



**THE  
BAD  
BOY  
FORMULA**

*The Forbidden  
Seduction Method  
Women Crave...*

**[www.CarlosXuma.com](http://www.CarlosXuma.com)**

# THE **BAD** BOY FORMULA

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



## The Bad Boy Formula



## **BAD BOY UNIVERSITY**

Month 5 Cheat Sheet

### The BIG Picture Strategy

Hey, this is Carlos Xuma, and I'm here to talk to you today about something very important that I call the pipeline. The pipeline is called a big picture strategy for maximizing your results out there.

This is something that bad boys use. It's something that seems to be built in to their strategy that they use to get women, and I want to make sure that you know what it is and how to use it yourself. So let's dig in, let's talk a little bit about the pipeline.

# THE **BAD** BOY FORMULA

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



All right, so for this month, well, I guess I'm going to start off first of all by congratulating you. Most guys do not get this far in any program, much less this program, and 80% of guys easily quit way before this point.

So the matter of fact that you're watching this video right now shows me that you got the right stuff. You got what it takes to get where you want to go, and for that, I got to commend you seriously.

Now, what we're going to talk about here is something I call setting up the pipeline. Now, what is the pipeline? Well, I'm going to tell you about what that is in a minute, but first off, I got to warn you to watch out for what I call the resistance gremlin. What is the resistance gremlin? Well, it's this ugly dude right here.

What does he do? Well, he's the resistance that you have in your head that turns you into a negator. In other words, we get used to shooting things down out of either laziness. or negative attitude, or a belief that we're not meant to get the good stuff in life, the good results out of life, and this is, of course, a fallacy.

We are meant for the best in life, but unfortunately, not every guy will go after it. What we'll do is unfortunately fall into this negative pattern of thinking that says, "No, I can't do that. No, that's not for me. No, it doesn't work."

And it really does. It destroys your game. It destroys your life. I have to say it. I'm going to be very radical about how I present this to you. It will destroy your life if you fall into that negator mindset.

So I really want to encourage you to watch out for the friction that you put into things, like if you hear an advice from me and you go, "No, man, I already tried that. It doesn't work for me, or no, that wouldn't work."

Or if you find yourself shooting stuff down before you've really tried it, I mean, really given it your best shot, you're maybe a victim of this. You're maybe a victim of the trained negator and having that gremlin of negativity in your life, that one that will stop you from achieving everything that you really want to get to.

# THE **BAD** BOY FORMULA

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



The realities in life is that you can have anything you want, anything, and as the saying goes or as Zig Ziglar used to say, “You can have anything you want in life if you just help other people get what they really want.” I really believe that. I really think that’s true. If you help other people get what they want, you will naturally get what you want.

But if you’ve fallen into the trap of believing that, “Well, no, that’s not going to work for me. I’ve tried that.” Or you start listening to this residual buildup of negative momentum in your own mind that shoots stuff down before you even have a chance to really work it, you could fall victim to this, and I want to avoid that for you.

So now, let’s talk a little bit about what I call the waterfall method or the multiple streams theory. You may heard me talk about this in other programs, so I want to kind of restate it here and re-explain it.

It’s really the difference from the picture you see on the left to the picture you see on the right, and that is that if you have enough activity, enough things going on in your life, you’ll automatically create the kind of energy you want.

Enough droplets, enough little, itty-bitty streams coming together and converging creates the waterfall you see on the right. But unfortunately, what we do is we subscribe to the drip by drip method, the one on the left for a lot of the things we do in our life, and instead, we don’t put enough energy and we don’t get the results.

Now, this is how it applies to women because you’re probably wondering, “What the hell has this got to do with women?” Well, it’s a theory that’s applicable across the board in your life, but especially with bad boys.

Well, one thing I’ve noticed and one thing I did for so many years, it really got me a lot of success was not getting caught on the bad side of the coin. In other words, the energy I was putting in had to get me something out of it.

# THE **BAD** BOY FORMULA

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



If I'm going to go spend time to go out and meet women, I want to get something out of it. If I'm going to go and take women out on dates, I want to get something out of it eventually.

I don't want to sit there and keep doing this on the altruistic belief that someday if I build it, she will come. She will appear out of nowhere. It's not true necessarily. So you have to know what energy to put in where to get what you want.

That's doubly so from what I've seen in the bad boy's game. What he does is better than any other guy I've seen and what I was able to finally acquire in terms of a skill is he's able to put activity together in such a way that it has its own momentum. It can't be stopped.

In other words, I can turn that faucet off on the left easily. I can even divert the flow of that little drop of water so that it really wouldn't amount to anything. It's easy to turn off.

But that waterfall on the right, it's almost impossible to stop really, which means it generates its own forward momentum, it's own energy. I can put one of the waterwheels underneath it, and the water would cascade down and turn that waterwheel, and basically it can be attached to a generator and provide electricity if I wanted to.

It has so much energy in of itself. I can just sit there and look at it and know that it just doesn't stop. It's a constant waterfall. That's what you want to have in your life when it comes to women in your life.

You don't want to have to work so hard for each little drop of woman that you get, drip by drip by drip. You want a constant stream, and by stacking your efforts in the right way by doing the right things at the right time, you'll get what I call the waterfall effect or the multiple streams of female income.

That's what it comes do, you have to have multiple streams of female income in your life or you're never really going to be able to break out of that rut, that rut of not being able to meet women, not being able to find women.

# THE **BAD** BOY FORMULA

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



You've seen this in effect too. I'm sure you've seen friends of yours or guys you know who just never seem to have to try very hard. They just never try very hard. They either get jobs easily because somebody is always offering him a position or they're always out on dates with women because women are always there somewhere in their life. They never seem to really work that hard at it.

Yeah, as much as we hate these guys and these people that this good stuff seems to come to, it's not because they are blessed or particularly luckier than the rest of us. That has nothing to do with it whatsoever.

What they manage to do is really just to spin up some positive energy and be able to feed off of them, and let it take care of itself. It creates its own energy. He doesn't have to put in the energy to keep it going.

That's what we're talking here. It's basically stacking your chances. If I have one highly improbable event in my life and I bet everything on it, I'm asking for failure. But if I engage in enough improbable things, one of those is actually likely to pay off.

There's a saying, and I can't remember who told me this, but the uterus is filled with infinite improbabilities. In other words, there's an infinite number of things that just aren't really likely to happen.

So if there's an infinite number of improbable things, that means that it's very probable that something improbable will happen. I know it's kind of a brain twister, but if you think about it, there are so many things that are not likely to happen, that one of them just got to happen, and on a regular basis even.

It's spinning up that kind of opportunity in our lives that it gets to be tricky. So you got to start stacking your chances. You've got to start putting in a more strategic plan for getting women into your life.

Now, remember, the real question here is, where can't I meet a woman? Where can't you meet a woman? And it's not the other side of the question which most

# THE **BAD** BOY FORMULA

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



guys ended up getting stuck in which is, “Where do I go to meet women? Or I can’t meet women anywhere.”

My God, if you listen to women talking about this, you’d think that the world was totally devoid of men. They are always complaining about this.

The reality is not that it’s hard to meet women or that it’s hard to find women. It’s hard to put it together on a plan that it feels like it’s not so much work to you. That’s really what we’re complaining about when we say, “Where are these people?” It’s because we’re tired of the work and the effort and the energy it takes to get them.

So what you’ve got to do is you’ve got to start flooding your belief system with possibility and opportunity. You’ve got to start flipping your mind from scarcity to abundance, and this is an important cognitive shift. In other words, it’s a shift in your thinking, the way you view the world.

Right now, you’ve got a pair of glasses on that’s forcing you to look at the world in a very scarce way. In other words, you go out and you see women that are attractive, you see them as something difficult to acquire, difficult to attain, difficult to get to. But the reality is that they’re actually quite easy if you know what you’re doing, but the problem is we’ve been, of course, trapped by that gremlin.

Let me give you an example of this. Right now, as we speak, due to the current policies of our government in terms of money and printing money and whatnot, over 2 billion, 739 million dollars comes into existence each day just from this thing called QE or quantitative easing.

It’s just the way for the Fed to make us feel good about the fact that they’re constantly pumping money in the circulation. They’re literally printing money from nowhere. They’re not finding gold to back up this money. They’re just printing it.

Okay, I’m not going to get political here, don’t worry, but I’m saying that they are printing money at a ridiculous rate, to about a trillion dollar each year, which means over 2 billion dollars each day, and it comes from this policy.

# THE **BAD** BOY FORMULA

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



That means that new money is appearing at the rate of 2 billion dollars a day. Could you get a little chunk of that? Sure, you could because that's being pushed out right into our monetary system. Money is everywhere. It's not like there's a limited finite quantity. Wealth and value is everywhere. There is no finite quantity to it.

So you really have to imagine that, and also translate that into women. There isn't an infinite amount of female in the world for us. Don't worry. I know there's only 3-1/2 billion right now, but if you can get through that, I mean, it still feel like it was infinite.

So your channels need to be implemented. Now, what are your channels? Your channels are the ways that you meet women, the places you go to find them, the places you go to meet them, the places you go to get it on with the ladies.

Now, I'm going to give you a list of some here, and this is just a basic list. You can obviously come up with more, but these are some of the essential ones that you should be considering for your overall plan. You're going to choose several of these and put them into place.

First is, of course, Facebook. Facebook is the networking social strategy for at least the next foreseeable few years until something else comes along, or they implode into the weight of themselves.

But it's a great way to meet people remotely. It's a great way to network to people. It's not how you necessarily want to directly meet women, but you will get into social circles this way and be able to network through them.

So when you go out and do something in the real world, you'll have someplace to go back to find out, "Hey, who was that chick who went out with us that night?" You can find these connections through Facebook. That's really an amazing tool if you know how to use it.



# THE **BAD** BOY FORMULA

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



Another is, of course, Match.com, and any kind of online dating. It could be eHarmony. It could be Plenty of Fish. It could be any one of those, and there are some up and coming that are appearing everyday too.

So look at those opportunities. Online dating is a really big opportunity. I know a lot of guys who are burned out on it, but I'll tell you what, there are plenty of tools to help you get success with online dating.

Most of guys' failure with online dating is just that, it's just their personal failure because they didn't know what they're doing. If you know what you're doing, it's actually an awesome tool. I used it for years to not only just get laid, but just to meet women left and right. It's a great tool.

There's networking and friends. It's probably the number one method right there. It's the way that most people want to meet other people. So you've got to, of course, leverage that, and if you don't have any friends, hey, time to go out and get a few.

I know what it's like, man. I've relocated three times in my life, and I didn't have friends any one of those times in the new place that I moved to. I had to create my social life from scratch, and I know of other guys that have done it.

So if you need to know how to do that, I can help you there too, but work through your friends and the social circles because you'd be amazed of what you can accomplish with that.

The singles events, you know what, any singles event you go to, or there's a lock and key party or dance, whatever it is, take the chance, go and check it out, and I know a lot of guys come down on these because frequently they complain about the quality of women at them.

Don't look at necessarily meeting the woman at one of these things. Look at meeting other people, other women and men, that you can network through to get to the one that you're looking for, and vice versa, you can help them find people in your life. You can be a connector too. Singles events are great for that.

# THE **BAD** BOY FORMULA

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



Speed dating, hey, you've probably heard me talk about this way too much in the past, but hey, if you haven't, let me tell you right now, speed dating is awesome. Not only is it a great practice, well, I can't think of any other way you can sit down for a few hours on a night and walk away with at least three or four dates.

Seriously, it's that easy. If you know what you're doing with it, it's like anything else. It's another system, another tool, another channel.

Malls and stores, while you're out shopping, you can easily meet women this way.

Employees where you work, yeah, some of us still believe that you can actually meet people where you work. You've just got to show the necessary restraint and don't date a subordinate, and definitely don't date a supervisor, but other than that, hey, employees are fair game.

Coffee shop, well, a friend of mine has a whole system around meeting women at the coffee shop, and honestly, I got to shake my head because it's not much of a system. He goes to the coffee shop and he buys coffee and he talks to the women that are there.

He goes at the right time. He goes in the morning. He goes in the afternoon in certain time, and he knows when they're going to be there, and he goes there and he meets them. It's that easy. It really is that easy.

But again, that crazy negator gremlin part of your mind is going to tell you, "You can't do that, that's not for you. That's for other people, better people." That's where you got to say, "Hey, dude, I call bullshit on that. Nobody's better than me."

Day game, of course, just meeting women out in the street. It's easy enough to do. I created a whole product around this, by the way, at RealDaygame.com, that's [www.realdaygame.com](http://www.realdaygame.com).

# THE **BAD** BOY FORMULA

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



But it is very easy to meet women during the day if you know, again, how to approach it. It's not that they are resistant or reluctant, they want to meet guys. Most guys just don't have a clue about how to do it right during the day.

Of course, there's the classic bars and clubs, and I actually listed this last because they are one of the last ones because it's one of the ones you can easily avoid if you want to.

I know a lot of guys that just don't like going to bars and clubs. They don't like going out and spending ridiculous amounts of money, and they don't drink, and that's A-okay. You don't need to go to bars and clubs.

But you know what, if you do and you can, you should. It's a great way to meet people. Just go into more sophisticated venues like wine bars. I'll let you in on that little secret. Wine bars are slightly different than bars and clubs. It's a special kind, and more women go to those than guys. You're going to have a home field advantage, my friend.

And of course, work, well, I'm sorry, I mentioned that one. There are art exhibitions. Art exhibitions here in San Francisco are crazy, they're all over the place because there's always a little mini art gallery selling something. Go in there. Do you know why? Because that's where women are.

Make this your rule, go where the women go. It doesn't take much research to find the places in your area that women go to. Women don't just sit at home all the time. They go places. If you go where they go, you'd find them.

So cold environment rules, and I'm talking about places that you go where women are not necessarily looking to meet guys, but are still open to it. In the cold environment, let's do a very simple strategy I call the double hit.

The double hit means you go there, and let's say you see a woman at one of those art exhibitions. You walk in, check out a nice piece of artwork and you see across the way a fine looking Rubenesque beauty on the other side of the art gallery, and you want to meet her.

# THE **BAD** BOY FORMULA

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



Well, first thing you do is you walk by her and make it a point to have to say excuse me or pass by her. Make her take notice of you like accidentally pass in front of her as she's viewing something, and you can say, "Oh, I'm sorry. I didn't notice you're looking at that." Or, "You know, excuse me, I'm just passing by." Whatever, you just pass by harmlessly and almost innocuously.

That's the first time she's encountered you, and now the next time you come up to her, or the next time you two meet each other, or the next time you have to coincide, it's not going to be weird because you kind of technically already know each other, don't you?

You can do this on a bunch of different ways, by the way, you can walk up to her and ask what the time is and then walk out, say thanks and you walk off, and then, what? Wait a few minutes, come back and say, "Hey, you know what, I have to admit, I used that little "what time it is" thing just to start a conversation, and well, I decided I'd come back and start it. How are you doing? My name is Carlos."

It's that easy. The double hit works really, really well because it works around this little psychological thing that we have where we're a little bit resistant to a person we've suddenly met or suddenly encountered for the very first time, or we're just encountering for the very first time.

But if it's a second time where we've already seen this person, it's not as weird, and there's already a certain amount of familiarity. As stupid as that sound, even if that familiarity is only 30 seconds of random encounter, it still feels more familiar, and it's much more open for a woman to go forward with it.

The double hit works really well, and it works in any situation. It even works in warm market environments. I use this in bars and clubs all the time. Ask the time, walk away, and manage to find another way to accidentally encounter her, whether it's on the way to the bar or whatever it is, but it works.

# THE **BAD** BOY FORMULA

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



Another rule that you should adhere to is don't go to where you don't want to be. In other words, don't go too far out of your way to go and meet women because what you want to do is you're trying to avoid what I call the sigh syndrome.

This is part of that gremlin I talked about, that friction you have in your head where you hear something and you immediately start to shoot it down because your mind is like, "Oh no," and you sigh.

You literally sigh when you hear it, "Dude, let's go out to the bar." "Oh, man, I don't know. I don't feel like going to a bar."

Or like, "Dude, let's go out to see the air show over blah, blah, blah." "Oh man, I got to get my car. I got to drive and no, I don't know."

Do you see what happens there when you have that sigh syndrome? What happens is you start to get a condition to just immediately discounting things. It's a precursor to that gremlin syndrome setting in and really mucking things up for you. So again, the way to avoid that is go to places you would already have been going to, or have a natural desire to go to. Those are the best places to go to.

Like the speed dating events that I first did or actually what I first attended were always at bars and new places that I actually wanted to go and try out the food, and some place new in the city that I wanted to go to. So even if I didn't meet any women, it would be just the side thing if I met women, the primary reason for me was just to go there and check it out.

Then it was just a lot easier on my mind. It didn't give me a weird attitude because I was all stressed out about having to meet a woman to make this whole thing work out, or otherwise, I would have walked away with a negative feeling about having gone there, and "Oh," the sigh starts again, doesn't it?

So that's how you avoid it. Go some place you are planning to go to anyways, and don't go so far your way. Remember, your life is your priority. Meeting a woman is always secondary. Keep it a secondary as you can anyways.

# THE **BAD** BOY FORMULA

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



So some openers, and I'm going to finish up with a couple of openers and finish up this strategy so you understand it a little better. The first thing you do when you're talking about openers, and I'll talk about that more this month, is something I call the hire gun warm up.

This is the best way you can get into the mindset and the mood of meeting women. Anytime, anywhere, any place, this is the easiest way, and hired guns are simply employees of stores. That's it.

They can also be bartenders and a wait staff at a restaurant. These are the people that are paid to be nice to you, that will talk to you, that are actually already in a friendly frame of mind, now for the most part.

So what you do is you start with mini-conversations, and you only need about two of these to really get warmed up, and what you do is walk into a restaurant and you just maybe sit still at a bar for a few minutes, talk to the bartender and just give it a little bit of warm up. It doesn't matter if it's male or female or who you're talking to, just talk to somebody to start getting the social juices flowing.

This is going to start to wake up your social mind and get you in that mindset, because trust me, my man, I run into this all the time. I have a home office, I work at home all the time, and when I go out, I start to feel this weird resistance to it because I haven't had any social interaction that day, so I'm not warmed up.

So something I'll do is I'll call a friend on the phone. I'll walk into a random store where I'll start talking to the staff. Whatever it might be, but it gets me warmed up and ready to go, and this is a rule, don't overdo the pleasantness in this. Just go ahead and go in, just start up a conversation. Reduce your smile to about 10% smirk and relax.

That's it. That's all you have to do to get the right attitude to go out and really start approaching and meeting women wherever you decide to go to.

# THE **BAD** BOY FORMULA

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



When I say don't overdo the pleasantness, what I mean there is that sometimes guys slip into this heightened state, trying to make themselves in likable mode. I don't know how else to explain it, and it becomes a little bit too much. It's kind of like drinking coffee or tea that had too much sugar put in it, it's just too much.

So just bring down your smile, dial it down. You don't need to be smiling. A lot of guys and gurus would tell you that you got to have a huge smile on your face that you would look like a freaking smiling idiot.

No, there has to be a little bit of smirk, a little bit of amusement at the world around you. That's all you need to have. You're trying to soften your expression. A full-on smile with teeth is absolutely not, don't go that far and you just stay relaxed.

A couple of good openers are just simple ones like nice, whatever, like the bartender or the waitress is wearing a bracelet, "Yeah, it's a nice bracelet. What's the story behind that?" Or a nice ring, "Hey, that's a nice ring." "Hey, that's a nice hat." Whatever it is, "What's the story behind that?" There's always a story and they always want to tell you about it. Go in any store and do this, and you'll see it's very, very easy.

Okay, now, you get a little bit farther where you're in a maybe a retail store and she's got a nametag so you can tell what her actual name is. You can see it and you can go, "Hey, your name is what? It's Greta. I like the name. It reminds me of a friend of mine. Don't you think that you actually might be German?"

This is actually funny. I use this as a funny line when the woman is a completely different race, like maybe she's Asian, I'd look at her and go, "You know what, you look like you could be German." And I'll have a kind of a smirk on my face like she knows I'm kind of taken the piss out of her and I'm kind of busting her balls a little bit, but it's still funny.

Then if she looks at me like, "Dude, I'm Chinese." I'd look at her and go, "Oh, really? I couldn't tell." And again, I'm playing the sarcasm up a little bit to have some fun. She's the one that needs to feel a little bit foolish that, duh, obviously, I know that. I was just busting her.

# THE **BAD** BOY FORMULA

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



Of course, do you have the time? This is even better if you do have a watch on, by the way. I do this all the time. I'll have a watch on my wrist, and once I even tapped it. I swear to God, I held my arm up and I tapped it and I said, "Excuse me, do you have the time?" And she told me the time, and I'm thinking to myself, "Duh, you didn't even ask me why I would ask you the time if I already have a watch on."

But it's great. It works because, of course, even if she notices, you can just look at her and go, "I was just seeing if you'd answer me, that's all." Just note the responses that people give you and use this as homework for later.

Because what you want to do is, of course, take anything that somebody says back to you after you started the conversation and think about it a little bit. Just think about how you could tweak your responses and improve them when it come up again because they inevitably will.

Using the "do you have the time" opener and you're going to get a variety of responses, but they're not that different quite honestly. Most of them are just going to tell you the time and then you have to find your own cute little way of branching off with it or bridging it into a conversation.

One of the best ways is one that my good friend Lance Mason has, which is whatever little question you use to open up a conversation, you immediately just follow it up with, "Oh, I didn't need to know the time. I was just looking for an excuse to flirt with you. My name is Carlos," and you put your hand out. You can do this with anything. It's simple, it works.

So start stacking your opportunities. What you want to do is you want to choose your top three from the list that I gave you. You can go back to this video again, and you should anyways, go through to the ones I listed.

Go through the ones that are actually your top three. There may be something that I haven't listed there. It could be – I don't know – bookstores or something like that, and then start building your pipeline.



# THE **BAD** BOY FORMULA

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



Here's a typical game plan for a guy that I'm coaching, and I use these three specifically for every guy that I coached and then I've kind of customized it to his tastes and perspectives.

Number one is you got to open it an online dating account. There's simply no other way in the world that I found to meet women faster than having a good online dating account and a few skills at navigating that particular ocean. It's just so abundant. It's like casting a net literally into the ocean in the middle of a school of fish. It's just huge.

Number two is to find a local speed date or singles event of some kind. It doesn't have to be speed dating, but as you know I really push that hard. I think you just got to get yourself out into live events.

Online dating, again, you are home alone, a little weird after a while, so get yourself out of the house, and go to local events. Look it up in your local newspaper or alternate magazine, whatever it might be that shows you the local events.

Then number three is one night out per week. Just go one night per week out to the bars, out to the clubs, out to anything. You don't even have to go to meet women, just go out of the house, start exposing yourself to opportunities and you'd be amazed what happens.

I remember one night I went out because I was really in a bad place. I was having the worst attitude. I was unhappy, and I'm like, "Oh, screw it, I'm going out. No matter what I'm still going to go out, but I'm not going to try and meet women. I'm just go and have a couple of beers and see what's on TV at the bar and that's it."

When I went there and then inevitably like a couple of people that were having fun next to me, the guy turns to me and asked me a question and they pulled me into the conversation.

Now, all of a sudden, I'm part of this huge group, and I met this Australian girl. It just got bigger and bigger from there, and that would have never happened if I just hadn't

# THE **BAD** BOY FORMULA

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



gotten my ass out of the house, and you know what, I parked it on an bar stool, but look what happened? Serendipity and sheer circumstance found me.

So the only way to do that is to get in the way of that kind of freight train, the freight train of inevitability, which I'm going to talk about here in a second.

So there you go, those are the three steps. One thing that you're using to meet women is way too few. If you have just one way to meet women, that's too few. It's vulnerable to your attitude and circumstance. You can get negative on it if it goes bad on you for a small period of time.

Two is okay, but it's still a little bit shaky. What I want you to do is I want you to think about three as your optimal number. For balance, of course, think about a stool. You can't have a stool with less than three legs. Three gives you stability though, a perfect amount of stability and it's basically the way to balance things.

And time, we have a limited amount of time. We're busy guys. Almost everybody is busy these days. You've got to be able to save some time for yourself, save some time for your family, save some time for your hobbies. You don't want to make this an all consuming event in your life.

Because if you've put in like too many, like four or five different ways to meet women, it will be positive, and it will work out if you're willing to swing over to an imbalance so that you can get balanced. That's cool.

The point of the pipeline is healthy energy and activity. This is really the most important slide right here. The point of this pipeline that we're creating is healthy energy and activity. You're constantly moving forward with activity. The activity breeds more activity, energy breeds more energy and you will get results this way. It's inevitable.

The next step is, of course, scheduling. You've got to set the time aside. Simply find the time, schedule it in your calendar, and make it work. Again, we don't want the sigh setting in where you see it in your calendar and you're like, "Oh, I don't want to

# THE **BAD** BOY FORMULA

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



do it.” Make is something you want to do. You have to have that positive draw to it, like I said, that positive energy and momentum.

Then the last step is get yourself an accountability partner, somebody that will help you stay to the path, stay on the plan, because ultimately if we are only accountable for ourselves, it's very easy to let yourself out of something. It's really easy.

But if you have a friend that's also doing this and you're holding him accountable and he's holding you accountable, it could be your wingman, it could be anybody, but whoever it is, they'll hold you accountable and you know that you have to do it, and you'd be amazed on what you can do.

This is why we tend to perform better in public situations because we're accountable to the group as opposed to just ourselves.

So last thought here, the last thought is think inevitability. This is the concept that was something I heard in a program, and it was a great way of thinking about it, and that is, how would you set up events? How would you stack them or set them up in such a way that the result you wanted was inevitable?

In other words, it would happen whether you wanted it to or not. All you have to do is just sit back and let the dominoes fall. What it would take? What would it take to do that?

Well, that's what you have to do to get the kind of success you want in life, set things up in such a way that the result you want is inevitable. It only takes a little bit energy to push that giant boulder off the edge of the cliff and things happen all on their own.

The stream turns into a waterfall which creates the energy and it all happens on its own. You get phone calls in the middle of the night. You get phone calls in the weekends. You get texts from people. You get emails from people inviting you to things, and it starts to take on a life of its own, and you just go along for the ride.

# THE **BAD** BOY FORMULA

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



Isn't that the ideal situation? Isn't that where you want to be? That's what happens when you get put on the right side of the equation. On the scarcity side, on the fight for every last drop of water side, it's all struggle. It's all hardship.

But on the other side, the inevitability side where you put in a little bit of energy to put in things in place where they need to go, it happens all on its own and it takes care of itself. That's what inevitability will do for you.

That's the kind of mindset you want have. Put in a little bit of energy upfront, make it so that what you want has to happen and it will happen, and that's exactly how you want to architect the success in your life.

So this is Carlos Xuma. I'll be talking again soon on another segment very shortly, and again, if you want more information on the whole day game or the approaching women during the day, I got a full program built out into that which gives you everything you need including what to say, how to say it, how to get the result you want from just about any daytime environment on places you want to go to, from stores, to coffee shops, to whatever.

Go and check it out, it's at [www.realdaygame.com](http://www.realdaygame.com), and I'll be talking again next week as we bridge on into openers and meeting women easily. I'll be talking again soon. This is Carlos Xuma, CX out.

# THE **BAD** BOY FORMULA

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



## Openers

We're going to talk right now about openers, and we're also going to transition into some more talk about banter. So we're going into the nitty gritty of conversation and how to leverage it from the bad boy perspective.

Now, when it comes to openers, that's what we're going to talk about in this particular segment, it's part one here. When we're talking about openers, I really want to emphasize that it's never about what to say.

This is an important distinction to make because a lot of guys run around thinking that their problem is not knowing what to say to women, and that's the wrong problem.

There is a saying about this, I just can't come up with it off the top of my head, but it basically says that most of our time and most of our effort is spent working on the wrong problem. If we had the right question in mind at the start, we'd solve our problems a lot quicker, but we're blaming the wrong issue.

So what is the issue? Well, it's not about what to say, it's about feeling like what you'd say really matters. That's really 90% of it for most guys. In other words, they're looking for the right thing to say.

When they say, "Carlos, what do I say to her," what they're really asking is, "What can I say that will avoid rejection, make me look good, guarantee that this chick is in to me?" There's really nothing that fits those criteria, but there are some things that do work most of the time.

But if you're looking for the all-inclusive "I can't fail and I've got to basically avoid any chance of not getting her number or not getting a date," or whatever it is that you're looking to avoid, if you're coming at it from that perspective, if you're coming at it

# THE **BAD** BOY FORMULA

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



from that angle, then you probably will fail even if you use something that somebody else uses and works all the time. That's the problem with that search for the ultimate solution.

Now, equally as important here is letting go of that attitude of needing the perfect thing to say is also a key here, and that is don't reinvent the wheel. I'm going to give you some solutions that are going to work for you, and I'm just asking you not to need too much of out of them.

In other words, don't look to the solution being a magic bullet. When you're looking for a magic bullet, the problem is that you never find it because it's magical, it's elusive, it doesn't really exist, and in the process you disillusion yourself and you actually set yourself back from real progress.

I'm not saying you have to go out there and bare it all and be one of these guys that has to be bulletproofed, wearing a bulletproof vest, to handle all the rejection he's going to get, not by a long stretch.

As a matter of fact, one of the things I recommend guys do if they're coming at this from a newbie perspective, that is the nice guy that's still trying to reform his old nice guy ways into more of a bad boy, if you're having trouble with the whole approach aspect, is that you don't want to go into environments where it's already set against you, the deck is stacked against you.

Don't go into cold environments. Don't go into the ones that are more difficult than they are, and they shouldn't be really, to meet women. Don't do that to yourself. If you're putting yourself in that situation, you're setting yourself up for failure off the bat, and that's just as bad as expecting too much out of the opener that you use.

So enough prequalification there, but again don't reinvent the wheel. A lot of guys also go into this with the idea that they have to have some new clever opener for every single girl that they run into.

The truth is you can get by with one opener. As I've said in the past, when they ask me, "What is it I got to say? What would I say," I say, "Well, you know what, say

# THE **BAD** BOY FORMULA

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



what comes in your head.” And I say that facetiously because I know that that’s the worst advice on the planet because that’s what most of the other gurus out there say because you do need something planned in advance.

Because once you get that one thing in your head, that one opener, the one easy opener, you’re going to find that your mind relaxes because it’s got something that it can rest on. It’s kind of like having a counter you can lean on. You don’t feel so stressed because you’ve got something you can basically know works each time.

It almost becomes a magic bullet, but for the most part, it’s just a very reliable tool in your utility belt, and you’ll get bored. You will. Inevitably, you’ll get bored of using that same opener and then you want to use something different.

There’s an interesting story about guys that are in business, and one of the most common things that happens is when you go in and try and help somebody with their business, you ask them what the last thing they did that worked was, whether it was advertising, whether it was a marketing strategy, whatever it was.

You ask them, “Okay, what was the last thing that worked?” And they tell you, and it’s usually something interesting, and you’re like, “Oh, cool. So are you using it now?” And 99% of the time, they’ll look at you and go, “Oh, no.”

It seems so ridiculously simple, but the fact of the matter is when you find one thing that works, you work that thing to death. When you do, you’ll get immense success. You’d get an understanding on a level that nobody can compare to. You’ll have basically a model that works every single time.

But what we do as humans? We want to move on to the next new shiny thing. We find it difficult to believe that the same thing would work again and again. This happens for advertising. This happens for all kinds of areas of our life.

When you find something that works, keep using it. For God’s sakes, man, don’t throw it out and to expect that you have work on something else. I know that sounds almost ridiculous that you’ll be like, if that one is going to work, I’ll be using it all the time.

# THE **BAD BOY** FORMULA

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



The truth of the matter is that no, most guys do not. Even guys that are very experienced doing the whole pickup thing, the bad boys, well, actually the bad boys are in different situation, and I'll explain that in a minute, but you don't have to reinvent the wheel.

The point here is not to have to do this over and over and over again. It's to find something that works long enough for you to give you the confidence to try other things that gives you more confidence and this becomes an upward cycle.

So let's talk about some openers. One of the ones that's very, very effective and one of the ones I like to use a lot is what I call "the women's magazine opener." A couple of my friends actually use this one as well.

What we do is we basically take out a women's magazine. It could be Cosmopolitan Magazine. There's a bunch of them out there, Vogue, any one of those magazines for women. It could be women's health magazines and diet magazines, any one of the ones that women buy all the time.

Oh, of course, the classic one, Us and People and all those other magazines that are really named funny if you think about it. Us? No, those people on the cover of that magazine are not us, they're completely different version of us.

But you grab one of those magazines and then you scan the cover of it and use that. Use what they have for headlines there as your fodder, the creative input to create some openers.

I'll give you an example here. One of the ones that I use, and this takes a little bit of thinking, if you want to make it really creative, you can do this on the fly if you want. I actually used to stop off at a newsstand on Friday nights when I worked in the city in San Francisco.

I'd go in there and looked up new things to use when I went off that night because I was going to be going out to a bar, a club or wherever I would go, I want to have



# THE **BAD** BOY FORMULA

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



some good things to use. So what I'd use was whatever was on the cover of those magazines, and typically it was some good stuff.

Let me give you an example, one of the ones I would like to use was, "Hey, you know what, I read in an article that the time of day doesn't matter for when you eat something. But you know what, I think all those late night snacks and Oreos that I eat, they go straight to my hips and butt. What do you think?" Isn't it great when you use a little bit of witticism, a little bit of wittiness to kind of work it?

Here's another one, "You know what, I heard that in a new relationship you should wait for the other person to say I love you first, but the last time, I blurted it out over our first coffee date. What do you think, too soon?"

Again, that one is a little bit of a funny one. That one is a favorite of mine because it's kind of like playing up the whole social intelligence thing. It's duh, it's an obvious thing. You don't do that on your first coffee date, and inevitably, it gets a laugh too. That's a great icebreaker.

You might think, "Dude, I don't know if I'd use that as an opener." Of course, you can, but you want to use it usually when you're in a little bit more of a warmer environment. Believe or not, a bar or a club is a warm environment because women are there to meet people.

That's one of the things that works in your favor right off the bat, and it's something you should be installing in your belief system and understanding because a lot of guys go into a bar and club and believe it's the coldest environment, that women there are just there to shoot men down, and it's just not true.

In fact, in most bars, I'd say 99% of the interactions I've had in bars, they've all been positive because women are there to meet people, and as long as you come at it from a very relaxed perspective, you'd never run into problems.

It's when you've loaded it up with expectation and you start to get really, really rigid with your approach that you run into problems, and of course, that needing every single woman to respond to you positively.

# THE **BAD** BOY FORMULA

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



Here's one that I use. It's a fun playful one. It's a little bit out there in the edge, but it's actually kind of cool, and again, it's something a bad boy would use. I used to approach with a message already typed in in a text window of my phone. So I had this on my phone all ready to go.

This is what it would say on the screen, "I figured we should skip the clever opener and go straight to texting. What do you say?" And I'd walk up to her and I just hand her my phone. Because when somebody hands you a phone, you're going to be like, "What?"

It's very, very infrequent that a woman would refuse or not look at it, or it's almost impossible too. The curiosity buildup there is immense. They love it, and of course, it gets a laugh, and that's an opener.

You didn't even have to say anything. That's a non-verbal opener right there. You just handed your phone. Come on, dude, seriously, these do work. You just have to get a little bit creative, and you know what, every so often, take a little bit of a chance.

Now, before I go forward too far, I do want to cover one thing. There are four parts to any presentation when it comes to walking up and talking to a woman, whether it's opening her or whether it's what we're going to talk about in the next section which is banter, there are four parts to how she experiences you.

Number one is the actual words you say, and you may have heard this statistic now, but I think it's less 7% of the actual meaning of the conversation is derived from the words. Most of it is actually the next parts, the number two, three and four I'm about to tell you.

Number two part of the presentation is your vocal intonation, how do you inflect your voice. Do you talk in a monotone like this? Do you use any kind of inflection? Or do you talk like this, more animated, more vocal, just having more intonation? Did you hear between the two of those? It's distinctly different.

# THE **BAD** BOY FORMULA

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



By the way, if you don't know, record yourself doing some of the openers that you typically use. That's the best way to do this, it's to test it out on yourself. Just use your computer, turn on a recorder, your voice recorder or whatever, and just record it.

Use your phone even. Call your own voicemail and leave a message and hear what your voice sounds like. No reason to feel stupid or goofy because it's only going to be you listening to this, but do it and really listen to your voice and think to yourself, "Huh, would I hire that guy if he was calling me up? If I was a chick, would I think that that's interesting enough to call back?"

Number three is the eye contact, body language and facial expression. That's the third part. That's the part she can see about you that's communicating a ton of other things, and that's one of the biggest ones right there, it's the vocal intonation plus your eye contact, body language and facial expression. It's very, very big.

Now, where do all these come from? They come from number four, which is really the foundation, and that's the attitude you're carrying. It's your energy source and your belief system at that very moment.

So all things being equal, if you are to say the same words with the same vocal intonation, the exact same eye contact, body language and facial expression, but in one situation, your attitude was a little bit low, a little bit insecure, a little bit unsure of yourself, and the other one was confident, and you have that belief system of "Hey, I can do this, and chicks would be stupid not to dig me," guess which one wins? Duh, right?

So you've got to understand those four parts are present there. Don't worry so much about the words. It's the smallest part of the equation, and I just showed you with that texting opener, you don't even need words. It's all carried in your voice, your vocal tone, projecting your voice a little bit. The eye contact, body language and facial expression I cannot emphasize enough.

But you know what, all three of those take care of themselves when you've got the right attitude. When you have number four in place, the other three take care of

# THE **BAD** BOY FORMULA

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



themselves. This is why most guys fail with a lot of pickup artist's stuff that's out there and a lot of the bad dating advice because they're using stuff, but they don't understand the attitude it's coming from.

You do, you've got the bad boy formula. You know where this stuff comes from. When you summon and you work that attitude, guess what, you evolve into the guy that doesn't have to worry about all these little micro details in his presentation. Your openers just work.

Consider this, your openers will evolve. You'll start opening women with planned openers and then you want to do more openers that actually interest you, and in fact, that's the way it actually should start out, by the way. You should be using openers that interest you, that you're interested in saying.

Don't just say something because you heard somewhere in a forum that it worked or Carlos told you that it worked. You'd use it because it's actually interesting for you to say. It's something you want to say. Women will sense that emotional investment in you.

If you're just parroting stuff, they can tell when you're disconnected from the words and you're not really into them, and it's that disconnect that leads to most guy's failures when they approach women.

So keep that in mind, yes, you can change your openers up later on, but right now you want to work one so that you don't have to think about it so that it can come from the right attitude and so that you can communicate from all the other aspects of your communication.

I'm going to give you a couple more of the general openers here, and then I'm going to give you an assignment for you to work. I don't want to make this too long. The point of this is to get you into gear using this material, getting out there and getting results.

Okay, here's another one you can use and it relates to astrology, another big area for women, astrology, divination, that whole telling the future and everything is fated and

# THE **BAD** BOY FORMULA

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



things like that. You can say something like this, and you can actually do this to groups, and this is also a good way to open groups of women if you're in that kind of environment.

You'd start out with, "Hey guys, let me get your opinion on something. This is kind of crazy, but do you follow the advice that you get from your horoscope? Now, I've got a reason for asking, but I want to get your opinions and I'll tell you why I'm asking."

Usually that's enough to start the conversation, but if you get into the conversation somebody wants to know or one of the girls says, "Why were you asking?" Because there's a curiosity element there and you want that curiosity in there.

If you can plant that in advance the way I just did, it's called an "open loop," and what it does is it's like saying, "Later in the show, we're going to go and we're going to tell you five different ways that you can get a free seat on any flight to the South Pacific."

Of course, you're going to stick around just to find out that one thing, and you're going to sit through a whole bunch of crap to get there. That's what is known as an open loop. If you watch, effective news shows will do this for you. They hook you in and they tell you about something that's coming later in the show.

I remember distinctly going through this experience. I was watching a local news program and they promised to tell me the best places to go if you're a single guy. This is at the start of the show. They didn't say anything until the last, I kid you not, the last ten seconds of the show was that thing. They just did a clip.

They put a picture of a festival that was coming up. It was more of an advertisement than it was information about where single guys should go, but it brought home the point of, "Oh my god, I sat through a half an hour of this crap to get to this." And you think about it and it's like, "Wow, that works on anybody."

So if they do ask you, and like in the conversation, you ask, "Hey, do you follow the advice that you get in your horoscopes? I got a reason for asking, but let me just get your opinion."

# THE **BAD** BOY FORMULA

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



Again, later on, they might ask, “So why were you asking?” And you say, “Oh, the reason I’m asking is that I have this friend of mine. He met a girl at a party last week who said that her horoscope told her that she would meet her future husband and actually hooked up. Now, the weird thing is ever since then, my friend he can’t stop thinking about her. He always wants to hang out with this girl 24/7. He says he’s in love with her. I don’t know. So do you think it’s a horoscope prediction or is it just some psychology there?”

Okay, so you can keep turning it into more open-ended questions, which open up the conversation which keeps it going and going and going. Anything related to astrology and fortune telling, believe me, a great stuff to talk about.

You can test your openers, by the way. You can run it through kind of a litmus test if you will. Your openers, they should start or at least have some sort of question in them. That’s number one, you’ve got to make sure that your opener has some kind of question in it that forces her to respond so that you get the interaction going.

Number two is, is it unthreatening? In other words, is it easy for them to answer? It doesn’t require them to go, “Oh, I don’t know if I want to do that,” and push away. There are some things that guys say to women that can be very threatening or forceful.

One of them, believe or not, is, “Can I buy you a drink?” Right there, there is a lot of emotional weight in that one question because now she’s got to decide, “Hmm, is the benefit of a free drink worth me getting stuck in a conversation with a guy because I’m going to feel obligated to talk to this guy.” Offering to buy a woman a drink is not unthreatening.

The third checkpoint in your opener should be does it start a conversation. Does it have some kind of open-ended question in it, and does it invite further conversation, or is it a yes/no to the point sort of thing? So run your openers through that testing process while you’re at it.

# THE **BAD** BOY FORMULA

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



Now, the next part about openers you want to be thinking about, and this kind of leads into the assignment is you want to plan topics to talk about after the opener. In other words, you got to have some things to continue the conversation.

Can you make that opener draw out longer, or are you going to change the conversation into something else like, “Hey, so what does it get you ladies out this evening?”

With the last one I gave you, the astrology opener, you can make that go for a long time. Some additional follow-up questions might be something like, “So do you think my friend should go to an astrologer or psychic to see if what she saw was real?” Or you could ask something like, “Have you ever experienced your horoscope being right or being wrong?”

You can keep asking questions about it, “Okay, so which one of you ladies is a Taurus because I’ve heard a lot about Taurus?” And every woman that has that is going to raise their hand or she’s going to say, “Oh, wait a minute, no, I’m Pieces, and guess what we are,” and it just starts more conversation. You want to keep building on that energy and you just keep it flowing.

You can keep going with this. You can keep inviting more and more conversation around the whole topic of destiny and fate and future. You can talk about, “Are there invisible connections between you and the universe and some sort of spiritual energy? Do you believe in fate? Do you believe in destiny? Do you believe in reading tea leaves?”

You can go really, really far out with this one. It’s a really good opener to use because, well, first of all, there’s no right or wrong because there’s no right or wrong. Nobody knows, and it just invites very interesting conversation that women love.

Now, of course, if this totally doesn’t interest you and just totally turns you off, don’t use it because right there, you’re going to come across with an energy that says, “I’m not really into this conversation. I’m just manipulating conversation.” And there’s a big difference there, and I hope you understand that.

# THE **BAD** BOY FORMULA

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



Because ultimately, your openers don't have to be any more complicated than, "Hey or hi or hey, how are you doing, or hey, how is it going, or what's up, or hey, you've got the time, or hey, do you where the bathroom is." Any one of these does work as an opener.

The most important thing that you have to do is just open. Just start the conversation. Just do whatever it is that gets you going, and again, 99 times out of a 100, women don't reject you. Do you know who rejects you? You reject you. You create the rejection energy at the start because a lot of guys go in with a very hesitant way of doing it.

This is a great analogy, and a friend of mine told me about this. We were playing a lot of Texas Hold'Em poker. If you're familiar with how poker is played, this is going to be relevant to you.

It's like a guy that plays poker and all he ever bets is the ante. In other words, it's the obligatory money he puts into the pot is the only money he ever puts in. He never raises the bet at all. He never tries to make a play for anything. He never puts his energy in. He never really invest.

That's the way a lot of guys approach their approach game. They go in with a very limited amount of energy. They try and conserve. They try and hold back, and women can tell this. They can tell it right off the bat, so please, by all means, don't do that.

So let's go to the assignment now. I want you to get your journal out, and I want you to list two of the places that you see women in all the time or two place that you go all the time or two methods that you use to meet women all the time, and I want you to create openers for those situations.

I want you to use women's magazines for the fun topics to get them, and you know what, you don't even have to go to the newsstand anymore. You can go online and get these from any number of sites. You can just go out there and google it.



# THE **BAD** BOY FORMULA

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



Go over to Google Images actually and search on Cosmo covers or Vogue covers or anyone of the Us and People covers. Whatever you find, go ahead and use those. You're going to create at least a couple of openers that you can use in that situation.

Keep them short, keep them to the point, and again, the point here isn't even to really use them, it's to get the creative process flowing so that you believe you could invent these.

You're going to find if you do this exercise enough, you don't have to memorize any openers. You'll come up with them on the spot as long as you have the confidence and calm reserves to believe that you can. That's where it's really coming from.

When a guy panics near a woman, what happens? His lizard brain gets activated. Your lizard brain is the most basic part of your brain and it is the earliest part of us that evolve. It was the first part of our brains to actually come into being, and it's the fight or flight syndrome.

When you panic, guess what? That part of your brain shuts down all of the rational thinking, most of the emotional thinking and just tells you, "Get your ass out of there, you're in trouble." That's the lowest level of thinking.

That's why guys, when they panic, they can no longer think of what to say around women. That's why that question keeps coming up, "What do I say around women?" No, no, wrong question. You're talking from the lizard brain who has just shut down your rational thinking.

You need to, first of all, say, "How can I stay calm so that I can deliver all these great openers I already know?" There's the real epiphany.

All right, so you've created your opener in this situation, now create a few follow-up questions. These are the open-ended questions that keep the conversation going. How can you extend? How can you draw out the conversation a little bit longer given the topic that you started?

# THE **BAD** BOY FORMULA

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



It's not hard once you get going because again I showed you with that astrology example, it just takes a few questions thinking outside of the box to draw it out into other areas of your life.

As a matter of fact, there's a question that came into my mind right now. As a matter of fact, you could even come up with a question like if you're talking about astrology, you can say, "Hey, do you ever made a decision in your life based on your astrology for that day?" That's a great question. I like that one.

All of these things come to you as a result of just having the practice and the reserves. This is why I talk about playing guitar quite a bit because it's very similar to dealing with women.

When you're playing guitar and you want to improvise, let's say I'm in the key of E minor, and I want to improvise, I've got to know what my scales are. I got to know which notes and which frets and which strings are on E-minor. I got to know the first position, and I got to know what they feel like. I got to know pentatonic. I got to know diatonic. I got to know the right scales at the right time.

You know what, they may sound like a lot of work, but honestly it's not. Pentatonic scale has five notes. Well, guess what? That's all I got to learn and I can effectively improvise in E-minor.

The same thing is applicable to working with women. You have a few small building blocks that you can use, and once you've learned them well enough, you can spring off of that and do great things. You can do wild improvisational leaps that nobody would have expected.

An infinite number of phrasing and infinite number of possibilities from just that one simple building block of, well, in the case of the guitar scales, five simple notes can build an infinite number of little musical ideas and phrases.

So for you, your assignment is again, list the two places that you see women all the time or you go to purposely to meet women. It might be work. That might be one of

# THE **BAD** BOY FORMULA

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



the places. It could be going to singles events. It could be going to bars and clubs. It could be going to stores. Whatever the situation is, I want you to write them down.

I want you to think about it for a little bit. Think about the environment. Let's say one of them is you go to the mall pretty much every weekend. Maybe you work part time. I did that for a while, by the way, to meet people. I worked part time back when there were used to be software and games stores in the mall.

Well, actually, there are now. There's game stuff, but back in the day when it was PC games and everything else, I worked in a mall for a while, and I met a ton of people that way.

Think about that environment now. Okay, as I'm working in the mall, I go to the food court for a lunch, so there was a bunch of stores along the way. I typically see a lot of women.

Oh, you know what, I could go into Victoria Secret and say I'm buying a gift for my sister, and I can hit up the clerks a little bit and start a conversation. I can actually try and start a conversation with the clerk when she's with another woman because then I can draw that other woman into the conversation too.

Do you see where this creative line of thinking is going? It's going down the road of possibility, and that's where you have to be headed to really get this confidence that you want and to really get the idea of how the bad boy functions in these environments. You've got to be thinking these possibilities because that's all he's thinking about.

He just sees a store with opportunity. He doesn't see rejection. He sees fun. He sees playfulness. He's got a different view of the same place that you see. The problem is that we color it with our own expectations and unfortunately, our own negative beliefs about ourselves.

Okay, so again, create your list of places. Think about those places. Imagine yourself there. Walk around in your mind in that place, and then use that to create the openers that you want to have for that situation.

# THE **BAD** BOY FORMULA

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



Again, use those women's magazines. You may not have to go that far. I would say the easiest thing is just to pick up a few women's magazines, thumb through them, and you've got instant, instant conversation in there. Just create a few follow-up questions to that and you are set. You're ready to rock, my man.

All right, so next week we got openers to banter coming up, and I'm going to show you some transitional skills. I'm also going to show you how banter really works because you want to get that transition as fast as possible. You want to move from opening to playful fun in a conversation as fast as you can.

I'll be talking again soon. This is Carlos Xuma. It's been good talking to you. I'll be back again in next week's session of the Bad Boy University. See X out.

# THE **BAD BOY** FORMULA

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



## Banter

We're going to transition from openers into banter this week. I'm going to start with a little bit of a review of last week's material and make sure that you have that under your wings, so to speak.

We talked a little bit about – well, first of all, it's not about what you're saying, it's of course, how you're saying it, and when we're talking about the bad boy attitude, it's really coming from a place of strong confidence, almost overwhelming cocky confidence, and belief in yourself, and it's also playful.

That's really the essence of banter, and that's why I really wanted to get to this topic because banter itself is one of the powerful tools of the bad boy. It transitions a little bit into teasing, but it's mostly about fun interaction and conversation.

As far as openers, the whole topic of which openers to use should also be addressed. When you think of the direct versus indirect openers.

Now, direct openers are where you express immediate interest in a woman, and you kind of let her know it up front. Something like, "Hey, you know what, I think you're just adorable and I had to come over and say hi." That's a direct opener.

Whereas an indirect opener would be something like, "Can I ask your opinion on something? I have to get something for my sister here, and I don't know if this would be a good color match." Okay, so maybe you're in a store when you're using that line, that's an indirect opener. You get the difference, right?

So which one would the bad boy use? Well, he'll probably use both. He'll use anything that really got him where he wanted to go, but he'd probably lean towards and be much more heavily invested in using direct or mostly direct openers where he expresses his direct interest in her, but indirect would work.

# THE **BAD** BOY FORMULA

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



The point is not whether or not which one of those you should be using. If you're just aspiring to be the bad boy, well, that means I have to be using direct openers. No, what you have to be using is whatever works for you, whatever actually gets you to open the set or open up talking to women. That's the important thing.

That's what I really want you to get all the whole conversation of openers. Of course, there are the four parts to the opener and the actual presentation of your words. When you're talking to a woman, how is she actually receiving you? How is she actually interpreting you?

1. The actual words you're using. Again, it's the least important of the mix.
2. The vocal intonation, how you're actually saying it.
3. The eye contact, the body language and facial expression that you're putting behind it.
4. The core of it all is the attitude you've got. That energy source and the belief system you have at that moment.

And that's where the bad boy, he basically reigns in this game because he owns the game because he's got that attitude right off the bat. When you have the attitude, the rest takes care of itself.

Now, your assignment from last week was to list the two places that you see women all the time where you go to, and then to create openers for the situations using women's magazines for a fun way to generate that.

Women's magazines are really good because what do they tell you right off the bat? Well, anything that's on the cover of a woman's magazine, whether you want to believe this or not, and this is a bit of a stretch here and I hope you're going to work with me on this, women are actually interested in. That's why they buy the magazine, and that's why the magazine has put those stories on the cover.

So you also probably should have created a few follow-up questions, of course, with those openers.

# THE **BAD BOY** FORMULA

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



Well, let's go back into a few more openers as we transition because we're going to talk a little bit more about banter this time. Banter is a little bit underused and underutilized because most guys don't understand what a critical part of the bad boy's game it is and how easy it is for any guy to use it. It was the real turning point in my conversation game when I learned how to use it effectively.

But back to our openers. I'm going to give you a few more sample openers, so you can kind of understand where these are coming from, and then we'll go back to transitioning that into banter.

So what are some other ways of creating openers? Well, the best way is what we call situational openers. Situational openers really mean starting a conversation about something that's happening or something you're observing in your current environment. That's it.

You're using what's going on around you right now, and that's where I think bad boys really understand this one. It's essential because it makes the most sense. Asking a woman a question about something that's not happening right at that moment or it doesn't make any sense in that moment is a stretch.

You're having to pull her out of the moment to engage in a conversation about something that is not in the moment. It's like walking up and using an opinion opener. Unless it seems brutally relevant to the moment that you're in, it's not going to necessarily seem like a logical way to conduct a conversation.

I'm not going to walk up to a group of women and say, "Excuse me, girls. I need your opinion on something. I was going to buy a gift for my sister next week and I'm wondering if I should get her boots or shoes."

Okay, now that could work, and it might even work, but it doesn't seem to flow well in the moment. It doesn't really have anything to do about what's going on right in that moment. That's why situational openers are so much more effective.

# THE **BAD** BOY FORMULA

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



Here's a way of thinking about situational openers. I'm going to give you examples too. Think about who is around you at that moment. Maybe you're in a Victoria Secret, and you're obviously there because you want the chicks that are there, but let's face it, women go and shop at Victoria Secret.

So you go in, and I use to do this all the time, I just kind of look like I was shopping around and I wait for something to happen. Just something will happen eventually like a woman will drop something and you can make a comment about that right in the moment.

Here's another example, so people that are in the vicinity, what are they doing? Are they talking? Are they arguing? If somebody breaks into an argument, you have a perfect opportunity to start a conversation based on what's happening.

I used to be very opportunistic about this. Whenever I saw a guy approach a woman and I wasn't sure that it actually went anywhere, I'd always go over to the woman he just approached after he got done and say, "So what do you think? On a scale of one to ten, how well does he start that conversation?"

And inevitably, we get a laugh. It would get her immediately getting real with me because she knew that I saw what happened and I understood the social dynamics of what was going on. This is an appraisal opener, by the way. If you can ever find the opportunity to use it, it's awesome.

So think about who is around. Think about what he's got on her. What is she wearing? Her clothing, her accessories, anything she's holding onto, even a purse or a pack, a book or anything.

Maybe she's holding on to a textbook on advanced calculus. Instantly, you have an opener there, "You know what, I took that class before, and I have to tell you that I think calculus, it may have actually exploded a few of my brain cells. How are you doing in that?" Instant conversation.



# THE **BAD** BOY FORMULA

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



Think about when. Think about events that are occurring or about to occur. Maybe it's about to happen like maybe at the bus stop, "Hey, do you know when the next bus is coming?"

I used that one, by the way. I met a girl at a bus stop here in San Francisco on the way home. A very obscure little place to have met a chick, but we went on a couple of dates and well, I'll just leave it in your imagination for the rest of that.

Think about where you are, the place you happen to be, "Oh man, ladies, is this not the coolest club? I mean, look at those pictures over there. Isn't that weird? Isn't that cool? It's look like they're kind of moving. That chick in that picture looks like she's staring at me."

You see, again, these aren't necessarily the best openers, by the way, but they're good examples of them in how you use the current location. Because right now, I'm trying to give you an opener that works for a current moment that you're not in so you're going, "Huh?" But if you're in that moment, it would totally make sense.

Can you see the difference there? This is a good example of why certain openers don't work is because guys are using it in situations that have no real bearing or no connection to the present moment with women.

Think about why you're there. Do you have a common purpose? Like maybe you're in line at the DMV. Well, tell me there isn't a common purpose there. Just to survive and not be torn apart by the, let's just say, interesting staff at the DMV. You can always make a comment about, "Oh my god, do you think they can make lines at the DMV any longer than this? It's incredible."

You can make a comment about how things are being done. Maybe the service is really poor in a restaurant. You can make that comment to people next to you, "Can you believe this place? I can't believe that woman, she actually made it look like I was hassling her by ordering a drink. Oh my god. Do you ladies want to go someplace cool. Come on, let's go."

# THE **BAD** BOY FORMULA

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



There is always a way to use the current moment in the current place and the current anything, the situation you're in, to get things going.

So again, another great experiment here, a great exercise rather. You'd just go out into your world. You didn't even have to approach women, but think about how you would create an opener based on the situation that you're in. You can do this all the time.

Whether it's going to the grocery store, whether it's going to get your car fixed, going to local Costco, I don't care what the situation is, you've always got an opportunity to be thinking about how you would turn it into an opener based on the present moment.

Again, it also is good because it gets your mind out of your own mind. It stops you from getting caught up and thinking and getting stuck in your own head trying to think of something cool. When you're looking around you at the current environment, it forces you to kind of connect back to it. Again, another really important fact that's lost on a lot of guys.

All right, so let's talk about banter and how we kind of make this transition. What is banter? Well, banter is conversation built around playful teasing. It's a ping pong match, and there's no point for this to be all that serious.

I purposely did not want to use a tennis example there because in tennis, every point is serious for some reason, but at ping pong, it's not that serious, and the same thing is true about conversation.

Your opener should transition to playful banter as soon as possible, and this is what I call getting real with the conversation. My game, the thing I teach is called the real game, and that's a big part of it, getting real in your conversation with women involves getting to the essence.

It's kind of cutting through all the BS, the façade, the pretense of trying to be somebody you're not. Getting real as fast as possible, that's what banter really does well.

# THE **BAD** BOY FORMULA

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



So you can do a bunch of different ways. I'll give you some. One of the most common ones, and it's actually become a little bit of a cliché is the role reversal. This is where you walk to a woman and say, "You know what, you look like trouble."

And what are you doing? Well, of course, you're attributing the one thing that you want to think about or the one thing you might be to her, and there is an infinite number of variations on this too.

- You look like trouble
- You're trouble, aren't you?
- You guys look like trouble
- She looks like trouble

These are different situations and different ways of using it. You can address her friends and say, "You know what, she looks like trouble. Is she like the one that gets you out every Saturday night and inevitably makes you regret the crazy stuff you did the next morning? I bet that's her, right?"

There's also a variation on that. You could say, "Oh, you know what, you look dangerous. I don't know if I should be hanging around somebody like you. My mom warned me about chicks like you."

Or, "You looked like a bad girl." That one is a personal favorite of mine because what does that do? Exactly, it attributes the same thing that you are to her. You're the bad boy. Well, guess what? She looks like a bad girl. It gives you permission to be naughty.

Another cute one, I love the banter that goes note to self. I would just kind of stop in the middle of the conversation and go, "Hmm, note to self, do not date this girl." Or, "Note to self, this girl is trouble."

You can also use ones like, "Oh my god, I just can't talk to you anymore." That fake exasperation like, "Oh, I can't believe I'm dealing with this chick." And the more you

# THE **BAD BOY** FORMULA

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



can leave that reason for saying that ambiguous or don't tell her because she's going to go, "What? What did I say?" The more you can leave an ambiguous like that, the more she's going to be interested because she's going to try and justify herself.

You can talk to her friends and say stuff like, "She's a bad girl, isn't she?"

If she gets a little grabby or she touches you or put her hand on you a little bit, you can joke back with her and you have to do it gently because you don't want to discourage the behavior, but you can be like, "Hey, you know what, you touch the merchandise, you got to pay." Or, "Hey, if you touch it, be careful because if you break it, you bought it."

Another really good way of using banter in conversation is to do the pet naming and nicknaming trick, and this one is really good because it sets up kind of like this presumed connection between you two.

It immediately assumes that you two are connected. It's almost like accelerating time to a point where you've known each other for years now and you're so familiar with each other that you got a pet name or nickname for each other.

Again, we're trying to cut through and shortcut our way to the little things that people who have known each other for a while would already do.

Think about a person that's in a relationship with a chick. Think about a guy. Not the person. Think about a guy that's actually in a relationship with a chick. What is it like in a fun relationship with them?

Well, of course, he's going to have nickname for her. He's going to have little playful things. He's going to know her habits. He's going to know her little idiosyncrasies. He's going to know the stuff she does that's annoying. He's going to know her and understand her, and he's going to have a certain level of reality.

# THE **BAD** BOY FORMULA

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



Well, what we do normally, especially as guys and especially as nice guys because I used to do this all the time, is we assume that people don't want that level of familiarity upfront, that they want us to go through all those years of getting to know them in order to get to the fun part where we can actually assume that familiarity.

The truth is actually quite the opposite. The fastest way into somebody's familiarity is to assume it, to automatically have it.

There's a guy in the marketing industry. His name is Joe Polish, and he actually uses this quite a bit. He's a great networker. He knows everybody. He can immediately make friends with some of these high level players, and what he does, the first thing he does is he bust on them.

He bust on them for something. He makes fun of them for something, and immediately that forms a connection because who else would do that, but a person that you know really well.

Now, he doesn't do it in an offensive way. He does it in a way that makes him more endearing. So think about that. Think about the last person that you barely knew, but kind of busted on you a little bit and just give you a little bit of a hard time in a good natured sort of way.

What happens? You assume a level of familiarity with that person. He immediately becomes much more familiar. He becomes much more closer to being a friend than an acquaintance all based on the fact that he assumed a level of familiarity with you that he didn't have yet.

It has to be played well, you don't want to overdo it, but it works really, really well with women, and by using pet naming and nicknaming, you can shortcut yourself there too.

I'll give you an example of this, "You know what, you are coming on way too hot for me. Do you know what I'm going to do? I'm going to call you Dragon Girl. Yeah, you're my little Chinese Dragon Girl."

# THE **BAD** BOY FORMULA

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



Do you see what I did there? I kind of assumed immediately that I was going to have this little connection with her, and I gave her a name. Now, I'm going to use that Dragon Girl as much as possible throughout the conversation, and every so often I'm going to give her a hard time.

I'm going to even joke in ways that are related to the whole Dragon Girl thing. Like maybe she chooses a drink and I'm going to say, "Oh, you know what, Dragon Girl should not drink that drink. It is way too strong. We're all going to go up in flames. All you've got to do is just one little spark out of that nostril of yours and we are going up like a torch."

You get the idea. The point here is to come up with something that you can come up with a pet name for her about. It could be anything. I used to meet a lot of nurses way back when I was doing certain online dating service, and the nurses that I would meet inevitably I would have the same joke for them.

Like, "Hey, can you steal me a set of scrubs? I've always wanted a set of scrubs just to walk around the house and look like I was ready to go into the OR. That's what I'm going to call you. I'm going to call you Scrub Girl. You're my little scrubber, and that will be your little cute nickname."

Or I'll call her Nurse Judy or something like that, "You know what, when I was a kid, I went to the hospital because I had pneumonia," and this is a true story, by the way. "I went to the hospital because I had pneumonia and there was this woman there and she was so awesome. I mean, she was a great nurse. Her name is Nurse Judy. That's what I'm going to call you. You're my Nurse Judy, okay?"

You can use opposite naming too, and this is actually a really effective way of doing it. If she's really bubbly and perky, call her Grumpy. Do you see what I'm doing? I'm using the opposite name for her, and it's kind of sarcastic.

So every time she gets all giggly and happy and starts bursting out laughing, I'm going to go, "Oh Grumpy, would you tone it down?" Or I'll call her Down or

# THE **BAD** BOY FORMULA

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



Depressed Girl or something that is just completely opposite to her actual personality.

If she's super smart, you can call her Rocket. This is a little bit more of a creative one as in Rocket Scientist. Throughout the conversation, you're going to make these little connections.

If you're talking to her, you can go, "Oh, so you're smart, huh? Oh, do you think you're like a rocket scientist? Okay, that's what I'm going to call you. I'm going to call you Rocket Girl. No, wait, Rocket Girl is too obvious. It makes you sound like something out of 1930's pinup magazine. I'm going to call you Rocket. That's your name. Just Rocket."

Or maybe she's super smart and you just call her Dork or Geek. This could come up in conversation where you're asking her about the shows she watches and she admits that she likes Captain Kirk more than Captain Picard, and you're like, "What? A girl that watches Star Trek. Oh, you're such a dork. I mean, that's it. You're not even Susan anymore. You are Dork to me."

By the way, you can come up with cute openers. There are cute openers that kind of transition into these. Again, you want to start with a playful openers that cut through to the banter as soon as possible.

One of the ones, and this is just an example because it's great for going right into banter right off the bat or even role play which I'm going to talk about in a second. I'll come up or I'll walk up to a woman and I'll use this kind of fake tone of voice where I'll go, "My goodness, I am parched from dancing. May I have a sip of your tasty beverage?"

I'm obviously saying this in a kind of funny way. They know I'm not really a dork for talking like that. I might even carry myself a little bit different, a little bit more like pushing my chest out a little bit more, looking like a British aristocrat. "My goodness, I am parched from dancing. May I have a sip of your tasty beverage?"

# THE **BAD** BOY FORMULA

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



Again, you've got to feel like you're in the mood to do a little bit of role play like that, but again that one works really well because it's fun, and of course, have an answer for this. Whatever she says, she's going to say yes or she's going to say no.

If she says yes, you can say, "Look, I was just kidding. You might have cooties. I don't want to drink from your drink.:"

But if she says no, then I'll say, "Are you saying I have cooties? I am so offended."

Remember, everything she says is an opportunity to bust on her, and you've got to keep that playful energy back and forth, back and forth, and back and forth. Ping-pong.

Now, I'll give you one more example of banter just before we go into the exercises and the assignments here. The role play is another great way of having fun in the whole banter thing.

It may seem also that you're becoming a little lesser real by doing the role play, but it's actually quite the opposite. It's actually much more endearing and much more fun, and that is where you just pretend you kind of assumed the roles.

Like when I did that little British aristocrat thing of walking up to her and saying, "My goodness, I am parched from dancing." I'll go back to normal, and then later on the conversation, I'll kind of replay that character a little bit with her.

If she says something like, "Hey, won't you get me a drink now since you drank all of mine?" I'll look at her and say, "My dear, are you aware of what Royalty I come from? We do not buy beverages for women such as yourself. In fact, we hire other people to buy them for us. Let us look around the bar and find some sucker who will buy you a drink."

Again, this is a routine I'm playing off of in the moment, and I've done that before, and it's not obvious to you now. You're going to think to yourself, "Dude, Carlos, I can't do that, man." You can. You just got to be in that moment when you do it.



# THE **BAD** BOY FORMULA

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



I'm teaching you a way of thinking. Again, this goes back to the concept of I want to teach you how to fish, not give you a fish. It's much more important that you learn how to go into the environment and generate this on your own and create these little characters.

Any kind of role play is fun. You can do just about anything in environments, especially in the outdoor environments that suit you. One of the ones that I use several times when I go to a lot of singles events was I would pretend I was the bouncer or the personal bodyguard of the girl I was talking to.

I'd say, "Well, excuse me, ma'am. You look like you need somebody to protect you, kind of keep away the riffraff. I'll tell you what, I'm for hire. Buy me a beer and I'm your bodyguard for the night." And I pretend to be the bodyguard.

Again, these little role play things, they can give us kind of an intimate little fun connections because those little playful moments are what you have when you have a relationship with a woman anyways.

You'd feel more open to doing that sort of thing with a woman when you have that connection, and she's going to feel that and it's fun and it's playful. Those two words should always be in the back of your head, fun and playful. That's how banter works.

I hope I've given you enough examples there. I think you'd understand I can't give you a whole conversation of banter. That's just not practical. It's not real, and it's like saying, "I'm going to give you a very sincere and truthful history for you."

It wouldn't be true because I don't know you and I wouldn't know anything true about your history, so it wouldn't work. That's why banter has to come up in the conversation in the moment. You just play with things that happen in the moment. It's very improvisational.

# THE **BAD** BOY FORMULA

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



In fact, if anybody tells you that you can create banter artificially, in other words, memorize banter, they are full of it. It doesn't work like that. You can use elements to pull out at the right point in the conversation, but ultimately it's going to come up to you to be watching for those little opportunities as they come up, and they're not hard.

Little games that I just told you, the nicknaming game is a perfect one. Think of those as games, not as routines. There are ways to bring these things out in the conversation that you're in.

Now, your assignment this week, I want you to come up with your own variations on some of those routines and some of those banterers that I gave you.

Here's how you do it, and this is a great way to do it and practice on your own. If you really want to practice and being in the moment without having to do it for real, turn on your TV, turn it on to a television show and just try and come up with them on the fly. Use it for the sheer improv of the moment.

Use a television show that obviously has some people that are interacting. Usually dramas are good for this, and just turn down the sound. You can leave it up if you want, but it gets kind of distracting. Turn down the sound and then pretend you're part of the conversation and look at what is happening in the scene and then bust on her for it.

Now, use that as an opportunity to tease her. Use that as an opportunity to come up with some banter about the situation that they're in. It doesn't matter what it is. It could be a serious scene in an action show where the chick is dangling from a rooftop and you walk up to the edge and go, "Excuse me, dear, it looks like you need a hand. Unfortunately, James Bond is out of the moment. I will be your host."

Just stuff like that. I just came up with that off the top of my head and it might not be the best thing, but it's what you need to do to be able to do this. This is a muscle you're exercising in your social framework. Hope that makes sense.

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Also, come up with a few conversation octane boosters for when your conversations stall. So after trying out the improv thing, that improv experiment with TV, get your journal out and I want you to come up with a few octane boosters or things that will restart or rejuvenate a conversation if it starts to get a little bit slow.

Like you're running out of juice, she's running out of juice, what can you say to get that thing going again in that moment before it becomes one of those uncomfortable pauses? There is a ton of stuff you can say.

One of the ones I used to like to use was, "Okay, so tell me something about you that nobody else knows. Oh, okay, somebody else knows, your best friend knows, but not many people know about you. Tell me, come on."

All right, suddenly that will get the conversation going again. She'll be like, "Oh, I don't know. I don't know." Know how to kind of feed her a little bit. I'll be like, "Okay, tell me something about like when you were a kid. Tell me about something really naughty you did that you've never admitted to anybody, like... oh, I don't know, playing doctor with the kid next door or something."

Have a few of these little conversation boosters to use at any random moment to get things going again, because inevitably you will run into those moments. Your mind might run dry. You might be tired. You've talked to 25 different women, and the 26<sup>th</sup> chick, you're starting to get a little bit slow on, so you've got something to pull out of your butt. Just pull it out of your butt and use it.

A bonus assignment for this week is disqualifying. I want you to start learning how to disqualify. This is a little bit off topic from the teasing and banter, but it is important. If you're approaching regularly, but you still feel like you're battling your fear of rejection, you need to learn how to take what I call preemptive strike which is to reject her first.

I know you're saying to yourself, "No, Carlos, it's so hard to get in a conversation already." No, no, no. Think about how a bad boy thinks about this sort of thing. He's automatically disqualifying more women than he's qualifying.

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I will tell you right now that I have turned down more women, both to sleep with and date, than I have actually slept with and dated, and the reason that I did that was because I knew that it was the right posture to have.

It's how the bad boy thinks. He's always trying to look for reason to get rid of women from his life because after a while it does become kind of annoying honestly. A lot of the women that you meet are not what you're looking for, are not what you really want, and you've going to have to disqualify them anyways.

So you run into women that just have these habits and traits that just annoy the crap out of you. So what you're going to do is you're going to casually converse with the woman until you find some reason that would immediately be the reason that you would not want her as a girlfriend.

When you find it, you're going to turn off your interest and desire and you're just going to excuse yourself from the conversation. You'll be polite. You're not going to be mean or anything. You're not going to say, "Oh, my God, you're a smoker? Geez, I would never hang out with a smoker. Later."

Now, you wouldn't do it like that. You'll just be like, "Oh, I'm sorry. I'll let you go smoke. I got to get going. I got to get back to my friends."

In your mind, you've made the decision, "There's no way I'm going to hang out with this chick. I hate kissing chicks that smoke. Their mouths are always dry. They taste like an ashtray, and even if it's only like every so often, she still has that slight, that taste, the mouth she breathes on, it's like breathing into an ashtray. Oh."

So I'm going to push her out of my mind. She's not a possibility. She's disqualified. She's out. That's a position of power right there, and that's what you want.

While you're at it, I want you to journal that experience. What was it you're thinking before this happened? What were you thinking during the event? What were you thinking after?

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Write down how you went through a complete emotional arc as you're going through this whole disqualification. What was the reason you found to disqualify her? What was the rational thinking that changed in your head? What were the emotional feelings that you recognize or understand better after having mentally rejected a woman like that?

Do you suddenly understand, "Oh, this is what it's like from the supply side of the equation. This is what it's like when you are the one thinking from abundance, and you know that women are out there, but you don't have to take everyone that comes down the pike. You don't have to be desperate."

These are little realizations you're going to have and it's important to put them down on paper because they're going to be the ones you want to come back to again and again, so that you can reassume the mindset of the bad boy.

I have given you quite a bit to do this week. This is a lot of great stuff, and this is really potent. It's going to have the most significant effect on your attitude overall.

Again, come up with your own variations on some of those banter routines. Use that television show improv thing I talked to you about. Come up with a few conversation octane boosters to revive your conversation when it stalls, and then go through the disqualification experiment that I talked about.

Even if you only imagine it, it's still a great thing to do because it puts you in a completely different mindset, and it will make the difference for you, especially when it comes to talking to women.

When you're the disqualifier, when you're the one choosing whether or not to have this woman in your life, everything changes, everything changes.

All right, so you've got a lot to do, get busy, get working on it. I want to hear your comments, and I want to hear from you on your questions. This is Carlos Xuma. Talk to you again soon. CX out.

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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.



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RATED	<b>ALPHA</b>
<b>A</b>	Required for R.E.A.L. Men

