confidence” is such a vague term is because it relies on past experiences. Take the “cool” guy from high school, for example. He was likely confident because in the past he had positive

experiences to give him the confidence he has today. He wasn't born with it, but rather, he developed it over time.

From this book, you will learn that anybody can develop, what I like to call, the Bad Boy Edge. An edge that will make YOU the "confident" guy that others look up to. Like a snowball rolling down a hill, growing larger and gaining momentum, your confidence and skills will get stronger every time you have a successful interaction with a girl.

Sooner than you think, you'll be operating with a level of confidence you never would have thought possible before. How can I so *confidently* say this? Well, I know this to be true because I used to lack confidence with women, myself.

I didn't believe that I was particularly attractive, and therefore I didn't believe that I deserved to sleep with beautiful women. I considered them to be "out of my league."

My problems with women led me to read ALL of the books by the so-called "pickup artists." Yes, there was a time when I was spending thousands of dollars and traveling to seminars, and buying "pickup" products, in the hopes that it would provide a magic solution... But for me, it just wasn't clicking.

The stuff I was learning felt phony. I could open conversations with women, but after 5-10 minutes I was grasping for straws. I started strong, but would eventually run out of steam.

I was never sure how to try to invite her back to my place because I didn't want to come off as some aggressive horn dog, or "take things too fast." And whenever I tried to go slow and play it cool, women would lose interest in me and stop returning my phone calls, or claim to be too "busy" to see me again.

Even though I was soaking up different lessons from all of the "dating gurus," I still felt like a big piece of the puzzle was MISSING. That is, until...

### **The Bad Boy Inside of Me Was Born...**

Ten years ago, I discovered the “missing link” when I went to a club in Las Vegas — where I was living at the time.

While I was standing at the bar scoping out the action... Just *wishing* I had the balls to approach a smoking hot brunette sitting at a table with her friends... The guy standing next to me noticed my wristwatch, and asked where I bought it, and it led to a conversation.

To make a long story short, I was very surprised when this hip, stylishly-dressed dude told me what he did for a living...

He was a **Hostage Negotiator**.

Yeah, like you’ve seen in the movies... but this guy was young, and hip, and the more we hung out the more I realized he had an absolutely magnetic presence with women.

He didn’t stand taller than five-foot-nine, and he wasn’t extraordinarily handsome, but he was incredibly charismatic. He was one of those people *you just want to be around*, because they radiate positive energy and “bring the party” every time they step into a room. Obviously, women felt the same way about him.

For example, right after we met, he started chatting with two sexy girls standing near us, and within seconds he had them giggling, chatting, and hanging on his every word.

I noticed that he had a clever response for every question they asked him (he never gave a standard, direct answer)...it was more like he was teasing them, playing with them, and this only seemed to heighten their interest and curiosity about him.

Then he would suggest “bouncing to the next spot” (I would later learn that making a **venue change** is an important step in the seduction process), and we’d bring the girls with us to a different bar or nightclub.

Now, we were ARRIVING somewhere with two or three hot chicks accompanying us...which gave us instant “social proof” and made the girls

at the new venue curious to meet us. Many times, we wound up ditching the girls we brought and hooking up with even hotter girls at the new spot!

After that night, several times a week we would stroll into the hottest clubs on the Las Vegas Strip, filled with off-duty dancers, Hollywood actresses, and tourist girls, and by the time I was finishing my first beer “The Negotiator” would be engaged in a conversation with some stunner, working his magic.

He would get her phone number...or bring her with him... whatever he was in the mood for. He was so laid-back and casual, and yet he was COMPLETELY in control of every situation.

Now here’s where it gets interesting... I came to realize that his Negotiator training was his “secret.”

It had made him an absolute master of communication and language. He was using words and phrases to influence and persuade people, and alter their emotional state. When he combined these tactics with his charm and confidence, women found him virtually irresistible. He could literally go home with a new girl every night if he wanted to.

I was fascinated by this, and I hoped that I could use these same tactics to improve my own success rate with women. So I spent the next year *analyzing* these “Negotiator” strategies and figuring out ways to apply them in new ways when it came to connecting with women.

This prompted me to come up with my own techniques and tactics, and I field-tested, and tweaked them until I’d developed a set of incredibly effective methods for meeting, dating and **bonding** with women on a deeper level. All of these techniques eventually came to be the book that you are reading now...

I’ve been living (and loving) by these rules ever since. I’ve been traveling the world... from New York City to Japan, Brazil, China, Indonesia, the Caribbean...I’ve used this SAME set of Tactics with every woman I’ve met, and they’ve never let me down.

Not just in approaching and conversing with girls, but also in maintaining control over my relationships and being the strong, confident Alpha Male that women want to hold onto. I now date women strictly on MY terms, instead of trying to impress them, or possess them.

The best part is that because my needs with women are handled – and getting laid is never a problem – I can focus more time, energy and resources on other goals of mine, such as my business projects, or my health & fitness.

I'm operating with greater focus and drive than most *single* guys, who are depressed over their situation with women, and are spending way too much time (and often money) trying to land a girl.

A lot of these guys end up cashing in their chips and getting married, rarely for the right reasons. Single and depressed, they settle for the first piece of that comes to them because they lacked the skills, and confidence, to attract the women they actually wanted. They surrendered the “game” before they ever really started playing.

I believe you can belong to a different category... You can be the Bad Boy, in total control of his sexual and dating destiny. With this book, you'll not only master the most effective skills and techniques, but you'll also learn the ground rules about what women subconsciously want. You'll know the dynamics of social interaction, and all of the non-verbal communication and psychology that goes on underneath the surface.

Through a lot of introspection and hard work, I was able to transform myself into a highly confident, charismatic, and attractive person – the type of guy who women chase after. And now I am presenting this blueprint for transformation to you.

Through the years, this book has seen a few different editions as I update it every couple of years. Even though I update the examples, and stories, the overall blueprint stays the same. These principles are timeless because they are based on the psychology of male-female dynamics. I believe this is why thousands of guys have sent in their testimonials — with more hitting my inbox every day.

I look forward to hearing all about your success, you badass ;)

Your Wingman,

Dean Cortez

# INTRODUCTION: What To Expect, and How To Use This Blueprint

Welcome to **The Bad Boy Blueprint**.

If you're like most guys, you've felt at times that being a "nice guy" is holding you back from sleeping with more women. But you're respectful, sweet, caring, generous and dependable... Qualities that women are supposed to be looking for in a guy, right?

The reality, however, is that women prefer men with Bad Boy characteristics. They're drawn towards guys with forceful personalities and an unpredictable, unconventional edge.

Bad Boys are able to **captivate** a woman's emotions, framing themselves as a **prize** which females must pursue...while the nice guys seek approval from women and jumps through hoops to please them...which only causes women to tune out and lose interest.

When a Bad Boy cheats on, or dumps his girlfriend, and she needs a shoulder to cry on, that's when she turns to her "nice guy" friend (the one who's been lusting after her the whole time, but she will never sleep with). And if you've ever had to play that role with a woman you liked, as I did in the past, you know that it SUCKS. Hell, it's downright painful.

So what's up with this?

***Why do so many hot, intelligent chicks lose their friggin' minds when it comes to Bad Boys?***

Why do they choose to involve themselves with men who are selfish, arrogant, cheating pricks?

There's actually a lot of biology and human nature behind this phenomenon, and I'm about to explain how it all works. But more importantly, I'm going to show you how to integrate these Bad Boy Tactics into your own game.



No, you won't have to become a man without morals, or compassion. I want you to become the best of both worlds: a man with strong character, integrity and respect (for himself, and for women), but with a sexy, unpredictable, exciting "edge" that drives the chicks wild.

Simply put, rather than allowing women to judge and dismiss you as the "nice guy," I'm going to show you how to attract more women into your life and make them chase you.

This all becomes possible once you incorporate the Bad Boy edge into your personality. I promise that regardless of your age, your background, or what you do for a living, this something that ANY guy is capable of doing.

And if you're anything like I was, having learned all the old-school pickup tactics, but still never seeing any real success, then you are in for a treat because this blueprint will give you the what has been missing from your "game" all along...

I mean, what good is it to memorize a bunch of cocky or goofy lines to open a conversation, if you don't know how to keep her attracted to you long term?

What good is getting a girl's phone number if you don't know turn her on so she's trying to get YOU out, and have sex by the end of the night?

Let's face it, whether your goal is to be a "player" and score loads of hot chicks at the nightclub, or you just want one high-quality girlfriend, it all comes down to your ability to attract women and choose the ones you want.

If you're not getting laid on a regular basis, your methods aren't working and your game needs a readjustment.

### ***That is where the Bad Boy Blueprint comes in...***

The truth is that no technique or tactic is going to help you score with women unless you project **authenticity** and **confidence**. Without authenticity, any attempt to seem confident will just appear try-hard, or fake. And without self-confidence, authenticity will just land you in the

friend-zone because even if she connects with you, she won't be attracted to you.

That is why I have designed this book to do just one thing: Give you the Bad Boy edge, while staying *authentic*, and simultaneously raising your *confidence*.

On that note, let's go over some of the specifics of what you can expect to learn, and how I recommend going through this book...

I have broken this book into 3 sections... In the first section entitled "Thinking Like A Bad Boy" I will reveal the 9 Character Traits of a Bad Boy, and the 5 Mindsets all Bad Boy's have when it comes to dating. This section is designed to give any guy the Bad Boy edge, without seeming try-hard, or fake.

In Section 2, entitled "Acting Like A Bad Boy" I break down all the various tactics that Bad Boys use to seduce women. This section will be loaded with tactics and techniques — all the stuff you can put into action immediately. And yes, while you *could* skip to this section to get all the actionable material... Without reading section one FIRST, you will only be cheating yourself out of the Bad Boy edge. No technique or tactic will work very well if you do not FIRST have the mindsets, or the character traits of an actual Bad Boy.

In the third, and final section of this Bad Boy Blueprint, I will be giving you the *science* behind what makes a bad boy, and why he is so attractive. Additionally, I have created a Bad Boy IQ quiz. This quiz presents you with various, real-world situations that you will come across, and based on Sections 1 and 2, you will have to decide what course of action to take. Depending on how you answer, women will either want to have sex with you, or place you in the dreaded friend-zone.

Throughout this book, you will be given exercises to do on a piece of paper. Therefore, if you want to become the most attractive version of yourself, with a Bad Boy edge, you should keep a journal and a pen nearby as you read through this book.

The first thing I recommend you do in your journal is skip to Section 3 and take that Bad Boy IQ quiz BEFORE reading this book, and then again immediately AFTER finishing it. This way you will know where you are now, and how much you have improved after reading this book *just once* — your may be surprised at how much your Bad Boy IQ improves. I also recommend going through this Blueprint several times to really engrain the Bad Boy edge into your personality.

That being said, at the end of the day, the ONLY thing that matters is that YOU take action with this blueprint in the REAL world. Reading this book will teach you what you need to do, but for things to change for you, YOU have got to change.

Last, but not least, I have enlisted the help of my friend, Patrick James, to co-author this book. Patrick is most known for his #RawDatingAdvice Brand and Youtube channel, and he is a certified Badass in his own right. A lot of Patrick's advice will revolve around giving you actionable tips that you can apply as soon as tonight — so periodically you may see sections where Patrick chimes in. These sections will be in *italics*, and will start off by saying “*Patrick James says...*” The sections where Patrick chimes in are meant to give you a broader understanding of the topic being discussed.

So if you are ready for the challenge of finally becoming the Bad Boy that women want, and men envy, then without any further ado... Let's jump into it!

# **SECTION I:**

# **Think Like A Bad Boy**

# CHAPTER I: Character Traits of a Bad Boy

It's a question that has perplexed the average man since the invention of tattoos (or least since the invention of Harley Davidson motorcycles): what is it about "Bad Boys" that women find so damn irresistible?

If you've ever been in the "Friend Zone" with a girl, you're probably all too familiar with this scenario: you like a girl, and you're eager to hook up with her, but there's another guy in the picture who is screwing up your game, because he is dominating her thoughts.

The guy is a jerk, but your girl is obsessed with him. Even though it's obvious to you that she can do better (i.e. she should date YOU instead), she keeps tolerating the jerk's behavior. They get together, they break up, they get back together again...while you're sitting on the sidelines wondering why the hell she is so wrapped up in this jackass.

The answer usually lies in the fact that you're being too much of a "nice guy," and the other guy has Bad Boy qualities that attract her **for reasons beyond her control**. That's right my friend, she doesn't control who she is attracted to. If a guy is a little edgy, and can challenge her in the ways you're about to learn, then she will automatically become attracted to him.

In order for you to attract to women like a bad boy, you'll need to integrate this "edge" into your game. An edge that gives off an attitude that conveys "I'm doing my own thing and I don't need any woman to have fun, but if I meet a girl who's cool enough to hang with me, we'll see where it goes."

## ***The Bad Boy doesn't chase women.***

*Rather, he knows what to do to attract them, then he lays back...just out of her reach...and lets her pursue him. This may seem counterintuitive, but what makes someone a "Bad Boy" is not tattoos or motorcycles. In fact, looks have very little to do with it.*

The Bad Boy edge comes almost entirely from a your demeanor — the way you act, how you handle certain situations, and how other people respond

to you in social situations (yes, women will observe how other people interact with you, and form part of her impression about you based on these observations — a concept called “preselection” which we’ll discuss a little later).

Think about characters like James Bond, who always seems to radiate a Bad Boy edge, and seduce women at ease. He’s the strong silent type... Or like Robert Downey Jr., in the movie *Iron Man* where he plays International Playboy, Tony Stark — a power hungry charmer who exudes Charisma and Confidence from his pores. These guys are Bad Boys simply because of their “edginess” — which women lust after... I’ll teach you how to harness the same type of edge.

How about the famous Bad Boy, Russell Brand... This carefree actor flirts with every woman he meets, and seemingly does whatever he wants. Every girl who meets Russell quickly becomes speechless, and giddy (for proof, just watch any of his interviews on Youtube). There was a reason why he was named “Shagger of the Year” three years in a row. While I can’t teach you how to date a pop star like Katy Perry, in this blueprint, I will teach you how to have the same edge that makes a guy like Russell so irresistible.

Now that said, there are occasions where a quality woman will become attracted to a bad boy, even if he is bad for her. Remember how Britney Spears (when she was still hot) fell head over heels for Kevin Federline, a broke backup dancer and wannabe rapper who already had two kids? Britney eagerly bore him two more.

Say what you will about K-Fed, but he was enough of a Bad Boy to snag one of the most lusted-after young women on the planet, at the height of her career. (When they split up, you may recall she went completely off the deep end...Bad Boys can cause a woman to become totally infatuated, and when they bail, it often devastates her).

### ***These “fatal attractions” happen all the time...***

*But whether you love them or hate them, as a Bad Boy in the making, there are lessons you can learn by observing what makes these guys so attractive.*

At the end of the day, it’s not a Bad Boy’s “Badness” that draws a woman in, but rather, it’s his qualities that convey how “alpha” he is. Much of male-

female dynamics can be traced back to when humans lived in tribes — where the alpha male was the most attractive man in the tribe. The “badness” is, in most cases, a consequence of those alpha qualities.

After all, once you’re in the habit of getting what you want, it’s pretty easy to fall into the habit of being a bit arrogant to those around you, from time to time. Which is why Bad Boys have their bad reputation to begin with.

If you’re a good-natured guy (as most of us are), you won’t have to behave like an arrogant dick to get results. You can take all the attractive traits of a Bad Boy, and simply cut out all the other nonsense.

That is why, in this chapter, we’ll be dissecting all the *KEY* character traits that make these guys so attractive. This way you can add an **edge** to your personality, without all the negative side-effects of being a Bad Boy.

Incorporate these following traits into your life and make them a core component of WHO YOU ARE... Do that, and you’ll get women. Don’t do that, and you’ll spend a lot of Friday nights alone. It’s up to you. You’re either going to step up and do it, or you won’t.

You may already have some of these qualities, but the more of them you can incorporate into the core of who you are, the sooner you will exude the Bad Boy edge we are going for... As I explain what these are, I’ll also give you tips along the way to HELP YOU seamlessly insert these into your every day life.

There are 9 Key Character Traits that make up a Bad Boy...

## **Key Characteristics Of Bad Boys**

The truth is that women are PROGRAMED BY NATURE to look for these 9 triggers to find suitable mates, and they can sense these a mile away (sort of like a 6th sense). Women can’t help but be attracted to these, which is why you sometimes see ugly guys with hot women.

On the other hand, men that do not display these are automatically discounted. They get PRE-judged as unsuitable for sex, no matter how much money they have or how good looking they are. These triggers are **THAT IMPORTANT!**

Here they are...

## **Bad Boy Trait #1: Challenging**

Bad Boys do this without thinking. Being a **challenge** to women is what builds sexual tension and attraction...

Think about challenging women is like a kitten trying to grab a piece of string. As long as you dangle the string over the kitten (her), just out of its reach, it will jump and grab for that string, as if it's the most valuable thing in the world. But as soon as you drop the string into its paws though (stop challenging), it will play with it for a few seconds, then get bored and walk away.

By being a little bit of a challenge, she will start to pursue you. She will always assume that if a guy is challenging, then he must have options with women. Whereas guys who chase HER do not have options, therefore she doesn't want them. It's supply and demand — the more people want something, the more we will likely want it too. This is called “social proof.”

Just make sure that you are not *too* challenging. If you are too challenging, then she will assume you are not interested, and give up.

### ***Compare this to how most guys try to attract women...***

A “nice” guy will do favors for her, act super romantic, and may even confess his feelings for her. The guy thinks that by giving a woman his undivided attention, paying her compliments, and spending money on her, he's demonstrating that he would be an ideal boyfriend — the type of guy she'd want to mate with, because he's loyal, generous and caring.

But what he's actually communicating is that he is soft, weak and undesirable.

It sounds harsh, I know. But it's true. Even though a woman might SAY she wants the guy who is sweet, adoring, and worships the ground she walks on, this is NOT the kind of man she is biologically programmed to chase. She might date a guy like this, but when a Bad Boy comes along and works



his magic on her, she'll be compelled to follow him (hence why most marriages end in divorce).

*Patrick James says...*

*Another way to think about challenging women sort of like riding a bike up a hill...*

*Have you ever ridden a bike up a really steep hill, worked really hard to get to the top, and then actually make it all the way up?... How did you feel when you reached the top?...*

*For a lot of people, they feel a deep sense of accomplishment for having conquered that hill. This is because they had to work hard just to get there, and the winning feeling at the end is worth the hard work.*

*Challenging, and thus attracting women is very similar. Women like the guy who can challenge them, just because they want that rewarding feeling of winning him over. He is literally a prize — her prince charming, if you will.*

*As a man, it is your DUTY to challenge all women that you are attracted to. If you don't, then you are not truly giving her what she wants. And just like it is your duty to be a challenge, it is also your responsibility to give her the opportunity to slowly win you over — without ever fully winning (once the challenge ends, she will get bored.*

*If you are not a challenge at all, then you run the risk of coming across as “needy” or “clingy.” Remember this: When it comes to seduction, the hungry do not get fed.)*

**Bottom Line:** Give her the challenge she craves, and she'll pursue you. Act like a lonely schmuck without any other options, and she'll walk in the other direction.

## **Bad Boy Trait #2: Confidence**

You may remember how we mentioned the importance of Confidence earlier in this book, and how important it is to becoming a true Bad Boy — in fact, it may be the most important thing on this list. It doesn't matter

how many of the other “Alpha” qualities you possess, if you lack confidence, you will have only limited success with women, or in any other aspect of your life. It really is THAT important.

A lot of people will tell you that confidence can’t be “taught,” but that’s not entirely correct. It’s true that you’ll never learn it in a classroom setting, but the best way to “learn” confidence is to confront the things you’re afraid of. The real key to increasing your level of confidence is to consciously make the choice to start living life just outside of your comfort zone.

Over time, you’ll find the things that used to scare you may become completely normal for you. When that happens you raise the bar again, extending your comfort zone out a bit more.

For example, think about how great of a shooter Stephen Curry is in basketball. These days, he can be pretty confident that when he shoots the ball, it will go in. But when he first picked up a basketball he wasn’t confident in his ability to make the shot. He had to build that skill over time, through repetition.

The good news is that by pushing your comfort zone consistently, three things will happen over time:

- You’ll start doing things you wouldn’t normally do, and your life will become more adventurous. Many of these adventures will revolve around you conquering your fears.

For example, if you’re leery of water, then you might take up Whitewater Rafting, starting small, with category I and II rapids, but eventually working your way up the scale until you’re mired in Big Whitewater, and loving every second of it.

- Once you start **DOING** more things, especially things that push your personal envelope, you’ll start having real, genuine **ADVENTURES**, and adventures make great stories.

In a bit, we’ll go over why having great stories is important. For now though, just understand that by making the conscious decision to live

life just outside your comfort zone, your life will get a whole lot more interesting.

- When you look back later and reflect on the things you're doing to meet your fears head on, and conquer them, your confidence will naturally soar. This, in turn, will touch literally every aspect of your life, from your career to your relationships.

One of the first things that will happen with your increasing confidence is that you will become more decisive. A trait that women find SUPER sexy. We'll talk more about the importance of being Decisive in Section II...

*Patrick James says...*

*Confidence is great, but what if you are not confident yet? After all, confidence is something you build over time, as you continue to push your comfort zone.*

*The only downside to "confidence" is that it can sometimes be dependent on your mood (or state), in the moment. This is where CERTAINTY comes in. Certainty is something that you can choose to feel, any time you want, no matter what mood you're in.*

*Often times your certainty comes across in your tone of voice. For instance, if I asked you, "Hey, what's for dinner tonight?" you could respond by saying... "Tonight we're having Pasta?" or... "Tonight we're having Pasta."*

*Read both of those sentences out loud, and notice the difference in your vocal tonality. In the sentence with the question mark at the end, your inflection likely went UP when saying the word "Pasta"... Which conveys that you are not sure. Whereas, in the other sentence, when saying "Pasta" it sounds like you are certain that Pasta is what is being served for dinner — you have no doubt in your mind. This is what it sounds like to SPEAK WITH CERTAINTY.*

*From now on, start speaking with more certainty, and people will start to see you as a confident man. So even if you are not yet "confident," being more certain in your words, and actions will help you to gain confidence a lot more quickly.*

### **Bad Boy Trait #3: Ambition**

One common belief that most “nice guys” have is that women only like guys who are rich, or have money... This is not 100% true. Yes, there are a small percentage of gold-diggers out there, but in general women do not care about the actual MONEY. Money is just a number on a screen. What actually attracts women is ambition.

Truth is, you can be broke as a joke, but still sleep with lots of women if you are ambitious. Ambition is just as attractive as financial success, because women know that ambition almost always results in money (which just leads to a more free, and secure lifestyle). So how do you convey ambition without seeming try-hard...

***After all, if you outright say “I’m ambitious, and have a lot of money...” she might not believe you.***

Women will *assume* you are filled with ambition if she see’s how PASSIONATE and DRIVEN you are about your life, and what you want to accomplish. Also, if you are passionate, and driven, then you will be PERSISTENT in acheiving your goals. These are all alpha male qualities because alpha males have goals, and won’t ever give up on them.

Being passionate and driven stems directly from having strong beliefs and a plan for what you want to accomplish in life. A driven man knows what he wants and doesn’t whine or bitch about the action-steps needed to get from Point A to Point B...he simply does them.

So what if you’re working a dead-end 9-5 job right now? Do you have a plan, or goal, to get out that job? Do you want to get promoted? Do you even know what your goals are?

You may not be passionate about the current job you have, and that’s fine, just as long as you have goals and are passionate about those. So if your goal requires that you get up every day, head off to work, and do a good job, then do it. Be passionate about it. Not because you like slinging burgers (or whatever your job entails), but because you know it’s what you are most passionate about right now. That’s true for literally every aspect of your life.

***A passionate and driven man gets things done. Period.***

A man who gets things done is attractive to women. It's just that simple. The best way to increase the amount of AMBITION in your personality is to start thinking about what your life goals are in the long term. Where do you see yourself in three years' time? In five years? What about ten? Think about WHAT drives you. What specific things are you passionate about?... Once you know the answer to those questions, you can begin spending more of your time doing the things you truly love to do.

Write all of your passions, goals and ambitions down and put them in your journal. Refer back to them constantly and keep them up to date as you accomplish various goals you've set for yourself, and/or as your interests change and expand.

Final note about Ambition... Be persistent. Persistence is a cousin of being Driven because it is the fuel that gets him across the finish line.

Along your journey to becoming a Bad Boy, life will try to knock you down. Women will reject you. Guys will not like you. And this is okay. Any time you are faced with an unexpected setback, simply tell yourself that you're a badass. That you CAN overcome this obstacle. Look at it is a challenge — something that was sent to test your drive. Again, we will get into more specifics of actionable things you can do when we talk about the Attraction tactics in Section II of this book.

**Bad Boy Trait #4: Leadership**

Women feel comfortable with a man who leads. As a man, this is part of your masculine duty. It is actually expected of you. When men defer to women and don't want to make decisions, women grow irritated with them because they're being forced to play the masculine role in the relationship, and this is not natural.

Look at all the pathetic married guys who constantly give in to their wives' demands, and let them run the show. Do their wives appreciate it? Hell no! It makes them henpeck their husbands even worse. Because women, contrary to how they might act, don't want to be the "boss" all the time. They're *wishing* their man would show a backbone and behave like an alpha male.

***Fact: When you become more decisive and ambitious, other people will start looking to you for guidance.***

You won't actually have to "do" anything here. A true leader never has to announce the fact that he is a leader. It doesn't matter if you have no one to lead right now because people will start to naturally follow you as you start engraining these bad boy traits. You'll be seen as a man of action. A man with a can-do spirit and a plan. People (both genders) are drawn to that, and will follow you.

A Bad Boy's leadership shows in how decisive, and non-permission seeking he is — especially with women. And when he arranges a date with a woman, he doesn't ask her opinion on where they should go. His plan is mapped out.

For example, when you want to hang out with a girl, rather than saying "Would you like to go out with me?" or asking her "What would you like to do?" (which puts her in the leader role), you can say "Let's meet up this Friday night for drinks and dancing." (which shows you already know what you want to do, and are inviting her to join). Again, we'll go over this in a lot greater detail soon.

### **Bad Boy Trait #5: Non-reactive**

Many people erroneously believe that by behaving in this manner in public (blowing up at the waitress who gets your order wrong, complaining about having to wait in line, etc.), they're "being assertive" and thus, being "manly." People who blow up or make a big spectacle of themselves are insecure. They're certainly not Alpha males, and repulse women.

The only thing being reactive (especially in large, and emotional, ways) conveys is that you do NOT have the ability to influence others — therefore you must use force to get your way; much like a baby who has to cry to get attention.

A Bad Boy is able to handle various situations with grace and poise. He can display empathy and understanding, and choose how to RESPOND from there. Responding to situations, is different than reacting to situations. A reaction comes from emotions, and represents a lack of control. Responses

are calculated, and convey that you have complete control over yourself — a strong indicator of being an alpha male.

You're a man focused on the big picture. You have a plan, and even if hiccups occur now and then...they're meaningless to you. Sure, you want them situations to go your way, and will do your best to influence the outcome you want, but you don't need to call undue attention to yourself in the process.

### ***Be the island, not the waves...***

A woman's emotions are like water, always flowing, and changing. As a man, she wants you to be the island, that she can rely on never swaying, and being strong.

Emotional reactions come from a place of weakness and no control. Women pick up on this and sense it. When you start reacting, she loses attraction. Once you understand this concept, you will find new levels confidence.

*Patrick James says...*

*At the end of the day, being non-reactive comes down to the strength of your "frame" — which is basically just a term to describe the lens you view the world through.*

*For example, what is the "frame" of a hot girl in a nightclub? Likely she believes that she is the valuable prize, that men have to work for. And if a random guy approached her, then she could either turn him down, or approve of him...*

*In a situation like this, where a guy approaches a girl and she rejects him, the guy could REACT emotionally by saying "I'm sorry. I didn't mean to offend you. I'll go away now..." as he walks away with the look of defeat written all over his face. Or, he can RESPOND by saying something playful like "Aww, you're so cute when you try to play hard to get. It's fine, just be yourself around me, girl." As he flashes a cocky smirk at her.*

*As you can see, reacting emotionally is a nice guy/beta male response (the first response), whereas the Bad Boy responds to the woman with humor (the second*

*response). His frame is stronger than the girl because in HIS world, he is the prize, and women have to gain his approval.*

*Just know that the stronger frame will always win, anytime two people have conflicting frames (hot girl vs. bad boy). You will know who has the stronger frame because the weaker frame always reacts emotionally to the other. We will go over this in greater detail when we talk about being the “Buyer” and passing a woman’s tests.*

### **Bad Boy Trait #6: Self-Validating**

Because a Bad Boy has firm, strong beliefs, and is certain in his words and actions... he has no need for the validation of others. Sure, if someone gives him a compliment, he’ll graciously accept it. But he would still believe he is awesome even if nobody ever complimented him.

He’s too busy living his life to bother with being obsessed wondering if other people approve of what he’s doing. He’s marching to the beat of his own drum, and he wouldn’t have it any other way. Be that man.

For example, have you ever posted something you thought was interesting, or funny, on social media and had nobody “Like” it? Have you ever gotten sad, or mad, that nobody liked your post? Have you ever deleted a social media post after a couple of hours because nobody “Liked” it?

If the answer to any of those questions was a “yes” for you, then you were not self-validated.

A bad boy does not care if other people “like” his posts on social media because HE likes his post. A bad boy does not care if other people laugh at his jokes because HE thinks his joke is funny. A bad boy does not take off a jacket, or article of clothing, just because other people don’t like it. If HE thinks he looks good while wearing something, he will wear it, no questions asked.

From now on, approve of yourself, and everything you do. As long as you are pushing your comfort zone, and learning from failure, then you are good.



## **Bad Boy Trait #7: Strength and Power**

Now I want to talk to you about **strength**, and how you can project it to women regardless of your size. The key here is to always make her feel protected. “Protecting” her, in today’s society, doesn’t necessarily have anything to do with physical strength. Nor does it have to do with how much money you have in the bank... The way a man shows his strength and power is by being dominant, yet not domineering.

For instance, a *dominant* man is a man who knows what he wants, and has a clear path to get there. And because he is so certain in his words, thoughts, and actions, other people want to follow him along his path. And the best part? Because he is so focussed on achieving his own goals in life, he doesn’t even care if other people follow him!

### ***A dominant male has nothing to prove to anybody...***

He doesn’t care if people like him. He doesn’t care if people follow him. And he certainly doesn’t care if a hot girl approves of him. He is too focussed on himself, and only worries about what HE can directly control (or influence). This type of leadership, and non-neediness for others to follow him, is quite possibly the most attractive trait to women.

Compare this to the insecure guy, who tries really hard to prove to people that he is a leader. We’ve all met someone who is “try-hard” and everything they do just seems incongruent to who they actually are. And when nobody follows him, or agrees with his decisions, he gets needy and domineering. He tries even harder to convince others to follow him. He raises his voice, he yells, and starts to react emotionally. From a distance, you may think this guy looks dominant, but up-close he really just turns off everybody around him — especially women.

I’ve said this before, and I’ll say it again... The hungry never get fed.

Be a dominant male on YOUR path in life. If people follow you, then great. But you do not need the approval of others to know that you are a badass. Which brings me to...

## **Bad Boy Trait #8: Polarizing**

Most every Bad Boy will polarize people away from him, or towards him. What do I mean by Polarizing? Well the best example of someone who has a polarizing personality is a highly controversial person in the news right now — Donald Trump.

Regardless of what your opinion is on President Donald Trump, you cannot deny the fact that he is polarizing. He is not the kind of person who people look at and “Yeah, I guess he’s alright...” In fact, it’s the exact opposite. Everybody who sees President Trump either absolutely LOVES him, or completely DESPISES him. This is what it means to be Polarizing.

Think back to any Bad Boy you’ve ever met, who sleeps with a lot of women, and is popular... Chances are that this guy had a very polarizing effect on people. People either love him, or hate him, but there is nobody who is in-between.

Being polarizing comes from the fact that you have strong beliefs and values in your life, and are unapologetic about them.

Most “nice guys” will go out of their way just to be *agreeable* with women. They try to connect with women by telling her how much they have in common. If a girl likes something, he pretends to like it too. If a girl doesn’t like something, he will pretend he doesn’t like it either, even if he does. Nice guys are NOT polarizing because they are afraid to spark disagreement or tension into their interactions.

If you truly want to be the Bad Boy, who is edgy, and sleeps with a lot of women, you have to stop being afraid of polarizing people away from you. Something interesting happens when you start to become more polarizing... Yes, while some people will start to “hate” you, just as many people (if not more) will absolutely LOVE you. This should be your goal... The last thing you want, as a Bad Boy, is to live in a world where most people know you, but just *tolerate* you.

*Patrick James says...*

*I completely agree with this. Growing up my best friend was the COOL guy. He was the start of the basketball team, the quarterback of the football team, and he slept with basically any girl he wanted.*

*He was the complete opposite of me because back then I tried to be agreeable with everybody I met. While my friend was sleeping with a ton of women, I was busy pursuing the girls I liked, and never sleeping with any of them. [Obviously my life has drastically changed, as I started to implement the Bad Boy edge into my personality — allowing me hook up with Instagram models, NFL cheerleaders, bartenders, flight attendants, etc. — but that's neither here, nor there]*

*What was most interesting about my friend is that nobody just thought he was “ok”. In fact, most of the people he met hated him at first. He was cocky, confident, and at times arrogant. But no matter what, he had fun and never cared what anybody thought of him. Because of this, even though some people hated him, just as many people LOVED him, and wanted to be his friend. Women, who would call him an “asshole” in front of other people, would go out of their way to bang with him when nobody was around — just going to show that women might say one thing, but do something completely different.*

*When you start to become polarizing yourself, you'll realize something really intriguing... the people who “hate” you actually know more about you than anybody. Haters will talk about you more than the people who love you. In my opinion, haters are just confused supporters. Or as Kanye West would say “Love your haters, they're your biggest fans.”*

### **Bad Boy Trait #9: Status**

Status is an indicator of the way other people in your environment – and in social circles – view you and respond to you. When people like you and respect you, it's evident in the way they act when they're around you. And when you draw this type of favorable attention, your status grows in the eyes of women.

Women are interpretive creatures. While the things you say (and the way you say them) are important, the way you influence your environment makes a far more powerful statement.

Projecting status can be as simple as being friendly with the doormen, bartenders or wait staff at the bars or clubs you go to. When people know your name and are happy to see you, women notice because you seem like

someone who is important. And even when you don't think they're noticing, trust me, they are.

This principle also applies to the friends you surround yourself with. If you introduce a buddy of yours to a girl, and he's a respectful, likable person who speaks highly of you, that is a powerful and positive reflection on you.

***The more cool, charming people you have in your social orbit,  
the more status you'll have in the eyes of women.***

When taking a girl out, you should bring her into an environment where you already have built-in social proof — this plays on a concept called preselection. Without even knowing you, if a woman sees other men wanting to be around you, and other women being attracted to you, then she will conclude that you are an attractive guy. We'll talk more about projecting status, and preselection in a later chapter, but for now, just know that this is VERY important.

Hopefully you can see by now that all 9 of these traits, that we just went over, seamlessly weave together. While they are each important on their own, each trait helps you to cultivate the next trait. Almost like legs to a table, they each help support each other, in building your Bad Boy edge...

*Patrick James says...*

*Often times, even if you mess up, or do "nice guy" things... If you are preselected, then she will give you the benefit of the doubt, and still be attracted to you. For example, if a "nice guy" was talking to a hot girl, and the girl asked "so what did you do last night?" and the nice guy responds by saying "Nothing, I just chilled at my place." She will think nothing of it.*

*But on the other hand if the hot girl talks to a guy who is "preselected," and she asks him "so what did you do last night?"... If the Bad Boy says, "Nothing, I just chilled at my place..." She will assume "This guy totally had a girl over last night, and just doesn't want to tell me!"*

*Do you see the power of having Status in a girls' eyes?*

Now that you know the OUTWARD character traits that make up a Bad Boy, let's dive deeper into the mindsets that all bad boys have. When you

are able to think like a bad boy does, then all the character traits will start to happen naturally...

## CHAPTER 2: How A Bad Boy Thinks

A Bad Boy radiates his “edge” through his words and actions. But what many of the “gurus” rarely talk about is the fact that your actions are merely a result of your mindsets.

You see, women are always filtering a guy’s words and actions through their mental computers. While us men are always looking for reasons to *qualify* attractive women (to justify our desire to have sex with them), women are searching for reasons to *disqualify* men.

If we meet a hot girl, we’ll usually overlook the deficiencies in her character and her personality because we’re focused on getting her into bed... Women, on the other hand, seek to find reasons to *disqualify* men. You could have attractive qualities — whether it’s the way you dress, what you do for a living, or your sense of humor — but if you show weakness in a certain area, she will instantly disqualify you.

Let me ask you a question... Have you ever been on a date that you thought went well, and even though you didn’t hook up at the end of the night, you figured there was a serious possibility that she would become your next girlfriend? But when you called her to arrange a second date, she was suddenly extremely “busy” and couldn’t commit to making any plans...or didn’t return your phone call?

Before I started applying these principles, that sort of thing happened to me on a regular basis. I couldn’t understand how a girl that seemed so enthusiastic on our first date, would then come up with excuses not to go on a second date. Or, I’d meet a girl in a bar and have a great conversation with her, but when I’d call her a couple of days later to plan a date, she wouldn’t call me back... It’s now clear to me that on those dates, I was doing things to cause these women to disqualify me.

***Women will disqualify men, and not even know why — usually for her it is instinctive.***

For instance, the other day, I was talking to a hot female friend of mine, Christine, about a date she'd been on the night before. She'd met the guy on the Internet and this was their first time meeting face-to-face.

According to her, he had been sweet, funny, and "really cute" (her words). He brought her flowers, and took her out to a restaurant where their dinner and wine cost over \$150. But after they said goodnight (with a quick hug and kiss on the cheek), she had no desire to ever see him again. She'd disqualified him, and when I asked her why, she couldn't really explain. She said "I don't know, I guess I just didn't feel the right chemistry."

When she explained the date in detail, it then became obvious to me what he'd done to turn her off.. he had showed his interest. He told her, on that very first date, how he was looking for someone to settle down with. Then at the end of the date he told her "I really like you, and I think there might be potential for a relationship here." Then he asked her if she was available the following night to go out again...

Mr. Internet Romeo *thought* he was just being sincere and honest, but what he was actually doing was surrendering control. He was letting her know, "I'm yours if you want me. Now, it's your call."

To Christine, he no longer presented any sort of challenge. The sexual tension they'd built up over the past few weeks, chatting on Facebook and emailing, was suddenly gone. Also, by trying to set up a date for the following night, her mind registered that he might be the clingy, possessive type who would want to constantly be with her. His eagerness to see her signaled that he had nothing else going on in his life.

***If a guy broadcasts the message that he is totally single, without other women wanting him, women will wonder, "What's the catch? There must be something about him that turns women off — possibly a very serious flaw?"***

Most women would rather cut him loose than stick around and find out what his personal issues are.

I don't ever want you to be like Mr. Internet Romeo. Which is why in this chapter (and the rest of the book), I'll be teaching you the proper mindsets that will allow you to flip the script on her, and get her chasing you. Forget

everything you've ever thought about what it takes to attract women. These are your new mindsets...

### **Your First NEW Mindset: Put Her In “Pursuit” Mode**

*“Does he REALLY like me...or is he just playing games, like he does with ALL his girls?”*

This is what is running through her head while the Bad Boy is teasing and flirting with her. It makes her want to keep playing the game. Whenever she's with a guy like this, she'll want to look her best, and act her sexiest, in order to get the confirmation she craves. The key is to NEVER give her this confirmation.

When a woman is attracted to you, she desperately wants to know if the feeling is mutual! Bad Boys can work women into a frenzy this way...by NEVER letting the girl know that she's “won.” (Remember what Patrick James said earlier about how a woman wants to slowly win you over, but you should still always be *just* out of reach.)

For this reason, you must never tell her how long you've wanted to ask her out, admit how attracted you are to her, or tell her how you think the two of you would be “great together.” Banish these words from your vocabulary!

If these sound like winning romantic gestures, turn off your television, because you've been watching too many Hollywood movies. Only in the movies can the dorky, shy guy win over the hottest girl because he makes some grand, romantic declaration.

In reality, it's more likely that she'll regard this as weakness on your part. Nine times out of ten, your “confession” will NOT prompt her to confess her own attraction to you — it will only take you down a notch in her eyes. Now you are just another guy who can't control his emotions or his libido.

***By letting her know she can have you if she wants you, you have given HER all the power.***

And like we established in the last chapter, women want to be LEAD. She wants YOU to have the power, simply because she wants you to be an intriguing challenge for her.

So how do you put her into “Pursuit” mode?

If there is a mutual attraction, let her be the one to express her feelings to YOU, and when she does, play it even *more* cool. If she says something that implies she likes you and wants to date you, give a vague response that strings her along.

**HER:** “So what do you think...y’know, about you and me?”

**YOU:** “I’ve enjoyed spending time with you. I think it’s best to take things slow...let’s go with the flow and see where it goes.”

Don’t give her the validation she is craving. Keep her wondering: will she ever be able to have you all for herself? Or will you be with another girl tomorrow when she’s waiting for your phone call?

She’ll want to keep earning points with you, to get the confirmation that she desires. In the meantime, you are the one holding the cards.

*Patrick James says...*

*That said, if she wants to officially become your girlfriend, and she brings up the “what are we?” speech, then you can approve of her from a place of power — THAT is how you make a girl your girlfriend. Or if you want to keep things casual with her, and date multiple women, say something like the following...*

*“Y’know, I’ve loved hanging out with you lately, and I’d be interested in seeing where this goes, but truthfully, in the past I’ve made the mistake of jumping into relationships too soon, which lead to me just getting hurt. So these days, I have a personal rule where I won’t become exclusive with a girl until I’ve been seeing her casually for at least 6 months... If that is fine with you, then let’s keep this going, and see where this goes...”*

*That one monologue is something my friend, and fellow dating coach, Adam Gilad once told me, and it’s turned out to work like magic for me. It lets a girl know you like her, but aren’t quite sold on her yet, in a charming way. It allows you the*



*freedom to develop open relationships with multiple women at once. Use this if a girl really likes you, but you aren't ready to jump into a relationship with her quite yet... Trust me, if you have Bad Boy edge, every girl will want to lock you down as HER man. You've been warned.*

## **Your Second NEW Mindset: The Maverick Principle**

The Maverick Principle is simple. All it states is that you're not going on a "date" with women, you are INVITING HER to join you in your fun and exciting world. Everything is on YOUR terms and YOUR timetable...not hers. You must fit women into your schedule, not the other way around.

By not being easy to pin down, you will be in a category of men she isn't used to dealing with, and it reverses the traditional rules of courtship. Normally, women are the ones who play "hard to get" and make it difficult for men to schedule plans with them. As a Bad Boy, you are the one who is occupied with other things, and you see women on *your* terms. In today's dating world, this sets you apart as a true maverick.

For instance, most guys will hang on the phone for as long as she wants to talk, even if it means listening to her complain about her sex life with her ex-boyfriend for an hour. Whenever she's free, these guys will put everything else aside to talk to her, or spend time with her...

Women grow bored with these types of men because always being available is a sign that he has nothing else going on his life, and that no other women are interested in him.

***Women are intrigued by a man who is a hot commodity, not a guy who is free any time she is available.***

So the next time she wants to hang out, or chat, instead of immediately accepting her offer create an I.O.U. ("I owe you") situation. Say "Actually, that night won't work for me, I have something else going on... But the next night I'm going to this really awesome party, you should join me."

In that last example, take note of who is leading the situation... By rejecting her initial time, and then suggesting another time on YOUR terms, you immediately take the reins. Remember, women want to be led by a man,

not the other way around. And rather than *asking* her to hang out, you are telling her that she “should join” you on a fun activity you **ALREADY** plan on doing...

Even if you didn’t actually have plans during the original time she suggested, always make sure to take the lead by suggesting another time. This does not require you to be mean, or harsh, but rather just implies that you are busy, and in-demand guy. Lastly, don’t feel the need to explain why you are busy, just keep it vague by saying “I’ve already got plans then,” and then change the topic by suggesting another time that “works better” for you.

I always suggest doing this, especially **EARLY** on, in the dating process (so for the first 2-3 hang outs, at the least). Later on in the dating process, after you have built up some value (status) in her eyes, you won’t need to be as “unavailable” because, like we established in the last chapter, high status men always get the benefit of the doubt.

A very important note before we move on: when you do meet up with a girl -- whether it’s for a date, or you’re meeting her and her friends at a club – I’m not suggesting that you should act arrogant or aloof, like you’ve got somewhere more important to be... When you see her, be 100% present, enjoy that time, and be focused on her.

Being totally attentive and “in the moment” makes her even **MORE** eager to see you again, because you make her feel special when you’re around. But it’s always going to be on your terms, on your schedule.

Also, women tend to be flaky and be late to appointments (this is one of the many, **MANY** ways a woman will unconsciously “test” you to see if you have balls and a backbone — more on this in Chapter 7), but you should always be punctual. Your time is precious, and if she makes a habit of showing up late to meet you, you’ve got to call her on it.

Most guys will act like it’s no big deal when she shows up at the restaurant 20 minutes late: “Oh, don’t worry about it, it’s fine...” (this goes back to what we were talking about before, with supply and demand – if you don’t call her on this behavior, she’s going to see you as a low-value, always available commodity, which is why it didn’t really matter that she was late).

The Bad Boy calls her on it: “This is the second time you’ve kept me waiting... If this happens again, I might have to find the proper punishment.” As you smirk, and say it in a playful, flirty tone that suggests you may be “punishing” her in the bedroom later on.

A response like this will call her on her bullshit, while not seeming REACTIVE to it because you are doing it in a playful way with a sexual undertone... Plus, as a Bad Boy, who is in-demand, your time is actually important to you.

### **Your Third NEW Mindset: Be The Buyer**

In every single human interaction one person is always the buyer, and the other is always the seller. The Bad Boy always makes sure to frame himself as the buyer because the buyer holds all the power.

You can tell who the buyer is by looking at who is “qualifying” themselves to the other person. The term “qualify” means to sell yourself. The seller is always trying *slightly* harder for the approval of the buyer, and if you are the one trying harder, you have lower value.

Imagine a guy going to a job interview... You could expect him to start listing all of the things that make him qualified for the job. Well, this is essentially what you do when you “qualify” yourself to a woman.

Unfortunately we live in a world today where most men believe it is their duty to qualify, and sell themselves to women. In which case, they accept that she is the buyer in the interaction. From now on, to be the Bad Boy, always get *her* qualifying to you.

***A surefire sign that a woman is attracted to you is that she qualifies herself to you...***

There are several ways she might do this, (i.e., any story she tells that implies how great/smart/awesome she is, or anytime she apologizes and tries to explain herself).

In short, Buyers qualify (or disqualify) others, Sellers qualify themselves, and the more they qualify, the more they want the buyer’s approval.

In Chapter 5, I will teach you an exercise to make sure that YOU are always the buyer in any interaction. But for now, understand that Bad Boys never qualify themselves, and always get women to qualify to him. When a woman starts to qualify herself, she is slowly becoming more and more attracted.

### **Your Fourth NEW Mindset: Have Strong Values and Beliefs**

What do you believe? What do you stand for? Do you know? Have you even thought about it?

You can bet that EVERY Bad Boy has thought about it a great deal.

Fortunately, this is a really easy thing to do something about. It starts with you having the balls to grab a pen and paper, and make a list of the things you value the most in life, the things you hold as your core beliefs, the things that are most important to you, and your goals.

It doesn't really matter what they are – as long as they're genuinely YOURS. Write them down and keep them close. Read them often. Make them a part of your life and start LIVING according to the things you wrote down.

Words have power. Words create action. When you SEE your goals written down, you'll start mentally mapping out how to accomplish those goals. It's impossible not to. Likewise, when you see and are confronted by your beliefs, you'll start measuring and assessing in your mind to see if you're living up to those beliefs. If you're not, you'll find that you begin subconsciously making changes so that you ARE living in accordance with your own beliefs.

Strong beliefs, and not being afraid to voice them will make you more Polarizing — which as we already established is very attractive.

*Patrick James says...*

*The truth is, most guys already have beliefs, values, and preferences in life, but they are just too afraid to voice them. The typical beta male move is to agree with*

*a girl's opinion on something, even if you don't agree with her, just because you do not want to offend her. Fuck that!*

*If a girl says "Oh my God, I love taco bell!" If you are a health-nut, who works out every day, and only eats organic food, rather than becoming a bobblehead and saying "Me too..." Use that as the opportunity to disqualify her, and SPIKE tension. Tension just leads attraction. So PLAYFULLY say something like "Oh you're one of those taco eating girls?... Well, it was nice to meet you, but I'm not sure this would work out." Just watch how she starts to qualify herself after you say something like that.*

*"...Well I only eat tacos sometimes... I promise I eat really healthy too. I go to the gym... blah, blah, blah."*

### **Your Fifth NEW Mindset: Don't Strive To Impress or Possess Women**

One of the most powerful male desires we must overcome is the desire to "possess" women. People often assume that women are the more possessive gender, that they're the ones who want to "lock down" their men and jealously guard them from other females.

But just as often it's men who feel the need to possess. This is one of the most common roadblocks on your path to developing Bad Boy edge.

You're on this planet for a limited time. After you're gone, you won't be able to take it with you, as they say. When you view your life from this long view, possession is really just a figment of your imagination, anyway.

### ***We see the following scenario unfold all the time...***

After a period of loneliness and frustration, having faced rejection and disappointment on the dating scene, a guy meets a girl. They hook up and have sex. Finally, he feels like the black cloud over his head has lifted. He thinks he might have found "The One."

When they're spending time together and she's affectionate towards him, he feels euphoric; when they're apart and she's not returning his phone calls right away, or is unavailable to hang out with him, he feels despondent... At this point, the girl seems to occupy most of his thoughts.

He plays mental movies of her and him riding into the sunset, happily ever after.

This is a trap because the more he thinks about her, the more he wants her. Eventually she will sense how much he wants her, and because the challenge is gone, she starts to lose interest. More texts go un-replied to. She isn't able to hang out as much anymore. And slowly, she becomes more distant.

When the guy feels like she is slipping away, he becomes needy. He tries harder to get her attention. He texts her even more. He may even lose sleep over the fact that HE believes this girl is “the one” but she just doesn't see it yet.

From the outside perspective, this guys' friends see what is going on, and try to talk some sense into him. That's when he does it... He confesses, his feelings for her, and tries to corner her into saying she feels the same.

Take it from me, man...

The next time you experience these euphoric feelings, I just described, and your buddies are pleading with you to run the other way, LISTEN TO THEM. They are usually right. A lot of guys don't learn this lesson until it's too late.

The reason situations like this are so predictable is because a man should never be *possessive* about his woman. As a Bad Boy, you must adopt a more relaxed, fluid mindset. The idea is to make women want to possess YOU.

You are the ultimate prize, which one woman might be lucky enough to win someday — but only IF and WHEN you decide you want to commit to one woman.

So there you have it, those are you NEW mindsets to dating, and seducing women. You now have everything in your arsenal to THINK like a Bad Boy. Before we dive into how you ACT like a Bad Boy, I want to tell you about my friend Dave, so that you can see how this looks in the real world...

## CHAPTER 3: Meet Dave — The True Bad Boy

A long time ago, before I ever got good with women, I had a friend who was an amazing Bad Boy with women. He was one of the nicest guys you could ever meet, yet women absolutely loved him. When he went out to meet girls he had one goal in mind: to get laid by the end of the night... And he *always* did.

What is really interesting about this guy is that in the three years that I spent hanging out with him, he never once took a girl on a “regular date.” Of course, there were times when he’d meet a girl — whether he was at a bar, or out shopping — and it wasn’t logistically possible to have sex with her that same day, so he’d call or text her to set up a time to meet again.

It was never “dinner and a movie” either. Usually, he’d invite her to “tag along” with him when he was going out for drinks with friends, or invite her to join him on some fun activity.

In other words, he would invite women to come have fun in *his* world, instead of trying to earn a place in *her* world. As a result, he got more sex from more beautiful women than most guys could ever imagine.

In this chapter, I am going to give you a couple of case studies where Dave met women, and seduced with Bad Boy edge. In these examples, the women go crazy over Dave simply because he had everything you’ve learned about in the last two chapters... I personally witnessed both of these case studies, in-person.

I want you to read these stories, and compare them to all the material in this section. This is what it looks like to have Bad Boy edge...

### Case Study #1 – Jessica and Amanda

Okay, first, keep in mind that this guy is NOT what you’d first think of when you think of a Bad Boy... He’s in his mid-forties and a little overweight, but he does TWO things that “charm” everybody he meets, both men and women (a crucial skill, you’ll see why in a second)...

First, he's got an amazing voice that gives him a completely commanding presence. And second, he knows how to make his life sound interesting by telling stories. Many of these stories came from the fact that he was always pushing his comfort zone, and experiencing new adventures in his life (You may recall that this is a crucial part to becoming a more Confident man).

In this particular instance, Dave did what he usually does... He went into the club with a "wing woman" (he never uses wingMEN), and she chatted up a few attractive women. Then after a moment, his wing-woman suggested that these girls accompany her to meet a "fascinating" friend of hers (Dave)...

She then took them to Dave, who had secured some prime real estate in the back corner of the club, where he had a pitcher of water at the table, and a few extra glasses.

Dave stood, greeted them with a smile, and asked them to sit. Then he said, "Ladies. Have a seat...just don't sit next to me. I'm not sure either of you would be able to resist my devastatingly sexy voice whispering in your ear..."

(And like I said before, he really DOES have a cool voice – imagine a Grizzly bear who smokes and drinks whiskey...kind of a deep rumble that usually gives women chills, in a good way).

***See what he did there? He CHALLENGED THEM, directly...***

He told them they just weren't up to the task. Told them that they COULDN'T sit next to him...so guess what they did? Of course...they promptly sat down next to him.

His wing-woman gave Dave their names, and as he learned each one, he kissed their hands, held their gazes and said their name aloud to them in that growly voice, first Jessica, and then Amanda. When he said Amanda's name, he looked at both women and said, "I'd lean in and whisper your own names in your ear, but you've got to buy me a drink first."

Of the two, Jessica was the most intrigued, and immediately offered to buy him a drink. She leaned across her friend to let Dave whisper in her ear



(and nibble her earlobe of course), and shivered visibly when he did. This is just SECONDS after meeting these two!

After enjoying his drink, he offered to “buy the ladies” a drink, then when they accepted, he poured them glasses of water from his pitcher. “I don’t want either of you getting drunk – I want you clear-headed when I seduce you.” He told them both. They were hanging on his EVERY WORD.

A while later, in mid-conversation with the women, he flagged down a single guy who was walking by, and brought him casually into the conversation, asking his opinion on something. The guy was floored, and sat with them for almost twenty minutes. Dave didn’t mind at all. He was totally unthreatened by this man, and when he invited him to join his little group, the women were all the more fascinated by him.

When the place was starting to slow down, he suggested taking them (both) out for dessert. They left the club with him, and went home with him later that night.

## **Case Study #2 – Sharon**

Same basic setup as before, but this time, his “Wing Woman” brought a few men to the party as well. Dave did what he always does, flirted with everyone, made even the men feel welcome, and sometimes even USED the men as props to present himself as a challenge.

On this particular night, there were half a dozen people in Dave’s orbit – two men and four women. All off the women were into him, but Sharon was REALLY into him. She made it pretty clear to the other women that she had her eyes on the prize.

Dave resisted this for most of the evening, making it a point to pay MORE attention to the other women, which drove Sharon nuts and made her want him more. The more he pushed her away, the more she wanted him.

When she tried to touch him, he held her hand and kissed it before putting it back in her own lap (letting his hand linger on her thigh for a moment). “Oh no you don’t,” he told her. “I’m pretty sure you couldn’t handle me –

you'd be much better off going home with Roger tonight.” (Roger was one of the guys that his Wing Woman had brought to his party).

***The more he denied her...the more he gently teased and pushed her away, the more it drove her crazy.***

A little later in the evening, she tried to kiss him on the cheek and he looked shocked. “Gotta buy me a drink first...two drinks for a kiss. One drink will only get you enough to run your fingers through my chest hair and feel my scars.”

Of the four women at the table, three of them bought him one drink. They took turns sitting on one side of him (Sharon had permanently attached herself to the other), to rub his chest and play with his scars (from a Quad bypass surgery and a surgery to repair his pancreas – both of which are interesting, and if you can believe it, hilarious stories when he tells them—you would never in a million years think so, but trust me, they're crazy/funny stories!).

He also let them pat his “Ice Cream Belly,” which all the ladies loved. The guy is like a cross between Casanova and Winnie the Pooh – seriously. The women just never see him coming.

You see, most men are insecure about things like their height, weight, or body hair... In this case, Dave made it a point to *feature* his body hair, and scars. And by doing this he made, what most would consider a flaw, a prize to be won over. At every turn, this guy knows how to turn his apparent weaknesses into strength. It's just freaking amazing.

Of course, Sharon bought him two drinks, and to prevent anyone else from playing with his scars, wound up actually sitting in his lap the rest of the night.

Some of the things the guys said to women just blew me away. Like when he was describing kissing to the group that had gathered around him.

“See...most guys, when they go in for the kiss, they do the ‘one finger under the chin thing’ and lift the woman's face to be kissed (he did this, demonstrating with Sharon, who was, of course, sitting in his lap – you could tell she was SUPER excited that he might kiss her).

“Then they lean in close and give the woman a kiss.” (He put his lips about an eighth of an inch from Sharon’s, then turned away).

“Yeah, that’s not really my style.” He told the group around him. They could all tell that Sharon wanted him bad, and were watching without blinking, just to see what would happen next.

I’m more of a ‘grab a handful of the woman’s hair, then gently and firmly tilt her face up toward me for a kiss’ ... like this.”

And he showed them, doing exactly what he’d described with Sharon. I thought she was going to cum on the spot. She wiggled on his lap like he was having sex with her, and the half dozen people sitting with him were totally mesmerized.

“But you know...that’s just me.” He said with a grin as he broke the kiss.

Sharon went home with him that night.

Like I said...the guy was just unbelievable, and he had DOZENS of stories to tell about crazy shit he’d done in his life. That’s what happens when you incorporate those Bad Boy character traits, and mindsets that we have discussed in this first Section.

One thing you may also notice about Dave is that he challenges women with the FULL assumption that they will respond positively to him. When a guy assumes that a girl he doesn’t know yet is going to be uninterested, or offended at what he says before he says it, then he is throwing in the towel before the battle begins.

Guys like these are making an excuse, a justification, because they lack the guts to even approach a woman. They’ve fallen into the trap of believing that certain girls are “out of their league.”

***As a Bad Boy, stop fearing rejection...***

Have the confidence and the resilience to withstand this reality that not every person in the world is going to like you!

That said, if you ever want to get with the HSFs (High Status Females — the girl that every guy in the room is checking out), then you've got to get rid yourself of the attitude that the hottest babes are only interested in super good looking guys, or guys with money.

Ultimately, the only difference between you, and the guy who consistently ends up banging the hottest women is the fact that he knows exactly what to SAY and DO to seduce her. Which brings us into Section II — Act Like A Bad Boy...

# **SECTION II:**

## **Act Like A Bad Boy**

## CHAPTER 4: How A Bad Boy Seduces Women

You might think that beautiful women, who are used to always getting their way, want a man they can control – a guy who won't question her, and will treat her like a princess.

Actually, deep-down, she despises men who give her anything she wants. What she yearns for is a guy who is in firm control of himself, his world, and her. She gets turned on by a guy who isn't afraid to create sexual tension, and make the move on her when the timing is right. Most guys don't know how to do this.

It's a common misconception among a great many men today that the following ingredients are needed to attract a woman:

- Romantic gestures, such as giving gifts, leaving messages and notes of affection, etc. (trying to meet the media image of the “romantic guy”)
- Demonstrations of “provider” capacity (i.e. displaying or bragging about your wealth)
- Constant compliments and spending as much time as possible with her.

The fact is, while your efforts to impress a woman may flatter her, and she might think it's “sweet,” it will NOT create the *feelings of attraction* within her that are necessary for seduction to occur.

Another great myth about attraction is that women are interested in men based purely on their looks.

Now, let's be honest: if a guy is a looks like Brad Pitt, then women will lower their defenses to him, initially. During the first conversation, they might forgive him for being shallow or dull or self-centered. But this does not last longer than a few minutes

You'd be surprised how many men, who've been blessed with good looks, are unable to stimulate any lasting attraction in women.

***They wind up struggling to find love just like anyone else.***

Regardless of your looks, unless you know HOW to create attraction in women (yes, attraction is “created”), and escalate from there, you will not be able to seduce her, or keep her interested. No matter how “hot” a guy is, if he’s clueless about seduction, one of two things is going to consistently happen to him:

- Women eventually lose interest in him, because their subconscious tells them that he is not an alpha male. He might be good for a short-term fling, but he is not a suitable long-term partner. So they leave him and continue on their search for a guy who exhibits true Bad Boy qualities, who makes them feel that deep, undeniable attraction we’ve been talking about.
- He winds up getting a girlfriend or wife, but she’s all wrong for him. Because he is not an alpha male, he doesn’t have the insight into women, and himself, that would enable him to find, attract and build a relationship with the *right* woman.

On the other hand, we’ve all known a guy whom women find irresistible. He isn’t necessarily the best looking guy, but he seems as if he sprang out of the womb knowing exactly how to seduce the pants off of females. He has no problem approaching and sleeping with girls, despite the fact that he lacks the surface qualities (extreme good looks and money) that we *used to think* women are attracted to.

This is because he knows how to seduce women like a Bad Boy — he knows the steps to take, and what order to take them. If you were to ask this natural what his “secret” is, he probably couldn’t articulate any particular strategy.

He interacts with women on an intuitive level; he’s figured out a few things that work (usually it has something to do with being exceptionally confident and cocky), and he exploits that to the max — offending some women in the process, but still managing to get laid.

Now it’s time for the good news...

***You can learn the Bad Boy seduction process and become “that guy” — the one that makes your friends wonder, “how the hell does he do it?”***

That said, when you use what is taught in this section, you’re going to succeed with women on a much higher level, and without alienating or offending anyone. Because while the natural Bad Boys have figured out a few tricks that work with some women, this blueprint will give you a deep understanding of the complete picture.

You won’t have to rely on canned approaches, or use a “cocky” attitude on every girl. Once you understand these 6 steps of seduction, and the order they go in, seducing women will come completely natural. Especially when combined with the attitudes from Section one.

There is no shortage of women willing to sleep with the Bad Boy. Women are *deeply attracted* to Bad Boys, and are usually interested in pursuing long-term relationships with him. The Bad Boy seduction process relies on 6 steps, and they go in order. They are...

### **Step 1: Identify a worthy candidate for your attention.**

This is where you find a woman that you may be interested in, based on previously determined criteria. It is not simply a woman you saw with a cutethat you want to meet for quick sex. You has a more specific agenda, which we’ll discuss shortly.

You have to first know what type of women you want, from her personality, to her interests, to her ambitions in life. If you don’t know what you want in a woman, other than good looks, than you’ll end up settling for the first piece ofthat comes your way. In which case, you could end up with a girl that annoys the crap out of you, or has nothing going for her.

We’ll go over an exercise on how to do this in the next chapter, but for now just realize that this is an important step. This step will also help you to playfully qualify, and disqualify women in conversation when you first meet them — a very attractive thing that Bad Boys tend to do.



## Step 2: Approach her.

Yes, you must actually walk up to her and initiate conversation. No, she will not do it herself because a woman will *rarely*, if ever, approach a guy that she is attracted to. Generally, beautiful women will give you signs that she wants you to approach her and initiate a conversation. And if you don't, then she will assume that you were too afraid, or not interested — neither of these are good, because regardless of what the actual reason for not approaching is, you aren't going to have sex with her.

Approaching women is a test of your manhood. If you want to actually start having Bad Boy edge, then you have to start ruthlessly going after what you want in life. Remember from Section I, Bad Boys are self-validated. They do not care if a girl approves of him or not because HE approves of himself. And when he approaches a girl, he is coming from the frame of just wanting to see if she is “cool” enough to join his world, or his party.

If you are a beginner to this sort of advice, then approaching women may seem like the most daunting, and awkward task in the world. Trust me, I get it.

*Patrick James says...*

*In today's world, meeting women has become easier than ever... And the guys who actually get the girls they want are the guys who know how to consistently recognize and ACT when their window of opportunity presents itself.*

*Because let me tell you, back in the day I used to mess it up with the women I liked all the time... And it never once came down to the fact that I wasn't good looking enough, rich enough, or charming enough.*

*At the end of the day, the only reason I've ever gotten “friend-zoned”, or rejected by the girls I liked was because I always missed my Window of Opportunity with them.*

*For example, I'd be out with a girl, but when it came time to kiss her, I'd chicken out and wait too long to make the move... Or I'd ask a girl out and make a move before she was attracted to me, or even knew much about me.*

*The first step in any seduction process is that you've got to actually meet the girl. Quality women are everywhere, and when you see one that intrigues you, it is on YOU to APPROACH her, and create these windows of opportunities for yourself.*

*It doesn't matter if you know her, or have never met her before in your life... If you don't have the balls to go up and talk to her, then you're not even in the game! You're a benchwarmer sitting on the sidelines. Watching as all the other men are going out there and getting the woman that YOU want. In the next chapter, Dean and I will equip you with everything you need to get out there and start approaching, attracting, and dating the women of your choice.*

### **Step 3: Attract Her.**

One skill that many guys never acquire is the ability to get a woman interested in them, mostly because they have fallen prey to the false belief that women are interested primarily in looks. (They believe this because they think that women think like men. Guess what? They don't.) *Attraction is not a choice for her.* Her attraction is kick started by specific, learnable demonstrations that you present to her, through your behavior.

*Patrick James says...*

*There is a natural sexual tension that exists between men and women. Just think about it like this... If you took ANY guy in the world, and magically teleported him to a deserted island with a really attractive woman, and you left them there for an entire year... At some point they would have sex. Why? Because at the end of the day, we are all just mammals who love to have sex.*

*So when we talk about "creating" or "sparking" attraction, what we are actually referring to is ramping up the natural sexual tension that already exists between men and women. Any of the "attraction sparking" lines or techniques you will in this blueprint (mostly in Chapter 6) are designed specifically to spark the tension.*

*For example, if you were chatting with a girl in a bar, and you said playfully something like "Oh, you're a vodka drinker?... We would never get along" The act of disqualifying her as a sexual partner is an instant pattern interrupt (which brings her attention and focus onto you), and as a result amplifies the tension that already exists between you two. At first it might feel like "awkward" tension, but as soon as she realizes that you are a confident guy then that tension will quickly*

*turn into sexual tension, which leads to the feeling of attraction.*

#### **Step 4: Qualify Her.**

Most women are used to men who are indiscriminate — instantly accepting any good looking girl that comes their way. These are the guys that chat her up for no apparent reason, other than the fact that she has a pulse and boobs (which they can't stop looking at). This is unattractive to women, and conveys that you do not have options.

#### ***No girl wants the guy who wants every girl!***

We have already hit on this a little bit, but if you are the guy who will accept any girl that likes him, then she will know that you have NO options with women. And if you have no options, then she will assume that you have something wrong with you, and not be attracted. Wanting every girl is literally REVERSE preselection.

Just think about the Bad Boy who every girl wants... If he has 100 different women that all want him, obviously he won't waste his time with the weird or annoying ones. Because he has options, he is going to start questioning the girl to see which ones actually are WORTHY of being with him. This is what it means to qualify women. You treat yourself as the buyer, and you ask them questions to get them to start qualifying themselves to you.

When you show that you have standards — that she has to actually *qualify* to be a part of your life — you have immediately separated yourself from the pack. The Alpha of any group does not accept whatever comes his way. He chooses the woman he wants. And by virtue of this attitude, he will probably get her.

#### **Step 5: Build Rapport**

For a woman to actually sleep with a guy, she must be able to trust him, and have some sort of connection with him. This is because sex is a much bigger commitment for women, than it is for men... After all, she could potentially end up pregnant, and have to raise a baby.

Even if you are a Bad Boy, at some point you will have to stop “attracting” her, and start connecting with her like a normal person. A sense of

connection with you is absolutely critical if you want to obtain her trust, which is then imperative if you want to forge a relationship of any kind with her (whether it's strictly sexual or long-term).

Most guys, who don't have any edge to their personality will often try to connect with a woman BEFORE they attract her. They will meet a girl and try to find all these commonalities... Then they wonder why the girl doesn't like them, and how they ended up in the friend zone.

The fact of the matter is, if you try to build a connection with a girl before you attract her, then you are putting yourself in the friend zone because that's what friends do (build a relationship based off of commonalities).

With this in mind, you can already start to see how knowing what ORDER these steps go in, you can completely avoid the friend-zone. Attraction is easy to create. This is why many of the guys I work with get results really fast... Most guys are not "unattractive," they just don't know the steps that go into the seduction process.

That said, the worst way to build this rapport is by going into interview mode (i.e. "So do you come here often?") Interview mode just prompts her to talk about random bits of useless information, that bore her to death.

***Women do NOT go out to bars and nightclubs to talk about what they does for a living...***

They go out to ESCAPE from her everyday work life. So by asking her what she does, where she's from, how many siblings she has, etc... You are boring the crap out of her.

Plus, every guy asks those questions, so if you do too, then she will assume you are like every other mediocre chump she has ever talked to.

Rather, you should always talk about experiences that you can both relate on. Instead of asking her questions about herself, tell a story about yourself and then ask if she can relate to your story. Also note that this is a good time to continue qualifying her as well.

**Step 6: Escalate appropriately or CLOSE for the next escalation.**

This last step is open-ended, and it's where you will find the most opportunity for growth. Escalation is the process of taking the initiative to make this relationship move forward towards sex.

The woman needs to feel that *you* will take the responsibility for this role. If she feels like she's the one making things move forward, she will freak herself out by worrying that she's a slut.

You are either escalating the situation physically, by breaking the touch barrier, or logistically by setting up the next time you will meet with her (otherwise known as "closing," such as when you close for her phone number, or line up a date).

The only time you should get her phone number, and try to meet her at another time is if you will not be able to have sex with her on that night.

An advantage of like a Bad Boy is that it will become clear whether she is interested in you on a sexual level. You won't be shooting in the dark, worrying that she'll freak out if you try to touch her.

When you follow the correct progression, *escalating* from conversation to physical touching, you'll never have to wonder whether she "likes you as a friend" or whether she's interested in more. You'll know how to read her signals, and your tactics will be gently leading her down the path to "yes"...instead of giving her reasons to say "oh, look at the time...I should be getting home soon."

Guys will often fail to escalate because they don't want to rush things, or be seen as too aggressive. These are just excuses for not wanting to risk rejection. If you've laid the groundwork, built up her attraction, and made her physically comfortable with you, she'll be receptive when you take things to the next level. But it's on you to lead her there.

I remember one time having a girl sleep over at my house, in my bed, and I didn't "try anything" because I didn't want to screw it up. We lay there together and talked for hours, then she drifted off to sleep while I laid next to her all night with a hard-on. I figured there was no hurry, and that if I acted like a gentleman she'd trust me and we'd have sex next time.

***Unfortunately, there was no “next time.” She never called me again...***

By not escalating with her, she viewed me as a Wuss, and she may have even felt a little bit insulted. She’s an intelligent, sexually experienced adult. She knew what was supposed to follow when she willingly climbed into my bed and laid down next to me. But I failed to **lead** her down that path.

The key is to BUILD UP to intimacy and sex with a progression of steps. Perhaps the *biggest* mistake that guys make is trying to seduce women before the groundwork has been laid. You don’t ask a girl out on a date before you’ve spent time chatting with her and getting her interested in you. Likewise, you shouldn’t go for a kiss when you haven’t even laid a finger on her all night.

Now, let’s discuss a few of these steps in detail, so you’ll know exactly what to do—and when.

## **CHAPTER 5: Bad Boy Approach Tactics — Putting The Steps Together**

By now, you know that Bad Boys don’t “court” women - they seduce them. Now let’s talk about specifics. How do you actually DO the steps you just learned?

Well the first step is to know YOURSELF, and what you stand for. Go and grab your personal journal right now because this exercise that you are about to do will require a little bit of brainstorming and writing...

So, first things first. Sit down with a pen and paper—or fingers and keyboard—and get cracking...

Write down your 10 core values. These can be anything from “I stand for freedom and compassion” to “I will never screw over my friends.”

These values are the self-imposed rules for your own conduct that will give you a sense of certainty about who you are and how much honor you demonstrate. Feel free to take this list past 10 if you need to. (In fact, you’ll

learn a lot about yourself once you force yourself to go past the first ten values you can think of.)

*Patrick James says...*

*To help get your juices flowing, here are a few of my own personal rules of conduct...*

*If a girl flakes on me two times in a row, I stop trying to hang out with her.*

*If I say I will be somewhere at a certain time, I will not be late.*

*I never apologize for people being offended at something I said if I had no intention to offend anybody in the first place. I may apologize that they were offended, but I will never backtrack on my own words. (Being unapologetic is a very attractive Bad Boy trait)*

*I achieve whatever I set my mind to.*

*I never worry about things I have no control over (i.e. if someone doesn't like me, if I'm going to be late because traffic is terrible, etc.).*

*I don't hang out with someone if they affect my mood negatively, or are holding me back from achieving my goals and ambitions (i.e. negative people, watching the news, haters and critics, etc.)*

*Those are just a few of my personal standards for myself.*

When you're done with this list, the next step involves the women that you want to attract...

## **Identify A Worthy Candidate For Your Attention**

This is where delicate “dance of attraction” starts. If you haven't determined beforehand what you want and don't want—and what you will accept, and won't accept—you're going to be a lot LESS attractive to women.

The female “radar” is a finely tuned instrument. They can sense when you aren’t picky and are just hoping to find someone to hook up with. If so, they’ll be unlikely to connect with you on any level. The Bad Boy projects an aura of knowing what he wants, and not settling for less.

Make a list of:

- 10 Must Haves (qualities you insist on in a woman)
- 10 Nice to Haves (qualities that you appreciate, but aren’t absolutely necessary), and
- 10 Deal Breakers (qualities you will not tolerate. Maybe she can be a friend to you, but she’s not a dating prospect).

In your mind, what are the specific qualities that your “dream girl” would possess? What are her values? Will she be flexible, or will she give you grief over every little point of contention?

If your goal right now is to “play the field,” and finding a woman to settle down with isn’t your intention, put those thoughts aside for a moment. Don’t just list the physical traits, because the in 30 or 40 years, most women will look about the same anyways. What keeps you attracted to woman is her personality and her disposition. If five of the items on your “Must Have” list are going to be physical attributes, base the other five on qualities other than looks.

By making these qualities absolutely clear in your subconscious mind, you’re “reprogramming” yourself so that when you meet a woman or begin dating her, you’ll quickly know whether she’s a worthy candidate for your time and effort. (If you don’t know what you want, how are you going to know when you’ve found her?)

Once you’ve made these lists, you must now accept that, in all likelihood, the best you’ll find is someone with 80-85% of what you want... But if you choose the right qualities, that’s all you’ll need.

The next thing you must do is find prospective candidates you want to approach or talk to. This isn’t very difficult, but we know there are a lot of guys out there who like to say, *“I can’t find any good women! Where do I go to meet them?”* But that isn’t what they actually mean...



Underneath those words, they're actually saying: "I see women all around me all day long, but I consider them impossible to meet because that means I have to risk walking up and saying something to them. I want you to point me to a risk-free location where all these women are herded together and waiting to be meet a guy like me."

There are endless environments that offer limitless opportunities to meet women. We'll discuss some of these environments, including ones you may not have considered, in a later chapter. The most important thing to remember for now is that every approach — whether it's sending an email through an online dating service, or stepping to a girl at a nightclub — involves risk.

***The Bad Boy conditions himself to enjoy risk, because with risk comes the possibility of great rewards...***

He also believes that when it comes to meeting women, there is no such thing as "rejection."

Banish that word from your vocabulary. In virtually every instance in which you approached a woman and failed to achieve the desired result, there was a *better course of action* that you could have taken — as well as a lesson you could have learned. If you feel like you were rejected, then you just aren't paying close enough attention to the interaction to recognize that lesson.

After applying these lessons to your future interactions, you'll stop fearing rejection and see every interaction with a woman as an opportunity — either to score, or to gain a new nugget of insight or experience that will make your game stronger.

When you've completed these two exercises you'll have done something that less than 2% of all men ever do: you'll have stated WHO YOU ARE and WHAT YOU WANT. You'll have drawn a line in the sand between the old Beta Guy you once were and the new Alpha Man you're about to become.

You'll find that a powerful side effect will happen as a result: by setting these values down in writing, and using them as your personal guidelines

from now on, you'll make yourself a lot more attractive. Maybe not to every woman, but to the ones that count — the ones you want in your world from now on. Which brings me to the next topic at hand...

### ***How do you approach a girl you find intriguing?***

Unfortunately approaching women isn't as easy as simply having the balls to do it... You have to know what to say, and what not to say. You have to know how to handle her friends, and what angles to approach from. So let's dive into this topic real quick...

### **The Approach and Building Rapport**

No single activity sparks more fear in the heart of men than this one. In reality, it's not that tough. In your mind, however, you've built up so much dread over it that you turn into a basket case when you see the opportunity arise and feel compelled to act on it. That's when that voice in your head starts giving you convenient excuses: "She's probably only interested in tall, good-looking guys." "She must have a boyfriend." "She probably doesn't want to be bothered." "I have to leave soon, anyway." Etc.

What you should know is that all of those excuses in your head are just that — excuses. They are not real. They are just F.E.A.R. — False Evidence Appearing Real. Bad Boys do not let fear hold them back from anything...

Here are a few strategies that will help you:

- Wait only 3 seconds to approach, no more. If you wait any longer, you're giving yourself an excuse not to do it. Therefore, you probably won't. You must reprogram your nervous system to ignore the anxiety and act in spite of it. This may feel uncomfortable and unnatural at first, but so did swimming or riding a bike the first time you tried it. With practice—and some positive results—going into "approach mode" will become second nature to you. That tingle of adrenaline you feel when you spot an attractive woman, and *know* you're going to approach her and open a conversation, is something you'll begin to thrive on, rather than fear.
- Walk up to her and just say one thing: "Hi, I just had to let you know that you have a great energy about you. I wanted to come over and meet you."

What's your name?" This is called a "direct" opener because you are being direct about your intentions. These tend to work best in non-social environments like coffee shops, malls, grocery stores, etc.

Don't get too clever. Memorized pickup lines are a crutch, and they do not work. For a lot of guys, the indirect lines like "Hey, do you have the time," tend to fail miserably because the woman knows what you're doing, and by not making your intentions known, you will seem timid and scared.

*Patrick James says...*

*If you do take a more "indirect" approach, these can work. In fact, I use them all the time. The only distinction is that, no matter how you approach her, you've still got to make your intentions known. When opening the conversation indirectly, there are two ways you can do this... One, after about 30 seconds of conversation, you drop the act, and go direct, "to be honest, I only came over here because I thought you looked intriguing, and I had to see if the personality matched the face... My name is (insert your name)."... Or two, you are direct in your non-verbal communication.*

*It's actually been scientifically proven that 93% of all communication between people happens NON-verbally. While only 7% of communication comes from the words being said.*

*That is why, regardless of how I open the conversation, most of my attention is going to be focused on what my body language, and vocal tonality is conveying to her. In other words...*

**IT'S NOT THE WORDS YOU SAY, IT'S THE VIBE YOU CONVEY.**

*Remember that. Make it your mantra. So be sure to have great eye contact, a cocky smirk, and stand tall. You want your body language to convey confidence, and that you are interested in her. Just think, "What would a charming, confident celebrity like Ryan Gosling look like if he approached her? How would he be standing? What would his voice sound like?"*

- When you convey the sense that you're an honest, authentic person, she'll lower the barriers that shut out 9 out of 10 men who approach her,

exuding desperation or anxiety. Once you've "opened" the conversation, you should expect to have to carry the conversation for at least the first 60 seconds — especially if you have approached her in a non-social environment (i.e. a shopping mall).

This is because in non-social environments, she is not expecting to be approached by guys, so it will take a little bit for her to get out of her shell and open up conversationally.

Plus by approaching her in these environments, you are already showing her that you are more confident than most guys (because most guys don't have the balls to approach her). Whereas in SOCIAL environments (i.e. parties, bars, nightclubs) the story is a little different. She expects to get approached at a party, so when you approach her, you've got to stand out in other ways — which we'll talk about in the next chapter.

The most effective openers are ones that "sneak under her radar" and don't SOUND like opening lines. (Remember, you don't want to indicate that you're too interested in her).

Instead of opening her with a boring question like, "Hi, I'm Joe, what's your name?" Or, "How are you doing tonight?" make a STATEMENT that includes some type of observation about her.

### **Examples:**

"I can see you know how to have fun. You're definitely invited to my next party."

"You look incredibly bored. Cheer up, this place isn't *that* lame."

"You just missed a major catfight over by the bathrooms. Two girls were going at it. Hair pulling, scratching, it was nasty...I bet you five bucks it was over some guy."

*Patrick James says...*

*For conversational purposes, I always expect that I'm going to have to carry the conversation early on. One of my favorite ways to do this is through the Light Observation.*

*All you have to do is simply make an observation about something going on in the environment, and state that observation to anybody you want to talk to. The only trick is to make it light, unique, and genuinely something that interests you.*

*I realized this power was when I went to Hollywood, CA for the first time. I had gone there for a marketing event, and that day one of the keynote speakers held a ginormous lunch for some of the people in attendance.*

*When I walked into that dining hall, I noticed 2 things: A ginormous line waiting to go through the buffet, and every seat at every table was already set up with plates, napkins, silverware, tea, and water.*

*So while standing in line, these dudes were talking to me, and they were asking all these boring questions like, "What's Your Name?", "Where are you from?", "What do you do?", "Where did you go to school?"....*

*You know, questions that makes women's vagina's zip shut, and make me want to shoot myself.*

*So instead of answering their questions, I immediately said, "Do you know how I can tell that we're at a super fancy lunch?... Because we just got here, and every single seat has fancy silverware, plates, and glasses of water AND tea pre-poured... Pretty legit."*

*What do you think this did to the conversation?*

*Hint: It immediately brought the topic from something boring and typical, to something that was intriguing, and completely unique to the situation.. Meaning that nobody had ever made that observation to these people, thus they were immediately interested in what I had to say.*

*Now do you think these people are going to remember me when they think about that day sometime in the future?... F\*ck yes.*

*Here's where I used this to attract beautiful women that night though... That night I actually went out to a bar with the guys who met at lunch that day, and I immediately*

*noticed something odd... Almost every person, guy or girl, in that Hollywood bar was wearing a black leather jacket... With the exception of me and a few others.*

*Thus almost every conversation I started with any girl that night went something like this, “Hey, do you know why every person in here is wearing a black leather jacket? This is my first time to Hollywood, and clearly I didn’t get the memo...”*

*In fact, one of the funnest interactions I had that night started off with me saying the observation from above, to a really beautiful brunette. And she replied, “What? Nobody is wearing a leather jacket.” [Clearly she was just feeling confrontational]...*

*So I replied, “Oh Really? How bout this, if I can point out 5 people wearing a black leather jacket right now, then you owe me a drink.”... She agreed, we shook on it, I held that strong eye contact, with a sly grin on my face... Long story short, she bought me a shot of Patron.*

*A light observation —> led to me playfully challenging her with a bet —> led to me getting a free drink from this really cute girl.*

*After she bought me the drink, the conversation seemed to flow naturally because there were so many things we could talk about, based on the events that happened to both of us that night.*

*For instance, we could talk about why I was in Hollywood for the first time. We could talk about why I like Patron tequila, and then I could tease her if she doesn’t like tequila. We could talk about why she didn’t have a leather jacket on either... The possibilities are endless for conversation when you don’t limit yourself to the safe, boring, interview style questions.*

*To expand on what Patrick just said...*

### ***Bad Boys Are Spontaneous and Unpredictable when it comes to conversation.***

*Nice guys say predictable things, and take women out on predictable dates. Having the Bad Boy “edge” means you find unique ways to respond to her, and challenge her.*

If you're standing at the bar, talking to a girl, here's what the difference would be...

**NICE GUY:** "So, can I buy you a drink?"

**BAD BOY:** "Grab me a drink, I'll be back in a few minutes."

Or, as you're about to leave the bar with her...

**NICE GUY:** "Can I walk you to your car?"

**BAD BOY:** "C'mon, walk me to my car."

You can assume that the last 37 guys that approached her were predictable and monotonous. They introduced themselves the same way, asked her the same series of lame questions, and talked about "safe" conversational topics. They only changed topics when the current topic had been run into the ground.

### **Example of a typical boring-ass bar conversation:**

**HIM:** So what do you do?

**HER:** I'm a school teacher.

**HIM:** Oh really? Cool. What grade do you teach?

**HER:** Eighth grade.

**HIM:** Ah, ok...so do you enjoy it? Being a teacher?

**HER:** Yeah, I love it.

**HIM:** That's cool...um...so how long have you been a teacher? *(He's already running out of steam...)*

There is no rule that says you've got to stick with whatever topic that she brings up, and keep talking about it until you've both run out of things to say.

Likewise, if you introduce a topic, make sure you switch topics before it runs out of steam. Bouncing from one topic to the next keeps things interesting.

### ***Always control the flow!***

Sometimes you'll make a statement, or throw out a topic, in order to get her response and gather some Intel on her. Other times, you'll want to stay

on a topic briefly in order to make a point, but there's nothing more you want to say on the matter.

When you want to switch topics, do it! It's perfectly okay to make a quick transition to another subject. Keep the conversation unpredictable and moving into new territory.

**YOU:** "I can tell there's more to you than meets the eye. A lot of guys assume you're just another pretty face, but you've got a deep, spiritual side that most people don't know about. Am I right?"

**HER:** "Yes, I guess you could say that."

**YOU:** "OK, so let me ask you a Hypothetical question. If you had the power to fly, or the power to be invisible, which would you want? And why?"

When you allow yourself to talk about a lot of different topics, none of which involve interview mode questions, then you will naturally build a TON of rapport with her.

Through the stories you exchange with each other, you will naturally find things that both of you connect on. And when you can build this connection on top of her attraction for you, then you are finally seducing her like a Bad Boy would.

### ***But How Do You Escalate (Physically or Logistically)?***

Escalation, as you may remember, involves either breaking the touch barrier and moving the interaction towards sex. Or, it involves exchanging phone numbers so that you can meet up with her another time, if you can't sleep with her that day/night.

I'll repeat that... You should **ONLY** exchange contact info if you, or her, has to leave and you want to continue this interaction later. No matter where you meet her, or when, if you have the chance to go on an "instant date" or take her back to your place, then you should. But if she is with her friend (or you are with your friends), or you have somewhere else you have to be, etc., then that is when you get her phone number.

When you arrange to see her again, you should plan on meeting her where both you're in a better position to seal the deal. This is how a Bad Boy seduces all women, even if he just wants **ONE** awesome girlfriend rather



than a harem. All great relationships start with a great physical connection. That said, most guys are too afraid to make the move, and simply don't know how to.

To break the touch barrier, and escalate you have to build up to the first kiss by making contact with her throughout the evening. Do this by touching her leg while you tell a story; giving her a brief hand massage; brushing her hair back from her eyes; placing your hand on the small of her back as you guide her through a door...etc.

*Patrick James says...*

*I like to think of this as working your way through the "Zones of Intimacy" — the quickest, and easiest way to break the touch barrier, and become physically intimate with any female.*

*The basic gist of this is that everybody has these "zones of intimacy," and the closer we get towards the center of someones body, the more intimate. [i.e. a girls' chest is a lot more intimate than her wrist.]*

*Since certain areas of our bodies are more intimate than other areas, it makes sense that the only people we'd let touch us in those intimate places are people that we already have a deep sense of rapport with... So for example, you would be a lot more comfortable if your best friend put his arm around you, than you would be if some bum off the street put his arm around you. This is because your sense of rapport with your best friend is a lot deeper than it is with the bum.*

*However, we can subtly breaking the touch barrier with people by starting in a zone with a low level of intimacy (i.e. the hand, wrist, or arm), and then move our way in towards more intimate zones as the night goes on (i.e. the shoulder, the small of the back, the stomach). And each zone of intimacy is like a checkpoint in a video game.*

*Here's what I mean... If you can touch an attractive girl on her shoulder once, and she's perfectly ok with it, then you instantly have more physical rapport with her than someone who has only shaken her hand... And now it's perfectly acceptable for you to keep touching her [in a non-threatening, non- creepy way] anywhere up to her shoulder again in the future, no problem...*

Evaporate the physical boundaries between you by making body contact with her. The best times to do so are when you're both laughing. Reach over and give her a knee a light touch. High-five her and interlace your fingers with her, then disengage.

What you're doing is acclimating her to your touch, so that it becomes something she is comfortable with. This way, later in the night when you hold her hand, kiss her for the first time, or initiate the foreplay that leads to sex, she's already "warmed up" to your touch.

Now, to close out this chapter, let's talk about how the Bad Boy gets a girls phone number, and interacts with her over the phone...

### ***Should You Get Her Phone Number?***

First off, do not "ask" her for her phone number. Rather, tell her that you are getting her phone number so that you can continue this interaction later. All you have to do is act like you have to go, and say "Listen, I have to go soon. But I think you're cool, we should definitely continue this later. Here give me your phone number, and I'll shoot you a text..." As you are saying this, just hand your phone over to her. She will naturally just start typing her number in.

As she is typing her number, you should definitely try to make some plans there. "What are you doing Tuesday night around 730?" You do this because you want it to be CLEAR that you only want her phone number so you can see her again. The last thing you want is to become her "texting buddy" who she will flirt with over text, but never meet with (let alone sleep with).

If she says she isn't busy, try to make an actual plan to meet her at that time in the future, right then and there. This will make her much more likely to respond to your text when you remind her the following day.

### **The First Few Times You "Hang Out" With Her...**

When you take women out on "traditional dates," you're playing the game on their terms. So forget about spending a bunch of cash on taking her to dinner and movie. Instead, invite her to have drinks at a cool, off-the-radar spot which you can introduce her to.

These places should be off the beaten path and have unique qualities, and you should be highly familiar with them. (Be on a first name basis with some of the staff, and ideally be friends with the manager/owner).

By bringing women into these environments, you're showing them something new, and demonstrating that you're a knowledgeable guy who will broaden their horizons.) If you don't drink alcohol, make it coffee—but make it an independent coffee shop with a funky atmosphere, not a Starbucks.

It's also usually better to invite her to do a fun activity with you, rather than ask her on a “date.” The whole idea of “going out on a date” carries with it certain expectations and pressures, doesn't it?

It's much more chill to say to a girl, “I need to do some shopping this weekend...I need to pick up some new jeans, and a birthday gift for a friend. I'd love to get your advice, so why don't we go together. If you help me pick out some things, lunch is on me.”

***When you want to make plans with her, don't put the ball in her court.***

Don't ever make it seem like you're available whenever SHE has time to hang out. Project the sense that you're a busy guy with lots of stuff going on, but you're willing to fit her into YOUR schedule.

For example:

**Wack Move:** “I was thinking, maybe if you're free later in the week, we could see a movie or something...”

**Bad Boy Move:** “The next few days I'm booked up, but let's get together on Friday night. There's this awesome new lounge that I want to show you...they've got a killer DJ and my buddy the bartender makes the best mojitos in town.”

Next, don't hang on the phone with her.

Again, a Bad Boy is a man on the move. (After you've slept with her, you can extend the length of your phone chats. In the getting-to-know-her phase, keep phone time to a minimum).

It's easy to get sucked into the trap of talking to her on the phone for as long as she wants to, because women have a tendency to want to talk endlessly. She has girlfriends (or gay friends) who can fill that role. You're a Bad Boy, and a Bad Boy has better shit to do.

You want to build a real connection with her, and that connection is NOT going to develop on the phone. View the phone as a tool to make plans with women, or confirm plans. It is not a substitute for real conversation and vibing.

Any personal information that you reveal about yourself should be done in person. Hour-long phone calls, in which you exchange your entire biographies, means you'll have far fewer things to talk about when you get together.

***Don't broadcast the fact that you are "single" and looking...***

If she asks if you've been "seeing anyone," the correct answer is to say, "I've been seeing some different people, but nothing serious. I'm looking for a person I feel the right connection with, and I'm not in any hurry."

I used to break this rule all the time. I'd meet a girl, we'd start vibing, and within five or ten minutes she would ask me (usually in an indirect way) if I had a girlfriend. (Women have various sneaky ways to ask this question.)

I would take the bait and immediately tell her that I was single, broadcasting the fact that I was completely available, because I thought this would make her view me as a "possible boyfriend option."

Now I know better. You NEVER want her to think you're completely 100% unattached and available, because it only implies negative things about you.

She will never think "Wow, that's good news. He's single, and I'm single – we might have something here."

Her radar is more likely to tell her, “So what’s the catch? What’s wrong with this guy? *How come* he’s not dating anyone? Is he some weirdo stalker? Is he broke? Is he a closet homosexual?” etc.

These days, I’m actually juggling so many different women that I’ve started telling girls I meet that I have a girlfriend, but we’ve been having problems lately and taking some “time off.” (Which is a little white lie, admittedly.)

You’d be surprised how many women who will go for a guy who tells them up front he’s involved with another girl. This actually attracts a significant percentage of women because it presents you as a challenge — a man who is in demand, and has options.

She knows you’re desirable (by saying you’ve got a girlfriend, this is implied), and due to her competitive female nature, when things move to the bedroom she’s going to want to give you hotter sex than your “girlfriend” does.

A man always gets better sex from his mistress than he does from his wife. Why? Because the mistress has something to prove. She has a challenge to rise to; his wife knows she already won the game a long time ago, and therefore has no incentive to rock his world.

Again, consider how this chapter builds on and uses the knowledge from the earlier sections of this book. Why does this work? Because the woman is drawn to, and wants to be around a man with a plan. A man who’s got purpose and is decisive.

She’s not “just” going on a date with you, she’s being invited to share the fun of your world. She’s being offered a VIP, all-access pass into a wonderland she’s never experienced before, and not the same old tired, worn out “dinner and a movie” dates she’s accustomed to.

Even if she’s not “the one” for you, I guarantee you that you’ll be the one she talks about and remembers when she’s comparing the fun she had with you to all the other lame-ass dates that beta-male, “nice” guys take her on, and she’ll miss you.

## CHAPTER 6: Bad Boy Attraction Tactics — How to “Jam” Her Radar

When you approach a girl, she has a million reasons to say no. In fact, she’s probably looking for reasons to shoot you down, because she’s fed up with boring men walking up to her and trying to monopolize her time. Or, her reasons for ignoring you could be beyond your control...

You might resemble the jerk who broke her heart in the tenth grade...

She might be coming off a bad relationship, and while she’s sitting here having a drink at the bar, her douche bag ex-boyfriend is texting her twice a minute...

Or, she might be stressed out from her job...

If you’re at a nightclub, maybe she has convinced herself that it’s impossible to meet a decent guy in that environment, that they’re all wannabe pickup artists, and there’s no way in hell she’s giving *any* guy her phone number tonight...

More commonly, when it comes to being approached by men she doesn’t know, her radar is simply on high alert at all times.

***She’s looking for red flags: reasons to rule you out and end the interaction.***

The good news is that there are methods for “jamming” her radar and getting through these barriers. First, you need to understand one of the biggest fundamental differences between men and women, which I mentioned before: men seek to QUALIFY women, while women seek reasons to DISQUALIFY us.

In other words, men are willing to overlook a girl’s flaws if they think she is hot. Women, meanwhile, are more likely to look past our good qualities and try to find reasons to **rule us out**.

Does that sound harsh? Well, it is. Now let’s talk about some tactics to get you through this. Let’s say you spot a blonde across the bar. Her face is

average (at best), but she's wearing a tight dress and has a killer body, which is enough to make you want to approach her. If it turns out she's dumber than a box of rocks and has nothing interesting to say, you'll continue to fixate on her body! (C'mon, admit it.)

You'll keep macking. And as long as she's receptive to the conversation, you'll keep trying to make something happen. If there is something about her that turns you on, you'll give it your best shot, right? (Especially if you've been drinking...)

OK, now let's flip the script and look at it from the woman's perspective. From the moment we make eye contact with a girl, or approach her, she's sizing us up and her brain is coming up with reasons to DISQUALIFY us.

Maybe her radar is telling her you're too short, too young, too old, or she doesn't like the color of your shirt, or she figures you're a player who's only looking to get laid... Whatever it is, she's going to think about all the reasons NOT to get to know you, before she considers the reasons why she SHOULD.

The typical guy faces an uphill battle because he's always **struggling to qualify** himself to women. This is why so many men resort to "pickup routines" or try to impress women by talking about their money or "who they know."

(Truth be told, unless you're a rock star, famous actor or professional athlete, there are very few *professions* that are going to compel a woman to want to have sex with you).

Most guys are so used to being blown off in the first minute or two, they resort to **desperate measures** just to get their foot in the door.

***Jamming her radar means you're never going to allow a woman to go into the mental process of disqualifying you.***

You're going to throw her off balance and turn the tables. You send the message that you're not that into in her, you're not easily impressed, and that SHE needs to prove her value to you — this is called having the Buyer frame (See Chapter 2). Throughout the course of conversation, to solidify

this frame you make statements, and ask questions, that bait her into qualifying herself.

The message you are sending is that you are a guy with high standards, and if she doesn't meet them...well, there are plenty of other girls for you to talk to tonight.

In this chapter, we are going to go over some of my BEST tactics to flip the script on women. To get them pursuing and attracted to you in the moment. It won't matter how good looking she is, or how unreceptive she might seem when you approach her.

By doing what you are about to learn, you will be able to attract women like the ultimate Bad Boy. You may recognize some of these because we have hinted at them throughout the book, but now we are going to go over specific examples, lines, and the situations to use them in...

*Patrick James says...*

*A quick note about these lines, and attraction tactics you're about to learn... All of these should be said with a PLAYFUL tonality. Any time you tease a girl, she should NOT get offended. If she gets offended then you are not saying these with the right tonality.*

*Imagine these almost like you are teasing your dorky little sister. You've got love for your sister, yet you can still tease her, and call her on her bullshit.*

*You will know your tonality is on point when she can't tell if you are joking or not. Often times, after teasing a girl, she will respond by smiling, hitting you on the arm, and then qualifying yourself.*

## **I. Playful Teases**

"Teases" are a powerful Bad Boy technique that I use often. You can sneak in a tease by making a statement that implies you're a man in demand, with high standards:

"The girls I've dated recently have been too high-maintenance. They looked amazing, but there was always drama. It seems like extremely beautiful



women can often be the most insecure... It's really refreshing to meet a cool, normal girl like yourself who I can relax around."

This statement has a subconscious effect. While it sounds on the surface like you're paying her a compliment—that she's a "normal" person—you're actually jabbing her ego and making her feel self-conscious. You're implying that you usually date hot women, but hey, you're still enjoying her company at the moment...

By using this method, as you continue to control the conversation, she's going to feel the need to qualify herself to you. She'll want to show she's not just a boring "normal" girl...she's fun and sexy, too.

Think Push/Pull. Punishment/Reward. Throw challenges at her. Make her wonder if she measures up to your standards, and get her thinking, "If this guy has such high standards, and is so hard to impress, he must be something special."

Another one ... "I plan on staying out late tonight and having some fun, but I don't want to get you into any trouble...I can tell you're a responsible type of girl. You've probably got a curfew."

Or this one, which will really catch her by surprise... "It's too bad you're not my type, you seem like a cool person." (Then, immediately change the subject.)... If this is a girl you just met at the bar, you could add on, "Let's see if we can find you a guy tonight. I'll be your wingman." As you proceed to take her around the bar and introduce her to really dorky guys — guys who she'd clearly not be interested in.

Again, you've paid her a back-handed compliment (she "seems cool"), but you've made her feel self-conscious because for some reason (which you don't explain), she's "not your type." Just plant that seed and move on.

If she asks you what is your type (and women will almost always ask), keep your answer vague: "I've just normally dated girls with a certain type of look, that's all." Then move the conversation onto another subject.

***Leave her wondering why she doesn't meet your standards, and what she can do to capture your interest...***

Another example to use at a nightclub... “Have you noticed the women in this place? There must be a billion dollars’ worth of plastic surgery in this room. It’s nice to talk to someone normal for a change.”

Or, “Have you noticed that group of tall, gorgeous Amazon-type women waiting by the bathroom? This place is like a modeling convention tonight. It’s cool to talk to someone like you, who’s normal and down-to-earth.”

Here’s a quick one... In mid-conversation, as she’s saying something, cut her off and say “One sec, I need to ask my friend something” and then abruptly walk away. Then rejoin her a couple of minutes later and let her keep going with what she was saying.

Slightly impolite, yes...but you’re sending the signal that you’ve got other people to attend to, and that she’s not impressive enough to warrant 100% of your attention.

I want you to remember this: learning how to approach women and engage them in conversation begins with the right belief system. You are the prize. Believe that. If there are two hundred other guys in the room, you must believe you’re the guy who the ladies want to meet tonight.

When you approach a girl you’re not going to let her radar kick into high gear and start screening you for defects. You’re going to establish that YOU are the one with high standards, who’s giving HER the chance to join your team.

*Patrick James says...*

*One thing I discovered after approaching 1000’s of women in bars and nightclubs is that NO woman likes to be seen as “innocent.”*

*In any of the lines that Dean just gave you, you could easily replace the word “normal” with “innocent” and have the same (if not better) intended affect.*

*To help you with developing Bad Boy edge, think of the bad boy as the cool guy in the hollywood movies, who wears black leather jackets, and is always up to no good. What sorts of things would he say to women to tease them? Here are a few off the top of my head...*

*“I always knew you were the innocent type.”*

*“It’s too bad you’re such a straight shooter... We could of had some fun.”*

*“We’re doing (insert event). You can come, but only if you promise to keep up.”*

*All women have a naughty side of them, deep inside, that is dying to be let out. However, in today’s society women repress those urges because she fears being judged negatively. Women fear letting out their naughty side because they don’t people to see them as a “slut”.*

*Part of why a bad boys are so attractive to women is because he gives her permission to let out her naught side. After all, the bad boy, of all people is not going to judge her negatively for being bad.*

## **2. “Push-Pull” As A Way To Test Her**

Mention a cool spot in your area that most people aren’t aware of. It could be an out-of- the-way bar, a live music spot, a restaurant, a mountain you hiked...whatever. Ask her if she’s been there.

If she says “yes,” then pull her in (reward). If she says “no,” then push her away (punishment):

*“Wow, Lisa, you’ve never tried that restaurant?! I don’t know if this will ever work out between us...but it’s good that you met me, because I know every great restaurant in this city.”*

Or, you could say:

*“I get the sense that you’ve done a lot of traveling. People who’ve been to different countries and seen different cultures, they have a deeper perspective on things, don’t you think?” (This is a strategic question meant to bait her into qualifying herself — more on these types of questions in a sec...)*

If it turns out she HAS done a lot of traveling, then continue to push and pull: “That’s good to know. I wasn’t sure about you at first, Maria, but

maybe I misjudged you.” (Think about how this frames YOU as the buyer... you weren’t sold on her in the beginning but she is slowly winning you over.)

If she admits that she hasn’t done much traveling, you can “push” her by acting like you’re not up her standards...and then “pull” her back to you.

“You mean to tell me you’ve never been outside of this country?! Well, you should just know, before we get married and have kids, you and I are going to spend some time in Buenos Aires. It’s my favorite city.” (This statement implies that you are well travelled, and live an interesting life, while also implying that she does NOT...)

That was also an example of the “instant relationship” technique — pretending that the two of you are already a couple. You say it with a smile, but you’re sending the message that the two of you belong together, and you’re starting to make her feel comfortable with this idea.

If she “fails” one of your tests by giving an answer that doesn’t meet your “high standards,” you say with a smile: “I’m sorry, but I’m going to have to break up with you. Tell that girl over there in the red dress, she’s my new girlfriend.”

Then laugh, change topics, and ask her about something relating to her own life that she can talk about and feel good about. You “pushed” her away; now you’re “pulling” her back in by connecting with her.

Keep the push-pull in mind. Act like you’re never totally sure she’s cool enough to join your team, but you’re going to give her a chance to prove herself.

*Patrick James says...*

*With the “instant relationship” role-play, you are essentially assuming that there is rapport between you two. Assumed rapport can be a powerful technique to use, especially if you just met her.*

*First off, it's playful and fun, therefore she will likely play along. And secondly, our brains can't tell the difference between real and imagined memories. So by pretending to have a relationship, and painting the details of all the adventures you will go on as a couple, she will actually feel those emotions as if they are real. And when you playfully break-up with her later on in the night, she will feel the slight pain of losing her Bad Boy boyfriend, even though she just met you that night.*

*Pretty clever, huh?*

### **3. Disqualify**

The bottom line is, when you're vibing with a super-attractive women, do the opposite of what the typical over-eager, ass-kissing guy would do. If she touches your arm or tries to hold your hand, step away from her and tell her playfully, "Hey, hands off the merchandise." or you could say "You just want me for my body and not my mind, huh? I'm not a piece of meat you know..."

A fun way to disqualify women is by saying something that doesn't make sense, and pretend that it's serious. For example...

If she's hot but short, disqualify her based on her height. "You're too tall for me."

If she's a lot older than you, disqualify her based on age: "You're way too young for me. I need a woman with experience."

If you're talking to a hottie and you mention some cool bar you like, or a movie or a band you're into — and she has no idea about it — act surprised and say "Wow, I can't believe you don't know about (fill in the blank)... You have to keep up on these things if you're going to hang with a guy like me."

Or, you might say (teasingly), "You've gotta be kidding me. You've never seen (insert the name of a movie). I have to be honest, Jane, I'm having second thoughts...I don't know if this relationship is going to work out."

You smile when you say this...and then you have to move the conversation to a fun subject that gets her feeling good. An effective tease will make her want to impress you — to demonstrate why she is qualified to be on your level — but not actually offend her. If she does happen to get offended, it's perfectly fine to say "I'm just kidding."

If you do this right, she'll want to prove that she *does* know things. This can be especially effective with hot chicks who are insecure about the fact that most guys view them as brainless bimbos. But here's the critical point...

***She will only care about proving this to you if you've established yourself as a person worth impressing.***

This is where most guys go wrong when they "disqualify" women.

The main problem with most guys is that they think these are a way to break the ice. And by breaking the ice with a tease, or a disqualifier, they're sending a contentious message at her before they've had a chance to establish any attraction.

Why should she care what some stranger at the bar thinks about her in the first place? You have to be a source of credibility for her to care, and that requires that she must place some value on your opinion of her first.

You can do this by letting her see you be social with other people in the environment, especially if those people are hot women. Or, she can assume that you are high-value if you are well-dressed, have good posture, and seem to be a guy who carries himself with confidence.

Another tease that can be quite effective is this... Look at her nose, like you're noticing something weird. Rub your own nose and say to her, "you've got something right here." She will reflexively rub her own nose to get rid of whatever you've noticed. Then say, "ok, it's gone."

This works because it is subtle, and humanizes her. And if she is one of those women who tries to act like she is better than most men, when she thinks she's had a small booger hanging out this whole time, she will drop the alpha-bitch frame.

We all have our little imperfections and things that need to be corrected. Making a High Status Female feel slightly self-conscious, and letting her know that she's not a flawless goddess in your eyes — while NOT being offensive — is a solid tactic.

Another one you can use: when she cracks a corny joke, or admits to something dorky (she likes a cheesy movie or band, or admits to some funny personal quirk), you laugh along with her and say “wow, you are SUCH a dork. It's kinda cute though. Let's hear it for dorks... high five!” With the high five, you're getting some physical contact going...

It's all about timing, the inflection of your voice, and keeping things moving along to fun, light subjects after you throw in a tease—so that it never feels like an insult. You can keep her slightly off-balance, and let her know you're not easily impressed, without running the risk of offending her.

#### **4. Qualifying Questions (Step 4 in the Bad Boy Seduction Process)**

Next, I want to give you an example of a good “Qualifying” Questions to ask that send a powerful signal to her — that you want to find out whether she's worthy of your time and attention.

Or, to put it another way: Is she on YOUR level, or would she be better off hanging out tonight with a boring chump instead?

(Remember, the concept behind “Qualifying” questions and statements is that you are the one passing judgment...not her...because you're a guy with a lot of options, and are the Buyer in this interaction).

“You seem like someone who doesn't take herself too seriously—you work hard, but you play hard, too. Am I right?”

She will almost always say “yes” to this. (If by some chance she says “no,” then you know right off the bat this chick probably isn't much fun — hence why these are useful to qualify women).

***If she says “yes,” you're now going to REWARD her.***

You're going to imply that she's cool enough to enter your circle. Tell her, "That's good to know, because I can't waste any more of my time with uptight women."

There are all types of ways to test her, tease her, and make her QUALIFY herself to you. This mentality is completely different from how 90% of men interact with women. The average guy is worried the whole time about being cool enough to be in HER circle.

When you are trying to impress a woman, you are putting her in the position of the buyer. Instead, ASSUME she is attracted to you, and now it's up to her to demonstrate she is on your level.

Some other "qualifiers" to throw her way:

"Are you a spontaneous, adventurous type of person? I hope you're not like these boring people I meet all the time."

If she says she is spontaneous, reward her by saying something like, "That's cool. There are still some things I want to find out about you, but so far, so good."

If she is reluctant to say yes, or says "it depends," then here's a way to push her (and have some fun):

"So on a scale of 1-10, how adventurous would you say you are?"

She'll probably give an answer in the 6-9 range. Now, knock her down a peg. If she says "7," say:

"Really? I would have figured you for a 6. So now let me ask you this... I find that women who are spontaneous are the best kissers. Would you say you're a good kisser?"

If she says "yes" (which most women will), say "Good, because I have a policy from now on that I can only date women who know how to kiss. Doesn't it suck when you meet someone that you're totally attracted to, but then when you kiss them for the first time, they're terrible at it?"



The “good kisser” question might sound too forward with a girl you just met five minutes ago, but it isn’t if you’ve already gotten her to agree that she is spontaneous and adventurous.

Once you’ve gotten her to verbally commit to being a certain “type of girl,” you can continue to “test” her spontaneity and sense of adventure. She’ll want to live up to the image she has committed to.

A short while later, you might say to her, “This bar is cool, but the energy is kind of low tonight. I’m in the mood for something more fun, something different. I know you’re always up for an adventure—let’s go to the club down the street.” (Or, another environment that is higher-energy).

Take her from environment A (where you met her), and to a completely different environment (a different bar or club, or a diner), and the two of you are basically on your “first date.” Also, when you are taking her to other locations, you are actively demonstrating your leadership skills (one of the Bad Boy traits from Chapter 1)

## **5. Keep Money Out of the Conversation**

When you get good at “Qualifying” questions, conversations will automatically become more interesting. Just take what my friend Naomi once told me...

“I hate it when guys start talking about their money, or expensive stuff they own, for three reasons,” says Naomi, a 32 year-old attorney. “First, it’s an automatic red flag that they’re lacking in other areas. Second, I feel disrespected because it’s like he thinks he can ‘buy’ me. And third, it makes me assume he’s sleeping with a bunch of women already—because let’s face it, if he’s always out macking at clubs and has the kind of money he’s bragging about, there will always be sluts willing to hook up with him.”

Just as women need to stop asking guys “so what do you do?” five minutes into the conversation (in Los Angeles, it’s more like 30 seconds), you shouldn’t ask women this question either. Not because it sends the wrong signals, but because it’s a cliché question that probably isn’t going to move the conversation to the next level.

Instead, put an original spin on it. Ask her, “So how do you spend your days?” This will prompt her to talk about more than her job. If she works a boring 9-to-5 during the week, she might talk about the hobbies she enjoys on the weekends, or something interesting she did this afternoon.

***This will open the gateway to an engaging conversation...***

Instead of her giving a short answer (i.e. “I’m a receptionist at a mortgage company”) and you nodding and awkwardly saying, “that’s cool.”

Yes, there are women out there—most visibly, in the nightclubs—whose attitudes are so bitchy, and whose barriers are so thick, that they’re just not open to being approached. Don’t covet these girls or let them frustrate you.

**Pity these chicks.** They’re usually bottomless pits of insecurity because they’ve been cheated on, dumped and crushed by the jerks and “players” they can’t stay away from.

(Dating these assholes serves to reinforce their own internal belief system: that beyond their looks, they offer nothing, and therefore they deserve to be treated poorly. Like I said, underneath the fake breasts and the \$500 outfit, they’re bottomless pits of insecurity.)

Counter her negative energy with friendly, laid-back positivity. Why be rude, and reinforce her belief that every guy in the club is just a creep looking to get laid?

Instead, throw her a curveball. If she tries to blow you off, give her your best smile, tell her you hope she has a great night, and move on to some other girl who’s in the same fun, open mindset that you are in.

Look, the real reason guys fear these women is that 1) they represent a challenge to us and our self-image, and 2) we think their angry, hateful opinion about us might actually be right. You cure both these misconceptions by building up your self-image to such a high level of healthy self-esteem that you can stand there and giggle at their ridiculous behavior.

OK, some final notes on dealing with really good-looking women. You never want to compliment a woman on how beautiful she is, since she’s

probably heard this from 37 different lame-ass men in the past week. But you can bring up the subject of beauty, and use this to put her at ease about you and your intentions.

Very beautiful women will always suspect that a guy is only interested in their looks. When you act like her looks are unimportant to you, you present an interesting challenge. Which brings me into...

## 6. Cold Reads

Let's say you're talking to a gorgeous woman, who is well aware that most men think she is stunning:

**THE NICE GUY:** "I'm sorry, I just have to tell you...you're really beautiful." (*Groan...*)

**THE BAD BOY:** "I have this friend named Joanne. She's a successful model. *Extremely* beautiful. People think beautiful women have it easy, but it's actually the opposite sometimes. People assume you're cold and stuck up, and don't have real feelings. Guys just want to sleep with you, and don't care about getting to know the *real* you. I actually think Joanne's life would be easier if she wasn't quite so attractive." (Now, let the girl riff on this topic, and bond with her over it.)

Then, do a "cold reading" on her to seem even more profound and insightful:

"I'm sure a lot of men perceive you as cold and stand-offish, but I can tell that you're actually very sensitive. When someone makes a negative comment about you, you act like it doesn't faze you, but then you think about it all night. People just don't realize how sensitive you really are."

"Cold reading" is a trick that psychics use to make people think they can "read" them. These are statements that make it seem like you're making an amazing insight about a person, when in reality what you're saying something that applies to practically everyone.

Another example:

“I get the sense that people perceive you as a really fun, outgoing, person...but actually, there are times when you want to be alone and just tune out the world. You really value your private time.”

Or, “I get the feeling that you’ve got a creative talent, or an idea that you want to explore, and you really want to pursue it but something is holding you back.”

*Patrick James says...*

*To be a master at cold reading women, all you have to do is be good at speaking in vague generalities, by using phrases like:*

*“I feel like you...”*

*“You seem like...”*

*“You strike me as a...”*

*“You probably...”*

*The best part about using words like “feel,” “seem,” and “probably” is that you can state your opinions and feelings as if they are true. After all she can’t argue about the way you feel. She can only wonder “Wow, what made this guy think this?” or “How the hell did he know that about me?” Both of which are great questions for her to wonder.*

*When she starts asking you “What makes you say that?” or “How did you know that about me?” she is then chasing you — meaning that she is asking you questions, and investing more energy into the interaction than you are.*

*Also, feel free to cold-read her, and then disqualify her, “...it’s too bad you’re not my type though...”*

*The best part about ending each cold-read with a challenge, or takeaway, is that for a moment she will feel like you totally understand everything about her — because of which, she will feel a deep sense of rapport and connection with you.*

*The challenge you give her at the end creates the tension and space for her to start chasing you.*

## **7. Statements, Rather Than Questions**

Bad Boy Conversation Tip: Don't ask her a bunch of questions. Instead of asking her "where are you from?" just guess... "I have a hunch you're from Kansas."

She'll then ask why, and the conversation can take off from there. If you wanted, you could choose to lead that statement into a playful cold read about her...

"I don't know, I just get the midwest vibe from you... Like you're probably the type of girl who knows when to be polite, and professional, but also has this wild-side to her... It's interesting."

Statements are more effective than questions because they don't broadcast your interest, and they make you look confident. Additionally, they make you seem like a guy who is SO present to the moment that he can make perceptive, accurate guesses about other people. You may recall that "being present" is very attractive to women, especially if you combine that presence with Bad Boy edge.

Instead of asking her "what do you do for a living?" make a guess. "You seem like you're a school teacher..."

But don't think this is limited to just small talk. You can use statements to convey your Decisiveness, and assertiveness too. For instance, when a Bad Boy arranges a date with a woman, he doesn't ask her opinion on where they should go. His plan is mapped out.

***She gets to come along for the ride in HIS fun, awesome world.***

**Weak Move:** "So what do you feel like doing tonight?"

**Bad Boy Move:** "I'll pick you up at eight, we're going to have some serious fun. Wear something super sexy."

This, by the way, is an excellent Tactic — telling her what to wear. You don't need to be specific; just say "wear something sexy." She'll be thinking about you, and winning your approval, for the entire two hours it takes her to select her outfit and get ready.

You can extend and expand this after the first date. Have fun with it. "Wear a short skirt," "Wear a thong," and "Don't wear panties." Are all fun, suggestive things you can say, and odds are, if you've done everything right to this point, she'll do as you command.

Why? Because you've already gotten her in "compliance mode." She's used to the idea of YOU taking the lead. You just have to let her know where it is that you want her to go!

## **8. Cocky Responses**

Most men have a very hard time being subtle when they like a woman. Their interest is written all over their face. Women, however, will show their interest in small ways – a brief touch, a flirtatious smile, a comment like "you're so cute" or "so are you this smooth with all the girls you meet?"

She is only saying that to BAIT you into qualifying yourself. The key is to not take the bait.

If she says or does something that seems to indicate her interest in you (if she starts asking questions, that's an obvious indicator), ignore it. Stick with your game. Her indication of interest is not a license for you to drop your guard and broadcast your interest. If anything, you've got to play it more cool...

**HER:** "Gosh, you're so funny. I feel like you and me really 'click.'"

**YOU:** "I get that a lot from women."

**HER:** "You're probably a player, huh? Popular with the ladies?"

**YOU:** "What can I say? Women like me, and I love women. So it all works out."

**HER:** "I like you."

**YOU:** “Yeah, I can tell.”

Let's say that you're out with a woman, and the conversation has been going great – you've been using all of these tactics, and controlling the flow of the conversation... You say something funny and touch her on the knee, she puts her hand on yours, she looks into your eyes and smiles.

So now the two of you are holding hands, and it's obvious she's into you. At this point, the typical guy will think “this girl is into me,” and will start acting differently — his inner Wuss will emerge. He'll start being super-nice and polite and allow the conversation to drift onto the wrong topics.

(Such as, talking about “exes” and past relationships). He's trying extra hard not to “blow it.” He figures if he can just be super nice and polite and not say anything stupid, surely he'll get her back to his place...

Because he's received approval from her, and has proof that she likes him, he figures, “I don't need to run any more game on her. This one's in the bag. I can *just be myself* now.”

***THIS my friend, is called playing not-to-lose, rather than playing-to-win. You should always play to WIN.***

The problem is, playing not-to-lose means reverting back to being the boring, ordinary and predictable version of him. When she realizes that he's really not the confident, funny, mysterious guy she thought he was, her attraction quickly fades...and the date ends with a kiss on the cheek, and her going home alone.

Cocky, yet confident responses indicate that you know she is interested, and that it doesn't phase you because you are used to hot women being obsessed with you.

A classic example of this comes from the movie “The Empire Strikes Back” (If you're a Star Wars geek like I am)... Han Solo is about to descend into the carbon chamber and get deep-frozen. Princess Leia's parting words to him are, “I love you.”

To which Han replies, “*I know.*”

So after all the sexual tension that has been building up between these two, she finally loses control and blurts out a declaration of love. And how does Han react? Does he reciprocate, by telling her how much he loves *her* and getting all mushy?

Hell no. He just says, “I know.”

Maybe he loves her, too. But he doesn’t give her the confession. He doesn’t give her the validation she is craving at that moment. He doesn’t let her win. As a result, this **AMPLIFIES** the sexual tension, and Leia’s attraction towards him, to a mind-blowing level. If she wanted him before, now she absolutely **craves** him with every molecule of her being.

This type of response is classic “Bad Boy” 101. As you should know by now...

That said, there is **ONE** last thing we need to cover, to make you the ultimate Bad Boy... How to pass a woman’s test.

## **CHAPTER 7: Getting Past Her Screening Mechanisms**

It’s hard for us to imagine just *how much attention* hot girls actually get from men. This attention usually isn’t flattering; it’s annoying, and at times, very uncomfortable.

Women are programmed to screen men for certain traits before they’ll want to sleep with them, and this is especially true with hot chicks who are constantly being approached. Her brain won’t let her forget her “biological mission,” which is to hook up with an alpha male who can protect her and her offspring in this harsh world. It’s about survival. Primal genetic programming.

This screening process would be a lot easier if she could ask each man whether he would be able to support and protect her and her offspring. But guys wouldn’t answer truthfully. They’d lie in order to get in her pants. And so, she must test men to find out if they’ve got the qualities she needs.



### ***If she starts testing you, it's a good sign...***

This means she thinks you have potential. If she's not interested in you, she won't bother to test – she'll just look for a way to blow you off as soon as possible. And women are likely to test you immediately **AFTER** you tease her, challenge her, or cold read her.

Here are some of the ways in which women will “test” you...

- **Asking you about your job, where you live, what type of car you drive...any questions that are meant to “size you up” and determine your value.**

Never give a straight answer to this type of questioning. Playfully dance around the questions and throw them back at her. If she asks about your job, say something like, “I didn't come out tonight to talk about work. Let's just say my hours are long, but I love every minute. It's what I was born to do.” Then quickly change the subject “You seem like you're a lawyer...”

If she asks where you live, smile and say “Hold on, that's some highly personal information. You're not a stalker are you?” (This deflects her test with a playful challenge.)

- **Whining and acting bratty.**

When she behaves this way, do you kiss her ass and try to cheer her up, or do you call her on it? (“Oh, poor baby is throwing a tantrum. You're so cute...you remind me of my four-year-old niece”)

Here's the irony: since beautiful women are used to getting their way with men, you'd think this is what they want and expect from you. But what they actually want is the opposite. Hot women are so sick of being around ass-kissing men who provide no challenge, no resistance, no stimulation.

Put her in her place when she gets out of line, refuse to take her bait and get pulled into her silly drama, and she'll be pleasantly surprised...and turned on...when she realizes she is dealing with a real man.

- **Talking about her shitty ex-boyfriend.**

Another classic test. Do you go into Wuss mode and listen sympathetically while she talks about her horrible ex-boyfriend? Or, do you control the flow of the conversation, move it off that topic, and keep things moving in a positive direction? The even *bigger* test is when she asks you about YOUR previous relationships.

Don't take the bait! If you talk about your ex in a negative way, you'll *fail* the test because you'll appear bitter and insecure. Speak about your ex strictly in positive terms, keep it brief and vague, and move onto another topic. ("She's a wonderful girl, but it just wasn't meant to be.") By keeping it vague, yet positive, it will seem like YOU were the one who disapproved of her — once again, actively showing that you are the Buyer when it comes to women.

Here's one more classic "test" a woman might spring on you...

- **She asks you to buy her a drink.**

Do you automatically pull out your wallet and fetch her a cocktail, or do you challenge her? "Hmm, I'll make a deal with you. If you can tell me something interesting about yourself that would make me want to stick around for another ten minutes, I'll consider buying you that drink."

Now you've framed the drink as a reward for positive behavior. This is strong bait that will get her qualifying to you really quickly.

Tests are especially important for women, because sleeping with the wrong man can have disastrous consequences. Men can sleep around without consequences, but if she makes one bad decision, and accidentally winds up pregnant by the wrong guy, she could fail in her reproductive mission.

She'll probably wind up stuck with a kid and NO man to protect them—and with a child, her "value" on the dating market is lowered. It's going to make it more difficult for her to attract an alpha male in the future.

As a result, women — especially hot ones who are constantly being approached — develop sophisticated screening mechanisms. Their “radar” is finely tuned. Having been approached by hundreds (or even thousands) of guys, they know the warning signs that indicate a “Beta” male (the opposite of Alpha), and how to rule this guy out.

Guys who are aggressive “player” types are actually easier for her to laugh off and dismiss than “nice guys.” The nice guys are usually more difficult to get rid of because he’s pleasant enough, but he’s boring, and won’t take a hint when she indicates her disinterest.

***If a woman was forced to entertain every nice guy who walked up and invaded her personal space, she would barely have time to breathe!***

If you’re a typical “nice guy” with nothing original to say, you can’t blame women for shutting you down quickly. She doesn’t want to get dragged into a long, awkward conversation and then be forced to find a way to excuse herself.

The typical nice guy, however, doesn’t view this situation from the female perspective. He forms the belief that attractive women are “bitches” or “stuck-up,” because whenever he tries to approach them in a bar, they blow him off.

Actually, this is rarely true. Once I developed solid game and started hanging out with a lot of attractive women, I found that most of them were very sweet, down-to-earth girls. But they were forced to act like cold bitches when a guy approached and their female radar picked up the signs of a “boring nice guy.” They just don’t want to deal with it.

## **Compliance Tactics**

Bad Boys are masters of making women COMPLY with their wishes. And achieving COMPLIANCE from a woman is one of the keys to seduction. A “compliant” woman is one who goes along with your suggestions, without hesitation or worry. You want to start building compliance with a girl as early as possible. I always do it during the very first conversation, and I build from there.

Compliance may be even MORE important than any of the attraction techniques you learned in the last chapter. When you can get a woman to comply with your requests (no matter how small) over time, she automatically becomes attracted to you because she is investing energy into gaining your approval.

During your first conversation with a girl, the trick with building compliance is to start with small suggestions that are easy for her to agree to. Do this correctly, and it will begin to feel natural for her to follow your lead. Then it becomes easy to get her to agree to your larger suggestions—such as when you invite her to come back to your place, or when you need to overcome any last-minute reluctance she feels about having sex with you.

In the longer-term, having a girlfriend who is compliant is going to save you endless headaches and hassles!

Now, if a woman were to read what I just wrote, she might call it chauvinistic, misogynistic, etc., but the bottom line is, women are hard-wired to want to be with men who are leaders... Show me a relationship in which the opposite is true—where the woman “wears the pants” — and I’ll show you two very miserable people.

***You want to condition her to want to agree with you, and seek your approval— because you are the man with the PLAN, and your plan is always solid.***

When you suggest a bar to go to, you do so because YOU think the bar is fun, and you have “social proof” (i.e. the bouncer greets you, the bartender is happy to see you, you have cool friends there, etc)...

Also, when she experiences her silly “female dramas” and starts whining about her job, her roommate, her boss, fighting with her best friend, etc., you don’t get sucked into her bullshit. You lay out a simple solution, you make her feel good about herself, and then you focus back onto something positive.

As a Bad Boy, you should strive to always be the source of fun and positive emotions. She should associate you with **positive feelings** and **problems**

**getting solved.** Let her use her “nice guy friends” (or girlfriends) to unload her bullshit on, and talk about for four hours.

And by the same token, don’t talk to her about *your* problems. As far as she is concerned, your life should seem completely awesome, positive, and drama-free. You don’t have problems in your life. (At least, that’s the way she should view you.)

Now, back to compliance. A woman is naturally going to be more compliant with a guy who she feels has *higher value* than she does. You can communicate your high value in a number of ways...

One of the most important ways to accomplish this is to guide and manage the conversation so that **YOU** are the one screening **HER**.

A typical guy/girl conversation at a bar goes something like this...

**HIM:** So can I know your name?

**HER:** Mandy.

**HIM:** Nice to meet you, Mandy. My name’s Jim. So what do you do?

**HER:** I’m a school teacher.

**HIM:** Oh, that’s cool. So...you teach high school?

**HER:** Actually, I’m a kindergarten teacher.

**HIM:** Oh, ok. So do you like being a teacher?

**HER:** Yes, it’s great.

**HIM:** That’s awesome. So...um...

**HER:** It was nice to meet you Jim, but I need to go find my friend...

This is an example of “small talk,” and it’s **NOT** going to get you in her panties.

Your goal should be to control the flow of the conversation, and the topics, and guide it into cool, unexpected areas that are going to stimulate her imagination and curiosity and build a bond between you and her — generating a sense of “chemistry” that she would normally never feel with some dude who randomly approached her.

***YOU are the one asking fun, interesting questions...***

And when she doesn't answer one of your questions to your satisfaction, you will playfully tease her and say things like, "Wow, Cindy, it's a shame you don't know how to give good massages (or, "you don't know how to cook.") That's one of my criteria for girls who want to date me. So I'm going to deduct two points for that answer, but now let me ask you something else..."

By the way, the **"Point System"** technique is great. Deduct points for bad answers; grant her points for good ones. Don't overdo it, but by using this technique you are reinforcing in her mind that **YOU** are the one who needs to be impressed because you are a man of high value.

The key to this technique is using Push-Pull. You don't want to continually bust on her and make her feel inadequate. You've also got to throw her questions that will allow her to give a good answer and **WIN** a few points with you.

That said, when a woman perceives you to have *lower* value than she does (**MOST** guys, who come off as needy and anxious), she is less likely to comply with your suggestions.

This is because she does not feel comfortable and secure around a guy who seems eager to please and easy to control. He is not masculine enough to make her feel that deep, subconscious sexual craving that we've been talking about.

Women will often test you to see how compliant **YOU** are. This is a "screening mechanism" that they use to weed out the low-value guys. Women don't do this consciously. They aren't thinking to themselves, "I ought to throw out a test, to determine whether this guy is cool." They test you *subconsciously*. But make no mistake — if you *fail* any of these tests, her interest in you will crumble.

Remember, women are driven to seek out men who can offer them security. I'm not talking about being able to protect her physically, or support her financially. I'm talking about being able to make her feel **EMOTIONALLY** safe and secure by letting her know that you're a **MAN** who has confidence and self-control.

An example of a test: she asks you to hold her drink so she can go dance with her friends... To this, the average guy will immediately comply.

The Bad Boy will say “Actually, I need to bounce right now and go see some people. Let me get your number, I’ll text you so we can meet up later at the next spot.”

### ***Here’s how I flip it around when I’m talking to a girl...***

We’ll be chatting, and then I’ll hand her MY drink and say, “Hold my drink for a sec, I need to go say hello to a friend. I’ll be back.”

So now, there’s a chick standing there *holding my drink* while I go and chat with another girl — and she can see it! Then I return to my “drink girl” after five minutes and resume my conversation with her.

She is relieved that I didn’t blow her off and run off with the other chick. And she is becoming compliant with my wishes. Later on, when I suggest bringing her back to my place to watch the “funniest YouTube video ever” (which I will have mentioned earlier in the conversation), it will be smooth sailing.

In summary then, there are two primary ways to get past the dreaded female radar and get to know her. First, flip the script on her, and make her pass YOUR tests.

Second, use of compliance tactics to “condition her” to follow your lead. Start small, start slow, and build it up over time. You’ll have her eating out of your hand almost before you know it.

### **Tying It All Together**

So there you have it. Over the course of the last seven chapters, we’ve laid out a comprehensive, systematic approach to change your life, and in doing so, totally change the way you relate to women.

Remember though, it all starts with you. A lot of the stuff you’ve read here will seem strange to you at first. Sometimes, you’ll feel awkward or self-conscious as you start saying things to women or relating to them in a new way, and that’s fine. That comes with the territory.

The key though, is to take action. Take this stuff to heart, because it's been proven effective.

Ask yourself this question... Are you sick to death of spending your weekends alone? Knowing what you know now, are you willing to do the work and make the changes to yourself and the way your life is structured so that you can start meeting new women?

It's not going to happen overnight. There are no "magic bullets" that will guarantee you success, but armed with this knowledge, you now have all the tools you need to get out there and start working on YOU. Start making changes in YOUR life that will instill an ever greater sense of confidence in you. When you do that, women will notice, and you'll find yourself relating to them in a whole new way.

You are at the start of an incredible journey, and in the weeks and months ahead, you'll start collecting some amazing experiences and some even more amazing stories. I, for one, can hardly wait to hear from you, but we're not quite done yet.

While this blueprint is complete, and by itself, will change your life, I've also included several chapters' worth of bonus material in the pages that follow. Consider these to be enhancements to the core material you've just finished reading. These are things that will take your game to the next level, and make you even more unstoppable in the field.

Good luck out there, you badass ;)



# **SECTION III:**

## **Testing Your**

### **Bad Boy Knowledge**

## **CHAPTER 8: The Bad Boy IQ Quiz**

The Six Words No Man Wants To Hear: “I like you as a friend.”

We’ve all heard these dreaded six words from a woman before, and it’s worse than a kick to the crotch. But understand what she’s really telling you. When you try to make a move on a girl and she denies you, saying she “just wants to be friends,” what she’s saying is that she is not sexually attracted to you.

This could happen at the end of the first date, or after you’ve known her for years and finally work up the courage to ask her out.

Whatever the case may be, when a woman tells you this, you might as well chalk it up as a lesson learned and move on. Let’s be realistic: after you’ve made it clear that you’re into her, and gotten shot down with those six words, hanging out with her in the future as a “friend” is going to be unpleasant. Chances are she is going to distance herself from you.

There is always going to be a certain level of awkwardness and sexual tension between the two of you: she knows you want her, and you know you still want her, but unfortunately it ain’t gonna happen.

If you get smacked with those dreaded six words, just play it cool: “If you feel that way, I respect that. Of course we can be friends.” Don’t try to convince her otherwise, that you’re a great catch or would make an awesome boyfriend. And don’t say anything obnoxious. (“Fine, whatever, it’s not like you’re that hot...”)

Just verbally agree to the “let’s be friends” scenario and know in the back of your head that this situation is going nowhere, and it’s time for you to cut your losses and move on to the next prospect.

Learn from the mistakes you’ve made in the past, and vow to never get trapped in the Friend Zone again with a woman you want to score with. If you follow the path of the Bad Boy, you’re not going to ever hear those words. You’re going to know how to stimulate a woman’s interest in you and present yourself as a romantic option so that you never get in the Friend Zone in the first place.

When a woman agrees to go on a date with you, she knows the deal. You didn't ask her out because you're looking to make a new buddy. And she didn't spend two hours choosing her outfit, and doing her hair and makeup, because she wants a guy she can unload her problems on and never sleep with. She's looking for a Bad Boy who will sweep her off her feet. Whether or not you fulfill this role is up to you.

### **I want to give you a quiz...**

The following are various scenarios, and in each scenario I am going to show you how the Friend-Zone guy would act, and how the Bad Boy would act.

Read through each of these, and honestly score yourself on how you would have responded. Would you have responded like the Friend-Zone guy, or like the Bad Boy who she wants to have sex with?

The bright side is that no matter how you score, by the time you finish taking the quiz, you will be able to recognize these scenarios in the real world, and you'll know exactly what you should do...

### ***The Friend Zone vs. The Fuck Zone***

**The Friend Zone Guy** is always available. If she calls him at three in the morning, sobbing because her latest boyfriend cheated on her, he hangs on the phone for an hour telling her what an incredible girl she is, and how that jerk didn't deserve her.

If she calls him on a Saturday night to see if he wants to come out to a bar, he's ready to head there at a moment's notice. If she asks him to help her paint her apartment next Sunday, no problem.

Anything to spend time with her, even if the time they spend together is strictly plutonic and getting him nowhere.

**The Bad Boy** has no time for conversations about other men she's been romantically involved with. (For starters, she would never dare call him at

three in the morning, because she already knows he is an extremely busy person and needs his sleep.)

If she ever starts talking about some jerk who cheated on her or broke her heart, his response is empathetic, but brief: “It sounds like that guy really blew it with you, Jessica. But it’s a good thing that you’re free and unattached now, because I’m enjoying getting to know you.”

Then, he moves the conversation to a more pleasant topic and takes her mind off her ex. He asks her a question about something that will put her in a positive mindset — something going on in her life that she is excited about. The hidden implication of this “topic switch” is that her ex is completely irrelevant and not even worth discussing.

**NOTE:** Do not make any comments that disparage her ex. Don’t say “what a loser,” or “I can’t believe you would date a creep like that.” Bear in mind, she had (or has) strong feelings for him. By insulting her ex, you’re insulting her judgment and may cause her to get defensive.

On the same note, never make negative comments about your own ex. This make you look A) like a callous jerk, or B) like your ex is still weighing on your mind and you haven’t gotten over her. If she asks you why you ended your previous relationship, no matter how much of a psycho bitch your ex was, put a positive spin on it:

“She’s a great person—I guess we just weren’t meant to end up with each other.”

When a woman calls the Bad Boy to make plans with him, he will rarely agree to it immediately—especially if it’s on short notice. There’s no way she’s going to call him and catch him home alone on a Saturday night, with nothing better to do, eager to accept her invite.

There’s nothing wrong necessarily with chilling at home alone on a Saturday night, but never give the impression that you’re “waiting by the phone.”

If she calls to invite you to join her at a bar, say, “That sounds like a lot of fun. I’ve got some things to take care of, but let me see if I can make it over there a little later on. I’ll call you, keep an eye on your phone.”

If she calls to see if you can join her for dinner next Thursday, maintain this aura of limited availability: “I’ve got a busy week, but let me check my schedule because that sounds like a great time. I’ll ring you back.”

Ideally, as a true Bad Boy, you truly are so busy that you’ll need to check your schedule and possibly shift some appointments around (perhaps appointments with other girls). Either way, never give women the impression that you’ve got nothing else going on.

This approach has another important benefit: when you *do* grant her your time and hang out with her, it will feel special to her. She won’t take your time for granted. For a guy in the Friend Zone, it’s common for women to show up late, cancel plans or flake out on him— because they don’t respect his time.

**The Friend Zone Guy** eventually makes the “big confession.” After a period of being a “good friend” (another way of saying, “sexually frustrated”), he can’t endure the torture any longer and decides to spill his heart out. He thinks he’s making a brave romantic gesture, but he winds up ten times more depressed when she tells him, “But I like you as a friend” or “I don’t want to mess up our friendship.” (This is just another way of her saying, “I have zero interest in sleeping with you, so forget about it.”)

The “heartfelt confession” is always a recipe for humiliation. She’s either going to:

- Pity you, and instantly lose respect for you. How can a woman respect a man who has been hiding his feelings out of fear?
- Think you’re seriously weird. She’s thinking, this guy has been hanging out with me all this time, pretending to be my close friend, and all along he’s been dying to get in my pants? Creepy.

Only in the movies do two people simultaneously confess their pent-up lust for each other and then make wild, passionate love. You can be the most loyal friend in the world to her, but if you’re not stimulating her on a sexual level, she’s never going to view you as anything *but* a friend.

**The Bad Boy** never confesses his own attraction. If she feels the urge to tell *him* how attracted she is to him, he plays it coy: “I’m really enjoying getting to know you. Let’s keep having fun together and see where it goes. No pressure, no expectations, I think that’s the best way to begin a relationship.”

**The Friend Zone Guy** is easily rattled. He’s never truly at ease around the object of his desire, because he’s carrying around pent-up emotions that are threatening to burst out of him. This manifests itself in his lack of poise when he’s around her. Because he’s always hoping to impress her, he gets frustrated when things don’t go exactly his way.

**The Bad Boy** demonstrates poise at all times. Poise is the key that will get you through many doors with women. Whether you’ve just struck up a conversation with her, or you’re out on a second date with her, you are constantly being evaluated.

But this shouldn’t make you nervous. Instead, you should always be on the lookout for opportunities to demonstrate what a calm, cool and collected guy you are. While the average guy fumbles and falters whenever things don’t go exactly according to plan, the Alpha Man always shows poise.

For instance, we’ve all been in situations where we’ve had to wait in line for something. No one likes to wait in line. It’s easy to start bitching and complaining.

Some guys, if they’re waiting to get into a nightclub or restaurant, will start hassling the staff and cause a scene. They might think they’re being assertive, that they’re showing they’re too important to bother with a long wait. But all they’re really doing is calling attention to the fact that they’re impatient and rude. And impatience is a major turn-off to women.

Next time you find yourself waiting in line with a date, don’t complain to her and create negative energy. Spin it into a positive. Tell her, “normally I might get impatient at having to wait in this line, but with you keeping me company, I’m in no hurry.”

Watch that put a smile on her face. Instead of showing weakness (in the form of impatience), you showed **Bad Boy edge**. (Note, the bad boy has

no problem complimenting a woman, especially if that compliment comes from a place of power)

Every time you're with a woman, you are likely to be faced with situations where you can either create negative energy, or show strength and poise...

For example, a waitress messes up your order and brings you the wrong dish, or your steak is cooked the wrong way. Your car breaks down in the middle of a date. You're with her at a bar, and some random guy starts talking to her. All of these situations should be handled with poise. Look at these situations as tests, and know that she's going to notice you handle yourself.

Say to the waitress who messed up your order, "I know it must not be easy, keeping track of all these orders, but I actually ordered the medium rare steak." When she apologizes, smile and act like it's no big deal. "I completely understand, it's busy here tonight. Not a problem."

When some other guy starts trying to chat with your date, most guys in this situation will try to assert their masculinity—by acting aggressively, or by being overprotective and putting an arm around her. This only makes you look insecure, like you're actually *worried* that some random guy is going to snatch her away from you.

Take the opposite approach. Introduce yourself to the guy and make it a group conversation. If he refuses to take the hint and won't leave the two of you alone, politely excuse yourself and your date.

**The Friend Zone Guy** shares his own disappointments and frustrations with women. While trying to build his "friendship bond" with her and listening to her problems, he talks about his own. Just as he is overly sympathetic when she talks about the crap in her life, he wants her to be sympathetic to his plight.

When she talks about how badly men have treated her, he talks about how badly women have treated *him*. He mistakenly thinks that these "shared disappointments" are building the bond between them—when in reality, it just makes him look even weaker and more unattractive.

**The Bad Boy** keeps things on a positive note, and thereby keeps women in a relaxed, carefree mindset. They associate him with feeling good about themselves. If she has had a stressful day, or is going through a difficult period in their life, she knows that when she spends time with him her problems are going to be temporarily forgotten.

She looks forward to spending time with the Bad Boy because he offers an escape from her troubles, or from her mundane daily routine.

Whenever a girl starts talking about a negative subject, you should listen for a few minutes (you never want to seem unsympathetic) and then steer the conversation in another direction.

Put her focus back on the present moment and the time she is spending with you. “Well it sounds like you had a rough day, Lisa, so I’m glad we’re out tonight enjoying this amazing restaurant/concert/nightclub/etc....you can just forget about all of that and focus on having a good time.”

Once you’ve developed a romantic/sexual relationship with a girl, it’s perfectly okay for you to listen at length about her difficulties and help her work through them. Maybe she’s having financial problems. Maybe she hates her mother. Maybe she had a horrible childhood. These are things you share with someone you care about over time, and it’s all part of being in a loving relationship.

But they have no place in the early stages. When these topics come out, be empathetic but be brief, and then move the conversation into positive territory.

Remember, “friends” are willing to listen to their friends vent about their problems all night long. “Lovers” stay focused on each other and future possibilities. Keep yourself in the latter category.

**The Friend Zone Guy** is so caught up in his passion for her, that he’s passionate about little else in his life. Any other goals he has (or had) don’t seem nearly as important as making her his girlfriend.

**The Bad Boy** is passionate about his life, and this passion is hugely attractive to women. Sure, he’s had his ups and downs—we all have—but



when he's getting to know a woman, he conveys the sense that he is in control of his destiny and excited about it.

Any mistakes or false steps in his past were learning experiences that helped him reach this point in his life. This combination of passion, confidence and control is intoxicating to the women who get to know him.

In many cases, you'll be passionate about something that she isn't particularly interested in. The mere fact that a man is *capable* of being incredibly passionate about something can create an attraction. Women will often reason that if he can be genuinely passionate about a hobby or a career goal, then he has the capacity to be passionate towards her and their relationship.

Whether you love music, or snowboarding, or travel, it's "cool" to be really into something and be an expert on the subject. Ideally, it's something that you can share with women. Maybe it's taking her to see a band you love, showing her around your favorite art gallery, taking her to your favorite mountain biking trail, or simply turning her onto a book by an author you admire.

Don't think you need to appear invincible and invulnerable to women in order to create attraction. Displaying a vulnerability — such as joking about how you're the world's worst skier — can be endearing. (If you seem too perfect and great at everything, women might start wondering "what's the catch? And why the heck is this 'perfect guy' still single?") Having flaws is actually attractive, and it takes CONFIDENCE to be able to joke about them without lowering your value — she will notice this.

The idea is to always maintain a fun, outgoing, positive mindset; don't bring up subjects that you can't put a positive spin on, or joke about. Don't get into your personal frustrations or failures.

**The Friend Zone Guy** defers to her opinions and decisions. When he calls her to plan a get---together, it sounds something like this:

**HIM:** I was thinking if you're free tonight, maybe we could do something...

**HER:** What do you have in mind?

**HIM:** Oh, I don't know. Maybe see a movie?  
**HER:** Are there any good movies playing?  
**HIM:** I don't know, I could check the Internet...what kinds of movies do you like?  
**HER:** I love scary movies. What about you?  
**HIM:** I like all kinds...scary movies, action, comedies, whatever.  
**HER:** I'm actually pretty hungry. Do you want to get something to eat?  
**HIM:** Sure. Where do you want to go?  
**HER:** What kind of food do you like?  
**HIM:** All kinds. What do you like?

Blah, blah. This conversation could go on for a half-hour without any type of game plan being formulated. Does this sound like a guy who is capable of making a woman feel safe, secure and protected?

Being indecisive about picking a restaurant or a movie might seem trivial. But when a woman is evaluating you as a potential mate, she is searching for Alpha qualities. She wants an Alpha Man, and an Alpha Man is one who leads.

**The Bad Boy**, always keeping himself out of the Friend Zone, lays out the game plan and makes it happen:

**HIM:** So you mentioned you were free on Friday night. There's a place I'm going to take you to eat that I know you're going to love.  
**HER:** Oh really? Which restaurant?  
**HIM:** Trust me, the food is AMAZING. This place is a hidden gem, not too many people know about it yet. I'll pick you up at seven.  
**HER:** Sounds great.

The Bad Boy is **decisive**, never wishy-washy about anything. He knows what he likes, and does not like. He has his own beliefs and opinions and is not afraid to share them, even if they go against the grain.

And when it's time to make plans with a woman, he doesn't beat around the bush and try to take the safest possible route. He lays out the plan, and encourages her to come along for the ride. (If it turns out that she's

extremely picky or isn't receptive to trying new things, then she's probably not a woman you'll want to date in the first place.)

**The Friend Zone Guy** is nervous about making commitments. Sure, he'd commit to *her* in a heartbeat if he knew she felt the same way about him, but in other areas of his life he is unable to make decisions.

He dislikes his job and complains about his boss, but isn't committed to finding a better job.

He can't stand his roommate, but won't commit to finding a better living situation.

He talks about how he *wants* things, but lacks the drive, the self-confidence, and the commitment to make it happen.

This is incredibly unattractive to a woman. How is she supposed to imagine a relationship with this guy, when he has no authority over his own life?

**The Bad Boy** demonstrates that he believes in commitment—to goals, and to other people. He demonstrates this through his actions as well as his statements. By emphasizing what a committed person you are, women will know you are capable of committing to *them*—and will want to earn this privilege.

Here are just a few examples of seeds you can plant during conversation:

- “I’ve been working on this new project that’s been really challenging. But I’m going to see it through. Once I start something, I always stay committed to it.”
- “One of my goals right now is to get in better shape and eat healthier. I’m really committed to it.”
- “I can’t understand these Hollywood celebrities, getting married and splitting up a few weeks later. I think they do it mainly for the publicity, they have no idea what real commitment is.”

- “What I respect most about my parents is their commitment to each other. They’ve had a lot of up and downs but they’ve always stayed committed to their marriage.”
- “I’ve been busy lately helping one of my friends get his new business off the ground. I’ve always very been committed to the people in my inner circle—I try to always be there for them.”

Establish yourself as a guy who believes in commitment, and women will want to commit themselves to you.

So let me ask you... How did you do?

Do you tend to be more of the “Friend-zone” guy, or the Bad Boy?

Either way, from now on, you will know what to do when any of these situations arise in your own life.

## **CHAPTER 9: The SCIENCE of How Women Become ADDICTED To Bad Boys**

**Much of the attraction is biological**, hardwired into the DNA of the female species. Bad Boys have core Alpha Male qualities. (A scrawny rock star can be way more Alpha than the meathead pumping iron in the gym, because of his presence and attitude — and hence, way more attractive to women).

They have strong personalities and opinions and never allow themselves to be preyed upon, which makes them better equipped to survive in this world than men who are soft and overly sensitive. From an evolutionary perspective, these survivor qualities give them high value in the eyes of women.

A woman’s overriding purpose on this planet is to find a mate for her to procreate and “nest” with. She’s looking for a man with healthy genes, and even more importantly, a man who can protect her and her offspring.

A man who radiates STRENGTH assures women that he is capable of protecting and providing for them. Women will always gravitate towards these men, even if they're the type their mother warned them about.

Now, when I say “strength,” I don't mean in a physical sense. It's not about being able to pummel any guy in the bar who touches your girlfriend... And I'm not talking about how much money you make, either.

In this day and age, being able to demonstrate *intellectual* and *emotional* strength is what it's all about — and these are qualities that any guy can develop (as you have learned in this Blueprint).

The bottom line is, although the world has changed immeasurably since 10,000 B.C., our biological hard-wiring has not. This goes a long way towards explaining why Bad Boys are so deeply attractive to women.

Often, a woman won't even consciously understand why she's so infatuated with a Bad Boy. Her girlfriends could be yelling at her to “dump the creep!” But her instincts are telling her to stay with him because he has the qualities she is programmed to seek out.

Often times, her attraction to the Bad Boy can quickly turn into a chemical addiction. Much like how someone can become addicted to drugs. Let me elaborate...

## **Addicted To Love**

When you start dating a girl and having awesome sex—especially if you've been out of the game for a while—an intense chemical reaction is occurring in your brain. The effect that a new woman (and more specifically, good sex) has on a man's brain can be even more powerful and harder to shake than an addiction to cocaine.

When we “fall in love,” dopamine and norepinephrine levels rise, and serotonin levels fall. This is actually the same state that cocaine sends our brains into. Helen Fisher, a psychologist at Rutgers University, conducted a study in which she broke down love into three stages: lust, attraction and attachment. Each stage is fueled by different hormones and chemicals.

Stage One, Lust, is driven by the sex hormones testosterone and estrogen. Stage Two, Attraction, is when you're love---struck—constantly thinking and talking about her. Scientists believe there are three main neurotransmitters involved in this stage: adrenaline, dopamine and serotonin.

These chemicals send your stress response into overdrive. When you bump into her unexpectedly or call her on the phone to plan a first date, your heart starts racing; you start sweating; your mouth goes dry.

Fisher studied a number of “love struck” couples and examined the chemical content of their brains. She found they all had high levels of dopamine. This chemical creates a powerful rush of pleasure that leaves the brain wanting more and more. Surging dopamine levels give you increased energy, diminish your desire for sleep or food, and make you intensely focused on your object of desire.

Meanwhile, the level of serotonin in your blood plummets. Dr.; Donatella Marazziti, a psychiatrist at the University of Pisa in Italy, conducted a study with twenty couples who'd been in love for less than six months. By analyzing their blood samples, she found that their diminished serotonin levels were equivalent to the levels of patients suffering from OCD (Obsessive-Compulsive Disorder). In effect, when you're in this love-struck state, you are mentally ill.

One of the effects of this “chemical cocktail” is that you begin to idealize the woman. You focus on her positives and find ways to explain away her faults. You also romanticize the relationship itself, believing it to be something unique and incredibly special. If your buddies take a different view of her and warn you against getting involved, you don't listen. You get defensive. THEY don't know her the way you do!

We've all been through this at some point: we develop an infatuation with a girl that our friends warn us against. At the time, we refuse to acknowledge the warning signs that should have been obvious. Later on, when the relationship crumbles, we feel foolish for not having realized it sooner. But at the time, we were powerless to the chemicals surging through our brains. We were, quite literally, “addicted to love.”

Another element of sexual chemistry is a hormone called oxytocin. Men and women release this hormone during orgasm, as well as by just simple touch. It makes them feel “bonded” to each other after they’ve had sex. (Oxytocin is also known as “the cuddle hormone.”) We want to experience this high as frequently as possible, which is why we usually screw like rabbits in the early stage of a relationship.

When a couple stays together for a period, the lust stage progresses into the attachment phase, and other chemicals take over. The hormone vasopressin starts playing a key role. This, too, is released after sex.

Scientists came to understand vasopressin’s importance in relationships by studying the prairie vole. Like humans, prairie voles engage in far more sex than is necessary for the purposes of procreation, and they also form pairs with the opposite sex. But when male prairie voles were given a drug that suppressed the effect of vasopressin, their bonds with their partners instantly began to deteriorate. Their devotion to their partner ceased, and they stopped caring about guarding them from other horny males.

It’s exactly like a drug addiction in many other ways. You’ll find that the first doses seem so blissfully pure, and the high is like nothing else. Later on, it takes more and more to get that same feeling back. But by this point, you’re good and hooked. And guess who your dealer is? That’s right: her.

According to Fisher, falling in love also contains the three main characteristics of addiction. The first is **“tolerance.”** Drug addiction usually starts with casual use; you’re using the drug at parties, or only on weekends, and gradually your usage escalates as you start craving it on a daily basis.

The addiction of love is no different. At first, you might only be seeing her on her Sundays; then you want to spend entire weekends with her; then you want to see her whenever she is available, even if it means ditching your friends or your work. Then you want her to move in with her. You want to be around her all the time, and make sure no other man can possess her.

The second characteristic of addition is “**withdrawal.**” When you’re hooked on a drug, being deprived of it causes intense physical discomfort; when you’re hooked on a girl, being separated from her causes anxiety and depression. Romantic love rewards your brain with that delightful flood of pleasurable chemicals; when it’s taken away from you, you become obsessed with regaining that feeling.

In most cases, it’s not *her* you crave. It’s the sensation you get from being with her, and your desire to end the discomfort of withdrawal.

The final characteristic is “**relapse.**” You quit using the drug, or break up with the girl, and after weeks or months of depression you finally feel that that you’re “over it.” Then you spot her at a party months later, and those intense desires return.

You’re right back in love, obsessed with her all over again. If she welcomes you back, you’ll leap back into the relationship without considering all the crap she put you through.

When a woman you “love” stops seeing you, and your brain is suddenly denied those pleasurable chemicals, depression sets in. This, too, is a neurochemical state – mostly created by the vacuum of replacement emotional highs for and from the woman.

Over the last couple of decades, scientists have figured out the chemistry of depression and come up with ways to treat it. Antidepressants such as Prozac and Zoloft have been touted as miracle cures. What they actually do is quite simple: they raise the serotonin level and suppress dopamine, which balances you out. You’re not experiencing the “lows” of depression, but you’re not experiencing the highs, either.

These drugs present a Catch-22 for the broken hearted, because although you may no longer be depressed over the girl, they may also prevent you from falling in love again. Your brain is no longer producing the pleasurable chemicals that make you fall head over heels.

There’s no greater feeling in the world than falling in love and knowing the feeling is mutual. Our brains behave this way for a reason; this exhilaration ensures that our species will continue to reproduce and survive. This



information isn't meant to discourage you from finding "the one" and living happily ever after. But understand the science behind it.

Next time you experience these euphoric feelings, but your buddies are pleading with you to run the other way, guess what: they're usually right. A lot of guys don't learn this lesson until after she's taken him for half his net worth.

Also remember, every brain is wired differently. Some people can enjoy a few beers once in a while; others will compulsively drink themselves into oblivion the moment alcohol touches their lips. The same goes for drugs addicts and people with eating disorders. If your romantic history is filled with out-of-control, obsessive relationships, then the "love chemistry" in your brain—or in the women you've dated—is probably imbalanced or jacked up to a higher level than the norm.

This can result in some very hot, passionate relationships, but remember that love is like a flame: it can keep you warm at night, or it can burn your house down.

As a Bad Boy, you must adopt a more relaxed, fluid mindset. The idea is to make women want to possess YOU. You are the ultimate prize, which one woman might be lucky enough to win someday—but only IF and WHEN you decide you want to commit to one woman.

You want her brain to be firing off those pleasure chemicals whenever she's in your presence, or when you call her phone. But you must remain calm and maintain a level of emotional detachment. You can train yourself to keep your own internal chemistry in a balanced state, to stay in control while the women orbiting you are overcome by lust and attraction.

# RECOMMENDED RESOURCES

## TACTICAL ATTRACTION

**Tactical Attraction** is the ultimate crash-course for learning every element of attracting and seducing women, and becoming the best and most attractive MAN you can possibly be. Inside this best-selling program, you'll discover how to develop **unstoppable Alpha Male confidence**, how to transform your "look" and become 400% more attractive, and how to use verbal and body language tactics to make any women feel **UNCONTROLLABLY ATTRACTED** to you.

[Click here](#) and learn how to use these stealth seduction secrets to score with all the hot women you want, or to get the loyal, loving, and **smoking hot girlfriend** you've always wanted. The choice will be yours!



## THE BAD BOY BLUEPRINT

We all know that women are hard-wired to chase after "Bad Boys." (And despite what you see in the movies, "Nice Guys" are the LAST ones to get laid!)

Now, for the first time, you can learn a proven, step-by-step system that rewires you for **total unstoppable success with women** by giving you the "Bad Boy edge" that women crave. Get ready for women to chase you and even fight over you, once you [click here](#) and discover these **badass Bad Boy seduction secrets**.



## INSTANT SEXUAL ACTIVATION

What if you could "crawl inside" the mind of any woman, hijack her thoughts, and install feelings of uncontrollable HORNINESS in her brain...and then **direct all of those feelings towards you**? So that she feels an overwhelming desire to follow your suggestions, and **do whatever it takes** to please you?

This is the "seduction superpower" you will discover inside the **Instant Sexual Activation system**, which has been called "the holy grail of seduction."

[Click here](#) and use these **mind control secrets** tonight...but please use them ethically and responsibly, as they can be DANGEROUSLY powerful!

