

# THE **BAD** BOY FORMULA

*The Forbidden  
Seduction Method  
Women Crave...*

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# The Bad Boy Formula



## BAD BOY UNIVERSITY

### Month 3 Cheat Sheet

#### Comfort VS Attraction

Hey, welcome back - and I've got some good stuff for you. I want to talk about bad boy confidence.

I'm going to start with a disclaimer here when we are talking about confidence and how to do this stuff that I'm teaching you.

Everything I'm teaching you should come from a bed of truth. Not from an internal need to get a result from a woman. I talk about this quite a bit because it's the key differentiator in the guys that get this stuff and get results and the guys that struggle and struggle and struggle with it.

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Now, what the difference is I'm talking about here is there's a distinct difference between pickup artistry and what it is that I teach. Pickup artistry is what I would call amoral, and I don't mean that in a bad way. You've got to know what amoral means.

It means it doesn't really have any attachment to morals, it's just an attachment to what works. Pickup artist techniques and tricks and tips and all that stuff, it's not good or bad, it just does what it does.

Unfortunately, without a bigger context to put it in or a bigger framework to use it in, you're going to be hard pressed to understand why some of it works and to make it work because it doesn't fit in to a broader context.

Now, what I teach is something called the Alpha lifestyle. The Alpha lifestyle means that what I teach you works with women in a bigger context, and of course, you have to buy into that context. The context is that if you're the kind of guy, the good kind of guy, the guy that gets results, this Alpha man that I talk about, well, you're going to get women.

You're going to get success. You're going to get financial success. You'll get social success. You'll get every kind of success because you're on the path to being a better man, and I think that's a far better approach than just throwing some random willy-nilly techniques and tactics at you that, well, don't always work and quite honestly don't work unless you understand the bigger picture they fit into.

Anyway, I hope that's clear. The disclaimer I'm trying to come across here with is that everything you do should come from the right intentions. If it comes from what we call wrong intentions, and I think that's kind of more of an Eastern philosophy sort of thing.

But if it comes from a place where you want something from a woman and you're not willing to give back or it comes from a selfish place or it



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comes from intentions that are not, let's just say, in her best interest, a win-lose proposition sometimes, if it's not win-win, it's win-lose or probably even lose-lose if you think about it, and those are the places that give you the bad results so they cripple you and they hurt your game in the long run.

Now, that's what I want you to understand up front. So when I talk about this stuff, it's not done to manipulate women, it's done for you to understand the broader context, the attraction, strategies that are used underneath, how they work, how they function, how they interrelate and how they give you what you want to get.

You will get what you want, but you also have to come from the right place of giving her what she wants. As a famous speaker, and his name was Zig Ziglar, and he just passed away recently once said, "You can have anything in life that you want if you just help enough other people get what they want."

So what we're going to talk about today right now is relationship building versus attraction building, and this is what I call the qualifiers and bad boy techniques. When you're talking about attraction building, you're really talking about the push-pull and the dynamic of ramping up the energy between you and the woman, and that's the bad boy side of this.

The relationship building is what most guys go in on. They go in on that angle of "I want to build a relationship. I want to create it. I want to jump right straight to the boyfriend-girlfriend, to the 'we sleep together' thing." They don't understand that it doesn't work like that.

It have to come from the right angle at the right time, and knowing the two sides of this coin, because one of these could easily be called comfort and the other could be called attraction. One could be called rapport and the other could be called excitement or attraction building. It doesn't matter what your terminology is, it's the same thing.

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Relationship building is really going at it from the wrong angle sometimes, and I want to explain the difference in how you use this in terms of qualification. But do recognize that you need both, and again, sometimes this is thought of as comfort versus attraction.

If you focus too much on comfort, what happens to your interaction with a woman? Well, you end up being thought as the nice guy, and you wind up with friends only. That's pretty much what happens when most guys go in from that angle and that's relationship building side, the comfort building side.

Now, if you focus too much on attraction, you will also commit a grievous error and this also leads to a lot of flaking, a lot of weirdness from women, that if you work on attraction, you'll a buzz, a certain amount of energy, but there's nothing to ground you. You just become an entertainer in her life.

When you do that, you end up, unfortunately, pigeonholing yourself in a position where she doesn't see any real reason to get back to you again. It's like a cotton candy, sweet on the tongue for a moment and then it's gone and you barely remember you even had it because it was so quick. That's what too much attraction does to a woman. It's a good sensation initially, but it doesn't last and it has nothing to ground you.

Let me give you another example of this relationship building versus attraction building that you have to balance here, and that's really what it's all about, striking the right balance.

If you have a cat or if you know somebody with a cat, or if you've ever played with a cat, and hopefully I'm encompassing every guy out there, but if you haven't, I'll explain how it works, if you've ever played with a cat before, you dangle a little toy in front of it, and it bats it around and plays with it. If you let the cat have the toy and just play with it on its own, it last for about maybe five to ten seconds and then the cat is bored and it moves on.

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But if you played with the cat with one of those toys like a little fuzzy mouse that's attached to a string that's attached to a stick and you can dangle that little mouse and you dance it around and you give the cat something to chase after and it can never quite catch it, or when you do let it catch it, you pull it away right from the cat's claws, then it becomes something that the cat wants to play with for as long as you'll do it.

I used to do this actually with my dog. Even dogs are susceptible to this. I used one of those little laser pointers and I would point the dot on the floor and he'd see it and he'd focus right on it and then I'd move the dot across the room to the wall and he'd run over to the wall and try and get it, and every so often, I noticed that I would this a couple of times and he would stop. He'd just look at the dot and watch me move the dot around. He'd just get tired of that.

I was thinking why does he keeps chasing it, and I realized, "Oh, he never catches it. He never gets the satisfaction of catching it." So what I did was I would beam the little light on the wall and then I'd have him chase it around a little bit and then I'd let it get to a certain point and then he'd clawed at it and he'd jumped at it and I would turn off the light, and I'd run over to him and go, "Good boy, you got it, you got it."

I'd reward him with some praise and some petting, and he'd love that and then he'd be ready to play again because he thought, "Oh, okay, I got it." Even though that he never gotten any tangible taste in his mouth or anything under his little paws, he still believed he got it. He got that satisfaction of accomplishing something.

It's the same thing with the cat. It's the same thing with any analogy in this particular example. You just got to strike that right balance.

Now, on a perfect world, you'd say that just your intentions would be enough to get a woman. You're coming from the right place. I know

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you're a good guy. We all know you're a good guy. You know you're a good guy, but you can't use that to attract a woman.

You can't just walk up to her and say, "Hey, I am a really good guy. I'm the kind of guy you'd want to date and eventually marry because I offer you stability, fun, manliness, all in one cute little package. I think you need me."

Now, I'm being a really corny and a little bit weird. What that approach would do would be probably creep her out. You can't do that. You can't come in directly like that. Your intentions are not enough.

So relationship building is something like balancing those two sides of the coin, and let's talk about those two sides now as we go into the content here. So right now I'm going to use the term relationship building in place of comfort building. You understand what that angle is, and the other side, it's going to be attraction and intention building.

So relationship building or the comfort building side is saying something like, "You know what, I've got all the time in the world for you. I'll make time for you." Attraction and intention building, which is the qualification side of this, is saying, "You know what, I really don't have that much time for you, or barely any if any at all."

Let me give you an example, this is one example, it's where you walk up to a woman and you use a time disqualification as soon as you walk up. I think they call them false time constraints where you say something like, "I need to get back to my friends, but I want to come over and say hi, or you know, I've only got a second, but I want to come over and tell you that I just love that dress on you, or you know, I can get together for a couple of hours on Thursday, but that's about all I got this week."

That's why I hated the term false time constraints. If it's false, why are you using it. Don't use false time constraints. Use real ones, they're easy enough to have, but that's an example of that.

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The other side of this coin, that's the attraction side. This is where you're saying, "Look, I don't have that much time, and you really got to be somebody special for me to give you this time." And that's important. A woman needs to see that.

Whereas the other side of the coin is, "Hey, I just want to come over and say hi. How are you doing? Oh, I got plenty of time. I mean, I can be out here and talk with you ladies all night long." Have you been on one of these situations where you find yourself kind of like exposing your feelings a little bit by talking about that? That has happened I think with just every guy.

We just say a little bit too much and the woman got the impression of, "Oh, okay. So there's nothing really special about this. I could have you at any time. There is no challenge here." As a result, there's not attraction built.

Eventually, you do want to shift and you want to balance between these two, but initially, you don't have that much time. She's got to feel like there's something special about you two having met each other and calling each other, or just being together in the same room for any period of time is a little slice of faith. If she feels that, that's good.

Then later on, on a date when you told her, "Look, I only got about two hours. I thought I'd definitely wanted to go out with this girl. You're pretty cool. Let's go and grab something to eat and see what happens."

And then later on that date, somewhere on that two-hour mark, she's just like, "Hey, didn't you say you're going?" And she's going to look at your eyes, you'd go, "Oh, you know what, I do. But you know what, I could probably make a call. Let me see if I can free up another hour. We are having so much fun."



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Do you see the difference t here? That's the kind of difference you're striking. You don't want to give her an open ended ticket. It's too much. Time disqualification is important.

There's also personal selection disqualification. This is an important disqualification you need to add in if you will. This is where she might not be the right girl for you, and that's really what you're saying.

Stuff like, "You know, I don't know if we get along. You're too whatever. You're too spazzy, or you're too positive, and I'm just a such gloom and doom guy."

Of course, you have to do this sarcastically, but you just used a funny ridiculous reason for it. "You know what, I don't know if we would be able to get along together. We'd be fighting all the time. You're too much like me." Those kinds of qualifiers just to qualify her.

Another good one, and I use this one because it's actually important to me, and again I encourage the authenticity in this stuff, "Hey, do you cook? You know, I can't even consider a woman who doesn't cook, so I got to know this up front." And it's true because I really won't date a girl that doesn't know how to cook as it tells me a bunch of things about her.

If she can't cook, I can tell where she came from. I can tell what her upbringing was and what she focused on, and that's, of course, not being a misogynistic or chauvinist in any way. It's just the gosh darn truth, because I can cook. If I can cook then I should be able to expect the woman in my life to cook. I don't think it's a big deal.

Another personal selection disqualification might be something like, "You're not a doctor, are you? I just don't dig doctors or nurses. I don't think that would work out for us if you were." And she'd just say, "No, I'm not. I'm not a nurse. I was thinking about going to a nursing school, but I decided to go for an accounting degree instead."

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Then you can be like, “Oh God, that was a close one. You don’t know how close that was.” Do you see what I’m doing there? I’m kind of playing it out a little bit even though it doesn’t matter, and if she said, “I am a nurse,” well, that’s where the reality comes into this situation. You didn’t just say that just to say that. You should really use a disqualifier that really matters to you.

Smoking is another disqualifier for me, and I’ll talk about this again in the next section we’re coming up here in terms of your own personal criteria. There’s also general lifestyle disqualification. This one is really bit more nebulous, and these come up as a matter of if you have room for her in your life.

Now, the truth is that if she’s important to you, you’re going to make room for her, but initially you’re going to have to come across as not having that much room for a woman in your life right now. You’ve got other things going on. You got adventures to have. You’ve got things to learn, places to go, and people to see.

The reverse of this is true, by the way. The truth is that if she’s important to you, you’re going to make room for her, and the truth is that if you’re important to her, she will make room for you. Don’t ever forget that, and don’t ever try and rationalize that away any other way.

Now, there is a side of this qualification that I’m trying to talk about here where we’re trying to prove or we’re even trying to show that we do have some sort of selection criteria.

Some qualification statements can be humorous. You can make them a little bit fun and funny like, “You know what, you’re really cool. It’s too bad that I’m gay, or it’s a shame you’re so fun to hang out with because I’m already taken.” Now, those don’t matter if they’re true or not because they’re meant to be fun and funny and they don’t have to be true.

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A lot of guys that I've coached fear using that particular kind of disqualifier because they are in the needs cycle. They genuinely think that saying one of those is going to push her away and she's not going to be interested. When the second he says, "I'm gay," she'll just totally walk away.

No, the truth is at this point in the conversation, she probably knows you're not gay and she knows that first of all you're joking with her. Second of all, it shows again that bad boy differentiation. A bad boy can put something out there and just let it sit, and it can be uncomfortable as hell and it doesn't have to be true.

A good example of this, by the way, is busting balls from the program. If you have not gone through that section, it's an absolute must. If there's one thing that will boil down and distill the essence of a bad boy, it's that one section that I think it's essential for every guy to go through, so make sure you do that.

Make sure you go back and relisten to the busting ball section. But again, guys fear using those because they think those genuinely are going to push the woman away, it won't.

In fact, again, the bad boy knows how to put stuff out there that basically plays with people's perceptions a little bit and says, "You know what, I don't give a damn, and I'm going to play with this, and I'm going to have fun with it, and it's for me, and it's necessarily for you. I'm not going to hurt anybody with it. I'm not going to cause any major emotional trauma here, but I'm going to have fun with it."

So again, guys fear using those because they are in the need cycle. They have a need and they are more in need than they are willing to push away, and he's trying to make it easy for her out of his own desperation. I did this all the time. I would make it as easy as possible for women thinking that if I did that, and it was coming from my own desperation.

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I was so desperate for a woman, I figured, “Oh my God, I’ve got to get a woman in my life. I’ll do anything for a woman.” And that was coming through loud and clear that I would do anything. I would sacrifice things. I would sacrifice my time, anything, just to get a woman, and that is not attractive in any way because it screams desperation.

I do want to caution you here to beware of the negative criticism method or what we used to call the negs. It’s where you insult a woman slightly to break down the barriers as a method of disqualification. It’s saying stuff like, “You’re too short for me.” That one can only be used if it’s humorous. But if you use it too seriously, it becomes weird.

Or saying stuff like, “You know, your eyes are a little too close together. Have you ever noticed that?” That is too harsh. There is a situation where that would work, by the way, but it’s such an isolated situation and it’s also coming from again bad intentions that you don’t want to use it. You don’t need to use it.

Instead, use playful, almost criticisms with things like, “Oh my God, you’re such a spazz.” Or stuff like, “Hey, you’ve got something on your chin right here. You know, best to wipe off a little food or something.” Or you pick off something off of her sleeve, but again, you only do it if it’s actually there. Don’t fake this stuff. Don’t pretend like there’s a piece of lint on her.

I’ve seen guys do this and they can come across as a little weird. Try and make these things legit, and when they happen they happen, and it’s part of the bigger process.

I’m going to give you another what we call dichotomy or another one of those flip sides of the front and back of trying to relationship build versus build attraction, and that is the relationship build is “I need you.” The attraction building is “I don’t need you.”



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Consider that for a second. The “I need you/I don’t need you” statement and the way you communicate that, you don’t just tell her, “Hey, you know what, I don’t need you.” No, that’s abrasive, and that’s being a dick.

You do it through clever little things you say. So one of the ones I’ve used constantly time and time again and it works like a champ is I’ll be with a girl and I’ll say, “Hey, let’s find you a cute guy to hook you up with,” and then we start picking out guys out of the room, and that becomes a little game for us because we know we’re both kind of in on it together.

I actually use that opportunity to get a little bit closer to her and we start whispering at each other’s ears when we find little things, and that most of the time, it comes across as a clever excuse to shoot down every guy in the room, and that is perfect because that’s what you want to hear. She’s basically eliminating everybody, but you.

Another example of this is saying something like, “You know, I’d love to hang out with you on Wednesday, but I can’t. I just got to finish this book I’ve been working on, and I really want to sit and do it.”

Now, with that one you have to be careful with because you’re got to send the right message. One is that you’ve got your own priorities, but the other is she’s going to think, “What, he’d rather read a book than see me? Screw him.”

You’ve got to choose the excuse well and you’ve got to also put in an appropriate amount of importance on the other thing you’re doing. It doesn’t have to be finishing a book. It could be any number of things you’ve got going on in your life, “I’m going to the climbing gym. I’m going to meet a friend for coffee,” or whatever it is, it’s something else that you’re doing in your life that eliminates her from your life for a night.

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Another one, and I would love to joke about this with a girl I'm with. If she was hit on by another guy when I'm on the date with her, I'd say, "You know, you two make a great couple." Because that's the exact opposite of 99% of guys would do. Most guys would come in and they'd be all, "Dude, you're messing with me, man. This is my girl. Stay away."

They play the jealousy play out to the fullest, and they look insecure in the process. Man, you don't want to look that way. So again, joking to the opposite will actually pull her in closer to you.

Another dichotomy or another flipside of the relationship building very attraction building is you're in versus I need to check you out first. You're in versus I need to check you out first.

In other words, your either immediately accepting her and you immediately is saying, "You're perfect for me. I'll take you." Versus, "You know, I got to check you out first. I got to kick the tires. I got to look under the hood. I got to make sure this is going to be something that will work out.

So to help that process of appearing at least that you do have some criteria, you should sit down and have your criteria for women selected upfront, and so what I'm going to help you right now, I'm going to give you a list of some of the criteria. I want you to actually do this. This is an exercise. It's absolutely necessary. You must sit down and do this.

I've talked to so many guys and I'm always amazed at how many say, "Yeah, I hear that, and I know. I know." No, you don't know because you haven't done it. You have to actually do the exercise to get the benefit. This is the one thing that most people don't understand about getting benefits and that is you really do need to do the work.

The work is where you get the benefit of anything, whether it's losing weight, whether it's going how to play guitar or learning a new language. It's in the work that gives you the actual benefit, and this isn't really



work. It's just a little bit of elbow grease so get on with it, man. What's the matter with you?

You want to get your journal or whatever it is you're using to keep track of this stuff. You want to get it out, and if you haven't done this already, again, whatever I talk to guys, they always say, "I got in my head." Well, in your head is not enough. It starts out on paper, then it can get on your head.

What we are going to do is we're going to talk about qualities, and what you're looking for in a woman and whether they are one of three situations. They are unimportant, it's slightly important, or it's a must have, in other words, it's critical to have. Those are the only three levels of ratings that you give any of these.

I'll give you an example. The first one is height, how important is a height of the woman that you're dating. Well, you might say, "You know what, I don't think I could date a chick that was too much taller than me, and I'm six feet, so she could definitely not be taller than six feet." Okay, well, there you go, six feet is the maximum height.

What's the minimum height, four feet? Would you date a three-foot tall chick? It's a serious question, and you've got to rate that as being either unimportant, somewhat important or a must have, and go through it and do this. If it's unimportant, then you totally disregard it. I doesn't weigh you down at all, but the ones that are important, the ones that are critical for you are ones you have to know and feel in your heart.

I'm going to go through some qualities, and you're going to have your own that you might want to analyze. I don't really have a lot of attachment to physical qualities. I'm very open when it comes to a woman's physicality.

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I'll know intuitively if she's way too short. If she walks up to me and she's only looking at my belly button, or wait, that actually might not be bad, huh? Sorry, I couldn't resist that thought.

Anyway, too short, I'll know, I'll feel it. Too tall, I'll know, I'll feel it. But there are some of these that are more critical, and those are the ones that we'll talk about too.

So again, let me go through the list really quick here.

- Height
- Weight
- Eye color
- Hair color
- Her body type
- What about body art with tattoos and things like that.
- What about her facial type.
- Her ethnicity
- Her location, where she lives
- What about religious faith
- What about languages she knows. It is important to have certain languages, if she have to know Spanish or whatever.
- Politics, does she have to be left wing or right wing or whatever it is you might be really attached to.



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- What about shared interest and hobbies
- Exercising, what about that.
- What about her diet? Are you vegetarian or vegan or whatever? Do you eat meat regularly? Is that important to you?
- What about smoking or nonsmoking? Drinking socially or otherwise?
- Educational status. Is it important she has a degree or a PhD?
- Employment status. Is it important that she's employed, or does it matter if she's going to school maybe?
- Emotional stability. I can tell you right now for me it's an absolute must she has to be emotionally stable.
- Is she a positive complimenting kind of woman, or is she more critical? Believe it or not, sometimes it works a lot better for a guy that he needs like a critical voice in his life if that works out for him. But on the whole, I prefer a complimenting kind of chick.
- A little high energy or low energy. Some guys need chicks that are bouncing off the walls like a super ball. Sometimes you need a chick that's laid back and relaxed.
- What about optimism, pessimism or realism? Those are important.
- Her self-esteem level. I'll tell you right now, this is kind of universal for me. I tell every single guy I know you want to shoot for high self-esteem women, or at least moderate self-esteem, but never low self-esteem.

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- What about passion? Is she passionate, or is she kind of neutral and blasé?
- What about selflessness or selfishness? How focused is she on herself?
- Is she flexible, or is she more structured?
- Is she dependent, or is she more independent?
- Dominant or submissive?
- Social or anti-social?
- Her trust level, is she trustworthy or does she have kind of mercenary streak in her?

What about other qualities? Whatever those qualities are, you've got to make a list of them.

So again, it's essential that you sit down, and you might have to rewind this section and write those criticalities or those particular categories down, and again focus on the ones that are important to you. That's what you've got to have. You need a bunch of these related to the criteria you set.

You've got to have questions related to them so you've got to be able to ask a question. I'll give you an example. Trust level is important to me, so I'm going to ask her, "So tell me about a time when you refused to break your trust with somebody?" Have at least three or four of these questions for the most important criteria that you want to look for, and stick to them.

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Make them important. Just because she's got big boobs, well, okay, you can sleep with her, but you know you're not going to form anything lasting and meaningful if she doesn't have the trust element and that's important to you, so be willing to do that upfront because it gives you the air of selectivity that women need to sense.

Women can tell when you will take anything. As the saying goes, "If you'll take anything, you'll fall for anything." Well, that saying doesn't go exactly like that, but I like to say it like that.

So in conclusion, let's go through a few of the qualities on both sides of the fence, so you're reminded about the difference between the relationship building blocks versus the ones that built attraction.

The relationship or the comfort or the connection building is stuff like?

- I'll give you value.
- I'll make you feel good about yourself.
- You give me value. In other words, I feel like you give me a better sense of myself and I feel good about it.
- I'm interested in you.
- I'm attracted to you.
- I'm really sure I really like you.
- I'll reward you.
- I'll chase you.
- I'm predictable.

Those are things that work on that relationship or comfort building side, and they are necessary. Not as much upfront, but they are necessary down the road.

The other side of this, the flipside of the coin that come from the attraction side are things like basically the opposite side of this. Instead of I'll give you value, I'll take some value from you. What can you do for me? Instead of you giving me value, you'd take value from me. In other

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words, hey, you know what, I think you're taking advantage of me. This is the third drink you bought me in a row. You need to buy me a drink.

Do you see the difference there, the flipside? Instead of saying, "I'm interested in you," which is more comfort and relationship building, you're telling more the other side of the message, which is "No, I'm not that interested in you, or I'm not that attracted to you. I'm not sure if I really like you." And that's a pulling away sort of energy.

Also, instead of rewarding her, you can punish her playfully, of course, and this is where you do the play spanking stuff with play punishments like, "Oh, that is so bad. I can't believe you said that about that chick. Oh, just for that, I'm going to make you go over there and apologize to her. Go, right now." If you playfully do this stuff and you can do it, and that's another way of pulling it off.

I run away from you. In other words, I'm pulling away as opposed I'm trying to chase you. This is an important part of that back and forth, the push-pull dynamic.

Of course, the opposite side of I'm predictable is I'm unpredictable, demonstrating that you can be spontaneous and you can do the things on a whim pulls out that attraction energy in the dynamic. This is just a little bit of quick summary there to give you that.

I really want you to go back, but I have to emphasize this, I want you to go back to the part of this that I gave you the exercise. Go through the critical elements of attraction for you and the things you're looking for. Make sure you have these. Put them down on paper first. You don't have to memorize them. Just know that you've got them. Look at them every so often.

Just focus on one, like the one that's really important to you, and you figure out, "Let's see, you know what it is, I think the really important thing for me is she's got to be complimenting me, not being critical. My



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mom used to be so critical of me. I need a woman that I'm going to be attracted to, I need her to be more complimentary to me to build me up instead of turn me down," which ironically is not the way it works in real life.

Unfortunately, most guys don't realize this, but they end up choosing the same kind of woman that their mom was. If she was critical to him, then he's going to go out and looking for a woman that's critical. But if you recognize this, and you know you're a healthy guy and you can do this, and so let's say he chooses, he wants to find a complimentary woman.

So in the conversation, he's always filtering that. He's looking, "Wait a minute, did she just made fun of me there? Wait a minute, I just told her about a really important accomplishment in my life. She didn't say anything about it. She didn't say congratulations. She didn't act at least slightly impressed, and I wasn't even bragging. That's not cool." Right there he knows, "I'm breaking this off. I'm pulling away."

The funny thing is right when guys do this, when they make a legitimate decision to push a woman away that he doesn't want her, that's usually when she starts getting interested. Funny how that works, isn't it?

So there you go, go through the list, figure out which ones are important for you, whether they are unimportant, slightly important or a must have, a critical importance. Get those at least three or four of those in your head so you have them and that criteria is set in your mind in advance.

Of course, go through it and understand the flipside between relationship building versus attraction building or connection building versus attraction building, and I will be back with more of the confidence and bad boy strategies for you in our next segment.



## Anti-Flaking Strategies

Okay I'm going to tell you a little bit about how to avoid flaking, and flaking is the all consuming issue that most guys have with women that drives you crazy.

Well, it happens for a variety of reasons, but they boil down to two essential ingredients, and if you want to know what they are specifically, number one is attitude, and I'll tell you why that's a big factor in this, and number two is logistical considerations.

So the first big deal is the attitude. Think about this, you would never flake out on an appointment that means something to you, that you really, really wanted.

Let's just say, for instance, you had a chance to have dinner with – let's see who's pretty cool – Richard Branson maybe. He's a famous entrepreneur, or maybe the guitarist in a band you like, or maybe your favorite author. If you had a chance to have dinner with Steven King, would you flake out on that appointment? No, you bet your ass you would do everything you could to show up.

You would do anything and everything it took to get there. If your car had a flat tire on the way, if gremlins stopped you and they're doing everything they could to stop you from getting there, you would still find a way to get there. You would do anything you could. Even if you got there late, you'd make it. You'd be calling on your cellphone, as you're running halfway across town on foot to get there, that would make it.

So consider that when it comes to flaking. If a woman flakes on you, she obviously mentally has some impressions that's the complete opposite of that. She doesn't view you as valuable as that whatever that



person is that you find so valuable that you absolutely go through anything to get to.

So think and consider that for a second, what is the attitude you want her to have? You want her to value you as much as you would value a dinner with Steven King or a night out with Christopher Nolan or some other, an actor, or whatever it is, or whoever that person is, you want them to have that same opinion of you.

Hopefully that makes sense to you, and you really got to look at it from this standpoint. We very often as guys is trying to give women too much flexibility in this and too much leeway in terms of the excuses that they pull for flaking, and they are not acceptable.

The only other real reason besides that attitude, and really this is kind of minimal because it still won't get in the way, is logistical considerations. Logistical considerations are typically, does she have something that came up at the last minute, a car breakdown, is dog sick? These things, I mean, realistically, we as guys want to believe whatever excuse comes out of her mouth because to not believe what she says means that, well, it's us. We are the problem. We're the one that she's flaking out on as opposed to having legitimate reasons.

So we as people want to believe in the excuse because the other alternative is that it's really us or not what she wants, and that's not cool to think, so we go along and we try and pretend the excuse she gives is legit, but let's face it, most of the time it's not.

So consider for a minute that most guys have two strategies when it comes to getting somewhere with women, to escalating. They either act way too nice and they kind of pull the sexual vibe or the sexual energy out of the interaction. They focus more on being the friendly guy pal, or they'd go to the other extreme of being way too aggressive and overtly sexual and trying to be the hotshot pickup artist guy.

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Neither one of those personas is truly a natural persona for you, and neither one is going to get you what you want. It definitely won't get you consistent results with women in any situation, but it definitely won't get you what you want, and you've got to realize that neither one of those is real. They really are just fake personas that we put on thinking that that's what women want, not realizing it's not.

The truth here is that the outcome is the same because the woman knows on both situations, whether you're trying to be too much of the nice guy or too much of the aggressive asshole guy which is, by the way, beyond the bad boy. He's way beyond that. He's into kind of another realm that's a little bit too extreme.

The woman knows exactly what's going to happen next with each one of these guys. The nice guy is going to whistle around instead of escalating. He might as well be the gay guy next door for all that matters to her because she knows he's not going to have what it takes to really move things forward. He's going to be wussy about it.

The other guy, well, he's going to be going to extreme. He's going to be basically all over her like a cheap suit trying to get her into bed, and that's way, way annoying for her, and to be honest with you, just kind of boring and cliché because, again, it's predictable behavior from a guy.

Now, typically, most guys tend to fall into the nice guy end of the spectrum, the truly asshole end of the spectrum. These guys are oblivious, and well, it becomes a self-fulfilling prophecy. These guys tend to succeed in spite of themselves just by being brazen enough to do something. Now, it's better to have a charge than no charge at all, as they say, even if it is being a little bit on the end of the dick scale.

So if you're going to create like – I like to talk about these pendulums that swing from side to side, and this particular pendulum is way over on the left. It swings from the nice guy end over to the far right which is the





bad boy end of the spectrum, well, actually not even bad boy honestly. The far right end of the spectrum is total asshole.

Bad boy is actually somewhere just to the right of the middle, let's just say, or you can even think of the left hand side being asexual or just not having a charge, being way too nice guy, and the right far over there being way horny and way overly aggressive, and you want to fall somewhere in the middle, just slightly to the right side, not necessarily too far over there, and that's really where the Alpha man is in terms of his optimum level of effectiveness with women.

So what is it that really is the essence of the problem with women in terms of them flaking out and doing this sort of thing to us? It really comes down, it stems from a lack of leadership, and not really being the leader in the interaction with a woman when you're talking with her or when you're interacting with her early on in your game.

A lot of guys are just uncertain of how fast and how they need to escalate with a woman that they're interested in. I think you know by now that I teach the essence of masculinity or what we call Alpha masculine character.

This is the kind of guy who creates attraction simply by being the right kind of guy that she's looking for. You don't have to work so hard when a woman picks up on the signals that you've got these things going on. She won't miss the signals and you won't miss the signals that a woman will give you once she sees this in you.

Now, you do have to consider the random moment. I call this the X factor. With any interaction with a woman, you have the X factor, and the X factor is simply timing. With some women, they are just at a time in their life where they're not ready to meet guys, not ready to go out with guys, or not ready for a relationship or boyfriend.

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Well, you understand what it's like when you go through this situation on your own. Well, I'll give you an example from my personal life. When I was ready to really work on my business, I honestly didn't have a whole lot of time going out to meet women.

I took a break from dating women. I just met them haphazardly. I didn't really go out aggressively meeting women. The good thing was, of course, that I didn't really need to, I finally had acquired a lot of the skills that I needed to get women. So it didn't feel like a very urgent thing for me to do.

Well, the same thing is going to happen with women. She's going to be at different points in her life not so into dating guys. It's just not going to be something she's up for and it won't be anything personal to you. It won't be anything specific to you, but it won't be a priority for her.

I mean, the best analogy for this is what it's like when you eat food. If you just had a fantastic steak dinner and then somebody comes along and offers you a big old slab of top sirloin or sirloin tips or another cut of steak, you're going to be full. It's not going to be appealing or interesting to you at all.

That's the way women feel, they feel full. They've already got their fill of experience and they're not looking for those opportunities. You have to understand that with sex and boyfriends, these things come easily to most women, with most women.

With an attractive woman, way more so. She has dozens, if not more, guys that are just dying to get with her and are always calling her and always trying to get with her. She feels constantly in demand.

Meeting another new guy just is not a real priority for her. It's not going to be a big deal, especially if she's working on other things in her life like her career or school or whatever else there might be going on with her.

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Now, the way to deal with this kind of women is, of course, to be persistent with them, stay in their zone, but be cool. Don't overdo it. Don't push harder just because she doesn't seem to be into it. You've got to stay in touch with her and keep in mind that there's going to be a certain lack of interest on her part.

Maybe even just befriend her, be her friend and then leverage that to meet other women that she knows, but don't make it a priority to try and get with this woman. It's just not going to happen as well.

Now, of course, there's another version of timing that gets in the way, and that's just the timing issue if she has an interruption in her life with something that comes along and stops her from being able to get together with you.

It might be an appointment. It might be a friend coming in from out of town or a relative coming in from out of town, and occasionally emergencies do come up and you'll be able to sense generally when a woman is coming from that place as opposed to the just using it for an excuse place.

There's a big difference there, but the honest to God thing that you have to remember in all of these situations is to never react to the flaking. You see, most guys go through a lot of effort for women. They go out of their way for women and then when they're flaked on, they feel like they've been slighted or insulted or something had been done to him as opposed to it just being something he could take and roll with.

I'll give you an example, a good friend of mine had a date set up with a woman, and she called him at the last minute and said, "Look, I really hate to do this to you, but I got a friend who really needs me to go and pick her up. She's across town. I got to do it. I'd have to call a rain check on this. Can we reschedule for next week?"

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By the way, that's primary indicator that it's a legitimate flake is when she actually suggest a reschedule time. Keep that in mind, it's very important. So this guy figured that it was real, but he didn't hear that. Here's what he heard in his mind, "What you're flaking on me? I went through the effort of cleaning my house and cleaning my car."

That's what he was thinking, because that's what he did, he went way out of his way. He went through all this effort. He set up the date. He got everything all orchestrated. He even went and bought her a card against my advice for sure, and he set all this stuff up and then when she couldn't come and follow through with it, he felt slighted.

He felt insulted. He felt like something had been done maliciously against him, and that's not true unfortunately, and what he did was he reacted to her flaking. He got angry, and as a result, well, he should have, first of all, known that she actually telling the truth, but that didn't matter to him. He was just too much in the "oh, I've got to get some sort of apology out of this."

Well, he did get his apology, but do you know what else he didn't get? He never got to see her ever again. So let that be a lesson to you. Don't react to a woman's flaking. It won't matter to her. She doesn't see all the effort that you went through and doesn't really give a shit.

She only sees her situation, and that's all she really cares about, and the guy that can roll with that is the kind of guy she's more interested in talking to later on. It's not such a big deal. Only the needy guys ended up going through all that rigmarole to get a woman, and that's the thing she wants to avoid. Keep that in mind.

Now, the one thing that does make this a little difficult is even if it's a legitimate flake, in other words, she did have a good reason for not getting together with you, in her mind she's already put you in the same category as being another one of those guys she had to cancel on and flake out on.

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That right there may change the way she feels about you and you have to be willing to work through this. You don't want to have this precedent set. It's not a good thing for her to think that it's okay to flake out on you so you've got to keep an eye on that.

And again, if you do your job upfront in following the bad boy formula and creating that kind of really basically addictive kind of desire with a woman, you're going to know right up front that she's going to be into it. She's going to be willing to follow through, and she's not going to want to flake on you. She will literally do anything she can to avoid that situation, and that's what you want.

Now, remember, you don't want to put your focus on preventing flakes, because what is that assuming? That puts you in the mindset of assuming that you're going to get flaked on. That's a bad focus for you, and it puts your conscious awareness and your subconscious awareness on something you don't want, and it will actually create the situation you're trying to avoid. It becomes the self-fulfilling prophecy.

Instead, what you have to do is just kind of stay in the moment, stay very spontaneous and relaxed with women, and you have to find creative ways to create more of a bond between you and the woman, and that's what we're going to talk about here is create that kind of proactive bond that gets her committed to you in a way that will make sure she never really wants to flake.

Now, there are three levels of commitment that she's going to go through, and you want to make sure that you leverage these as much as possible.

First is that she's going to make a decision about you in some way or another. She's going to make a decision whether to give you her phone number or just see you again. She'll make a decision mentally to do this.



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The second level is where she actually takes action on that decision. She actually does something. She gives you the phone number. She sets the date with you, and now she's even more committed. This is the next level of commitment that you need.

But the best level of commitment, this is one step beyond those two, and this is one that most guys don't know about, is where she actually commits socially to her decision. In other words, she tells her friends about it, or her friends are aware of the decision, so now going through and following through with the decision becomes much more real.

She's more accountable basically for following through. That's the ultimate strongest bond you can create. So if you're with a woman and you can get that kind of commitment.

I'm not saying it's going to be easy to find a way to work it in the conversation with her and her friends that you set up a date with this girl on Thursday night. It's going to seem actually weird on the first night that you guys are together, but the more you can get her to acknowledge this socially into other people, again, this is the best way to get that kind of level of commitment.

But again, it starts with the decision she makes in her head, and that's where we influence that as men. She will act on that decision, and again we have a certain amount of pull in that, but ultimately that becomes her decision to actually act on it, and then taking it to the next level is that social commitment, the accountability for her decision that she made. It's very important.

The best thing you can do to avoid flaking is to go as far as you can while you still have her. So that's one of the reasons that the whole pickup artist society thing kind of have grew around this concept of getting laid the first night and all that.

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But if you can get a girl as far as humanly possible on the very first time you meet her, well, it makes it more likely that she's going to be that much more involved with you if something does come up because eventually, let's face it, there's always going to be the possibility of something to divert her attention away from you.

These diversions happen frequently. They happen the first time you meet her. They happen in between you getting together with her. They happen even right up until the point where you're actually with her again, and even as you're on the first date with her.

So these diversions are happening all the time with little excuses that can easily get in your way. Let's call them the fickle fingers of fate if you like. So your goal really is to get her invested as much as possible. I've talked about this as being the ultimate solution to flaking, and that is investment.

She has to invest in you. She has to invest emotional energy in you, first of all, upfront, and you can tell when women are avoiding this kind of investment, by the way.

When you sense that a woman is trying to avoid getting into a conversation or being a part, really a proactive part of the conversation with you like she's trying to keep a distance, that's a good indicator that she knows what she's doing.

She's trying to avoid this sense of entanglement that would occur if she were to invest with you, because then she knows that if you ask her for her number or a date, she's going to feel more obligated to follow through.

So keep that in mind, investment is the key principle in avoiding flaking. It's how much you get her to invest in you, and that investment is awesome if you can go for what they call that same night lay or I can



remember it because it's SNL like Saturday Night Live, but it's same night lay.

Basically, you're just trying to get to bed with her on the first day, but it's not always realistic, and that's why we've had trouble with that as being a goal. What you do want to do though is to go as far as you can on that particular interaction.

It's not always you're going to be able or something you can do on that first day or the first time you meet her, whether it's a bar or club or a speed dating event, it's not going to be something you're going to be able to do right then and there, but you can go pretty darn far and that will increase her investment with you.

So don't stop short. A lot of guys do what I call "stop short." They try to end the interaction before they make a mistake, which is simply a skill building problem, not anything really bad about them, but what they need to do is go further in the interaction.

But what they do is they stop short. They get the phone number and they run away, or they get a kiss and they run away, or they get what they think is a little bit of interest and then they run away, they find whatever reason they can.

Once they walk away with that phone number, they consider themselves to be successful, and that's simply not true. A phone number is nothing. It's not commitment. It's simply a piece of paper. You don't even know if she's going to answer you. You don't even know if it's the right phone number, so don't count that as a victory.

The victory comes when you know she's going to be wanting to see you again, and that's a significant difference that most guys will not face, both psychologically and in the real world.

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One of the things you want to do is, of course, schedule that first meeting or make that first interaction you have with her, if it's the first time you've met her, take it as far as you can.

If you've met her out during the day and there's some time, if it's on a Saturday afternoon, I suggest taking it to what I call the mini-date where you get together. Just take her away from there and go and get a cup of coffee, or go and grab a bite to eat, or do something right then and there with her.

Because any number of things will get into her mind to disqualify you between then and when you would finally actually end up calling her or her calling you, there are so much stuff that gets in the way with so many diversions that come along. You want to take advantage of this situation. Always go as far as you can.

Now, of course, never force or never try to convince a woman to go too far. If she becomes hesitant or becomes a little skittish, back off and then you can always pick it up later on.

The key here is, of course, being socially aware so that you know when you're going too far or when you're pressing the limits a little bit and back off. When you can sense that, you're socially calibrated and you'll understand how she's feeling and how she's thinking. That's all she needs to know.

Now, of course, one of the best things you can do is use texting to your advantage. Use texting to increase the level of investment. Let's just say we've gotten as far as we could go with her with that particular night, whether it's getting her phone number or a hug or kiss on the cheek, great. Whatever that may be, that's where you're basically leaving it off.

Now, you've got to remember that from here on out, that level of energy and that level of investment is going down every minute that passes by,



so you've got to be willing to get back in the game as soon as possible, and there's no better way of doing that than texting.

That's one of the reasons I cover it in this program, so make sure you check out the section in the Bad Boy University on texting.

Call her as soon as it seems feasible. I generally say unless it was a fantastic interaction and there's a reason to talk, you don't want to call her within the first 24 hours. That can be a little bit much. That's why texting fills in that gap.

But you do want to call her and actually talk to her probably within 48 to 72 hours. Going past three days can be – and again, this is all going to depend on what happened in that initial interaction. This is not a blanket rule and I did not want to get caught up in the “oh but you said that that's the exact number of hours I have to wait” because so many guys are just hanging on it, waiting to call, and that's really the criteria right there.

If you're just dying to call her, some guys would tell you, “Well, go ahead and just call her.” But no, you need to look at that. If you're dying to call her, why are you dying to call her? Is it because you have no other options? Is this because this is the only chick that's entered into your life in the last three or four months and you're just dying to see if you could make it go anywhere?

If it's coming from that place, that place of “I need,” you need to back off and reconsider. The best thing to do, go out and meet another woman and then see if you might – oh I don't know – be able to wait another day or two before you call the other one back.

Now, that's what I would find would happen to me pretty typically is that if I went out, I met a woman and I get her phone number, the next thing I made myself do is go out and meet another woman, and what would typically happen was, I would even forget to call back the other woman





for at least a day or two. It wouldn't be an issue for me. It would be so much easier.

But if she was the only one I have on the hook, that's right, I was desperate to make something of it, and therefore it would always work to my detriment, and I would always screw it up.

So you get to the first phone call. Make sure you find a good reason to call her. Have something that you want to talk to her about. Don't just call and to just suddenly say, "I just want to say hey." No, have a specific reason.

You can have it be something as silly as, "You know what, I think I saw your twin sister today. I saw her looks just like you." And she's say, "Oh yeah, where?" And you've got a conversation going. At least, she had a reason going.

But when you call her, keep the thermometer on the emotional temperature in the conversation. Don't talk to her if she's preoccupied or if she's distracted. This is very crucial. Just say, "You know what, I better let you go. You sound kind of busy."

And most time, she'll just pull herself out of whatever situation she's in and give you her attention. If not, then that's fine. You just want to be able to make sure you get your just due when talking to her. Don't put yourself in a bad situation. Don't sabotage yourself along the way.

Don't brag. Don't try to impress her. Don't be a loser. Just be relaxed, be comfortable, and don't be afraid to wake her up and give her a kick in the butt. You're not interruption. You are the new guy in her life she should be interested in. Act like the guy that you want to be.

As far as frequency, if you're having trouble getting in contact with her, you want to call maybe twice during the first week after you've met her, depending on if you don't get hold of her, then maybe once a week for a

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couple more weeks after that, and then maybe once a month for a couple of months if you want to.

But honestly, if you're not stopping meeting other girls, if you're still out there in the game meeting other chicks, you're going to get rid of women faster than anything. You're going to want to get rid of women because the low interest prospects are just not going to be worth it for you.

It's just going to hurt your attitude to cling on to that vague memory of what might have been. It really does drag you down. It makes you the desperate guy and you don't properly value yourself, so I always encourage guys, "If you can't get hold of her in the first few weeks and she doesn't really make an attempt to reconnect with you, throw it out and move on."

The faster you can learn to let go and move on, the better for you. Some guys will tell you that it's worth it because occasionally it's just a matter of logistics, but you know what I think? I think that's much of a BS because yeah, it might be, but you're sacrificing yourself for that slight chance and it's not worth it.

What you want to start doing is start placing a few what we call the callback or the return references in your conversation. Talk about some of the things you touched base on your initial conversation. See how willing she is to bring them up again and talk about them again.

When you find something that she's responding positively to in terms of your intrigue by chasing you or chasing after that topic and you can sense this. It's kind of like dangling something shiny in front of her and she reaches out to grab it and you pull it away and she reaches out and tries to grab it again, that's the kind of psychological reaction you want to have from her.

It's what you should be getting in the conversation if she's genuinely engaged, and again, you've got the right attitude. That's what you want



because now she becomes the chaser and you become the object being chased.

The first time you get together with her, don't set up a romantic style date, in other words, going to dinner, going to the movies, going out for drinks. It's too much pressure and then it creates too many expectations and then, of course, it destroys any kind of comforts you might have had.

Instead of that, you have to create a very short, very brief and reasonably inexpensive little activities that are casual and very easy for her to commit to, and it should be all about the two of you getting together, having some fun, talking and being comfortable with each other.

It's not an audition. It's not a big buildup to a potential relationship. It's also not a way for you to try and impress her with how much you're going to spend on her.

Very often what I find to be one of the best ways to get a woman out is to bring her along on an errand you need to go on. In other words, you may be needing to go shopping and you can always create this because there's always a need to go shopping.

Maybe you need to go and buy something or an item of clothing, you need to get a shirt and you want her to come along as you need a woman's opinion. It's a perfect ideal kind of thing to invite her along.

Ideally what you want to do is create as much mystery and intrigue about it. Don't tell her what it's going to be. Just tell her, "We're going to meet someplace. Don't worry it will be in public. We can hang out."

Maybe you can even use something like maybe going into the museum or maybe you have a plan to take her to coffee and then a museum and



then do a movie. But you don't hit her with all that upfront, just get her to commit to the coffee.

Then from the coffee once you've rebuilt that energy and she's actually showing up because it was a low investment thing, you can carry that forward into the next step which was a museum, "Hey, the museum is around the corner, let's go and check out this exhibit. I've always wanted to see it." You take her by the hand and you go there.

When you're done with the museum, you had another chance to build up more attraction and more tension, "Hey, this is a really, really cool flick. I want to go and see it." Do you see how this builds on itself?

Rather on hit her with all those things you want to do upfront, start with the least intimidating one upfront that she'll be most likely to say yes to and then build it from there, and really that's probably the key to avoiding flaking.

I know I haven't used the word "flake" a whole lot in this conversation and the advice I've been giving you, and that's because flaking itself is a non-issue when you've been handling everything else right. Does that make sense?

Here's another part of it that I really haven't hit on yet, and at some point, you do want to work her towards being alone with you in the same place, transitioning to what we call an isolated place, and this is important because you want to be able to take it farther each time.

Where is the isolated place? Well, it doesn't have to be your place necessarily, but that's a good way to do it, and of course, you can schedule it so that she has to meet you at your place before you go out to wherever it is you're going to go.

The key is to create intrigue and interest in doing something at your house, so you give her the reason she needs to follow through with it.

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She's already made up her mind one way or the other, whether she's going to go and take this or go any further with you.

That's not your job. You don't need to worry about that. You just keep going and keep being a fun, cool guy and she's going to want to go along with it.

The only thing you need to do is provide her with the excuse that she needs to keep going forward like maybe you have to show her a YouTube video or you won't believe what I've done with my backyard. You've got to come and see this.

These little random excuses, whether it's listening to some music from a band that you both like or whatever it might be, or watching a video that you told her about, you just need to give her the convenient excuse she needs so that it looks like that's the reason why. She'll either say yes or she'll say no.

But again, we're far beyond this whole fear of rejection thing, aren't we? You know you've got take action, and if you're going to fall down and start crying every time you're going to give her the option to back out, well, it's going to be a long tough road.

So let's take it from where it is, you lay it out and let it be what it's going to be. You give her the excuse she needs to take things and go further forward faster, and of course, make sure the logistics are working in your favor.

Logistics are you make sure that it doesn't work out so that you both are stranded in the opposite sides of the city 100 miles from your house. You don't do this kind of activities. You make sure that they are close to wherever you want to be, whether it's your place or her place.

If she's got a roommate and you don't, make it closer to your place. If the opposite is true, make it closer to her place. Whatever you do, stage



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the logistics so that it works out. Think about them in advance. Don't go getting her to give you a ride somewhere if it would make absolutely no sense in terms of getting to where it is you want to go.

Handle the fundamentals which are the logistics. The next thing you want to do is make sure you balance that sexual desire and keep yourself on a non-needy state, and of course, always seeing other women. Figure out the logistics.

Be smart about when you're going to call her and what you're going to do with the call, and have a little fun, create a little bit of tension with texting, and of course, as always, take the lead. Take the lead in the interaction.

Remember, if she was going to flake on you, chances are she made that decision when you first met. I hate to say it, but that's usually what happens. Women know when they are going to do this. They are very sure the first time they meet you, they know whether they're going to follow through or they know when they're going to flake.

You can develop a very keen and very almost supernatural ability to figure this out if you just pay attention to the woman as you're talking to her. It's that simple. Your game will go up a thousand percent. Your follow through will go up the same.

Remember, avoiding flakes is easy once you've got her wanting you because that's all there is to it. She won't flake on a guy she wants to get with.

Now, stick around and come back because I'm going to be giving you more secrets of creating sexual tension and sexual excitement with women the bad boy style in the next audio segment in our program.



## Lucky 7 Bad Boy Texts

Hey, this is Carlos Xuma. Welcome to the Lucky 7 Bad Boy Texts that get women horny. I'm going to apologize in advance. I got a little bit of a hoarse voice here, but I'm going to barrel my way through it because this cold won't stop me from getting you the cool stuff you need to know, man.

Well, let's talk about it here. First of all, we are going to talk about these specific texts because these are the texts that women respond to because they come from this bad boy edge, and when I say this, what I mean is that when a bad boy texts a woman, he's not really thinking about results. He's just doing it from a part of him that says, "I really don't give a damn."

That's the core attitude that we have to communicate and we have to be able to do. Now, of course, "don't give a damn" attitude is the core, essential, indifferent attitude that every bad boy carries with him, and every man needs to work on emulating because it's what pulls us away from that nice guy part of us.

The nice guy basically is always running around saying, "You know what, I need you to approve of me. I need you to like me. I need you. I'm too much there."

The bad boy by comparison and contrast, of course, is the opposite, he doesn't care. He's willing to be a rebel with maybe no cause or maybe with a cause, but he's willing to push people away and not worry about that. He's independent. He stands on his own. He's not so clingy to these connections that we have to make.

Again, that's the key to the bad boy attitude that women wants to badly. The bad boy's indifference that really makes the difference as they say, and that's where these texts come from. It comes from that same core attitude, and you'll be able to figure out a lot of these on your own.

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You'll be able to use your own variations of these, and you'll actually be able to create your own. I mean, this comes intuitively for me now because I've been doing it for so many years. I know how to come from this place.

Now, I'm not bragging or anything. I just took a long time to get there. You're going to be able to do the same sort of thing once you understand the principles behind it. That's the key to the bad boy attitude that you have to know about, and it's basically that women so badly is that indifference.

These should be followed. These texts that I'm giving you, I'm going to use some generic tips here that you want to use. Keep in mind that any text you send to a woman, they often should be followed by a minimum of five to ten minutes of what I call "radio silence or going dark," whether she responds or not.

In other words, if you send a text to a woman, and it could be a response to her text or it could be just out of the blue, but you send a text to her, now what's the next thing? Most guys would expect a text back. If they don't get that, sometimes they'll text again as if to say, "Did you hear me? Did you hear what I said?" Which is, of course, the needy nice guy thing.

We don't do that. No sir, not the bad boy. The bad boy understands that you want to give a little bit of silence. If she texts you back or not, you've got to keep that radio silence there because it says, "You know what, I'm doing something else. Hang on, I'll get with you in a minute." That right there is another part of that core essential bad boy attractiveness.

This basically is that time that gives her the space to wonder what you're doing if you're not replying to her. She sends you a text and she doesn't get anything back right away, especially if she asked a question. Your



compulsion is going to be answer that question or to answer her text because it's like, "Oh boy, it's on. Game on, let's do it."

No, you've got to be able to sit there and go, "Yeah, not so important." Because what would a guy do if a dozen hot women are after him all the time? What would this guy be doing? What do you mean? Answering every text. No, each text would be worth a lot less, even from the hottest women, because he's got so many of them coming in. It's the abundance mentality.

So let's dig in, let's give you the first one here. The first bad boy text, "I think you're a player." I think you're a player, and this is you texting her. I'm giving this stuff that's texted to women, "I think you're a player." It's an awesome one to use.

That's a classic role reversal too, and it gets her to play the naughty girl overall. You're accusing her. It also takes the focus off of you being the player because you accused her of it first. The first one to accuse the other of whatever, the other person when they use it back, it doesn't have the same kind of sting to it. It's kind of like, "Yeah, whatever, whatever."

That's why women wing this so often. Women love to accuse guys by being a player, and what does do? That immediately puts him on the defensive, and he can never go on the offense from that point.

Think about it. This is an awesome social strategy that people don't realize goes on out there, and even interactions, it happens all the time, and you've got to know when it's happening. I think you're a player, one of my favorites.

Oh, and women hate to have people thinking badly of them, so what she's going to do is when she gets attacks like that is she knows she's got to go to work to change your perception. She's going to turn you around into not thinking she's some kind of a player.

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She would say something like, “Why? Why do you say that? No, I’m not. I’m blah, blah, blah.” It works partly because it’s exactly what guys do when they are accused of it.

Again, just don’t get too serious with these texts. Keep up the joking about how she just wants to use you for sex, the classic role reversal stuff. You can say, “Look, I’m not into being used and forgotten like all of your other boys before. I don’t want to just be a boy toy for you.”

Just put a little smileys out on occasion if you’re wondering whether or not you’ve got the right edge, but I’m just going to talk about that in a minute too, the overuse of emoticons, especially if it’s coming from a bad boy perspective.

Okay, next one up, when can you come over and cook for me? Or when can you come over and cook me dinner? This is a great one. This one works really well. This one is also good for those early dates that you would set up with a woman.

But it works really well from when you know you’ve got her on the hook a little bit. You’ve got a little attraction going, and you still need to use a little bit of push-pull to keep her interested in you, so what you’ve got to do? You’ve got it, this is a qualification text, “When can you come over and cook me dinner?”

It’s saying, “Hey, when can you come over and prove yourself to me?” That’s what you’re really saying in a lot of ways. It’s got a little edge to it, but it’s good. It works really, really well. Again, we’re just texting stuff that we would also say if we can verbalize them. The texting gives us that extra edge.

I also like to follow up a few minutes later only if I haven’t heard from her after I sent that. It goes something like this, “I’m partial to chicken and





pasta. Wait, you can cook, can't you?" Okay, with that one, that's a perfect way to kind of add on to it.

You wait a few minutes, you go five to ten I talked about. If she hasn't said anything to you or texted you back, this gives you a license to be able to go back against it and get that message to her. Again, it gives you that license to go back to the well and ping her again. It's like saying, "Hey, are you there," without saying it sounding needy in the process.

Like I'm adding on to my original message, and there is a lot of ways you can use sort of kinds of message, but this is perfect for this one, "I'm partial to chicken and pasta. Wait a minute, you can cook, can't you?" I'm still qualifying her all the way down the line.

The best part of this one is that it's something you do need to see if she can handle it. It's something you do need to see if she can handle, because not as many women these days know how to cook as back in the old days.

Keep that in mind, this is important because if it's important to you and it is to me, this quality of actually being a good cook and being able to cook food, it's a good tool to screen women out with too. This is where we're coming from with these texts.

We're not coming from a "I need this outcome," but we're coming from "I'm going to do this and let the chips fall where they may." Big difference in attitude there. I get a lot of emails from guys who say, "You know what, Carlos, how do I get this, or I want to make sure I'm doing this."

They're always coming from the perspective of "I really, really need the woman to respond positively. If she doesn't, I'm going to be hurt and devastated, and I won't be able to talk to women ever again."

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And if you come in with that attitude, if you approach it from that perspective, you will definitely screw over your game. You will just totally screw up your ability with women because you'll still be coming from a needy perspective no matter how much you may be saying to the contrary.

So again, I use text that not only get women after me, but at the same time show her that I'm in the position of control. I'm the one who's qualifying her. I'm the one who's checking to make sure if she's got the goods that I want.

And it's legitimate. I really am looking for these things. Being a cook is a very important thing for me. I'm not going to be cooking all my meals all the time. I got to know if this woman can do that, and that ability to cook on its own says a lot about a woman. You'll have to go through a little bit a few more women.

If you don't know what it says and why it says it, I think I'm going to tell you this, keep dating, my man. You will see the correlation between the kind of women that knows how to cook and the kind of women that doesn't and her personality and her attentiveness and her ability to provide for you. It's really important.

Next text, "Drop what you're doing. Meet me at \_\_\_\_ in ten minutes." Drop what you're doing. Meet me at \_\_\_\_ in ten minutes is really a good one. This is a really gutsy one that puts the power in your hands quickly if you use it right.

It's usually a function of proximity, that she know where he lives, that you know that she can make it to a certain location in a certain amount of time, and you're intending to do it too.

Again, you can only use it if you're already going to that place where it may be. Maybe it's a bar or a store or whatever, and you would be fine



with it if she couldn't make it. Because there's some good chance she might not be able to make it.

But that's not what we're going for here. We're going for that command and conquer mode. We're going for the "Hey, do what I say and I'll be sure to treat you like a little princess a little bit." But it's a little bit of a command. It's a little bit of let's see if she goes along with it.

It's also a great test of her interest in you too. If you barely know the girl at all and you haven't dialed in on the attraction, guess what, chances are you're going to get nowhere, and you'd look a little bossy in the process.

You'll also know what her level of spontaneity is, and how flexible she is based on that text. If you use that text to say, "Hey, meet me here in ten minutes," you're going to find out if she's kind of flexible kind of chick.

Or she's going to get all pissed off because she can't make it and she's really resents you even insinuating that she would be able to drop her plans and whatever she's doing so she can come and meet you on a whim, and some women actually do find this disrespectful, and if it's done disrespectfully, well, rightfully so.

But for the most part, if you do it right and she reacts negatively to it, this is not the kind of chick you want in your life. Bottom line, if she really dig you and she's got the time, she will meet you. It's true. If she really does dig you and she's got the time, she'll meet you and she's actually follow through on that because it's actually you she wants to meet basically.

Okay, next, beautiful lucky seven bad boy text, "I'm too much of a bad boy for you." I'm too much of a bad boy for you. It's awesome in its simplicity. You have to throw it in as part of a longer string and interaction in texts.

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You really only want to use this one if it's the kind of girl who seems to dig the thought of you being a little bit more edgy and bad boy. I'm proclaiming that I'm too much of a bad boy for her, but there is more to consider about it.

Or if she's mistaking you for being of a bit of a nice guy. Let me say that again, this is important. Let's go through the text here one more time. You really only want to use this if she's the kind of girl who seems to dig the thought of you being a little bit more edgy, or she is actually mistaking you for being a bit of a nice guy.

Either way, this is a push away. It's an intentional push away and it's how she's supposed to feel which makes it a good way to stir up a sexual tension with her. You're going to start to do anything you like in that phrase, by the way.

You can put, "I'm too much of a nice guy for you, or I'm too physical for you," or whatever it is, it's meant to be a reverse qualifier, meaning I'm saying, "You know, I'm kind of doubting if I'm the right kind of guy for you. I think I'll pull away a little bit."

And you'll look to see if she kind of works to fill in that gap, or crosses that gap to get closer to you. If she pushes you further away, and of course, I'm speaking figuratively here, if she continues to push away from you, well, then you've got a pretty big indicator there of what's going on.

Next text, "I'm too much of a nice guy for you." Okay, this is the variation I'm talking about. This is the variation on the previous one, "I'm too much of a bad boy," and you can say the opposite. You can say, "I'm too much of a nice guy for you."

That one works really nice if you've come off as being too bad boy. Some guys that used my bad boy strategies, my bad boy formula can



sometimes come across as the bad boy. But they don't want her to know it, but they want her to feel it.

Sometimes they can go a little too far but when you do, you pull back with something like that saying, "You know what, I might be too much of a nice guy for you." Which is obvious, it's a contrary statement that's funny because it goes against what's already in her head, and that's what makes this work so well.

"What's your real hair color," this text I really like to use, "What's your real hair color?" These are good to use to ramp up sexual tension again, and you want to use this if you know that she's a cool chick and she can take a little bit of that edginess and a little busting of her chops.

Can she handle it? "What's your real hair color?" It's one of those questions. I'm just saying that there are three questions you never asked a woman, how old is she, is that her real hair color, did she comb, which, by the way, makes for a great opener or a great conversational piece talking to women.

You can also throw this in, and I've used this before as well, "Wear something cute and sexy." That's one of my favorites, wear something cute and sexy. Use this text a few hours before you meet up with her.

Okay, so let's say you're planning a meet up or you're getting ready with that date to meet up with her and you're fairly sure she's not going to be a flake because you do want to be careful how you handle that. If you're suspecting the possibility of her flaking, that's a whole different strategy.

But this one is beautiful to use just a few hours before a meet up because it has the same effect as that commanding tone I was talking about. You're kind of abetting a command here.

Little commands like this serve to create this little aura of "you're my little plaything." It's that vibe of "you're my little plaything and we are having





our fun little back and forth as we go through this little attraction dance.” And this one works really well.

Again, this is another of those qualifiers, I will use this. “Wear something cute and sexy,” I’ll use that if I wanted to figure out more about her personality. How does she respond to me giving her a little bit of command or kind of prodding her into the behavior that I want for her. Is she going to resist, or is she going to go along with it?

If she’s a resistor and fights me on this, this tells me right off the bat I’ve got a problem, “Houston, we have a problem.” And then you’re going to find out if she’s responsive to that kind of vibe in the process.

Again, these texts have two specific functions:

- To, of course, increase attraction.
- To qualify her for you.

Good texts always serve to ramp up the sexual vibe and they are also a good tool for you to screen out the woman that you don’t want all at the same time. Use them for this. Your time is valuable, my friend.

If you’re thinking right now, “Dude, I’d never do that. I’m just concerned about getting a chick in the first place.” Trust me, you’re going to want to do double duty when it comes time, and you’re the one who would be very efficient with your time.

Your time is the most important thing to you and the most important part of your life. It’s the only thing that can never be replaced. Money, you can earn that back again. Friends, you can find new friends. Almost anything in life, you can get back except for your time. You cannot get that.

Next text, “This isn’t helping your chances to get with me.” That’s kind of a little bit of taunt at the same time. This one is also a role reversal that is intended to be playful, and it also assumes that she’s got the hots for

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you, so you have to have the attraction in advance on this one. It's the only one that makes this work particularly well.

So if she does something or she says something that's a little bit resistant or reluctant, you can throw this one right back at her, "This isn't helping your chances to get with me."

Maybe the first text that you send is, "Hey, meet me at such in such in ten minutes." Okay, you wait a couple of minutes, and she texted you back, "I can't make it. My sister is coming over. I wish I could go. Have fun."

Then you send this back, "This isn't helping your chances to get with me." And you can send it back with a wink or an emoticon that has a wink to it, but the general message is the same thing.

It works really well because, again, it frames the woman as the one who is chasing or pursuing you. So what do you want to do, you're the one who reversed those roles, and it's also just to make sure she gets the tone of the message.

Remember, these texts are tools. These are tools that crystallize you in her mind, and they get her to fantasize about you. That's their sole purpose. That's the most important part of it. They crystallize you.

If you're not familiar with the term "crystallization," what it means is she thinks about you and therefore she builds emotions in her head even when you're not around. It's a very powerful tool or tactic to use and it's a lot of what I use in my programs to help guys get that started.

You want her to start asking about you. You want her thinking about you. Because that's what the bad boy does best. He creates the indifferent attitude that women love. They eat it up. They absolutely do.

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They create that indifferent attitude that women love, and that's what women eat up is that distance and the independence, that aloofness and the indifference, that they thrive on because they know a guy that has that attitude has options. He isn't needy.

There is a reason. They are going to go, "Huh, what is he not like the last 30 guys I've met. All of them have been like cheap suit and call me ten times a day, and they're really mean and they are needy. Why is he able to do that? He must have something going on. I want to know what that is."

Believe it or not, that's what she's thinking inside her head. Whether she's thinks it logically or rationally or not, that what's going on.

All right, now, again some more follow up tips that I want to give to you here. You can do a lot of great teasing for text messaging, and you really need to use it. I don't want to go into too deep on the phone game thing here except for this one area.

I used to hate text messaging. I used to hate using phone with the text messaging. When I first got on it, I thought it was stupid. I thought it was juvenile and teenagery, but then I realized women love this crap, and you've got to go along with it. So you've got to work this into your repertoire. I don't care how old or young you are, you've got to have it.

Now, some rules that I'd like you to remember. Don't text the full 160 characters when she is just sending short messages. You'll look like the kiss ass when you're doing that.

Keep your text response shorter than hers if you possibly can. The more you try and that you actually thought the 160 characters, it looks like you're trying too hard and you never want to look like that. You want to look like you're always under-trying. A little too little is the option, is the rule there.

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It's not a conversation. This is another rule. This is not a conversation. It's a tease. It's always a tease and you always have to manage your texting as if it's a tease.

You're not trying to conduct a conversation in text. That's boring. You've got to have a justification for why your thumbs are working like mad on your phone. It should darn well not be to answer the now boring questions from a person, because that's not what it's about.

You're using text to start and spark up energy. Now, also relate your text back to something you know about her if you possibly can do it. Let's say if you know that she's a nurse, you might say something like, "Hey, can you still make some scrubs. I'll play the good doctor, you can play the bad." Little things like that. Have fun with it, and then it's something you can pull and you can come back to time and time again.

Again, I have to say it again because it's so important, don't text a woman right back right after she texted you. You've got to wait a few minutes before you send her a response. Don't be regular. Be unpredictable so that she's waiting on your response wondering when her fix is coming, up the anticipation.

It's like watching the horror movie knowing something bad is going to happen, but not knowing when. When it does, it freaks you out because you didn't know it was coming.

Don't use all capitals. Don't use a hundred freaking exclamation points and exclamation marks on your text. Stuff like, "No way!!!!!!!!!!!!!" like ten in a row. Don't go crazy like that.

Use a smiley when you want to make sure that it's fun, but I have to advise you that you've got to be careful doing that and be careful with using the smiley face with the tongue sticking out. You can also create it with a little colon and the P.

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You want to make sure she gets a tone in the message, but I want to stress that you shouldn't use emoticons, or I think called emoticons or whatever, or smileys basically. Don't use those too often in your texts because you steal a lot of the drama from them.

It's going to seem less like you care if she misunderstands you or not is what it really means. When you put too many smileys in, it's kind of like saying, "You know I was just joking, didn't you? I was just joking. Ha-ha-ha." And that comes across as being a little try hard and weak after a while.

Let her interpret it the way she's going to interpret it. That's how you can create that bad boy tone. Don't ruin the energy you're trying to create here by letting off the pressure too soon. That's absolutely the most important thing.

Another tip, you text her to keep her thinking about you. That's why you use text. You're not using text to resolve anything. You're not using it to solve world hunger or any of that stuff. You're texting purely to keep her thinking about you.

Text her at the weirdest times, sometimes the 3 a.m. texts are perfect, if they make sense, not like booty call text. Text her at like 7 in the morning just something out of the blue, "I think I saw your twin this morning." And then don't respond until noon.

Again, don't use those shortcuts like ROTFL and all that crap. If you shortcut and you do that too many times like putting UR instead of you are, or you're, it gets hard to understand and you start to get off on this realm of you look too lazy.

Make sure you are texting complete whenever possible. You want your words to go straight into her crazy little brain, and not have to go through an interpretation mechanism.



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**COMING  
SOON**

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.



## BAD BOY UNIVERSITY

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

