



**THE
BAD
BOY
FORMULA**

*The Forbidden
Seduction Method
Women Crave...*

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THE **BAD** BOY FORMULA

HOW TO TRIGGER INSTANT SEXUAL ATTRACTION
IN ANY WOMAN - *WITHOUT BECOMING A JERK*



The Bad Boy Formula



BAD BOY UNIVERSITY

Month 2 Cheat Sheet

Sexual Conversation Starters

I'm glad you're back for more because I've got an expansion of what I've been talking about in terms of sexual conversation. I'm going to give you some actual examples in this particular session.

I'm going to give you specific routines you can use if you would choose to use them, of course, and if not, you can always model from them.

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Mostly, I'm going to give you some of the background and the fundamental understanding you need to know in order to create really sexy conversation with women that women really want to participate in, that they'll find attractive, and, of course, as a result, will find you attractive.

So first of all, I want to tell you something about routines and small scripts or even openers, whatever you have, whether it's stories, I don't care what it is. Routines are necessary when you're having a little bit of trouble. They are actually kind of a Band-Aid and they are a perfect way to improve your game because what they do is they help you tweak everything around the actual words.

In other words, if you know the words work and you know this particular phrase or this particular opener does work, you can use it and then you can fix everything else around it if you're not getting results with it, and it also just give you something very standard that you can use to improve your game.

In other words, you know that this is a given. It's like having a number that you know that's an actual number as opposed to one that could be anything. This is something that's definite, pinpointed and concrete that you can use.

Then you can tweak everything around it. The way your tone of voice is, your body language, all that stuff can be tweaked around it to see what it is that might not be working. So it's a perfect way to do that, and routines are absolutely necessary if you're having any kind of trouble in there.

Let's talk about the stages of conversation. There are four stages to conversation with women you need to know about. Well, the first is

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technically not a stage, but it's an action that gets it all going, and that is, of course, your approaching.

But the actual stages of the conversation are as follows:

- Attraction
- Challenge
- Connection/Rapport
- Seduction

The four stages again are attraction, challenge, connection/rapport, and seduction. Those are linear, by the way. You need to go from stage to stage so you start out working on the attraction with a woman, then you build into it a little bit of challenge which can also be looked at being qualifying, in other words, it makes her have to prove herself to you a little bit.

Then there is the connection/rapport side of it which is you giving her some level of comfort with you and feeling of safety and security with you, and then finally being able to move forward into sexual contact and sexual seduction.

Now, occasionally, you will need to regress and rebuild. Some guys go too fast, move forward into connection and rapport a little too quickly, but they don't really gotten enough attraction started or they didn't challenge her enough and then need to back step and backpedal and rework it.

You see, the biggest obstacle there is that we hate to rebuild and redo. As guys we want to just do it, get it done and not have to do it again. But

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unfortunately, this is the kind of rework that you're going to need to do on from time to time. It sucks, but it's the nature of this beast.

The cool part is that it is a linear process, which means that you don't have to be tracking five different things at the same time, it's just one leading to the next to the next to the next. So you have to be willing to start from scratch and build back from nothing occasionally. It's just the nature of the beast, you're going to have to deal with that. It's all because of the fickle nature of women and their emotions, especially if they are younger.

Younger women are going to be much more fickle, a little bit more up and down with their emotions. You could have thought you've created a perfectly solid attraction. You might have challenged her a couple of times and you started working on building some comfort with her and then what did she do? She doesn't seem interested. So then you're going to go back to retraction and start all over again back there.

Now, it's one of the big reasons that I particularly would target women that are a little bit (I don't want to say) older, but not as young as some of the girls that a lot of guys go after. They go after these 18-, 19-, and 20-year-old girls that are going to be very up and down with their emotions. They are going to be very difficult to keep to this process because their emotional cycles are a lot more unpredictable.

Something else to note here is that you can't stack up on attraction or comfort. In other words, you can't build a whole bunch of attraction upfront and then hope that it will carry you forward through the end. You're going to need to come back and ping the attraction a couple of times from time to time. Then you need to ping the comfort side of it from time to time.

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It's a perishable good, meaning that you can't build her attraction so high that you can afford to ignore it for several hours as you're talking to her. If you overdo one of the stages, like if you overdo attraction, she's simply going to lose interest in you because you aren't moving through to progression. She's looking for you to have forward momentum through that progression of attraction, challenge, connection and seduction.

It's very important that you understand that, and you probably want to review this audio several times, by the way. I'm putting a lot of stuff in here that's really essential.

The big mistake that guys do when they get in a conversation with women, and almost every guy I've talked to or coached has done this in some form or another, and that is where you look for things that you have in common with her. This is the lazy approach to building attraction and really it's building comfort is what it is.

They think that if they find enough things that they connect with, with her, that she's going to find that as being a reason to sleep with him, and it's absolutely not the case. It does not work that way, and you'll probably screw it all up. Don't get caught in that trap.

Commonalities are not attraction. They are comforting and they are also boring. They are comforting and boring at the same time. Commonalities and searching for them up front is going to doom your game so don't go there. Your objective is attraction right off the bat, and that's what we are talking about.

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You see, her first concern with you is, are you one of the 90% or one of the 10%? When I say 90%, I mean 90% of the guys out there do not have a clue when it comes to approaching and talking to women and building up that attraction and being fun and interesting to talk to, 90%-plus. It's more like 95%, but I'm being conservative here to make it sound reasonable.

She's looking at that, are you one of the 90 or are you one of the 10% guys? Are you one of the ten-ers? I hope so. Remember, a woman can have sex with almost any man. That's not the challenge. What she wants is a challenge created by not knowing if she can have the man she wants.

Let me say that again, this is a very important concept and it's not what I want to talk about much, but it's a big breakthrough for most guys, a woman can have sex with just about any guy out there. If she goes and just offer herself up, I mean, as long as she's really attractive, any guy is going to probably sleep with her. That's not the challenge.

What is a challenge for her is and what she wants is a challenge created by not knowing if she can have the man that she desires, so your job is that creation of that desire, and then giving her some doubt as to whether she can have you.

But her desire should never be based on your desire, meaning that women don't want you because he wants them. They don't want you because you like them, or if you think that they are beautiful or any of that crap that a lot of guys use as a reason for women to want to want him. They don't, and you've got to really work on this. This is really important.

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Another big mistake I see happening all the time is that guys think that if they want her enough, that means she's going to see that and suddenly she's going to want him. It's completely illogical and irrational, but guys believe it.

So women don't want you because you want them or because you like them or because you think she's hot. She will only want you based on her self-interest. Always remember this, she only wants you based on what she gets out of it, what's tuned in on WIIFM, what's in it for me, that's what she wants.

She has to feel that she's earned your interest based on non-superficial reasons. In other words, it has nothing to do with her looks or her tits or her butt. She has to feel like she's actually got your interest because of something that is just unique and clicked with you.

Again, it's rare too. She wants to feel it's rare because almost every other guy out there is trying to make it seem like it's like instant attraction without having any hoops to pass through, and she doesn't buy that. She doesn't believe that.

Your initial goal is to get her to believe that she's somehow earned your interest. She has to feel that she somehow passed your decision criteria based on something unique about her, that's special about her, that gives her a sense of she's different. She's not like other women, because that's what most guys do.

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Most guys approach women and she thinks to herself, “This guy can be talking to any woman, why is he talking to me?” That’s what she wants to know, why are you talking to her.

But what’s going on the outside, which is the physical, the kino, if you will, the touching, the body language, the proximity, the use of physical contact and physical distance, and there’s what’s going on inside, and this is the emotional side, sometimes it’s even the logical and reasoning side, and then there is this situation you’re in.

Those are the three parts of just what every situation that you’re in with a woman. There is what’s going on in the outside, what you’re both thinking and feeling in the inside, and the situation that you’re surrounded by.

Are you with her friends? Are you at home? Are you at her house? Are there complications to the logistics of doing what it is you need to do? Because you need to have all three of those under control and understood.

Because your goal, if you’re not an advanced attraction artist, and that’s my term, by the way. I don’t believe in pickup artistry. I believe in attraction artistry. Your goal, if you’re not an advanced attraction artist is that you are going to take her from talking to creating attraction, and that’s exclusive attraction, by the way, so that she’s just going to do it for you.

What you’re going to do is you’re going to create a conversation that leads to attraction, that’s your goal and that’s what it should be right off the bat. Everything else takes care of itself after that. Most guys can handle the

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comfort and the rapport just fine after that. It's just initial getting her past her own defenses that is the trickiest to do.

So you approach her, you turn her this into a conversation, and that's called transitioning. Some people call it that. So after you walked up and say, "Hey," if you're using an opinion opener, "who lies more, men or women?" Well, okay, she answers the question.

Now what do you do to get her into a real conversation? How do you bridge that? It's a bridge, and then once you bridge into a real conversation, your next step is to get that conversation so that it gets her attracted to you and believing that she's earned your attraction through challenge.

Let me give you one of my rules. I'm going to give you several rules here. One rule is don't show interest in a woman overtly before you create interest from her. Let me say that again, the rule is don't show interest in a woman overtly before you create interest from her.

Don't make a big play of, "Wow, I'm so in to you. I think you're so hot. I love to take you out sometime. I think you're awesome." Don't do that weird, freaky, kind of creepy kind of complimenting. That's what that is in a lot of ways.

Don't say, "Oh, you know what, any guy would be lucky to be with you, or any guy would feel awesome just to be out and be seen with you." All that crap that guys use. You don't show interest in her overtly.

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She's going to know it. She's going to know that you're interested just by the fact that you're talking to her, but what she doesn't know is what it's all about, and that's what you want to keep. You want to keep that level of mystery as to what is your real intention or interest here.

Here is another rule, you cannot rationalize your way into a woman's pants. You can't rationalize your way into her pants, meaning you just can't talk your way to get her into the bedroom. This has to be done by engaging and using emotion. It has to be done by engaging and using emotion. It's not a comfort zone for a lot of guys, let me tell you that right off the bat.

Most guys are not comfortable doing that and creating emotional situations with women. They are very logical. They want it to be very calm and predictable, and what they are missing out on is every bit of what makes a woman attracted in the first place. Keep that in mind.

I'll give you the shark-tooth energy level here. If you can imagine this, and I realize this is just audio, but I want you to imagine a graph, and I'm sure you've seen stock market graphs where the lines go up and down and up and down.

This graph that I want you to imagine on the X axis which is the bottom line going from left to right is time from now to whenever. It's just time moving forward. On the Y axis, the axis going up and down, that is the sexual tension level, the sexual energy level, and what you want to see is a graph on that that looks something like a bunch of shark tooth.

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In other words, the line starts to rise, it rises, it rises, and then it drops off just a little bit, not as low as it started out, but it drops off a little bit and it starts to rise and rise and rise and rise higher than it did before and it drops just a little bit, and it does this constantly. It's a saw-tooth pattern or a shark-tooth pattern as it's often called or shark fin pattern.

The dips do not need to be created by you, by the way. You simply pause in building attraction and working on the attraction element and that's enough to kind of give her a little bit of a breathing room. But the reason with all that pattern of rising, rising, rising, let her breathe, rising, rising, rising, let her breathe, rising, rising, rising, let her breathe.

That pattern creates a comfortable build up of sexual tension that does not freak her out. Most guys think you just want to keep rising and rising and rising and rising until she pulls her pants down and starts to suck on you. That's not how it works.

Guys have to understand that women need a buildup of tension, a slight release, a buildup, a slight release, and you see this in thrillers or what I call the "shock them" kind of movies, not the horror movies per se. But the really good thrillers and psychological suspense movies know how to do this.

They build up tension and then they let it out just a little bit, but there's still a little bit of tension left until the next scene gets in and it builds up and it drops off. That's how they build up the tension in those movies and that's what you need to do in your sexual tension with women.

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Here is a rule that you need to adhere to as well. Try to touch briefly or casually once as part of the opening conversation if it fits in. Try to touch her briefly.

In other words, maybe put your hand on her arm just as you're stepping up and talking to them and then you pull it away really quick, not too long, they'll be creepy with this. But if you want to start by touching because if you don't, well, that's what my next rule is.

The next rule is that the deltas are noticed. Delta is the Greek letter and it's a triangle, and what it means in mathematics and whatnot, it means change.

So in other words, women notice changes. She sees what changes, what's the difference? Something is different. So you have to set the expectations first by touching her and then that makes everything else work from there on out.

If you wait until ten minutes into a conversation to start touching her, it's going to stand out. She's going to notice that delta and you're going to get blown out. It's not going to work for you.

But if you start it with the expectation by walking up, touching her in the arm briefly and say, "Hey, I want to ask you a question," and then you wait and then, of course, you touch her again later, it's not going to seem as weird. You started out in the right way.

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Another rule, your progression should be from public to private. It might only be you and her together in a public place at first, but you've got to be working her towards more and more privacy and more and more isolation.

You want that control over the environment. It has to be just you and her eventually, and the eventual you and her you want is you and her naked in your bed, but it's going to take a little bit of work to get there, so you got to work your way along the progression. It doesn't just happen all at once.

Another rule is to keep the momentum moving forward always. Keep the momentum moving forward. Dropping the momentum, in other words, you stopped building up the attraction, you stopped building up the comfort, you stopped keeping to move forward on this progression.

If you drop that momentum, it's going to frustrate her and she's going to turn her attention to the most shiny thing in her world at that moment, and that means it's usually not you. She'll look at whatever else is going on, and the other guy that calls her, she's going to turn her attention to the next shiny object, and that's the one thing you want to avoid.

Another rule for you is any bad situation in a conversation that you find yourself in, that's not the problem. I get guys all the time asking me, "How do I get out of this? How should I handle this when this happens?" The way to handle that is to not let it get there. Stop ignoring the fact that the problem is really why you let that situation come up in the first place. Why did you let it get that far? Why did you let it get to that point?

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So you're probably asking, "Carlos, enough of the bullshit, man. What do you say to a woman?" All right, well, I want to just give one quick caution and I'm going to actually give you some material here.

First of all, beware of pickup videos. At first, they are very helpful. A lot of guys watch them to kind of get an idea of what to say and how to do it. They can be very helpful to watch if you're totally feeling clueless about what it is like to talk to a woman with the right energy level and carrying it off and being the right amount of funny and the body language and all that. It's really good for that.

But only in the macro, not in the micro. In other words, look at the big picture, don't get caught up in details. The same is true with field reports. You'll read guys that post their experiences talking to women and you'll think, "Oh, I got to make it go exactly like this script." It never does.

As Patton once said, "No plan survives first contact with the enemy." Actually, I don't know if it's Patton, but somebody said it, and it's a brilliant statement. No plan survives first contact with the enemy.

You need to pay attention to the overall energy of the interaction, never to the specifics. You're always paying attention to "is everything feeling fun, is she laughing, does she seem attracted," but that's it.

You don't need to get all specific with, "Oh, wait a minute, I need to check her body language. Are her pupils dilating?" Give me a break, that stuff is bullshit. You should be paying attention to the big picture.

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Clubs are easy to talk to women, and I'm going to give you a few that you can use in clubs so that you can easily walk up to and talk to women. You can also use them in other locations, but they are good for this.

Here is one that's just a standard, "What's up? Are you guys having fun tonight?" It's very simple, "What's up? Are you guys having fun tonight?" You can use that anywhere. If it's a warm environment, a friendly environment, just go and say that and you're instantly in a conversation. Use that with something to bridge into.

Here is another one, "So do you guys like this place?" And then you can, of course, play off the energy of the venue a little bit, and that's another good thing is to make sure you're leveraging that as much as possible.

In other words, it's really like a dance club. What you do is you go over and say something like, "You know, I'm sorry, but we can't allow this much fun here. There is an extra cover charge on dancing too, so don't get any crazy ideas here." You're playing off the energy of the environment. That's kind of a little fun, contradictory thing to say.

Here is another one, "You know, you guys need to relax. You really need to relax. You are so calm. You're so serious. Hey, are you studying for a final or something?" Of course, you're saying this sarcastically because the girls are actually having a lot of fun and they are nowhere near calm and serious, but you're using it as a kind of a sarcastic opener.

Here is another one a friend of mine used and it's a great idea. It's one of the ones I highly recommend, and that is you type in a little message on your

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phone. This is great for loud environments, by the way, we call it the silent opener, and you just put something on your phone and then you hand your phone to her.

So you put on your little text box, you'll put, "Are you having fun yet? Or you look like you speak Russian?" Just things that are out of the blue, kind of off a little bit, but just fun. You can hand your phone to her and get her talking that way. It's a great opener because you don't have to say a word. Your phone does it for you. Is that cool or what?

Think about what you can do to stay with the energy. In other words, in many places it's about the breaking of patterns or interrupts so you want to keep the energy moving in the same direction.

But sometimes, you want to also break up the energy that they are used to, because a lot of women are used to guys coming up and basically kissing their ass and doing and sucking up to them and kissing their butts to get what they want, and they are used to this by now.

What you have to do is break the normal processing in her head. That's what pattern interrupts do, they break up the normal processing. It makes you go, "Wait, what?"

It's like if you sneezed and somebody looked at you and said, "Hey, I think that guy blessed you." You'd be like, "What, what?" It will be a little bit weird because you're used to people just saying, "Hey, bless you." But somebody saying that, it could throw you off a little bit. Just a little bit of difference forces her to pay attention in the same way.

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Here are a few that I call the gutballs kind of things to use, and you don't have to have like balls of steel for this or anything like that, or breast balls, but they are a little gutsier to use, but they work great. Remember, the higher the risk, the higher the reward.

Here is one that I credit to the movie Hitch because it was such an awesome thing he did at the very start of the movie where he pretends that this woman that he wants to meet is actually a part of the staff, and he says, "Hey."

Well, actually, he didn't say this exactly, but this is my version, "Hey, can you please validate my parking?" It's a little gutsy because she's going to be like, "What? What the hell are you talking about? I do not work here. I'm just having fun with my friends." "Oh, oh, sorry, sorry." It's better if you catch her when she's alone when you do that.

Or you walk up to her and say, "Hey, can I give you a drink order?" Then she'd be like, "What, I don't work here." You're like, "Oh, oh, you look like you kind of did. What are you drinking, by the way."

You see what I did, I bridged right into conversation, and I also did a little bit of pattern interrupt and it also took her back a little bit, and if she's insulted, trust me, it's good because you'll figure out right away whether or not these chicks are the ones you want to talk to.

It's my estimation that at least 25 to 30, possibly higher in certain environments, 25 to 30% of all girls are not even worth your time to talk to, and the faster you get past them, the better for you.

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Another thing I like to say in the got-balls' category is, "Are you one of those girls with the \$5,000 purse? Or are you one of those girls that wants to buy a \$5,000 purse?" Then you get her talking on that whole thing, and you find out whether or not she's a gold digger if she's got those aspirations.

Another great one that I have to credit to a guy named Jeff. He's with another organization. He used this one a long time back, but I still think it's actually a great way to experiment, and you just walk up to a girl and this can take some little bit of guts, but if you know what you're doing, it works.

You can say something like, "I like salad," and then she's going to look at you and go, "What?" Because it's another pattern interrupt, it's a little bit weird. Nobody walks up to a woman and says, "I like salad." She'll look at you and go, "What, what? You like salad?" Or sometimes, she's just going to look at you and go, "Really? Well, yeah, I guess I do too."

Then you start to talk to her about why, "I mean, I like the croutons. I don't like too many croutons in salad because then it becomes too much of a crunchy salad. That's too much. I also don't like soggy croutons. They'll just suck too. But what I really like is when they know exactly what to sprinkle on top, like just a little bit of pepper, a little bit of cheese."

Do you see what I'm doing? I'm just kind of starting up a little fun conversation, and you act like it's perfectly normal. That works really well.

Here is a tester for you. A tester is an opener or a conversation starter that will help you screen out women quickly. This is one I use and it really works

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well. You walk up to the woman that you're interested and you say, "Wow, I love this place. Everybody is having just a great time, and everybody I've talked to tonight has been so cool. It's just incredible. Are you having fun?"

Anything less than a resounding yes out of her, then that means she's a buzz killer. She's just in a very bad emotional place. Either way, just nod and walk away. Shake your head and just think, "Wow, I hope it gets better for you."

But that's a good one because what it does it is it tests her out. If she says anything less than go along with you, she's not going to be a fun person to hang around with or talk to.

Here is one that shows that you see through the matrix. These are really, really good to use, and you may have to practice a little bit to write one of your own, but they work really well.

This is a little bit of a longer routine. It starts out, basically you walk up to a girl and you say, "You know, if you could, would you marry for personality, or would you marry a guy for looks?"

If she answers you, it doesn't matter what her answer is, and then you look at her and go, "Hmm, okay, well, if a troll came up to you and said that he's taking away your personality or he's taking away your looks, which one would you want to keep, your personality or your looks? And be honest, don't get all pissy on me on this."

Then she's going to tell you, and it's going to be interesting to see how she does answer you. It's one of those little tests there. Whatever she answers,

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again it does not matter. You say, “That’s interesting. You know, I had this girlfriend once who used to play this game. When we went out to clubs and events, it was the ‘see who can get the most free stuff.’ Now, of course, she always won because she was totally hot and so she had all these chumps spending all their money on her.

But if she was completely ugly, think about it, no one would have paid her for anything, right? Because even if personality is the one thing the high status guys want the most and should, it’s looks that get you in the front door. Am I right?”

Very cool little thing there, by the way, there is a lot going on. You’re trying to sub-communicate to her that you see things for what they are in the social dynamics, and you’re also one of those high status guys.

Another thing to say is, “Do you think most girls would admit that they look at porn?” That one is fun because you’re going to find out whether these girls are real or if they are going to put up a front. Because most women don’t want to admit that they look at porn, they pretend.

If they pretend that they are disgusted by it, you kind of know what kind of a girl you’re dealing with, and you’re going to have break down some barriers there. But if they immediately admit to it and look like they are having fun with it, then they are a little bit more open, you’re going to have a lot more fun in conversation.

Another skill that I want you to think about, this is a little side note. Another little skill for you to add on is that you need to watch what women do right

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after you start a conversation with anyone of these tools I'm giving you. It's another reason to just take one of these and work one whole night on one of them and just work it to death.

1. You'll get really good at it.
2. You'll see the possible reactions that women have and you'll get trained on better responses as a result.

Here is another routine that's really, really good, and it's my last one for you right now, and it's called the "breaking up with my friend" routine.

Basically, you do this, you walk up to her and you're going to say, "Let me ask you something, is it possible to break up with a friend?" She'll be like, "I'm not sure I understand."

Or maybe she'll answer you, it doesn't matter which, and you explain, you say, "Well, look, I've got this friend who's kind of cool, but he's one of those guys that calls you and texts you like 20 times a day. It's kind of like having a stalker or something. It's kind of gotten to the point where I don't even want to hang out with him anymore. So I mean, how do you break up with a guy friend, right? I mean, you can't be just, 'Hey, let's just be friends,' because that's precisely what I don't want to be friends with this guy. Any ideas?"

Now, what does that sub-communicate? That kind of routine, that you should be thinking of many of these, by the way, that puts you in a position. It basically puts you in the woman's situation. It shows that you're in situations that a woman can relate to and she doesn't think that most guys can because usually it's guys doing it to her.

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It shows that you understand relationship dynamics, and it also shows by the virtue of the fact that you're complaining about a guy who's doing this, like she probably experiences in her life with guys that basically text and call her 20 times a day and it feels like stalkers, you're showing that you're not that kind of guy.

It's very interesting, isn't it? All these things are communicated just by putting yourself in a woman's position and asking for her opinion about something she probably experiences all too frequently, and trust me, 90% of guys would never think about doing that little routine right there because they don't really understand that that's what a woman experiences.

She gets guys calling her and texting her all the time. She feels that she's being stalked. She doesn't want to tell this guy to fuck off or anything like that. She wants to be nice. She wants to be friends, so what does she do is she tries to be friends with them, "Hey, let's just be friends."

But this little routine says, "Oh, okay, but I'm already friends with the guy. Obviously, I don't want to date him, so how do you break off a friendship?" So a little bit of a fun, a little play, and it's a humorous one for women too because they see the parallels in their own life.

Like that part about how do you break up with a guy friend, it can't just be, "Hey, let's just be friends," because that's exactly what you don't want to be. This guy is annoying me.

There you go. There is a ton of stuff that you can use, and I just purposely made this very, very dense for you. I want you to review this audio at least

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three times. You're going to pick up on things you didn't pick up on the first time through.

I put a lot of stuff in here. There are some routines you can use. I will give you more of those and for different stages and the process that you can use them.

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SEXUALIZING CONVERSATION - Part 2 (continued from last month)

Hey, welcome back...

I'm glad to see you're still with me, you're sticking with this, and you're still in the program. We have got a lot of great stuff for you this month.

This is Month 2, of course, and I'm continuing where we started last month with the concepts and the actual tactics for sexualizing conversation. Now, this is a really important topic, and you might hear them and just think, "Oh, what the hell do I need that for, Carlos? Why do I need sexualizing conversation?"

Well, sexualizing conversation is I guess I have to say it's probably one of the earliest steps of seduction that you absolutely must understand and know how to use effectively.

To be able to get sexual in conversation is a precursor to everything else you do for escalating after that. I'm going to explain it a little bit in today's presentation. So again, we are covering sexualizing conversation and you've got sexual conversation 2, the sequel.

A big concept here, now I'm going to give you some inner game concepts upfront that you're going to be able to use, and like I said as always in my programs, in every area of you life, you'll be able to use this, not just with women. You'll be able to use it with stuff you do with work, school, whatever the case may be.

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Even with your family, you can use these concepts to ultimately make yourself a very – I like to think of myself as being a force to be reckoned with. That’s what everyone of these little techniques I’ve encountered and incorporated into my life does for me. It makes me a force to be reckoned with.

The big concept here is it is easier to learn than unlearn. It is easier to learn than unlearn. Now, what does that mean? Well, unfortunately, most guys have learned a lot of stuff that is just not very good advice. It’s just not very good advice and we know what that stuff is.

It’s the learnings that the nice guy goes through during the course of his life to basically screw up his entire game with women. We learn all the wrong things, and most of it was told to us by women. Women wanted us a certain way, but they didn’t know how to explain it in a way that guys could actually incorporate it into behaviors, and as a result, we screwed it up.

I did. I did for so many years, and I had an advantage over many guys in a lot of ways, but I still screwed it up. The good thing about this concept and let’s go back here for a second, this big concept of it’s easier to learn than to unlearn.

Keep in mind, yeah, you’re basically trying to break down mental pathways you’ve created in your mind, belief systems you’ve created, and that’s a lot more difficult than it is just to learn it fresh. So you might ask yourself, “Okay, if I’ve learned a lot of stuff that’s not good for me attracting women, what do I do?”

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Well, it can be relearned into a new context. You can take what you've already learned and frame it into the correct context. In other words, you take the information and you put it where it needs to go, and give it qualifiers if you will.

You make it a little more specific as to when it actually will work, and then, yes, that's true generally speaking, but there is going to be a lot of little modified rules you'll have to add on to make sure you keep it straight.

I'll give you an example. Complimenting women, is that good? Oh yeah, you bet it's good if you compliment women. You should flatter a woman. You should tell her how pretty she is, how beautiful she is, blah, blah, blah.

I was just watching this movie last night, it's very entertaining little movie. It's an independent film that was really good. It's called Safety Not Guaranteed, and it's actually a movie with a lot of heart to it. It's a cute little romance story and everything.

I just liked it because of the time travel element, but this guy in the story, there is an Indian guy. He's an intern at the paper. He's actually attracted to this one girl and it's just funny to watch him make all these stupid little mistakes that we as guys that have been studying this for some period of time understand are just wrong.

He's making comments like, "But she is so beautiful." It's just very, very amusing in a lot of ways, and you'll slap your head and just kind of shake your head when you hear it. So is complimenting women good? Well, no. We know it isn't good, but you can compliment women and have a great effect.

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Now, the problem with most complimenting is when you do it from a place of need, then it's not complimenting for giving. You're not trying to give to the woman, you're complimenting to get, and that's where it does not work. Let me say this again, when you're giving to get, it's not giving. It's just a very obvious ploy to get.

There is a saying in a lot of industries, "To open with a giving hand or open with the helping hand." In other words, when you want something, you don't put that upfront. That's not the first thing you say to somebody. You start by helping that person out and they will naturally want to reciprocate.

It's a law of human nature and you should know that and you should use that to your advantage. Unfortunately, a lot of us and I had gone for years without understanding that concept, and as a result, I burned out a lot of friendships, burned out a lot of people in my life because I didn't understand the rules, the social conduct that you needed to have.

So the problem again is when you do complimenting from a place of need, then it's wrong. So that's how you reframe that belief in a way that makes it still valid, and let me go back here, you can compliment a woman and have a great effect, you can do it, it just has to come from the right place.

It has to come from that place of wanting to give to her, to give her a good feeling. If you could compliment her and just walk away and feel good about it, generally speaking, that's a good compliment.

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But if you gave her a compliment and walked away and felt like, “Oh man, I didn’t get her number. I didn’t get something back for that. It was transactional.” That’s when you run into problems, and that’s where most guys run into problems with women is that they are too busy trying to play that transaction game.

So I hope I made that clear. It’s a little concept, but you should understand that it is far easier to learn something right the first time than it is to unlearn it later on, and in doing so, what you can do right now to correct a lot of the beliefs, a lot of problems you have in terms of just the beliefs that you may have acquired over the years about women is to put them in a new context.

The complimenting women is a perfect example. Compliments do work if they are done from the correct place. That’s why most guys are advised not to compliment when they are first starting learning this stuff, but especially nice guys.

I have always coached nice guys to just drop the complimenting thing because it’s never coming from the right place right off the bat. They need to come from the right place and when they finally do, then they can go back to using it, but not right now.

Okay, so let’s go into another concept here, and this one actually is very practical. It’s not just a concept. I should have actually taken the concept off the slide. It’s sexual anxiety.

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What is sexual anxiety? Well, sexual anxiety, it's a concept that my friend John came up with. Well, it's not really necessarily him coming up with it, but he explains it very well and I want to explain it and pass it onto you.

Sexual anxiety, it's kind of big melting pot of a bunch of different kinds of anxieties all lumped together.

- It's approach anxiety. Approach anxiety being, of course, the anxiety of walking up and talking to women.
- It's escalation anxiety. Escalation anxiety is the anxiety of making things go further with a woman, going forward with a woman and basically taking the next step usually because you're afraid of getting denied or blown out or that she'll reject you at some point.
- There is sexual performance anxiety that actually comes into that whole sexual anxiety thing. Sexual performance anxiety is, of course, the ability to perform in bed and to pleasure a woman.
- There is physical adequacy anxiety. We know what that is, it's dick size. Yeah, that's pretty much it. Sometimes it's also the adequacy of your body in terms of, "You know, I'm ripped enough. Do I have enough muscles to attract women."

All of that stuff is a whole bunch of bullshit. You just got to know right up front that, yes, physical things do matter, but they only matter when that's all that matters, and you may or may not understand what I just said, but it rang to you in that far recesses of your mind, you do understand what I'm saying, and I will go into more detail about that.

- There is another part of anxiety and that's sexual conversation anxiety, which is what we are talking about here. It's making conversation sexual, and a lot of guys have anxiety over that. That's why I'm covering that here.

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- The kino anxiety. It's an anxiety of how to touch a woman, when to touch a woman, where to touch a woman, all that stuff.

What's the result of all these anxiety, the sexual anxiety? Well, usually you can't approach. It's very difficult for you to approach. You can't escalate or you can't bring sexual charge into the interaction with a woman.

There is no attraction because when you can't escalate or bring things into the next level, or bring any sexual charge, there can't be any attraction. There can't be any attraction beyond any physical attraction.

That's what most guys understand is that if you come to the table with average appearance which is what at least most guys, I have to say about 90% of guys do this, they can come to the table with at least average appearance as far as a woman is concerned, but the rest of it after this has to be something else. It's that enigmatic attitude they carry.

So again, the only attraction that's going to happen if you don't improve your game with women is what she sees in the surface and you don't want to rely and float by on just that because that's very fickle and very uncertain.

If you can't seal the deal, then you can't get her into the bedroom. You can't finally have sex with her. That's one of the symptoms of sexual anxiety. So how do you know if you have it? Well, chances are you probably do know if you have it. I think most guys these days do have it. Every guy has a little bit of it. It's how much you have that you've got to watch out for.

Here are some symptoms:

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- Worrying to the point of performance failure. In other words, your thoughts, your inner mental processes get in the way of you actually performing in any way with a woman.

I don't mean just sexual, but I mean being able to talk to her, being able to walk up and approach her, being able to do anything confidently with a woman. If you have performance failure of any kind and it's caused by your worry, that's a big symptom.

- Discomfort and inability to take action, which is roughly the same thing. It's that discomfort. It's shooting yourself down before you've even gone over and talked to a woman.

It's the fear of your failure and your fear of what your ability is that's crippling you. It's the inability to escalate sexually to take it to the next step. If you've already been holding hands and kissing, can you go further? Are you willing to push it further, or are you afraid she's going to stop you and say no?

So what's the cure? What is the cure for sexual anxiety? Well, there really is only one, and that is get knowledge and get sexual experience at all levels. At all levels, just get the knowledge and experience.

I guess I could split that into two, get the knowledge and then get the experience, but I don't want to. There is a reason I put these two together, and that is too many guys are hung up on that first one, getting knowledge. They get all the knowledge in the world, but they never actually take action on it. They never really get down to the nitty gritty of doing what they needed to do.

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The sexual experience is far more important than the actual knowledge because you'll learn automatically. It's like watching a person play a game and then going out and doing it.

Worlds of differences I'm sure you've encountered if you've ever tried to take up a new sport or a new skill. Some things look easy on the surface, but then when you go in and do them, it's like, "Damn, this is a lot harder than I thought it was."

I got an exercise here for you. This is a good one. This is important. I want you to get out your journal, get out whatever you're using to take notes in this course, in this program. I want you to make a list of what you want your beliefs about sex to be. What do you want them to be?

All right, this is really important. If you could rewrite your code, if you could rewrite your software, what would you change it? How would you change it? What would you do? What would you want to believe?

It doesn't matter what you believe now. Please put that aside for a second. If you find that creeping into your head, you got to push it back, push it away and forget about it for a little bit. I'm talking about if you had a blue sky here and you could do whatever you wanted and you could basically pick and choose, kind of like building up a character.

If you've ever played Diablo or if you've ever played any online role playing game of any kind where you can choose your stats, it's the fun part where you first set up your character, what would you choose? Would you give yourself

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ten points in the sexual confidence category? What would be the beliefs behind that though? That's what I really want you to dig into.

I'll give you an example, a good belief about sex might be, "I am totally comfortable talking with women about sex and talking with a sexual charge. Okay, that's a very good affirmation right there. As a matter of fact, if you want, you can write that down and make it yours. Just rewrite it in your own words.

You choose these beliefs every day. You choose the beliefs you have. That's why they are called beliefs and they are not called facts. You really have to understand that one. When I first heard that, I think it had an incredible effect on me because I was like, "Oh damn, yeah. I guess that's true.

Most people think that beliefs are real, that they are facts, and they are not. Beliefs are merely fabricated because two or three different people can have totally different beliefs and you couldn't say that anyone of them was wrong for it. You couldn't.

Even if you'd like to and a lot of people do, especially when it comes to religion and other things like that, the truth is that beliefs are beliefs and nobody is right or wrong, only in their own minds, and if that messes with you, sorry about that, dude. It's just one of those things you'll have to deal with.

What do you want your beliefs about sex to be? What do you want them to be? Write them down. Make a list of beliefs and thought systems that you want, the way you want to process life, and it doesn't have to be just about women and sex. It could be about any area of your life you could do this with.

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I'd like you to just keep it honed down to this one topic because it's hard enough working on one, much less multiple beliefs at one time, but please, do this exercise. It's really important.

Make a list of beliefs you want and the thought process you want. Don't get too extensive with this, because then it gets hard to track and hard to keep up. Just a few is fine, maybe two or three or four is fine, and then starting thinking them. It's really that easy. Just start thinking them. Stop thinking other stuff and start thinking these.

That's why I want you to do these because remember what I said about unlearning. Unlearning is much more difficult, but if we start with the beliefs that we really want, they will crowd out all the other bad beliefs, and look, at the very least, find yourself being much more skeptical about them, shooting them down when you hear them.

Even when you hear yourself thinking, you'd be like, "Wait a minute. That's a total crap of shit, dude. I can't believe I still think that. Why am I thinking that?" It's that cognitive approach to our beliefs that ultimately leads to the most change.

Again, a lot of people aren't taught how to do this. They are just thought how to blindly and damnly go through life trying to say his affirmations and things like that. It doesn't really work like that. You really have to have more of an understanding of why you're thinking what you're thinking.

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But in any case, I want you to just start thinking these things. Use these new beliefs to crowd all the other bad crappy beliefs you've got in your head, and then look for evidence wherever you go to support the new belief. It's pretty simple when you look at it like that, isn't it?

You start thinking the new things you want to think and then you look for evidence to support it wherever you go, because that's really important. I don't want you to misread that last part or skip it. It's really important. Look for the evidence wherever you go that will support that new belief because that's what will ingrain it into your brain and ultimately will have the most effect in crowding out the old beliefs.

It's really, really important there because the reason that most people never change is that they never really get connected to the reason why they have to change. They never really get connected to why they have to change. They give themselves a choice. They give themselves a choice between doing it or not doing it.

If you have a choice, if you do that, eventually you're going to choose to abandon the new habit, belief or whatever. Eventually, it will happen if you give yourself a choice because you'll always going to have an out.

You'll always have a little security exit chute. When things get too tough, you can just pull your ripcord and then softly land on the ground and walk away and pretend it didn't happen.

I talk in that kind of condescending voice because I want you to learn to use that voice whenever you encounter something that you don't want to believe,

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put it in a voice like that and it will make you go, “Oh dude, that’s pathetic. I can’t believe I’ll believe that.”

Like the women wanting to be complimented or guys should compliment women, you can say it in your head like this, “Yeah, women want to be complimented.” It actually kind of sounded like Droopy Dog there, doesn’t it?

When you put it in words like that, this is another NLP tactic, by the way. When you put in words like that or in a vocal tone like that and you make it sound pathetic and then your brain just kind of like it believes it is pathetic. It’s a very effective way of reframing beliefs.

But anyway, if you do that, eventually if you do give yourself a choice, eventually you’ll choose the easiest choice. You have to find some motivation that will completely rewrite your software or allow you to rewrite your software.

Let me give you some examples of this, because I have a feeling these are going to be very familiar to you, myths that you must bust.

- First of all, women don’t like sex. Women don’t like sex. Huh, huh. Do women like sex? They absolutely do, and I think on some level you believe that, but on another level, men are brought up to believe that women don’t like sex. How crazy is this?
- Women don’t find sex pleasurable. Huh, another one of those ones that you’ve got to really sit there and think about. Women don’t find sex pleasurable.

Actually, the complete opposite is true on that one too. Women get much more pleasure out of sex. Have you heard the noises that

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women make during sex, the whole multiple orgasm part? Okay, women just get the most pleasure out of sex.

- Women don't like to be hit on. Do you believe that one? Again, a lot of guys believe that one. They think that women actually don't want to be hit on, that they hate it when guys walk up to talk to them. They love it. It's flattering, they love it.
- Women only want guys who are rich, powerful, good looking, tall, whatever you think you haven't got. That's what we do. As guys, we think that women want everything that we don't have, because that justifies our failure.

That means I don't have to work at it. That means I don't have to change. That means I don't have to do anything different. I can just sit here and be self-righteous about it and say, "Women, they don't know what they want. Women, who understands them?"

Have you ever yourself saying stuff like this, or at least other people? It's kind of pathetic in a way, and I hated it when I did it because then another part of me knew that I was copping out. I was taking the easy way out of doing the right thing.

- Here is another myth, women are turned off by talking about sex. Again, exactly the complete opposite of this is true. Women love to talk about sex. As a matter of fact, that's what really gets them going. That's why they love, what? Romance novels. Yes, exactly.
- Women want a commitment to have sex with you. Oh, that's crazy, dude. Women don't need a commitment at all. But a lot of guys think that you have to say you love them, that you're going to be their boyfriend, that you're going to marry them. No, you don't. You don't, and you shouldn't. You shouldn't never lie.

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- Women needs sex to be special. They need that sex to be a special event, a special moment. No, sometimes, she'll just bump and grind you in a dirty stall somewhere and that's okay.
- Here's one that has nothing to do with women and sex, but it has everything to do with how you get that success. Any failure has meaning about your value. This is a myth.

Any failure has meaning about your value is a complete myth. Failure does not have meaning about your value, but we do this in our brain. We play this wicked little game of our beliefs and we give it value. When we give it, we actually make the failure rather have meaning about our value. It has no meaning.

- Since you've been doing it wrong for so long, you now can only do things right. You must actually do things right. This is another myth that guys have. Let me explain this one because it might sound a little weird.

For a lot of guys when they get into the area of improving their skills with women, since they've been doing things for so long the wrong way and they see it and it becomes so clear so quickly, now they get caught up in this need to only do it right.

Now, that you're suddenly aware of this other way, you can no longer go down that path, and if you do, well then, you're a complete idiot. It's a really weird syndrome watching guys go down.

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But once they start learning the stuff, they don't want to take a chance on making any mistakes, and do you know what happens? They not only don't make any mistakes, but they don't get any successes either.

So back to sexualizing conversation, I want to give you that stuff. Those myths, by the way, are really important for you to bust in your head and bust and use those other new empowering beliefs to crowd those out.

Now, back to the sexualizing conversation. There is a difference between sexualizing conversation and sexually arousing a woman. There is a difference between sexual conversation and sexually arousing her.

Conversation is the erotic build up of sexual tension and desire. It's mostly psychological, and that's where it's mostly effective for women.

Now, sexual arousal, on the other hand, is a physical response from physical touch and contact. Arousal is something you do not do in public if you're not able to follow through. It's a late stage thing. In other words, when you go for sexual arousal, you don't do that in public because that's very physical.

Because arousal leads to foreplay which leads to sex, which leads me to a spectrum I want to explain here. Here is where we are in this whole process, conversation to contact, to initiation, to arousal, to foreplay and to sex.

These are the steps or stages you go through with women to get to that end goal of sex. You start the conversation. You sexualize that conversation. You make it sexual. That's why this is a very important topic and why I'm covering

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it because early in the process, and it's one that most guys get stuck on, and if you get stuck here, you'd never get to all the rest.

- Contact, what is contact? That just simply means first physical contact or touching in some way.
- Which leads to initiation, and initiation is what? Initiation is like kissing, holding hands and things like that.
- Arousal is much more prolonged sexual contact where you're just trying to make out. You might be rubbing her body and stroking and touching.
- Foreplay is direct contact with sex organs. You're touching each other in those naughty places.
- Of course, sex is that final stage.

So you can see how these build on each other and lead to each other and connect. So conversation is talking. Sexualization is kind of the flirting or the creating sexual tension. Contact is physical touch. Initiation is intimate touch, kissing, holding hands, et cetera. Arousal is making out and caressing. Foreplay is directly touching sexual areas of the body, and then bingo, sex.

There is a little tip for you. Touch when you first open in group if you're in a warm environment. If you're going to bars, if you're going to parties or anything like that, you need to walk up to women and touch them on the arm or touch them on the back.

It doesn't even matter if it's the woman you want in the group. You do this to start a conversation because once it starts, it immediately drops barriers. Watch women, they use this tactic all the time. They touch each other to level set the conversation, to make sure that women don't get offended.

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When a woman thinks she's offended or hurt the feelings of another woman, the first thing she does is she reaches out to touch her because that brings the other woman's emotions down and closer to the woman who's trying to make things right.

Also, touch when you leave. Go for a hug. Go for a kiss on the cheek. When I was in Montreal, I was always amazed at just how open they are about this. It's a very, very natural for them to greet with a little kiss on each cheek. Here in the US, women will freak out. It's like the weirdest thing, and again, why American culture sometimes isn't the most conducive for what we are trying to get done.

Your goal is to get her touching you. I want to be very clear about this. Your goal is to get her touching you more than the reverse which is you touching her. You only touch her to give her the permission to touch you. Your goal is to give her every reason to reach out and touch you. Because once she's doing that, you know it's genuine interest. That's why we make that the goal.

Stay in personal intimate spatial distance. Intimate distance is about 1-1/2 feet or so, about half a meter or so. Generally speaking, it's very close personal distance where you talk like if you're communicating a secret or trying to talk about something in a hushed voice.

It's a very close distance. That's the closest distance, and we know this. When people are in that range with us and we don't know them, it feels uncomfortable.

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Personal distance is about four or five feet away. It's the next level out, and it's in your bubble, but it's not as intimate. It's not as threatening. It's not as weird.

Let me ask you something, how do you react in these situations? On a crowded train? Does it freak you out being pushed up and smooshed up against all those people.

What about a rock concert? Sometimes you go to concerts where you're sitting just side by side. In other times you're down on the floor and you're in the standing room only or the standing area, the general admission if you will, and that's different. You're crammed in there within a micromillimeter of everybody else.

What about being out in the park where you're separated from people by wide distances? It's completely different isn't it.

What about a movie theater? Have you noticed how people when they sit down in a movie theater tend to sit down skipping a seat. They don't want to sit down right next to you. They sit one seat away. Why is that? Because that's intimate distance. One more seat away puts them only in the personal distance, and that's tolerable. That's why we choose those.

What about standing in line for a movie or for anything, or in queue as they say? When you're standing in line, sometimes you can see a lot of differences in how people handle that. Some people will stand very far away from the people that they don't know. Some people don't care. They know it's a line and it's moving a little bit closer.

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How would you behave with a woman that you already had sex with? That's the question I'm asking you. How would you behave with a woman if you've already had sex with her? That's how you want to behave with a woman as soon as you meet her.

This is going to sound crazy upfront because you're going to say, "Dude, I'd be like put my arm around her. I'd be physically intimate. I'd be a lot more intimate probably in an uncomfortable way. I couldn't do that."

Let me tell you something right up front, yes, you can. You can if you assume it. Watch the guys out there that are best with women and you'll see them doing exactly this thing. They act as if this woman has already been sleeping with them, and that's the secret to it. They are jumping ahead down the road. They are assuming familiarity they don't have.

Now, there are some women who would take offense at that only if it's done in a very brazen and boorish manner, or done like an idiot or somebody that's clueless, but you can be much more sensitive to it and do it with a nice, I guess you'd call it a little bit of a suave flair, and it works. It really does.

So the point there is that how would you behave with a woman you already had sex. I want you to start behaving more like that with women now. Assume that familiarity. I want you to use physical push-pull along with verbal push-pull. There are two sides to push-pull.

You've probably heard of push-pull theory. There is one where you do it both physically and when you do it psychologically. You can push a woman away

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by teasing her and saying, “Oh get out of here. You’re weird.” It’s kind of a push away. If I want to pull her in, I’ll say something like, “Oh wow, you and I think so much alike. That is so cool.” That’s when I’m pulling her in.

Well, there is also a different way of the physical push-pull way. There is the pulling yourself away where you physically walk away or pull away or step back from the woman, and physically moving in, pushing yourself back in.

There is another side to this though of pushing her away where you take a woman and you literally push her back from you psychologically and/or physically and you pull her back in.

So I got a little exercise for you for this week, and really for the rest of the month, you can focus on this as much time as you like. I’m going to give you some suggestions here, but I’d like you to focus on eye contact for about a week.

Now, we haven’t talked a lot about eye contact in this particular presentation, but it’s something you can focus on . Focus on your eye contact and how you’re using it with women. Are you using it seductively? Are you using it the right way? Are you finding yourself unable to hold or lock eye contact with women?

This is an important thing because it’s probably one of the communication elements you’re least familiar with or least using to your advantage.

Focus on body language for a week or maybe a few days when you go out. Focus on your body language. I’m talking here about the mostly static body

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language. How you carry yourself when you're just standing there? Are your shoulders back? Is your chest out? Is your head up? Are your eyes relaxed? Do you have a little bit of a smirk on your face, or are you tensed where your shoulders are riding up or you have got an uneasy stance? Are you nervously ringing your fingers?

If you just take physical control of it for just a few minutes and then let go of that control, you're going to find that your body language can change almost immediately and your resulting mood and confidence level does too because that is actually the way it flows. Your physical body, the way you carry yourself actually dictates most of your mood.

Then I want you to also take time to focus on your body motion, and this is the active part of body language. This is how you move, not just how you stand. It's how you move, how you talk, how you carry your body.

Slow and fluid is really the best thing that I can tell you there. You basically behave as if you're underwater and you can only move that fast. If you've ever been to the pool, then you know what I mean. You can't move too quickly because the water resists you a little bit.

A lot of guys are very, very nervous and jarring. They're kind of like a squirrel on amphetamines when they are talking with women, and you got to calm that down because that's leading to that anxious state of mind. So focus on your body motion for a couple of nights, and really this is all you should be doing, just focusing on these things to get them a little bit under control and then being able to let go of them so that you'd know you've got them down, and then you rehearse it.

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Every time you go out, it's a dress rehearsal. You go out, you rehearse. You go out, you rehearse. You don't even need results. Again, getting caught up in this need for results too soon can cripple you because you won't focus on the things you need to take care of first, that you basically can't get any further without. When it comes to that, then body language is going to be one of those things that's going to have the most effect along the line.

Now, we will talk more about this and more sexualizing your conversation. I'll give you specific things to bring into your conversation. I want you focus on this stuff. I want you to do the exercises, and you're going to see massive improvements as well as with the rest of the stuff that I teach you this month.

It's good having you here, man. It's always great, and please, please come back, we got more. Listen to this one again. Go through the exercises if you will. This audio, of course, if provided, the MP3 audio, and listen to it anywhere. Put it on your iPod, put it on your phone, I don't care, but come back again and get the rest because we are only scratching the surface on this thing.

This is like I say, the tip of the iceberg. There is so much below the water here. I'm going to give you some stuff that is again going to make the big, big difference with your success with women.

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How To Never Go Too Far

I want to talk to you a little bit about a topic that a lot of guys express interest in previous to my releasing or re-releasing the Bad Boy Formula program. It was mostly about this one area that was a big concern for them.

It may sound a lot to you, but it's actually a really big deal for a lot of guys, and it was about going too far with the whole bad boy thing. In other words, they didn't want to go so far that they turn into a jerk.

Nobody wants to change who they are, become a jerk, just to get women. But you know what, sometimes I have to admit, there has been times when I was in the crapper and wasn't doing too good with women. I would have done anything to get women.

But you know what, I'm glad I never had to sacrifice my moral romantics to get a woman interested in me, and I don't want you to have to do that either, and you never want to reach that stage, that desperation of thinking that you have to do anything and everything to get a woman, and that might include changing who you are.

Now, first of all, I really have to emphasize this upfront. We men get very attached to an identity that really doesn't exist. I mean, think about what, and I know it's a philosophical tangent here, but what really is your identity? Who are you essentially?

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Well, if you're just sitting there idling or you're just sitting there, you are your appearance, you are your body, but I do know a lot of ways you're also with what's going around in your head and you're thinking.

As a matter of fact, the best definition I've ever heard of what your identity actually is, you are what you think about all day long. It's one of the things that Earl Nightingale talks about in his program as being the strangest secret, you are what you think about all day long.

Well, if that's true, who are you then really? You've got to think about that, what is it that makes you you? Is it a set of traits, characteristics, the way you respond to things, the way you take action on things, because those are two very different things. One is reactive and one is proactive.

But just think about that for a little bit. It's really important for you to identify what things are really part of your identity: the clothes you wear, the clothes you like, is that really a part of your identity?

Well, I hate to tell you this, but probably not. It's a lot less than you might think. Are the shoes that you wear you? No, they are not you, and there is a whole ton of other things that are not you, yet a lot of guys get attached to these and fixated on them as the main part of their identity.

So I want you to be more flexible about who you think you are because there are a lot of things that you may be eliminating from your life that could do you a lot of good, and you may be doing it just based on this one thing, this one aspect of people that we'd like to call identity.

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So what I want to talk about going too far and the things you have to consider about that, because it is a very big concern for guys how to not go too far. Basically, it's hard to do, it really is hard to go too far when it comes to shifting out of the nice guy mold and more into the bad boy end of the spectrum.

Because the reality is if you're a nice guy, and most guys are nice guys, most guys are going to gravitate towards that being a little bit – how do you say it – nice? I know it's a little bit repetitive, but it's true.

We are nice because we are good guys. We are actually ethical and we want to do right by women. We want to do right by people. We know what's right and wrong, and the difficult that comes in the picture is when we just can't let go of that because we are actually too much in need of other people's approval.

That's an end of the nice guy spectrum which is not healthy. It's actually not even really part of "nice guy." What it is it's a dysfunction of our behavior where we fall into that need to get approval, and in a lot of ways we also do it almost manipulatively. But hey, that's for another day.

I want to talk to you now about how you can avoid this because most guys really can't turn into jerks unless they have poor character to begin with, and then they gain a dose of power. I'm sure you've seen in movies or TV shows where they are kind of talk about this and use that same "absolute power corrupts absolutely."

It's that little taste of power that changes us as guys, and you could come from a good place. You can manage that power and do something with it. It

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takes a definite level of maturity, but sometimes, that dose of power comes in the form of learning attraction strategies in women.

You get a little bit of power with this stuff, and I'm not kidding. I got it. All the guys I've trained have gotten it in some form or another, and it's a learning process of how to manage that. How do you manage that power?

Or the other side of this is the only other way you can really turn into a total jerk is if you have strong, strong anger for women, and I've seen that happen too. It has actually happened to me as well. I got really mad at women because they had all the cards, they had all the power, and I wanted some of that power for me because it felt like as a guy, I didn't have any power.

You don't ever want to think about having to force yourself to do things that are just totally, you know, the horrible thinking about what you would do, but at the same time, there is this anger that wells up inside you that you don't know sometimes how to let that go.

That anger is a very, very critical component. A lot of the guys that write into me, they write in with a lot of anger. I get emails daily from guys that are just angry about nothing at all. I mean, they will actually email me angry about a newsletter that I've sent them, because I sent them a video that was 30 minutes long.

You know what, number one, you don't have to watch the whole goddamn video. It might be showing I'm ranting here, but I'm talking to that guy if he's listening right now. Not you, but that guy. You don't have to watch the video.

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As a service to you, the only reason I sent it is because of the information that's in it. Now, sure, some of those videos that I sent may be videos that are offering a program and things like that, but you know what, I have to offer those things.

I'm not just trying to sell you crap. I genuinely am concerned about guys out there today not getting this and not getting successful with women because this is the key fundamental indicator of your manhood, and I will send out as many of those emails as I possibly can to reach the guys who are looking to get that message.

So that's where I come from with that, and I get those emails from guys that are just incredible or that sometimes they get really abusive, and it's a shame and then I have to kind of like shake my head and move on. They don't really affect me emotionally anymore. They used to, but they don't.

There is a lot of anger out there from guys, and I understand that there is a lot of anger for what guys are put through these days because it's not just that guys are not understanding what they can do to be more masculine, being more of the Alpha man with women, but it's also women taking on a roll that can be very, well, in some ways kind of emotionally invasive to men.

I'll be honest, I am not very keen on American women these days, and it's mostly because of our culture and with the kinds of things that women grow believing, and guys have their problems too, and I understand that.

But there is a lot of gender confusion going on out there, and I will talk about this until the day I drop dead. Well, or on the day that it's actually fixed, which

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I don't think is coming anytime soon. So there, I got off from my little rant, but I wanted to explain to you exactly why it's really pretty difficult to go too far, to go into the jerk or the dick end of the spectrum and to go that far.

But let's just say that you are concerned about this. You don't want to go out. You don't want start using some of the Bad Boy Formula material and then have it come back around to you in the form of people thinking you're a dick or a jerk or you're getting ostracized or any of that stuff. You don't have to worry about that at all, so that's what this segment is about.

So let's talk about some of the types of jerk behavior. One of the types of jerk behavior that you have to watch out for, and this is again, this is the extreme end of what you might end up doing if you were to go with deep end with the Bad Boy stuff.

Honestly, I don't think it's going to happen, but I want to just kind of point out where these lines are because you may think that teasing a woman is mean and abusive to a woman. I mean, there are guys who believe that, and I sometimes have to say, "Well, you know what, it's true only if it is truly abusive."

But most of the time it's not and you have to understand that, and that's why I'm bringing in this first type of jerk behavior, and that first type of jerk behavior is negging to the point of being insulting.

Now, negging you have heard in the past as a term. It's a pickup artist term that means when you're talking to a woman in a bar, you say something that

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is meant to put her down slightly so it brings her back down to earth showing that you are not bowled over by her beauty or anything like that.

So you might make a comment like, “Wow, that purse, I’m not sure if it goes with that outfit of yours, okay?” That’s a neg, and the reality is that negging, I’ve never supported that. I never thought it was being a particularly good tactic because most guys who use it don’t understand how to use that effectively.

It’s not about making negative comments, it’s not about insulting women, but it’s about teasing. It’s about good natured fun and teasing. So you have to ask yourself, and this is the easy way of managing this, what is the intent of emotion behind whatever it is you’re saying?

If you’re in control of that and you understand that, you’ll never go too far or go off the deep end. So once you to understand the intent and the emotion, you’ll never have a problem, and if you ever worry about this, just remember one thing, never joke or put her down about her physical appearance in any way.

If in your mind you’re not sure if it’s a put down or if it’s a tease, better not to say it then. It’s like one of those things that if it sounds better in your head then it’s where it probably stay. So remember, it’s all about good-natured, fun teasing.

The second type of jerk behavior is self-centeredness. There is a good side of this and a bad side. Unfortunately, a lot of guys do, they can actually go

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over the edge on being egotistical and being selfish. You have to be careful about this focus. This is where the self-centeredness comes into play.

It's what I call the get focus instead of the give focus. If you're looking to get something from women, get, get, get, get, or you're looking to give something to her, give her happiness, give her a feeling like she's benefited from being around you, those are two very distinctive and different things.

Now, understand that beneath it all, nothing we do is purely for someone else's benefit. Nothing we do is purely good or just doing it for the good of it. We genuinely get something out of every single thing we do or we think we do on some level.

Human beings, I mean, actually every creature on the planet believes in some way or another or thinks in some way or another that it is doing the right thing, but it's also about your own benefit, and you can just say, "Oh, what about giving to charity? You know what, that's something that's good for people, but it actually hurts you in some way because you're giving up money."

No, it actually does not because in some part of your head, you feel better about yourself having given that money to charity. So even if it's something that's somewhat painful for you, and I've been going to extreme examples here, again, you've got to understand that nothing we do is purely for somebody else's benefit. Whatever we do, we do it also for ourselves.

But again, take it on faith that it will come around for you, that's why you have to focus on giving in conversation, being more give focused than get focused

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when you talk to women, and you'll never have to worry about the self-centeredness.

Just take it on faith. If you're giving to her, if you're giving her a good time and making her feel good, she will bring it back around to you, and if she doesn't, and there are women who are also selfish in a lot of ways, keep in mind and you'll notice it and you'll know when to cut her off.

Just never underestimate how selfish we all are. Never underestimate this, ever, because one of the biggest mistakes I see people making, the biggest mistake that people make holds them back in life because they cannot look at things through other people's viewpoints or points of view.

I see this all the time. We think we are because we believe that what we see is what other people are seeing, but we are looking through the filter of our own needs, our own selfish desires, and whether or not we believe that, a lot of people believe it's objectively true that we look at this or that and we see it for what it is, the reality is you're only looking at things with your own selfish viewpoint.

Now, this is not meant to be good or bad or an indictment on human nature. It's just the nature of things, and it's how it is, and what ends up happening is if you can't do this, if you can't break out of your own viewpoint, it becomes what I call social stalemate where you're unable to give, she's unable to give and the game goes nowhere. You've got to be willing to break that stalemate.

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Another of the jerk behaviors you've got to watch out for is sarcastic commenting. Sarcasm can have a very negative effect on your interactions with women. It can be a simple stuff like, "You think?"

Have you ever used that one? I've used it before in conversation where you say something that's kind of like a duh. Back when I was younger, it was used to be "Duh?" But now, it's "You think?" While it being somewhat cute, it can be a little bit off-putting in a conversation with somebody you just met.

So say that with friend or people you already know with anything like that. Sarcastic comments really just mean that you're saying or you're agreeing or going along with something so much to the effect that you're trying to say the opposite.

It's like, let's say, you see a woman that's a little bit overweight in a bar and you make a comment like, "Wow, I got to ask her what gym she goes to. She looks fantastic." Well, that's sarcasm. You're trying to say something, but you're saying the opposite, and that could come across as being very negative.

Sarcasm is a dark side of conversation. We don't like to think so, but sarcasm can be very bitter, very edged, very cruel-edged sometimes and we don't always realize as guys that we are doing it until it's too late. So I want to urge you to think about that.

Women do this all the time too, and we don't notice it sometimes. It goes past our filter of awareness. We think they are being fun and funny, but if you

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compress this, it's very dark and edgy so be careful with that. Sarcastic commenting can be a little too strong for some women.

Another of the jerk behaviors is being neglectful or what I call being “over aloof.” Now, remember, disinterest is not the same thing as indifference. Let me say that again because this is really important, disinterest is not the same thing as indifference.

Indifference is what you're shooting for, meaning that, “You know what, if you like me, that's cool. If you don't like me, that's cool too. I really don't care. You know, it's not a big deal for me.” That's indifference. In other words, your thinking, your feelings don't change how I feel and how I think. That one is a social boundary.

But disinterest is an act of way of saying, “Yeah, whatever, go away. You know, I'm not that interested.” Okay, that's too far and it will actually hurt your game with women. A lot of guys are using disinterest instead of indifference.

Remember, the best bad boy trait to emulate is what I call the DGAD, Don't Give A Damn. Don't give a damn just means I'm indifferent. “I really don't give a damn. If you don't like me, that's fine. If you do like me, that's cool, but I'm not going to get all caught up in it. I'm not going to make it a big deal. I'm definitely not going to sit here and dance like a monkey just to make you happy.”

That's the kind of indifference we are shooting for. What we are try to not do is be neglectful where you're just like ignore a girl or you fail to pay attention or being way too aloof. You çan't go away too far.

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Another of the other jerkish behaviors is abusive behaviors, which are basically emotional and physical. I'm assuming most guys, especially guys who are listening to this right now, are not going to be physically abusive to women. I'm really hoping that's the case, and I should not have to say that, and you know what, the unfortunate thing is if you are that kind of person, you'll probably going to see it so we are not going to go there.

But abusive behavior can also take the form of emotional abuse, and I can go onto this for hours and hours, but what it comes right down to is don't play hide games. Don't play hide games with women because there is a time to be very straightforward with women, and you do want to do it on occasion.

Pickup games and pickup artist routines can set you up to be very deceptive and very manipulative if you are not careful. You've got to look through, you've got to see past the veneer and realize that they can be very sneaky and very tricky, and in a lot of cases, you're going to be convinced that all these little games you're playing and all these little clever psychological maneuvers come to fruition by not being straight up with women.

In some cases, that can be true, but for the most part, I've got most of my success with women being pretty damn honest with them and pretty straightforward, and actually that's much more respected and much more of a turn on for women than almost anything else.

Hey, you play a little bit of the games upfront because games are games, and I've talked about this, games are necessary with social interactions. But when you're playing head games where you're trying to manipulate the other

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person's perceptions by being deceptive or manipulative, that's when it goes too far so watch out for that.

So let's sum all this whole thing up. When you go too far, if you go too far with a woman, it's actually really simple, you'll recognize it by her reaction probably and here's what you do, apologize. That's it. You apologize. You just say I'm sorry and you move on.

You say it once, you say it simply and without a lot of regret. You don't have to eat a lot of crow. You can move on then to something cool in the conversation as quick as possible.

So when you go too far, there is a very simple solution. Don't get all caught up in the "I don't want to go too far." Just recognize it can happen, and if it does, you can just, whoa, put on the brakes, backpedal and fix it. You'll get caught up in the game of trying to be all.

There is a lot of guys that can go too far and then they get caught up in the game, "Oh my God, I went too far," and then they spent the rest of their time with this woman trying to fix things.

It's just like the urge we have just trying to fix things when we screw up our relationship with a woman, "There must be something I did wrong. If I can go back and fix it." We get into this mindset and it really causes us a lot of pain and a lot of harm psychologically.

It's something I call the "whipped dog" syndrome, if you've read my books. Whipped dog syndrome is where you've realized you made mistakes in the

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past and now you spend the rest of your life trying to make up for that, and that's not the way you live your life.

You simply acknowledge them and you move past them and you become a better person that you want to be. You don't try and live up the rest of your life with regret or the whole game of trying to win back people's approval. That just doesn't work. Sometimes, you've got to cut your losses and just fix it.

That's what I've had to do in my life, and you know what, I'm assuming really at this level of the game, you will probably not go too far at any given point, but only maybe occasionally in conversations with women. But again, don't worry about it, it should not be that big an issue for you.

I wanted to point out the areas we could go too far so you can recognize them and pull back before you do and take care of this thing right off the bat.

So there you go, a little bit of a necessary discussion on going too far, what to do, how to recognize if you're doing it and how to pull back, and you can take care of it. Don't worry about becoming a jerk, it's probably not the thing you have to worry about.

What you have to worry about more is falling back into nice guy tendencies that will cripple you with women. That's the real threat to most guys' games with women and attraction.

If you want to get more information on this topic of getting rid of the nice guy, I did create a program based around on getting rid of just the nice guy. I mean,

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I focused on the bad boy aspects in the Bad Boy Program, but there's another side of it and that is that some guys just can't let go of with their nice guy side.

If that's ever a problem for you, well then I urge you to go on over and take a look at www.CarlosXuma.com/alphamale. You can get more information on the No More Mr. Nice Guy Program.



Stay tuned for next month's content, where we'll be covering **MORE** on high-leverage skills to create attraction with women - and how to use it to get the girl you want...

As well as new conversational tricks and tips for meeting and talking to women - creating instant sexual desire.

THE **BAD** BOY FORMULA

How To TRIGGER INSTANT SEXUAL ATTRACTION
IN ANY WOMAN - *WITHOUT BECOMING A JERK*



BAD BOY UNIVERSITY

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RATED	ALPHA
A	Required for R.E.A.L. Men

