

Joshua Pellicer



THE TAO OF BADASS

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

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INTRODUCTION



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

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

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

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

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

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

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

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

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

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

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

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

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

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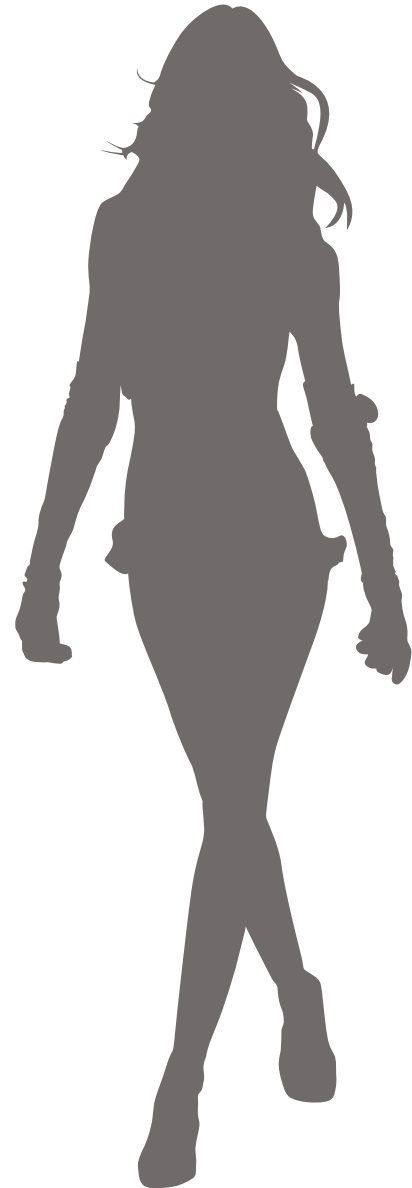


you don't know the skills that I'm about to teach you, then it doesn't matter how much you study. It doesn't matter what you do. It doesn't matter how much you make. In fact, it matters very, very little how much you make! Not having the skill set you're about to learn means that you're not going to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

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

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

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



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

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

Humans are intention-fulfilling machines.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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GENDER ROLES



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

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

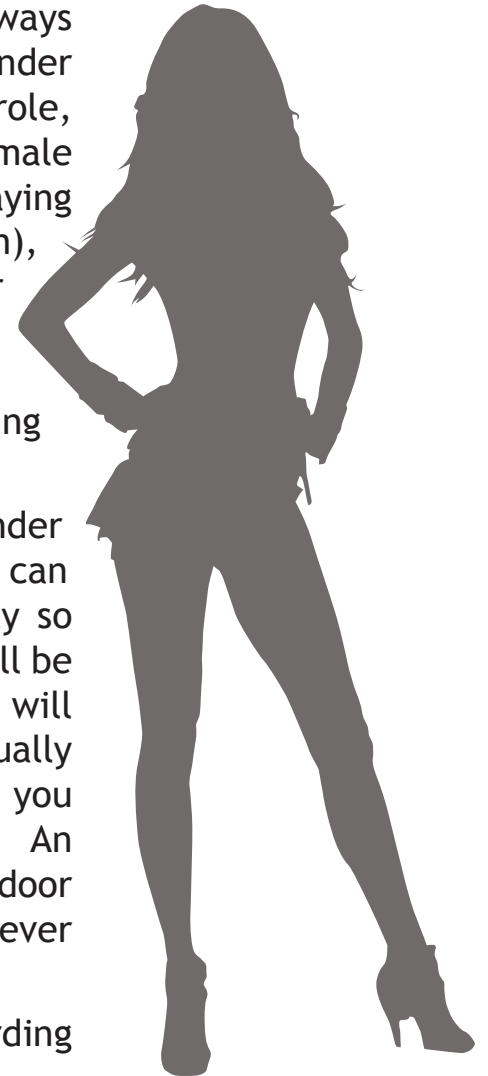
The Darwinian idea of "survival of the fittest" is outdated.

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

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

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

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



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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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



CONFIDENCE

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

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

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

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

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



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

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

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

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

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

assessments based on the information they gather from doing so.

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

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

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

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

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

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

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

Because your beliefs lead to positive emotions, your body

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

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

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

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

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

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

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

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

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


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

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

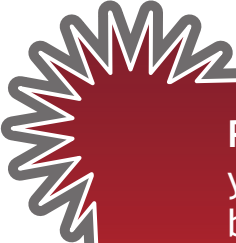
The actual **Stages of Belief Creation** are:




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



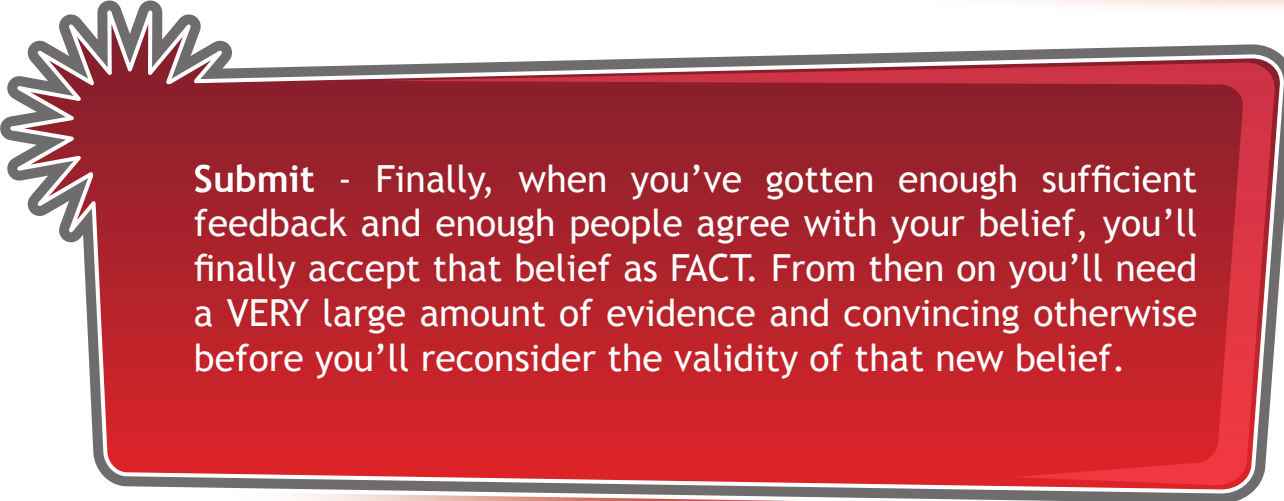
Accept - Once you've challenged your old belief you then have to accept a new one to go in its place. In this case I'd *choose* to believe that I am attractive instead of unattractive because that will increase my chances of being treated like I was actually attractive. This is where most people use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



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



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



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

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

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

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

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

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

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



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

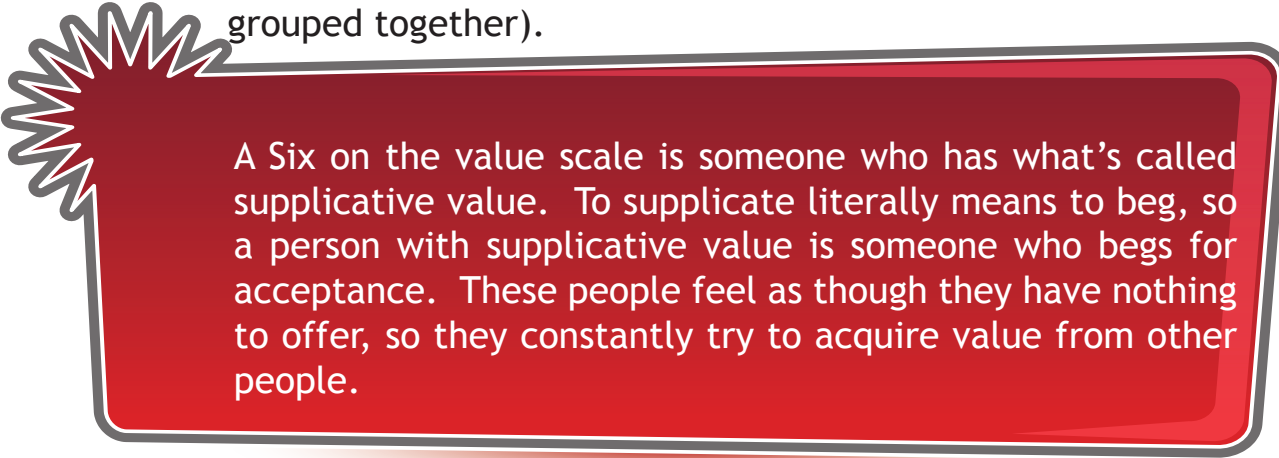
So if you want to be attractive to women, I suggest that you create the belief system that, everyday, you are more attractive than the day before. If anyone ever leaves you or doesn't find you attractive on a particular day, then your chances will be better the next day. It's their loss because you're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

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

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

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

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




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

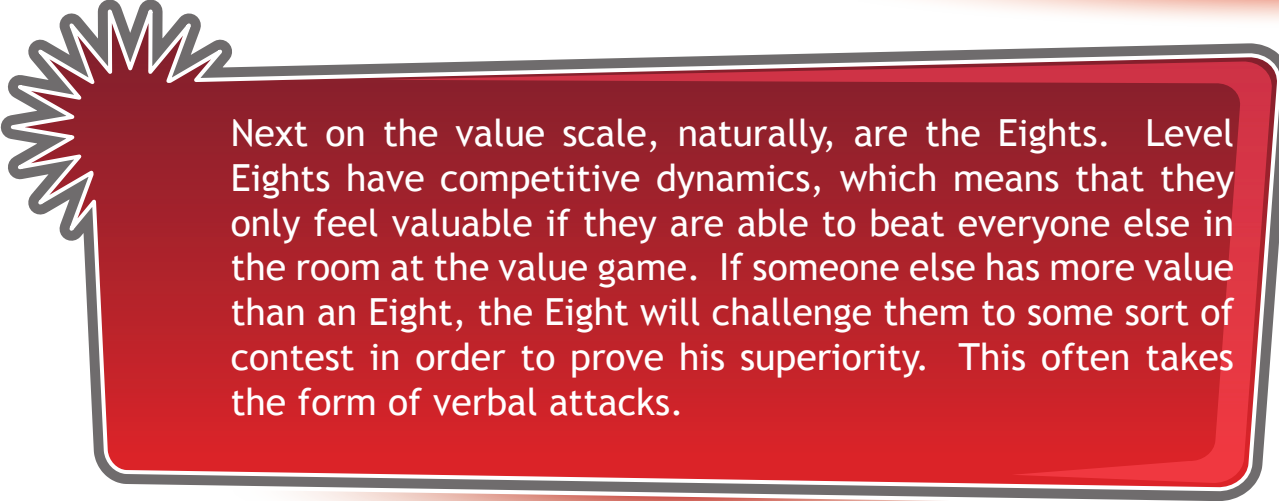
How do you spot a Six? A Six is someone who has supplicative dynamics, someone who is constantly buying people things in order to gain their attention. These are the guys that buy random women drinks at bars, not women with whom they have rapport or care about. Buying a woman that you don't know a drink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

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

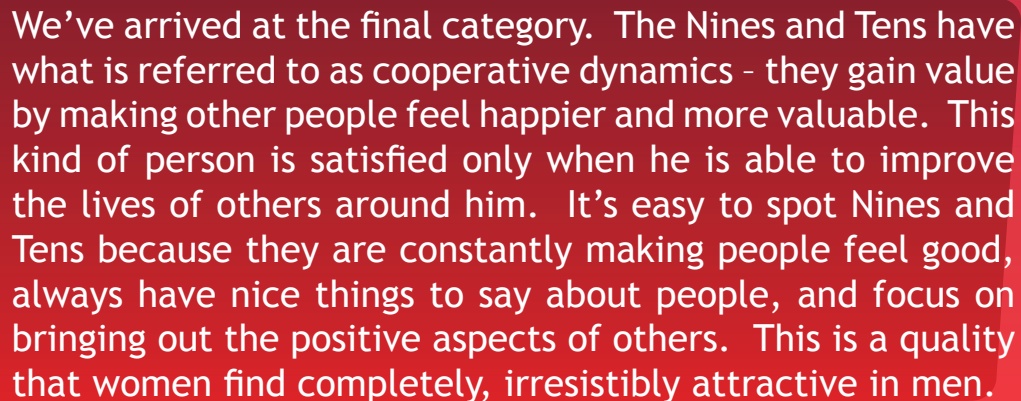
...buying a girl a drink just to get her attention subconsciously says 'I'm not important enough or attractive enough for you to hang out with, so I'm going to give you this drink in hopes that it will bribe you to stay here and hang out with me because you'll feel guilty leaving.'



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



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



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

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

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

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

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

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

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

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

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

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

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

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

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

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

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alter his attitude and will start to help you out.

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

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

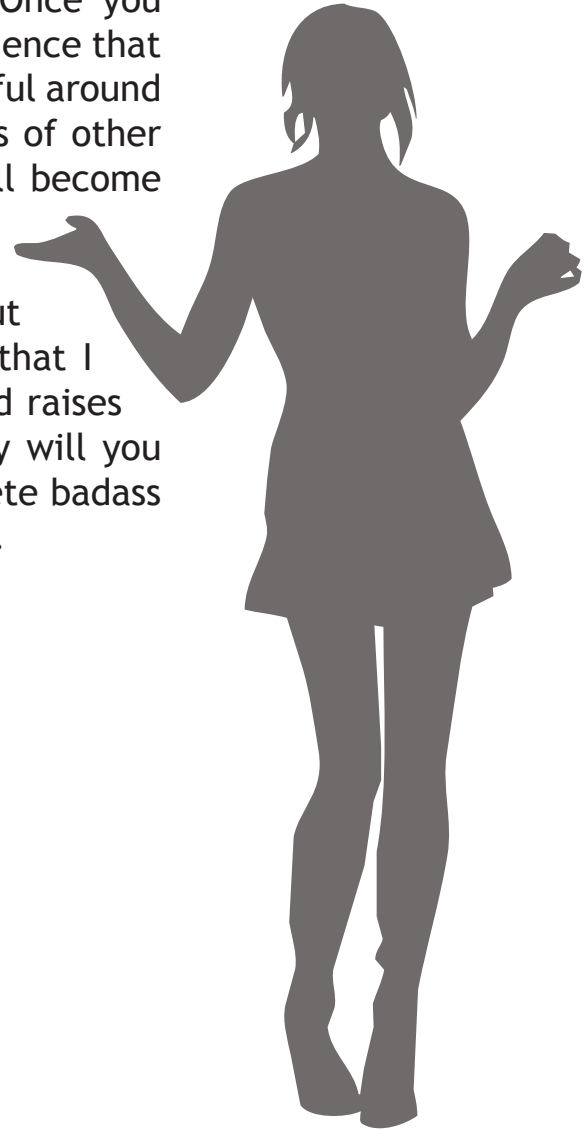
To appease an Eight, you must make him feel that he is already valuable in your eyes. Give him respect, show admiration for his strength, and use language that implies that he has achieved something. If you fail and the Eight feels that he has lost, he will revert back to being a Seven, and you will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

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

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

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

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





THE SYSTEM



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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Here are a few tips for having lighthearted conversations:

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

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

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

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

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

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

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

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

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

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

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

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

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“loyal.”

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

The useful aspect of light rapport is that asking questions

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

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

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

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

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

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

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

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

Seduction = Sex + Emotional Response.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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



What is the most important phase?

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

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

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

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



You can't be a friend during seduction.

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

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

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

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

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

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

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

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

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

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

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

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

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

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



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

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

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

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

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

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THE APPROACH

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

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

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