

The Bad Boy Formula

**Bad Boy University
Training**

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**In this training video, we're
going to explain the
principles of
Sexual Conversation**

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**Sexual Conversation is the
process of SEXUALIZING
your interactions with women**

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**Most guys are very timid and
scared of talking about sex
with women...**

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**Partly due to the myth of
women's sexual desires...**

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**Partly due to most guys
being very scared to express
sexual interest/desire with
women**

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**Ask yourself right now:
Am I scared of women
knowing that I want to sleep
with them?**

**If you are, you're not alone.
We're victims of the "shame"
disease...**

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**If this is DEEP in you, you
will have to root it out.
Shame is Powerful!**

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**“Owning” your desire for sex
with women is actually a
huge step for most guys...**

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**NOTHING you say will work if
you can't communicate a
base level of sexual energy in
your conversation.**

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- 1) Like yourself.**
- 2) Be confident.**
- 3) Have fun.**

- 1) Like yourself.**
- 2) Be confident.**

**These first two are
inextricably intertwined...**

RULE: Keep Learning

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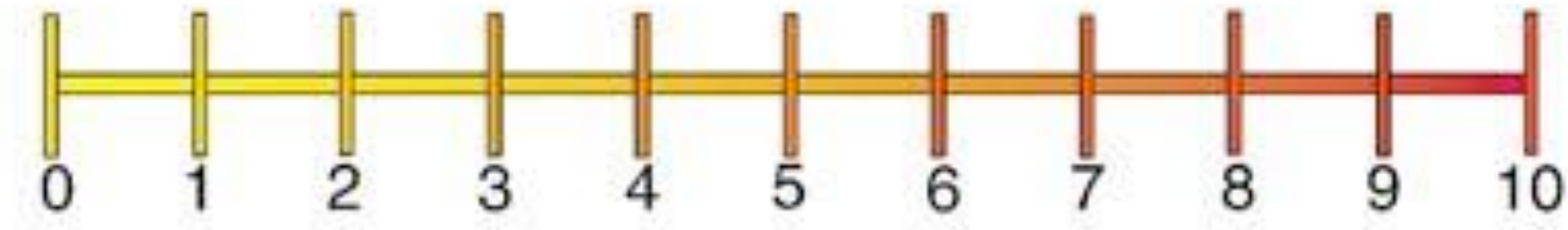
RULE: Calibration is KING

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If you do not CALIBRATE to her state and read her level of engagement, you will probably step on a mine

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**Ask yourself:
How good am I at reading
people and social situations?**



0 = Socially Clueless
10 = Social Genius

**If you're below a 6, get busy!
Go out and people-watch
Read Body Language**

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Reality: If you're not good at reading people or don't understand their emotional state, you'll have difficulty

**RULE 1: NO boring
conversation**

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Typical conversation:

- Where you live**
- What you do**
- BLAH BLAH**

**Instead, talk about something
EMOTIONAL in the present**

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1. **Something that happened in the venue**

**A guy approaching her
A drink she ordered
Something she said**

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**2. Something she's
emotionally invested in**

**Tattoo
Piercing
Jewelry
Odd clothing**

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Up the emotional stakes

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**DO NOT talk about things
that have no emotional
charge!**

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Rule 3:
**Break some eggs to make an
omelette**

Break Rapport ON PURPOSE

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**The younger a woman is, and
the higher the energy of the
venue, the more this works**

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**Say something MILDLY
offensive**

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**“I’m opening a neo-Nazi bed
& breakfast...”**

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**“I’m opening a deli where we
only serve meat from
endangered animals...”**

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**“Do you think our mom’s
were slutty when they were
younger?”**

**The point is to NEVER fear
controversial conversation.**

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**Nice guys choke on this, and
they never suprise...**

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Don't do this alone...

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**Ask questions to get HER on
the same playing field.**

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**She HAS to get invested in
your conversations or you
will never get her interest or
attraction**

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**Doesn't matter if it's the first
time you meet her or your 4th
date**

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HOW WOMEN THINK:

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“Hmmm. I’m not that attracted to him, but it’s worth a shot. He’ll probably pay for everything...”

“And that’s easier than telling him NO right now and making things awkward.”

“If I STILL don’t feel anything after the date, I’ll just drop hints and stop responding to his calls and texts...”

**Alarming, but not hard to
understand if you put
yourself in her place.**

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Get her emotionally engaged.

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**RULE: Even strong
NEGATIVE emotions are
better than NO emotions.**

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**If you can't piss her off, you
can't get her hot.**

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**RULE: Occasionally, simply
do NOT respond to her.**

**RULE: Occasionally answer
her with a question.**

**HER: “Do you like Lady
Gaga?”**

**YOU: “Do you think I’m that
kind of guy?”**

**YOU: “Why do you ask? You
got tickets?”**

**If you think it's a question
that she'll use 'against' you,
even better.**

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**You've now tested the waters
first...**

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QUESTIONS are POWER

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**Learn how to ask questions
that:**

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- Guide conversation

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- Create emotions

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- Communicate your identity

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Think BRANDING

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Assignment:

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**Get ONE piece of edgy
clothing/jewelry/footwear**

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Examples:

- Boots
- Belt buckle
- Ring

- Jacket
- Necklace
- Soul patch