



**THE
BAD
BOY
FORMULA**

*The Forbidden
Seduction Method
Women Crave...*

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THE **BAD** BOY FORMULA

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



The Bad Boy Formula



BAD BOY UNIVERSITY

Month 6 Cheat Sheet

Where To Meet Women

Hey, it's Carlos, and I got some good stuff for you right now. Well, some of it is going to be a little controversial as we go into the topic, but I'm going to talk to you about where to meet beautiful women. some of the best locations where you can meet women.

I'm going to give you some of these, but I want you to really, really pay attention and stay focused for this part of the presentation. I'd like you to have a piece of a paper out if possible or just open up a file on your computer as we normally do these days. Even just a spreadsheet is great for tracking this kind of thing.

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What I want you to do is as I go through this list, I want you to make note of the ones that appeal to you, the ones that you think are most doable, and we'll discuss that again at the end of the list, but for now, let's go through the list.

I'm going to try and break them out by their relative temperature.

- Hot is a place where there are single women looking to single men. It's a known singles hangout.
- Warm means that there are lots of women, single and otherwise, so you're dealing with a slightly less qualified group, but at the same time still within your realm of interest.
- Of course, cold where you really don't know what the status of any particular woman is, but it's also still fertile area for you to be able to approach him and it's one of the opportunities you have to be able to take and we willing to take.

So let's go through the list. Starting at the top list, we have hot areas. This is where, again, there are single women out there looking for single men, and actively. This is kind of the purpose you go to this particular location.

Number one is, of course, the ubiquitous, the all encompassing bars and clubs, otherwise known as the alcohol-soaked singles place, but let's look at this a little bit more closely.

Bars and clubs tend to be the places where guys go because that's just where we're programmed to go. Most quality women, I'm going to say this, most quality women do not usually go or frequent bars and clubs to meet men. They know that that's not the place to go.

Now, why would they know that? Well, just because of the nature of the establishment. We go to bars not to really be serious about or fun. We just go there to hook up and have some fun.

So again, most quality women do not frequent, they will go to them, but they will not frequent bars and clubs in order to meet men. They have a certain method and

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ways of meeting men, and that's just not one of them. They'll go there to have fun. They'll go there to hang out.

But if you're looking for a woman, and most guys are, if you're looking for a woman that's a little bit more consistent than maybe one night or maybe just a quick hook up, well, then you're going to have to really expand your horizon.

Now, what about singles events? Of course, one of the next best hot locations to be able to meet women. Any kind of singles event, whether it's a singles mix, and you really got to screen these though because they do tend to attract a certain crowd of a certain again, and sometimes a certain temperament so you've got to watch for them.

There are singles organizers in almost every single major city that I've ever been in, and have researched, so you'll definitely find something. It's finding one that's popular, that's well organized and has the right energy that's really important.

You also got online dating, and this is also a mega, mega superstar in my pick, and the reason that most guys cringe as you may have cringe when you heard me say that is because you don't have a good style or good technique for using it, and you should, and I'll tell you about how to get that as well.

There's also the wine bar, which is an awesome hot zone for meeting women primarily because it's a little bit more sophisticated than a bar and a club. It's a little bit more loungy. It has more of a loungy atmosphere.

And if anything, I would suggest that you consider lounges, those kinds of bars which are not geared towards high-octane singles and pickup as another alternative for meeting women because that is what they are there for as well. A little more low key, a little less noisy, and a little less crazy, that's why I like them, but very similar to a wine bar in many respects.

Then there's speed dating, which is of course the hottest of the hot, and why is somebody in speed dating? Because they want to find somebody. Now, here's the deal with speed dating. It works and it works really well.

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As a matter of fact, it's one of the best places you can go to practice your approaches, practice your technique, the stuff that I teach you. It's definitely the best simulator out there because for the price, it's just can't be beat.

For \$30 or \$40 you get to meet eight or more women in rapid succession. You don't have to waste a lot of time. You're guaranteed to talk to them, and you get a little bit of experience. It's when we place unreasonable expectations on these events that we tend to run into trouble.

The other side of speed dating that's something to keep in mind is you're going to get another eclectic mix of people. These are going to be women that are probably more professional. They are also a little bit more sophisticated.

I found pretty much at every single speed dating event that I either organized or that I attended, there are at least two or three women I would easily have dated, so it's important to keep that as option at least to try.

Now, we got the warm environment. The warm environment, so this includes women and they maybe single, they may be attached or otherwise.

First, number one on this is friend's parties. You've got to go to any of your friend's parties whatever they may throw, become a yes man, just start going to these things, because as I'm going to tell you in a minute, it's a critical and very important part of the process of meeting women.

You want referrals, talking to people and saying, "Hey, you know what, I'm looking to meet a woman. What have you got?" You didn't say it quite like that, but you got the ideas. You can say, "Look, I'm on the market. I'm just looking to date a little bit. I'm wondering if you might know anybody."

Just put the bug in their brain. Don't expect anything right at the moment. Just say, "Don't like come up with a name right now. If you think of anybody, let me know." And they will, typically they will come back with somebody and say, "Hey, you know

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what, you might dig this chick. We're going to a party, she's going to be there. Won't you come along."

That's probably the number one real way to meet women, and one of the best ways because that's how women are expecting to meet men through chance and happenstance and the chaos that we have on our social lives.

Another method of warm meet, and I call it warm because it tends to be that way if you know what you're doing, and that's at a bookstore. Bookstores are awesome for that because it's very easy to approach and talk to women in bookstores.

All you've got to do is look at the section you're in and strike up a conversation about the book they've got. It's not difficult at all, and I cover this in how to do this in my Approach Women Now program.

There are charity and nonprofit functions. Again, another awesome way to meet women. A lot of women do stuff for these things.

Through work, of course. I would actually tend to put that one either on the warm or maybe even the hot temperature zone as meeting people because I have dated women at pretty much every job I've ever had.

It really is an awesome way of meeting women. You just have to know how to handle the environment if it doesn't work out. Never date a supervisor, never date a subordinate as they say.

There's church and events at church or religious events or whatever organization you may go to.

There are weddings. I cannot recommend this enough. If you've seen *Wedding Crashers*, you know what I'm talking about. It's just a great way to meet women who are probably either in the mood, this is the place they want to be, but they are not the one who's getting married so they're thinking, "Oh my God, I may never get here.

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I want to get here,” and they’re going to entertain just about any notion you can imagine.

Music shows are awesome for this as well. It’s a very warm environment because music puts everybody in a good mood. There tends to be some alcohol. It’s very relaxed, so go to music shows. Go to local bar and club scenes where they have live bands and things like that.

All right, let’s talk quickly about cold locations. This is what I call the occasional women. You don’t always know they’re going to be there and you have to rely a lot on chance to meet the person.

Your local gym, of course, is an awesome place.

Your Laundromat where you take your clothes to get them washed at a local public Laundromat. Again, a great way to meet people because typically people go to these things at regular times. I’m going to talk about that again in a minute too.

There’s the grocery store, of course. The grocery store, the frozen meat zone where you can go to pretty basically start up a conversation just so with anybody. Again, these are techniques that I also cover in my approach women program.

I’m not going to cover them specifically here, but you do need to know they are available as you start using more of the bad boy techniques and you bring out that part of your personality, you’re going to find more of these particular venues are going to be more attractive to you than others and actually more of them in general, it’s going to be attractive to you.

Farmer’s markets are awesome. Go to your weekend farmer’s market. Spend an hour or so checking out the fresh produce and you’d be amazed, women are there in droves.

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On the street, just passing a woman cold on the street is probably the most difficult way to meet a woman for most guys, but it's not that hard to do once you know what the technique is.

I actually cover this in detail with live examples in my Approach Women 2 program Real Day Game. You do need to have a certain level of what we call day game, the ability to meet women anywhere and everywhere you go. When you have that ability, you can literally meet any woman, any woman, and that's what so awesome about it.

Hardware stores, believe or not, are an awesome place to meet women because, unfortunately, most women are clueless in these locations. They may be looking for tools or hardware of some kind and they just don't know what to get, so if you're hopping through there and they happen to be hopping through there, you got yourself a potential meet up.

The bank, again, another place to meet women, usually on lunch hours after work or just after work or even on their early morning weekends, you can meet women there pretty much anytime.

Here's one that you probably haven't thought of, but it is big if you happen to have one in your area, the local Ikea store. Those are huge. They call them big box retailers. Those are the people that sell a lot of volume, but they are also large items.

Those are really good places to go to meet women. Ikea is huge for this. Spend a few hours there, I guarantee you you're going to encounter plenty of women roaming the aisles.

Your local coffee shop, you got to frequent your coffee shop because women go there, again, all the time, and it's also very easy to strike up a conversation in coffee shops.

Any lines that you happen to be standing in, you've got to be able to use those to your potential. The DMV, I mean, can you think of a worst place to have to be, and

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of course, one of the best places to strike up a conversation because nobody wants to be there. They much rather be socializing.

There's painting. There's cooking. There's language classes. Any kind of class you can take.

There's the affordable furniture and décor store like the Cost Plus World Markets and even the Bed Bath & Beyond. Those are places women go.

Here's one little side not, and this one that I used a while back and I use to recommend it, and I still do, but only I recommend to my VIPs which is why you're hearing about it here. You have to make it a bit of a self study thing.

You can actually turn this whole process of meeting women into a little bit of a personal project, which kind of gives you credibility and license to ask pretty much any woman anywhere any question.

That's what I did early on when I was first starting to teach this stuff was I leverage my position as a "dating and pickup" guru to be able to go out and just ask women random questions about their dating, and it led me to meeting a lot of women.

So make it your personal mission to ask women where they would go if they were looking to meet a man, and I emphasized if they were looking to meet a man. This becomes your own personal curiosity survey, and it becomes a curiosity opener if you use it the right way.

You can literally walk up to a woman on the street and say, "Hey, you know what, I was just talking to a friend on my phone here, and we're talking about where women go to meet guys these days. I'm curious, if you were single and if you're looking to meet a man, where would you go?"

Do you see what I did there? I also assumed that she wasn't single, which is great because now she doesn't think it's a pickup attempt, she just thinks it's a legitimate

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questions which it is, it's a curiosity thing, and the cool thing is, she's even giving you intel on where to go.

Some women have given me some places that I would never have thought of to go. Like in San Francisco in the city, there are a lot of boating clubs and that's a place a lot of women go because they're looking for guys that, well, frankly, some guys have some money so they can tend to go there and they tend to be a more sophisticated crowd.

So again, it becomes your own little personal curiosity survey and a great way to get more information about what is local to you and where women go because if you don't ask, you won't know.

Now, I want you to stop. I want you to take a small step back. If you have to repeat that last section to go through and write down the venues again, I want you to write those down, the ones you wanted to use.

Stop for a moment, put your pen down, take your hands off the keyboard. Take a small step back. What were you thinking about when I listed those possible places? Were you thinking, "Yeah, yeah, I could do that. That's cool. Yeah, that's good. That one, no, I'm not sure about that one."

Or were you thinking of reasons why they wouldn't work for you? Were you doing more eliminating like, "No, no, I can't do that. No, no, I wouldn't do that. No, no, that's not going to work either."

Or were you fully engaged in the possibility of how to make them work? Think about that for a minute, this is very important.

Because what I notice about most guys is that the question I started out with or more rather that the answer I was trying to give you in this section of the program, where to go to meet how women, it's not really the question. The question is not where to go, the women are everywhere.

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You have to beware of looking for the answer that you want that does not exist. Let me say that again, beware of looking for an answer that you want that doesn't really exist. We're all very guilty of doing this in our lives.

We have this answer to our question in our mind already. You already have some preconceived notions about where you will go and where you won't go to meet women, and what you're willing to do, and to a certain degree, whether or not it's even ever going to work for you. You have some preconceived notions of this, some pre-established beliefs.

You see, the truth is, there is no miracle location where the women are hiding and they're just waiting for you to find them. There's no miracle place. I know every guy is waiting.

The question that's being asked is where are all the hot women because what we want as men is this secret location we've never heard before that will click on brains and we'll go, "Oh yeah. That's the perfect place. No woman would ever reject me there," and you're thinking, "Oh, it will be so easy in that place. Why didn't I ever think of that place?"

Well, guess what? There is no such place as that place. It is wherever you make it. It is the location that you go to. It's the lounge that you go to frequently where you decide for once, "Hey, you know what, I'm tired of feeling like an outsider here. I'm going to start owning this place."

You start learning and you start learning the names of the staff and you start introducing yourself to the management and you become a regular fixture, and they know you and you become socially proven that way. That's how that one has worked.

There's no miracle location, again, where women are hiding in giant pockets and they are all just sitting there tapping their fingernails on the table and waiting for you to just locate them and find them.

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I know it sounds silly when I say that way, but you'd be amazed how in your mind and in your heart, you have an emotional attachment to this image of a place that you can go where there's no risk in meeting women, and they're all waiting for you and they're all hot and they all want to date you and bang you on the first night.

The key is changing how you view the places that you are already using and you're already going to. That's the key, and the reason I'm saying this, again, is because of the question of where to meet women is the wrong question. You can literally meet women anywhere and eventually you will.

The real question is, why don't you approach women when you have the opportunity? Let me say that again, the real question that's floating around that we're getting distracted with the other one about is, why don't you already women when you have the opportunity?

Because nine times out of ten, actually 99 times out of a 100, this question is really about your inner game. It's always an inner game thing. It's always what are you really thinking on the inside, because the equation doesn't change.

Let me give you the equation here for how to meet women, and the equation is very simple, number one, approach. Just do it, don't ask me how to do it. Asking how to approach a woman is another form of a cop out.

If you're a man and you don't want evolution to weed out your genes from the gene pool, then you're going to do it. You will do it, or you'll just make the decision to live alone forever hoping that fate gives you something for nothing.

Sounds kind of harsh? That's the kind of terms you have to put into your mind to kick your ass out the door and get you doing what you know you need to do. The truth of the matter is there is nothing I could say to you, well, there are some things I could say, but they could be pretty harsh.

I mean, there's really nothing though that a person can do from the outside to make you do what you know you need to do. Ultimately, you have to pony up the willpower to do it. It's the only way it ever gets done.

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Now, if you need techniques, which by the way, is also another form of cop out, but some guys are really fully already prepared to go and walk up and talk to women, but they also are completely clueless about what the heck to say.

That's fine. You can get those techniques and tips and the actual strategy in detail, and again, I don't want to make this a promo here, but go to my Approach Women program and I'd give you every single bit of information you need to know to be able to walk up and start a conversation and have it go the way you want it to go.

But again, those are just tools. The reality is you don't need any of that. You can walk up to a woman and just say, "Hi, my name is..." And just start a conversation. Why can't you do that? Why? Because you're believing that there are some magical combination of words that you can use that will distance you from the possibility of rejection.

The truth of the matter is if you can't find a way to motivate yourself to kick yourself in the ass and just do it, to just approach women, there's really no one outside of you that can. It's a decision that you have to be fully engaged in and fully active in.

So number one is approach, just do it, don't ask me how, but do it.

Number two is talk to her. Start the conversational part of this. You've got to relax, get out of your head. Don't focus on you, focus on her, and that's how the conversation leads naturally into a real conversation from just whatever you use to open that up.

I mean, you can literally walk up to a woman and say, "Hey, do you have the time?" And she'll say, "Oh, yeah, it's..." And you interrupt her and say, "I was kind of fibbing there. I was just looking for an excuse to say hi to you. Hi, my name is Carlos."

So you can do that and she's going to appreciate that as being a very cute and clever way of getting a conversation started, but then you need to transition. You

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may even be able to turn it into a regular conversation, and that's again, not difficult if you just relax, get out of your head, don't focus on yourself, focus on her.

Next step, number three, is create attraction and desire through using those bad boy behavior patterns that I give you in the main program. Use the lock and load formulas to create that kind of amped up energy that women find attractive.

Number four, the simplest and the most essential steps is to finish the conversation by getting a commitment of some kind to indicate interest. What do I mean by that?

Getting a commitment of some kind to indicate interest means you simply ask her for her phone number, you ask for her email, her Facebook or some other way that you can reconnect with her that proves that she was really into the conversation in a way that means, "Hey, you know what, I'm going together with you again."

We love and we hate bars and clubs because they're both easy and hard at the same time. Remember, bars and clubs are simply a training simulator. You go in, you have some fun, but you don't have to take anything seriously in there.

I mean, do you remember the last crappy score you got in a video game or anything you played where you just didn't do that well? No, you probably don't remember it all. It's the same way for bars and clubs. We just tend to take them a little bit more seriously because these are real people judging our values as human beings.

Look, I'm not making light of it. The judgment of whether or not a man is adequate or not, that whole rejection thing is a very big weight on a guy when he approaches a woman, and men are expected to do it almost all the time. In reality, it's about 80% of the time, but let's face it, you have to take the responsibility to do it 100% of the time.

My suggestion is, go out and do my "hired gun" warm-up first. My "hired gun" warm-up is simply going into the stores, talking to women that are working as clerks in stores just to warm up and get yourself primed for the experience of certain conversations.

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Have a routine that gets you into the mood of talking and conversing and socializing because you have to get out of your head and into a conversational mode. It doesn't just happen on its own.

Take it from me. I used to work quite a bit at home on my computer and then I'd go out and I'd try approaching women and it would be a failure because I wasn't warmed up. I needed to warm up to talking to people.

Let me tell you something, shyness is not an excuse. Do not use that as an excuse for yourself. I'm shy. To this day I'm still shy, but I practiced just getting over myself. That's really what it is.

By the way, shyness is just an over-focus on saving face and not looking dumb. If you think about it at all, that's really what it is. We try and make it look very innocent, but in reality it's not a positive trait to coddle and to cultivate and develop in yourself. You've got to work past it.

I simply just practiced getting over myself and talking to women anyways. There is no magic pill other than just forcing yourself to do it as fast as you possibly can. The faster you do it, the faster you realize, "Oh, yeah, duh, this isn't really that bad. I keep making it out to be something huge in my head."

But the longer you wait, the longer you make it take, the worse it gets for you because you're building up a false image in your mind, and that conditions you against approaching. It makes it harder every single time. The longer it takes, the harder it is every single time.

Again, if you're new to this, if you're new to the whole meeting women, and some guys are, you need to get those basics under you first. Have your openers. Have your easiest place to go where you can reinforce your feeling of, "You know what, I can do this."

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Have your hip pocket opener. It's something that my good friend Lance talks about. Just having one opener that you can use anywhere you go and it's universal and it always works, and it's so rehearsed that you don't even have to think about it. The words just fall out of your mouth.

I have given mine in the past, I'd give them again. Mine is very simple. "Hey, you know, I was just on my way out of here and I saw you, and I knew I'd just be kicking myself if I didn't say something. I just have to come over and say hi. My name is Carlos."

They are very easy, very simple. It just kind of falls out of your mouth. I kind of change the wording from time to time, but it's the exact same gist.

I had another one that was good. I used to walk up and just say, "You know what, I just had to let you know you have this awesome energy about you, and I just wanted to say hi. My name is Carlos."

Very simple. Those are two very easily used back pocket openers. You can also use the one about the asking for what time it is. That one works really well as well.

Also, make sure you have your bookends ready. Bookends are the start and end of the conversation. That's all you need to start a conversation. You need the bookends, so you need to start the opener, and you need the end, the way to exit.

Even if it's only to say, "Hey, you know what, it was great talking to you, but I got to get going." There's your end bookend. That was the one I used for a while. If I wasn't in with the chick, I would just use that. I would say, "Hey, you know what, it's great talking to you. I got to get going."

If you're really new to this, just get the opener experience. Get the opener experience of just starting conversations because that is 99% of the battle for most guys. Once you start a conversation, everything kind of flows on its own there.

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She will help you if she's all into you, and then just get the hang of transitioning from the opener to the conversation. It's very simple. Later on, you'll eventually want to steer this naturally towards your particular goals.

You're going to go for phone numbers. You'll go for emails or Facebook addresses, and then you're going to move on to going for getting a planned date because you're going to be so good at just starting that opening conversation and getting attraction started, and then to instant dates and so on.

Now, I've dealt with this psychology of guys for over a decade, and I can tell you from personal experience exactly what you need to do to meet women. You have to get yourself to approach them and you have to practice it consistently over and over and over.

That's all there is to winning with women. Meeting them and practicing your conversations, repeating them enough where you start to get actually good at this process.

It's very similar to what I've been going through in the last couple of years. I made this decision that I really was going to dig deep into guitar. I played a guitar for about 30 years now, and I took some time off in there.

I took quite a few years off, but when I came back to it. What I decided was, "You know what, I'm going to learn all the theory. I'm going to learn all the stuff that I never knew before about how the guitar works and how to really get some of this stuff under my fingers.

It was amazing. I just spent a year of dedicated focus and I have literally doubled or even tripled my ability on the guitar. I can do things now that I could never do before. My speed, I've always been fast in terms of playing style, and now, I have the accuracy that I was always lacking with that.

I was always fumbling my scales and slipping off in the modes that I shouldn't, but now I've got that pretty much under my fingers. I'm pretty to go and I just feel

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incredible about myself from my playing now. You will get the exact same results from meeting women. You will. It absolutely always works if you work it.

Success in meeting women is not about getting rid of the fear. That's just natural. Fear is natural. You have to accept that. Fear is just a natural way. You have to simply find the path around the fear that works for you.

So what worked for me? Well, knowing how pathetic I felt when I wouldn't do what it took to meet the women I wanted, that was a big one. That's a motivator. I felt like a total chump, and I couldn't live with that image of myself.

Knowing that if I didn't approach women, that I'd either end up old and alone, never having kids of my own, or that I might even end up with a woman that I have to possibly settle for. That was a big kick in the ass.

You see the chances of a real catch that I didn't fish for is unbelievably small. That was my mantra. The chances of me catching a really big fish that I don't even throw a line out for is unbelievably small as in almost impossible.

The key to finding a woman is simply to network. If you don't have one, make one. Build your social network. It all really happens there. You can go out and approach woman all you like.

But if you want to make it easy on yourself, build a network of people that you can randomly encounter women, that you almost never have to approach women the same way again if you really put your focus on meeting people, not just meeting women, meet people, because everybody knows women.

The woman that you're going to end up with knows somebody. It's really your job to find that somebody. You could just go looking for her, but the reality is you're putting way too much pressure on yourself and you're making it more difficult than you can.

Use your social circles, your social network. Your social circle you should reach out,, they should be fresh and as stable as you can make them, and by reach out, I mean,

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your social circle should be something that's a little bit outside of your comfort zone and it forces you to expand. It's an expanding social circles.

I, myself, don't have such a great social circle at times and I have to really force myself to kind of reach out and make new friends.

Then the freshness part of that, of course, is just like fresh produce, you've got to be able to go out with them on a regular basis, remind them of who you are, stay in their lives, whether it's Facebook or otherwise, but be connected and keep that connection fresh. It's like pinging them. It's like sending out a ping every so often to let them know you're alive.

Then, of course, stability, as much stability as you can, meaning that you'd go to events for the people that you really do like and maintain the level of friendship there. You see, men have more female friends that you're going to meet from your friends than anything else.

By the way, if you want to know a little secret tip here, you're going to meet many more female friends if you make friends with guys who live with another woman because they overlap in at least 50% of their friends.

Go to the hot spots. Go to the places where people go, and then vary those places and the times that you go to them to maximize the number of possible encounters. That's how you do it.

Go to the places where people go, those are the hot spots, those places that I just gave you, in fact. Make them coincide with the things you're interested in, and then vary them up. Go to different ones and at different times, and you will maximize your encounters.

Another little secret tool, by the way, go hunting through Yelp in your local area. You're going to find a lot of ideas there for places you would never have thought of before to meet people. Typically the places that people are commenting on are places they go frequently. Why not take a look at that?

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All right, so again, this is not a hard topic. What we do is we think too much about it and we make it too difficult for ourselves. Make it easy on yourself. Do the simple things that have the biggest effect.

It's the old 80/20 rule. Increase your social network, meet more people who know more women and you won't have to go out there and do that cold market or the hot market of going to a bar and club that you don't want to go to again, or maybe you do want to go there, and you don't want to do some of the other stuff.

Look, it's all on the game of what is it you can just put aside in your mind, throw the emotional part out and just do what you need to do. Emotions get in your way of success most of the time. Trust your intuition, but don't let your emotions stop you from doing what you know you need to do.

Make Her Laugh

Here are some tips on how to make women laugh. This is an important one obviously because it's one that just about every guy knows he needs to do.

But, well, we often feel like we're not funny or we're not funny guys and we can't do it, where you become self-conscious with your humor because you don't know how humor really works. A lot of guys also like to think about humor as being something of an art as opposed to a science, and unfortunately, that's not true.

The other unfortunate part of that is if you label something an art, well, you stop believing that it has concrete, quantifiable things you can actually do to improve and you start to believe it's only talent. It's not. Humor is something that anybody can do, you just have to learn the rules.

Now, if you grew up in a household where humor was frowned upon or was slighted or it's just wasn't looked upon positively, well, then, of course, it's going to be difficult, and my childhood, of course, I had plenty of humor.

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My father was a big jokester. He's incredibly serious at times. He was definitely into this sense of humor thing, and my mother loved humor, and we love watching comedies and things like that, so it was a very big cultural thing, but at the same time, it may not have been for you.

So we're going to talk about that today, how to make women laugh, and how to be funny with women. Remember, of course, that laughter is emotional. When it comes right down to it, that's what we're looking to do with women. We're creating an emotional state with them. It's not logic.

Laughter is important. What does laughter do? Why do we want women to laugh? Well, laughter communicates positive evolutionary qualities to women. This is something a lot of guys don't realize.

The reason that so many women say they want a sense of humor in their boy, on the guy that she's going out with or her boyfriends or whatever, the reason she's saying this is because humor communicates so many positive qualities to her.

She understands if he's got a sense of humor, he's got things she's going to want in the future and it will be good for her in terms of she can rely on him and things like that. It doesn't seem logical, but it is actually true.

It communicates things like intelligence. It takes intelligence to see humorous things, and believe me, I don't care if you think of yourself as being stupid or dumb, you've got the intelligence to spot this stuff.

It takes observation. You just have to be able to look at things and see the funny things in it. If you can laugh at a joke, then you can also find the roots of what made that joke funny and create them yourself. It's just a plain and simple truth.

Flexibility. It also communicates flexibility in attitude and that's really important. Guys that aren't into a sense of humor can come across and communicate themselves as being very rigid and very uncool.

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As a matter of fact, just think about what a lack of humor or not having a sense of humor communicates to people. You're basically rigid in your structure. You're not fun to be around, and that's another reason why a sense of humor communicates things. It's a meta communicator to women.

It communicates a lack of spontaneity. One of the things I didn't say was that humor does communicate you have ability to be spontaneous, and if you don't have a sense of humor, it communicates a serious attitude, which is inflexibility ultimately.

Now, what is humor? Well, if you're going to get scientific about it, humor is simply the resolution of two contradictory or incongruous thoughts. It's defying expectations. Think about what makes you laugh. Laughter is ultimately an emotional release.

Here's a great example of this. What happens when you get scared something with like somebody does something they didn't intend to. Maybe they came around the corner and you weren't expecting them, but you got startled by them and scared and then you realized there really wasn't a threat. What happens? You laugh.

Women do this all the time. You would see them like they'll put their hand up to their chest or there's this instinctual response we have where we bring our hands up, and we laugh.

It's actually a sexual tension in a lot of ways because just the raising of that little bit of scare and then the release of it becomes a little bit of a sexual thrill. That's why women become very, let's say, sexually excited. Even going to see thriller and horror movies and things like that on occasion.

Now, the real problem is seeing yourself as a serious person and being incapable of being funny, now that's the problem. It's the self view. It's not whether you are or you aren't because there is no are or aren't in this. You're seeing yourself that way because your identity will be the critical component of this.

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This is what you really have to understand, your identity or how you peg yourself as being funny or not funny is really going to dictate what you present to women. If you don't have the identity of a guy that thinks themselves as capable of being funny, well, guess what? You're not going to be funny.

You can't do what you don't foresee yourself doing in your head. This is really important. This is one of those things I teach guys all the time when it comes to pickup and things like that is you cannot do something in real life that you don't see yourself doing on some level in your own mind. It doesn't usually happen.

Sometimes by accident, but not often. So seeing yourself as being a serious person or guy that can't joke around or can't be funny with women, that will be what stops you, not the actual fact that you can't. It's the viewing of yourself that way. It's the identity you create for yourself.

So why do women laugh? Well, first of all, it's to flirt, and also as a tension relief or sexual tension, as I explained. Think about it, women will giggle at the dumbest stuff.

Why is she actually giggling? Why is she laughing hysterically at stuff that you're looking and going, "What? That dude is so lame, man. I can't believe these girls are laughing at it."

Why are they laughing at it? It's not because it's really funny, it's because the potential for it to be funny to them is created by the woman's own sexual tension. It means she digs that guy.

When you get a woman doing this to herself, you should be able to realize right there and there, "Oh, I get it. She's giggling at all these nonsensical stuff I'm saying because she digs me." So you use that as a sign.

Again, also, don't worry about the quality because in most ways, the best kind of humor is the goofy humor, the humor that doesn't really have a lot going to it.

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Unless you really happen to run into a Mensa candidate or some high IQ brainiac chick at a bar, which is not that likely, I'm not saying that they're stupid, I'm just saying you're not going to run into the rocket scientist there.

But if you do run into a woman there, and she is really the smart type, of course, she can appreciate smart humor, but she will also, if she's kind of the girl you want to hang with, be able to appreciate low brow humor too, or even just goofy humor.

Most humor is observation. You have to train your mind to see funny things as they appear around you. It's a mindset. You've got to focus on the effect on her and not the logic of it.

Actually, let me step back here for a second because it's important. This mindset thing is really important. The humor is observation, it's just looking around you and seeing. All you have to do is train your mind and it becomes this part of your awareness.

It's kind of like when you buy a car. Let's say, for some reason, you bought a Highlander, the SUV. Let's say you bought one of those. Well, as you're driving this car, you look around and you notice that these things are everywhere. Everybody is driving one. There are Highlanders all over the place.

Now, has anything really changed here? No, although the same number of Highlanders were always out there, you just weren't noticing them because your reticular-activating system was not dialed into that station, but now that you own one, of course, you're going to recognize them. You're going to see them more often.

It's the same thing with humor. You just train your mind to see the funny things as they happen around you, and once you get the hang of that, it's really easy. It's really easy. So focus on the effect on her. Don't focus on the logic of it, whether is it or isn't really funny or that doesn't make any sense. That's totally dumb.

Even guys get into this mindset where they like to just judge things. It makes them feel better about themselves so they judge, judge, judge, "Oh, that's stupid, dude.

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That's lame. That's this. That's that." Let go of that stuff because it's going to get in the way of you getting real with women and getting down and dirty.

When it comes that time to have that kind of goofy fun with a woman, you're going to be holding yourself back because you won't want to go there. You'll be above that, and you can't be. You've got to be there with her in it. It's hard to explain, but you'll know what I mean when you get there.

One of the things you can do is create humorous imagery. Humorous imagery, I'm going to come back to this one, because it's part of the exaggeration, but you're creating something funny in her mind. She has to see an image that's funny to her, and it doesn't take much to do that. Sometimes I will do this in an imaginative way.

If there's somebody funny at a bar where I'm at or a place that we're both at and we're just hanging out together, and I can observe them and say, "Hey, look at that guy. Now, can you totally see this guy in the weekend? You know what he's wearing, right?"

"Yeah, you've got it. White socks and Birkenstocks. Oh yeah, and you know what, he's probably got one of those weird little hats with the feather on the side, the kind that the German guys wear with their lederhosen. Do you know what I mean? Yeah?"

And guess what did I do there? I created a really humorous image for her, and that's the kind of thing she needs to laugh. That's going to make her laugh.

Now, remember, even if she thinks it's funny, she will not laugh at humor that might make her look bad in public. This is a built-in protection mechanism that women have. It's called the social self preservation mechanism.

So you've got to be aware that certain types of humor are going to be off limits at certain points of your interaction with her. Like when you first meet her, she's going to be less willing to laugh at something low brow and kind of maybe gutter humor than she will be later on.

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Later on she'll let down her guard, but upfront you're going to have to play it kind of cool and play it by certain rules.

Remember also that humor means fun. It's all about fun, and it's what humor is about. It's not humor for the sake of getting serious. You want to get her laughing because this is closer to excitement than it is striking up rapport with a woman.

This is why most guys fail when they try to make a woman laugh upfront is because they're too busy trying to get that rapport thing going. They're trying and go down a serious route, and then they're trying to split the conversation in two different directions, one side, they're trying to make her laugh, but at the same time, they're trying to strike up rapport. The two in that way are kind of mutually exclusive.

You want laughing at upfront because that's excitement and attraction, then you can blend that in. You're not going to want to do this all the time, but you're going to then kind of transfer the energy over into rapport later on, but you're starting out with that funniness or that sense of humor side to get her excited.

I'll give you some examples here. I'll give you some more of this to start with. It's what I call the inappropriate implications. This is one of the ones that I like to use because it actually does come up a lot. It's not just necessarily this situation, but you'll see what I mean.

It's like I'll say something to her like, "Are you done with that pen?" Like I loaned her my pen. I'd say, "Are you done with that pen?" She'll say, "Can I give it to you later?" And I'll say, "Yeah, but can I have my pen back too?"

You get it, right? Of course, I was talking about the pen all the time, or she was talking about the pen all the time, but I made the whole joke about her saying, "Can I give it to you later?" Okay, that's a little bit of a sexual double entendre, and that's another way of again looking for the opportunities to have that kind of fun in the conversation.

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I'm going to give you a series of things that I want you to do, and I call them "do this." I'm going to give you some things that I don't want you to do, and then I'm going to give you some exercises that will keep you busy for a little while.

So the first thing I want you to do is I want you to stick to shortened jokes especially upfront. Keep them two-line type jokes, things that are very, very short and sweet. You don't want to jump into a big, long joke that takes a lot of telling.

By the way, you can totally get ruined in this because if somebody comes along that she wasn't expecting or she sees somebody she knows, it interrupts your joke, and then do you know what's it's like to try and get a joke back on track? It sucks, dude.

Keep your shortened jokes as short as possible upfront. The two liners are best, and I'm going to give you examples of those too.

Sprinkle any humor basically like seasoning. It's very sparse. You don't want to constantly be joking on a conversation because then you start to become a little bit of dancing monkey, a little bit annoying.

I had this friend that does nothing but joke constantly in the conversation. You can never feel like you're really dealing with the person. If you're constantly joking, you're never going to seem like you're making a real connection.

Tease, I'm going to come back to this again too, but teasing is really important. Teasing is the best form of humor that you can bring into a conversation that will not only get her laughing, but also getting her that playful sexual frustration that you wanted to have.

Relax physically first and then emotionally. Physical relaxation is really, really important. I went to go and see a comedy routine a couple of nights ago, and the guy that was opened up the act was awesome. He was hysterical. His material was fantastic, and everybody was just really enjoying him.

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But one thing I noticed though while I was up sitting very close to the stage, and I can see his hands. His fingers were kind of trembling throughout the whole thing. I mean, I thought it would eventually wear off once he realized that the audience was good and he wasn't being heckled or pushed around.

But no, his fingers kept shaking. His hands kept shaking. It just ate away at me a little bit because he had such great stuff, great material, and he didn't come across nervous in his voice, but the body language kind of shook us up a little bit.

That's something you've got to realize. You've got to control that, and you want to look relaxed. You want to be relaxed. You want to be physically relaxed as possible, not appearing nervous, and then of course, that will translate itself automatically into emotional relaxation.

Watch your timing. There are plenty of opportunities for humor in a conversation, and you don't need to jump on all of them, and you don't have to worry if you can't find one right off the bat. You don't want to overdo. You don't want to throw everything off by an improperly timed joke or saying something at the wrong time.

I'm guilty of this because I have gone off the deep end by being a little bit too much of the joker guy, and that has hurt me, and I've learned from that, that you've got to watch your timing, and there will be plenty of opportunities in the conversation.

Use sexually and emotionally charged words in the conversation as much as you can because it will start to get her thinking in these terms. It's just a playful way of having your conversation that's fun and it starts to get her in that mode of being sexually minded.

What do I mean by sexually and emotionally charged words? Things like pounding or hard or wet or throbbing. Just weird, little words that if you can throw them in, they are normally thought of as being somewhat sexual will make her conversation much more fun.

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I'll give you an example. I use this one all the time. I talked to this girl and I said, "You know, I went to the Best Buy the other day, and I have to admit, some of those flat screen TVs I saw there, they were coming, well, a little moist."

That's scores plenty because I'm a guy and that's not our particular sexual reaction, and of course, moist is a little ambiguous. It could mean I was sweating, but it's fun, they'll look at me like, "What?"

Here's another one I used. This one I actually stole from the movie *LA Story* with Steve Martin. I think this one is really good where some woman will say something if it's an emotional high point in the conversation, I'll look at her and go, "Well, you know what, I'm feeling kind of emotionally erect."

Of course, it's emotionally erect. I didn't say physically, I said emotionally erect, which she's going to go, "What?" But it's funny.

Here's another one. I said this before, and this is another one I've used. This one's I actually used. "I was talking to some of my coworkers and I told them that I thought we should take a new direction, and then I realized that I can't talk about nude erections with them."

If you think about it because new direction, if you say it quick new direction, it sounds like nude erection, and yeah, I have actually used that in conversation not meaning to because those two stupid words, once I realized, when you put them together like that, do that, and I can't stop using them in conversation.

It's like that whole observational thing. Now, I see it everywhere I go. I start using it too much, but it's fun because I can kind of joke about it. It's a sexual double entendre. It's along the lines of the old Beavis and Butt-head thing where Butt-head would say, "Ha-ha, she said cockpit. Ha-ha."

Do you know that little joke there? It was kind of a joke throughout the series wherever somebody would say something somewhat sexual or slips a word in there and he'd go, "Ha-ha, she said cockpit." And I actually use that little Butt-head voice sometimes in conversation, but some guys don't feel comfortable with characters.

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Here's a fast opener for you, and I'm slipping this in because it falls along the lines of humor by its nature, but it's actually a good opener. It's actually one of those things that would qualify as being a pickup line per se.

I would walk up to a woman and say, "Hey, do you remember me?" And she'd look at me a little quizzically like, "Oh, no. I don't think so." And I'd just say, "You will. My name is Carlos. What's yours?"

Now, that's a little joke, a little bit of fun there. I'm playing on it, and then later on the conversation, I'll say, "Do you remember me now?" A little bit of humor that I can use as an opener, and you can do it this way.

You just have to be careful. You don't want to come across as corny by using some of the pickup lines that are out there that are just like way over the top like, "You know what, honey, your pants must be made of Windex because I can see myself in them."

Things like that are just like, "Oh dude, you got to lay those low." So don't use any of the corny pickup lines especially the ones that are a little bit too sexually charged like that. This one is fun when it's playful.

Here's another one that works as a good opener. It's not so much on the humor side, but it works because it's very, very real, and I basically say, "I feel a little embarrassed about this, but you know what, I'd like to meet you."

I don't really use that one quite that much anymore, but it was one of the ones I used early on because it was true. I was feeling a little embarrassed or shy, and it was a good way to open the conversation, and women will immediately gravitate to that. She'll immediately open to that and immediately like that because it's very truthful, and it's very open.

Another one I would use is, "Hey, I'm trying to get over my shyness. My name is Carlos." What is the woman going to say? Is she ever going to shoot a guy down

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that starts up a conversation like that? Well, if she does, she deserves to be burned at the stake, but you know what I mean. These are great openers to get into the conversation.

But I digress, those are openers. We're going to get back to humor here. It's what I call elephant in the room humor. This is more part of the "do this" stuff. One of the things I'll say to a woman is, "Hey, what's the best line you've heard here tonight?"

If I'm in a bar, if I'm at a party, I'll walk up to a really attractive woman and I'll say, "Hey, what's the best line you've heard tonight?" A couple of times the woman has said, "Oh, that was right there, and I'm going to be like, "Hey, all right, I win, high five."

That's how you can play it at the office if she ever does do that, but she'll be looking at you like, "Oh man, you wouldn't believe it." It's kind of like an immediate way of getting connected with her.

Another one I use is, "I've got three pickup lines for you. Which one do you want, A, B, or C?" And inevitably she'll choose one. She'll say, "Oh, I'll take B." And I'll just look at her and go, "Hi, my name is Carlos." And then that's it. That's only what I have to use. No matter what she chooses, I use that same one.

Then she'll look at me and go, "Well, what was C?" I'm like, "Hmm, you'll have to like go over there and get me a drink and then come back and pretend like you didn't know me. I'll give you C then."

Now, you can do this a number of things with that, but it's a lot of fun, and again, funny to her because it's talking about the elephant in the room, which is, of course, she knows that guys are coming over to pick up on her and try to use lame lines, so why not use that to your advantage.

Wake up funny. Every day you've got to start off with the mindset of looking for humor wherever you go. Wherever you go, it doesn't matter what you're doing, where you're going, you always can find the humor. I don't care if you're stuck in the line at the DMV, you've got to do this.

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If you find yourself going down that path of “This just sucks, man. This really blows, grrr, grrr,” and you’re starting to get into that mindset, pull yourself out and remind yourself that this is the way to program your mind to be funny, and it really does too.

It also makes for a better life if you ask. Ever since I started doing this, I stopped being such a dick about things, being so uptight, and yeah, this includes me in the DMV line. You can just find humor.

Like I’ll be in the DMV line and I’ll see the woman at the computer with her fingernails that are like these huge talons, like these three-inch talons, and each of them has like different diamonds and patterns on it, and I think to myself, “Hmm, interesting.. They go well with the leopard’s spotted pants she’s wearing. I wonder if it is cougar’s night out here at the DMV?”

Do you see what I’m doing? I’m just riffing on that, even if it’s only in my mind to get the practice.

Here’s what I don’t want you to do. Well, I just told you to do this stuff, now we’re going to do don’t this stuff. Don’t laugh at your own jokes. The best you can really do is just go off with this wry smirk and let it be that, but don’t laugh at your own jokes because it seems a little bit too try hard.

Don’t joke about religion, race or violence at all in those first few conversations. Like the conversations I have with my girlfriend now are completely different than I would ever consider having with any woman ever in the first few conversations because of course we know each other.

She knows how demented my sense of humor goes and how deep it is and that I’m willing to joke about some pretty, unbelievably racy things, but that’s me now where we know each other. She knows it, I know it, and we’ve worked our way there. We have to warm up to it. But not with somebody you just met, so never joke about religion, race or violence or anything like that in the first few conversations.

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Keep it really light. Don't start out with, "Hey, I got a joke for you." Don't do that either. That sucks. That's a bad way to go into it. Also, it's a preconceived notions.

Just go right into it like it really happened. This is something I tell guys all the time. Don't ever tell a person you're telling him a joke. Just start telling the joke as if it really happened to you.

Don't reuse a joke or tell anything more than once. This goes without saying, but you'd be amazed how many guys do this. If they got a laugh at something once, they're going to use it twice or more. Don't do that. Bad idea.

Don't be the dancing monkey. In other words, you don't want to be Mr. Entertainer constantly. You want to avoid this kind of try hard behavior, so don't be the guy that's trying to over entertain. Let it go, just be light with it, and again, sprinkle it in like seasoning.

Don't joke about sex with her. A lot of guys use their humor that way. They joke in line with wanting to have sex with a woman, or letting her know their sexual interest. They try and make her humor cross over that line, and it doesn't work. Not only it doesn't work, it actually turns her off.

So don't joke about anything involving sex with her. Unless you want to turn it around and make it a role reversal where it's about her wanting to have sex with you, but again, know how to do that before you do it.

Don't force the joke in the conversation. Make it fit. Don't be joking about something that is totally not connected to whatever you're talking about. Don't try changing the course of the conversation too drastically because, again, that seems try hard. It doesn't work.

Mistakes are going to happen when you're trying out humor for the first few times. It's okay. The way you protect yourself as kind of like insurance thing is to have some saves. I call these saves, and these saves are something you can say after something that just either falls flat or bombs or whatever.

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If you notice comedians do this all the time too. Like I'll slip in something at the end like, "Okay, that was a joke, I think." They didn't laugh when I throw that out there.

Or I'd put and say something funny, and they just kind of chuckle and I'm like, "Come on, this is the good stuff."

Or something like, "Bud-dum-pum, hey, I'll be here all night. Tip your waiter well." Pretending I'm a stand-up comedian.

Or "Oh, I got more where those came from, not that you're going to want to hear them."

Or, "That was a joke, you may laugh... now."

Those are some saves. You can invent your own however you want to do it, but have a few. Don't just sit there in silence going, "Umh, oh, well, yeah, uh." That looks just weird and awkward.

Have something to say that's kind of like, "You know what, I realized I bombed on that, but I'm going to have a little fun with it too. I'm going to try and be funny about not being funny."

Now, some types here, some types of humor. One of the best ones, and you're probably familiar with this one is the role reversal, and I talk about this a bit in the program.

One of the things you want to do with role reversal is give a woman permission to not be the woman, to not have to live up to all the stereotyping and all the stuff that she normally has to.

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You can make her the aggressor. You can play against type. I mean, think about it, women are considered what, they're the angels. They're pure. They're not sexual. They're not aggressive. They're nice. They're timid. Anything you can do to associate masculine behavior with her or to flip the tables to give her permission to not be that role is actually going to be welcomed by her.

If you attribute those things to her like being the sexually aggressive pursuer like, "Hey, whoa, wait a minute here. I got to cover my drink because I don't know if you're going to slip me a roofie or something. I don't want to wake in the morning with my hand duct taped behind my back and you looking at me with those looks of... oh, I don't know if I can handle that, dude."

You've got to be able to play with these kinds of role reversals and they work really well in conversations because they're really obvious. Any chance you get to just flip the tables on her, do it.

There's exaggeration. Exaggeration is a great form of humor and it works really well with women, and it's just taking things to a ridiculous extreme. It's just exaggerating beyond belief, like a woman would go out to a bar and have a really small purse with her, actually, it's a clutch bag or something really small so she doesn't have to carry a purse.

I'll look at her and go, "Wait a minute, you know what, I know about you chicks and your purses. I'll be willing to bet you got a whole apartment-ful of stuff in there. I mean, you've probably got your ID, you've got ten credit cards, 50 packs of chewing gum, 5 tampons. What else? Let's see."

I'll definitely throw in this line about tampons because that's a great one. It's another one of those ways to get real and to say thing that are a little bit shocking, but not quite over the top.

Exaggerate, or if she has really big purse, you do the usual joke about that. I would be like, "Oh my God, dude, this is like the most petite thing I've ever seen. I mean, I don't know. I mean, if you're going to leave the house with a purse, you might as

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well as go small like this.” What am I doing? I’m exaggerating in the opposite direction.

Ridiculous imagery, this goes back to that emotional imagery I was telling you about, giving her something very vivid to see in her mind. You can use ridiculous imagery. Again, this is a form of exaggeration.

Like when she’s taking forever to come back from the restroom, I’ll say, “Hey, you know what, you were in the restroom for a while. Is there like a shoe sale going on in there that I should know about? I mean, can I get some like Manolo Blahniks for half price. What’s up?” Again, it’s kind of exaggeration, but it’s creating an image.

Or if there’s somebody like a waiter that’s got a weird look about him because here in San Francisco especially, there are some really wild looking people with tattoos and piercings and all that.

I’ll say something like, “Hey, can you imagine that waiter with pierced face at a bank shareholder meeting? Can you imagine that? I mean, this dude with the tie, and you can be like, ‘Dude.’” Again, I’m taking that imagery and I’m creating something in her head.

Another one I love to use is the “if you know what I mean.” If you’ve ever watched the show *Whose Line Is It Anyways?*, the old show with Drew Carey, a lot of fun, by the way. It’s one of my recommendations here in the exercise that’s coming up.

They had this game they played on there called “If you know what I mean,” and everything they said, they had to stick that in there to make it like a sexual meaning on the side.

So if they were mechanics at a car garage, then he have to say, “Oh, let me tell you, I had to replace every piston in that engine, if you know what I mean.” And the other would go, “Yeah, but let me tell you, there was enough oil to keep everything lubricated, if you know what I mean.”

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And that's a sexual double entendre, so you're playing off these sexual meanings of things, so use that as much as possible. It kind of falls in line with the Beavis and Butt-head thing of "Ha-ha, she said oil," or stuff like that.

Of course, tease, tease, constantly teasing. I go into this in much more detail in the *Tease To Please* book, which is in the members area. You should go there and get it. It's available to you I think after a couple of weeks in the program. Just go and grab it, read it through, and it explains how to tease effectively.

When you tease, you do not do the insult thing, and this is a big distinction. Teasing is the best way to get a chick hot for you. Hands down bar none, it is the number one way, the number one technique that I teach the guys, and I call it tease to please, and it works incredibly well.

Steal, steal, steal, steal. Just steal anything you find. If you watch a show and you see a great joke on it, don't be afraid to use that later on. The more obscure, the better because that way you can kind of be sure she hasn't seen it.

Like I watch the show *Archer*, which is hysterical. It's kind of like a James Bond spoof, but there are some great jokes on that show, and if I find something that's usable, I'm going to use that again too.

Like there's one scene where this one girl, Archer calls her or somebody calls her a Chlamydiot, and she was just joking like, "Oh, because I get like Chlamydia and like I'm an idiot." But you can use that Chlamydiot line to anywhere really and it would be funny.

Always finish strong always with your best stuff. If you've ever watch a comedy routine, you'll notice they all do this. They always use their best stuff to finish with. Just when the audience is cracking up the most, what do they say? "You guys have been great. I got to go. My time is up." They always say that.

They know how to time that because you never want to leave them with a flat joke ever, ever, ever, so if you're going to finish, finish strong.

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Now, a few exercises here. These are going to help you get into that humorous mindset and start putting more humor in your conversations and making women laugh.

Number one is, of course, watch standup. Watch standup comedians. Watch what they do. Go to Comedy Central, and you can stream it on Amazon Prime. That's what I watch every night. It's great to watch that stuff.

You can just go to YouTube and watch these guys, for god's sakes. They're on the internet, and you can get it for free, so whatever way you can, go and watch them. Go to shows. Go to standup comedian shows. I just went to one, and like I said, the other day. When we try and go to shows like that, it keeps you in that humorous mindset.

Watch comedy and movies on TV, comedy new shows, comedy movies, or whatever, on TV, whatever, especially like I said, *What's My Line* is great because it's purely improv, and sometimes it's so hard to believe that these guys do this stuff purely improvisationally, but they do, and it's great. They're just so good at it.

Watch any improv comedy because there's a different raw element to improv. Improv is unplanned. It's like a spur of the moment. They just have to think funny right then and there, and you get to see kind of the process as it works.

There's even a great book about improv comedy, and kind of obeying the laws of improv in your own life, but use those laws, of course, to create humor in conversations with women.

Number two exercise is what I call my *MST3K* exercise. If you've ever watched the show *MST3K*, it's called *Mystery Science Theater 3000*, and it's about this spaceship that's trapped in space and all they have to do is sit around and watch bad movies and make fun of them.

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It's a show basically where they parody bad films. It's kind of like being in a frat room, a couch frat room and watching TV. Everybody is just making fun on what's on no matter how good or bad it is.

You can do this with anything on TV. Just turn something on and just start making fun of it. It doesn't matter what it is. It's better even finding a good drama and doing it with that, but make sure it's something you don't really like because that way, you have more potential for humor there.

But it helps you get in that mindset of just kind of being a little bit more improvisational and just making stuff up on the fly. You see, that's one of the few things I think TV is really good for, it's helping you become better at working real life because you can have plenty of stuff to feed off of.

Number three exercise is you should memorize a few short jokes. Go on the internet. There's plenty of sites that have this stuff, but short jokes, the two liners and the one liners, that are very, very short, and you can use them quick, and they don't take much time and they have almost immediate response.

Those are the ones you want to use, not the long, drawn out, "These three guys walk into a bar. One of them is carrying a shovel, the other one is carrying a hoe, and the other one is carrying a chicken."

These jokes just take way too long to tell. If you have her on the date, maybe find one of these if it really is good, but for the most part, stay away from them for at least the first few dates.

I'll give you an example here. My friend asked me the other day if I believe in sex before marriage, and I said, "You know, it's fine if it doesn't hold up the ceremony." That's an example of a kind of like a one or two line quickie joke that a comedian might tell, and it works really well because it's very short and sweet and to the point.

That's the kind of thing you want to learn or memorize, not the big, long jokes because they're too easy to screw up and they take too much practice. Again, it's

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too much work. You don't need to work, you just need to get down to the business of getting results.

So get some of those into your repertoire, into your bloodstream if you will. Start waking up every day looking at everything funny. Use those exercises I gave you. Review this several times because I gave you quite a bit of information in here.

You need to relisten to this thing a couple of times, and then of course, go on to the audio where I'll explain a few more examples of how these things work, and we can go into a more detail of how you can be funny with women. It doesn't take that much.

Again, if you do the right thing at the time, if you just approach quickly, you obey the three-second rule, you get in there and you start up the conversation, and you come in with a good attitude, again, it's all those first few seconds, that first impression.

If you go in there strong and she just going to start giggling, she's going to start laughing, and you're going to find no problem getting her laughing, and you're going to be thinking in yourself, "Dude, am I being funny?" It's because you did the right stuff at the right time to get it going.

Charm Persuasion - Final

So I'm going to talk with you about charm and persuasion and some elements of the bad boy that you need to enhance and bring out in your personality.

First of all, if you don't know my story, and I sure appreciate you probably know at least part of it, I grew up probably the average nice guy, and I had actually was on the excessive side of shy, and as a result, I had a tough time not only just talking with the girls, but even relating to other guys and other social groups.

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Now, I came out pretty well in high school. I mean, I managed to form some really good friendships and kind of come out of my shell a little bit, but it took many years for me to finally realize and see through the social matrix, and this is important.

You've probably seen the movie *The Matrix* and that whole analogy or metaphor or whatever you want to call it or parable if you will. There were just so many layers in the movie if you really look at it from a bunch of different perspectives.

But the reality is that there's no reality in a lot of ways, and that's what the movie tries to say is that the reality that we have, the reality that we perceive is very individual. It's also unique to us.

But we're also plugged into a kind of collective reality, and that collective reality is social reality. You and I both subscribe to this. Unfortunately in a lot of ways it holds us back because we don't realize that it's a product of our own fabrication.

We create this reality. We create whatever we've experienced in terms of our social life. It's totally self imagined, including the reactions of other people. We actually imagine that somebody else's opinion and their reaction to us is real, that it's something we need to take into consideration.

Now, on some levels, yes, it does need to be taken into consideration. Don't take me for one of these really extreme whack jobs that goes that you don't have to regard anybody as real or anything like that or anybody's opinions or don't look out for what other people think.

The reality is that as human beings, we are instinctively and evolutionarily, if there is such a word, we are created by evolution to seek out a kind of norm in our social situation. In other words, we look to appease the group, because the group back in prehistoric times, was the only reason we survived in the first place.

If we didn't stay in good with the group and with other people and form good, lasting bonds with them, we wouldn't survive. There were no such things as loners back then. You just didn't do it. You couldn't live that way. If you're cast out from your tribe, you are dead.

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But it's important to consider that when you think about how that impacts us now because today, we encounter more people in one day than a lot of people would encounter in their entire lifetime back when it was in the age of tribes and just the early civilizations. There just weren't that many people.

If there were, they were obviously spread out over a much greater surface area. As a matter of fact, that's another thing that's worth looking up on the internet if you get a chance is to do a little research and just look at the population growth over the last – I don't know, I think it's like less 10,000 years or so and it's just unbelievable.

I think there was less than a billion people as of just a few hundred years ago on the planet, believe it or not, and look at us now, we're up to about seven and we're going to hit nine in not too many years.

So keep in mind that what we define as reality in social situations is purely self invented.. If we imagine that somebody disapproves of us or is rejecting us, it's our imagination.

I mean, they may actually be doing it, but the reality is that their opinion, their rejection has no credibility in the real world unless we let it happen because we're in a different society, a different age.

If there was an Alpha in the tribe if you will, you have to appease him. You have to appease that person and make sure that they liked you because if they didn't like you, your ass could be out there hunting on your own, and again, if you're an outcast, it was pretty much a death sentence.

But that's not the case anymore, but we're still beholden to these ancient ideas about what it means to be socially connected.

So charm is that art of being able to make ourselves likable to other people. You want to be able to charm people. It's the magic of social interactions, and there is

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something to it. As a matter of fact, I have a program basically on this and I can tell you more information if you're interested in that.

But there's a lot of social rules and a lot of social skills that go into being able to navigate the murky waters of any social situation, much less just interacting with women.

Believe me, the one thing that will guarantee your success in this world is the ability to navigate social situations and have good social skills. The one thing that will condemn you to a life of misery and failure is your lack of those same social skills. It's that imperative.

I mean, think about the jerk, and this is the extreme form of what we think of as the bad boy. A lot of guys mistake the bad boy for the jerk. The jerk is a much more extreme version. He's really close to asshole, and he's over in the far end of the spectrum.

But think about it, the reason that these guys get women is because they're really not worried about hurting them. They simply don't care. They lack that social awareness and that emotional side to them.

The jerk's lack of fear basically allows women to relax and it creates a protective and safe little zone, and their confidence helps women trust him and then it makes these encounters much more attractive.

It's kind of ironic, isn't it, that jerks who end up hurting women the most gets sex by not worrying about it, while the guys who never hurt women can't get the sex that they so ardently desire.

Why is this? Well, it's unfortunate because the men who are afraid simply don't have a sense of freedom or the confidence to be successful with women. They just worry too much about the outcomes, that usually don't ever come to pass, and I'm sure that obviously you know that I'm not trying to turn you into a jerk.

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But on the other side of this, I do want to help you build a certain amount of social credibility, a certain amount of social strength that creates this aura of the bad boy about you so you'd get the same results without having to be a jerk.

Now, when it comes to charmers, those charming guys out there, most of these guys can be very manipulative, and they cover up their cleverness by creating a mood of comfort and pleasure so they kind of create a smokescreen. You never really seem them for who they really are.

You basically deflect the attention from yourself and focus it on the other person. This is what you do with women, and this is the healthy part of charisma that really works. The charming act is actually a positive thing if it's done for the right reasons, and that is turn the attention over to the woman.

Now in conversation, obviously this means ask her more questions than you answer about yourself. In other words, you're not trying to hide yourself or hide who you are, but quite the contrary.

There is this very famous quote about somebody who met. I think it was Winston Churchill. Oh no, no, it was the late prime minister of great Britain, Benjamin Disraeli. He and somebody else met the same woman for a lunch meeting of some kind, and I don't know remember if it was the same lunch meeting or different lunch meetings.

But afterwards, she was asked what she thought of each one of them. She couldn't really remember much about the other guy, but with Benjamin Disraeli who was a very skilled social person. She said he was the most fascinating unbelievable person, and when Benjamin was asked for what he did, all he did was ask questions of her.

She thought he was the most fascinating and interesting person and she didn't know anything about him. She felt that way because he made her feel fascinating.

So the skill of charming is actually kind of like casting a spell. It really is, and you want to be able to direct this kind of magic. If you think of it as a kind of arcane form

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of magic, it will actually serve you better and work better for you because that's closer to what it actually is.

Charm is, for lack of a better word, social magic, and you want to be able to use it, and as a charmer, you don't argue, you don't fight, you don't complain, you don't pester people, you don't berate them or you don't make anything negative in the interaction, and you can draw women in by making these women dependent on you for a good feeling about themselves. It's a good healthy kind of dependence.

Now, again, remember my analogy about the drug addict. The drug addict and the drug dealer. What does the drug dealer do? The way he gets his addicts basically is he comes up to somebody and says, "Hey, do you want to try some of this stuff?" And the guy is like, "Oh, I don't know." He's like, "No, no, here. It's on the house. It's free. Try it out."

The guy takes it and tries it, and of course, he wants more. Well, guess what, the next dose, that one you've got to pay for. That's how drug addiction starts, and unfortunately, it's also how social addiction can start too.

Well, actually, not so unfortunately, it's healthy if you understand how to use it as a tool to get a positive outcome. Remember, this is always win-win. I'm never talking to you about something that's meant to hurt or damage the other person. That's manipulation in a bad way. We are doing the right kind of influence here.

So again, the first element is charm is to listen and to observe the woman that you're looking at, the one that you want. Let her do most of the talking so that she tells you more about herself in the process.

As she talks to you, you're going to find out more about her, what are her strengths and weaknesses. You're going to find out what she's interested in and what she's not interested in. You're going to find out what her insecurities are by asking the right questions.

This is how you tailor, of course, your flattery to her insecurities. What is it she's most insecure about? Does she think her butt looks big in those jeans? Well, that's

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where you key in and that's where compliments are supposed to be targeted towards. The things that women are most insecure about is where your compliment should be going.

This is why most nice guys don't succeed with compliments because they don't know how to compliment. They compliment stuff that women get compliments on all the time, the stuff she isn't even remotely insecure about like her appearance or whatever else it might be.

So you've got to learn how to find those things, and use them to make her feel better about herself. This is a positive outcome. I call this adapting and empathizing, adapt and empathize.

The more you make her feel special, the more she will want to be around you. It's going to validate her self-worth, and she'll again grow dependent on you in a healthy social way.

Another part of charm is distraction or the art of misdirection, and I'm not just talking about magic here, although I could be. Very easily, I was reading a very good book lately. I think it's called *Sleight of Mind*. It's about how magicians do what they do and get away with the tricks, it's how they redirect our attention.

Well, it looks like magic when they do this stuff because we weren't looking where they hid the card or put that ball or whatever, or they did to shuffle the deck a different way. We don't see these things and as a result, we think it's magic.

The same thing happens in social magic, otherwise known as charm. Listen to her concerns, but keep her distracted from her problems. This is Rule #2, listen to her concerns, listen to what she's talking about, but keep her distracted from the problems and the negative things in her life.

If you do this enough, she's going to basically feel like you're casting a spell on her. Don't be too serious or critical. Just be lighthearted and fun and show her that basically you're a calm guy. You're a controlled guy. You can control yourself, and the other side of this is that you're also able to bring out this good feeling in her.

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This is why you never bring out or never show any anger, the ill temper, the revengeful attitudes that a lot of people have out there who wanted to get back at everybody. Any kind of negative emotions that would make her feel defensive or scared that's going to push away or break the spell.

Remember also that time and patience are important parts of I guess, your spell book if you will or the elements in casting this kind of a spell. You have to be able to be patient as you plan the objective in your mind and plan out how you're going to get the woman you want.

I would plan quite extensively for women I was interested in exactly how I was going to go about it. I would have a little bit of a battle plan in my head. I wouldn't get too mercenary with this, but I would have an idea of exactly how I intended to do it.

I would look out the next couple of weeks. I'd look at the days that were available, that I could go out with her, what I was planning to do on each one of those dates so that it would build and create the bigger picture.

Now, a lot of guys don't see things this big, the big picture. As a matter of fact, they rarely see anything beyond the next time they get together with her. So to give yourself options and the flexibility you need, you have to be looking out into the future.

So use time to your benefit, be patient. Patience will pay off. There is a lot of guys who again are addicted to short term outcomes. This is the key to success in the world, by the way.

There was another study that they did, and that was, who was it that was most successful in the world? What was the common trait amongst all these people that were successful in the business world or financial or any kind of success that we measure? What was the key differentiator? What was it they had?

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Do you know what it was? Well, you're probably thinking patience, and that's part of it, but it was something a little bit more extensive, or I should say a little bit more specific. It was delaying short term gratification. It's delaying short term gratification. They didn't need to be rewarded in the moment for something they were doing.

Think about that for a second. That was the key differentiator that made people successful. Those are the people that went to school and got a degree, but didn't get the money for it until much later on. These are the people that learned a skill or a trait or even a habit and leveraged that much later on.

Or invested money, he didn't need to buy that car and put themselves into debt right away. They saved their money. They knew how to handle it. These are very, very important traits in a person who's successful not only with people, but in the material and physical world as well.

So let's get back to charisma. What is this charisma? I've been told by many women and other guys that I have this kind of weird level of charisma, and they can never define it when I ask them what it was specifically that gave them this idea.

They can never be very specific about it, and they would just say, "You know what, you just have this obvious aura about you, or this energy about you." Which kind of reminds me of my famous pickup line, "The energy you carry with you." And they just can never specify what it is.

But there are specifics. One of the elements, and this is important to foster in your life and I'm going to give you a few examples of how to do this, is mystery. Mystery, think about that for a second. What is that enigmatic element of mystery? It's what we don't know.

There's the mystery element, and there's also the contradiction element which is more of a confuser. It's the ability to create kind of a fog of war about you. There's a fog that's hard for them to see through and know who you really are sometimes.

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Now, there's a healthy way of doing this, and there's an unhealthy way of doing this. You don't ever want people to be unclear about your moral standing or your virtues or your ethics. You always want to be clear about those.

I'm always very clear about those, and this is where a lot of guys run into trouble is they don't realize what elements are most important to create this aura of healthy allure and healthy mystery.

Unhealthy mystery leaves people wondering where you really stand and if they can trust you. You don't want that. You want them to trust you, but at the same time, you don't want them to think they know too much about who you are or what you're capable of.

What's the potential? If this guy is really mad, what is he capable of? I know that he's a good guy, and if he did get mad, it would only be at the person who deserved it, but what would he really be capable of doing?

That's what they've got to wonder. It's the old tiger's mouth principle I teach. When I taught martial arts, I was taught that the kids in the class, and even the adults to some degree, have to respect me as if they were putting their head into the mouth of a tiger.

It's like the guy in the circus doing that act. On a certain level, he has controlled his fear, but he has a healthy respect for that tiger because if that tiger closes its mouth, his head is gone, he's dead. It's just a bad scene, man. I mean, it's just not a cool thing to happen to you.

Now, the same thing has to happen for people. They know that you probably won't bite down, the same way that the guy in the circus knows that tiger probably will not kill him. Hopefully not.

But at the same time, they have to have that knowledge and understanding that if he did, it would be catastrophic and so they respect that tiger, and people have to respect you in the same way.

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Another thing you needed to do in order to create this element of charm is you have to make sure that you communicate something that you believe in very strongly. Now, I'm not talking here about anything religious or anything of the usual variety.

I guess you could use something like believing in a cause like feeding children. I mean, that's something I believe in very strongly and that's why I donate to charities that make sure that the children are fed.

But there are certain things you want to stir away from. Stir away from things like strong beliefs about things that other people may or may not share on a wide level.

In other words, it's okay to have like a strong Catholic background or strong Muslim background or whatever your particular religious denomination is, but that's not what I'm talking about here because so many other people share that. It doesn't really make you stand out.

In other words, you should be pointing out something that you stand for that's a little less common. Like I said, I use the children's hunger thing to be a big point in my life, and I make sure that women know about that. It's something I really believe in.

I don't believe that any child should ever be left unfed, and that's one of those things that nobody is going to argue with. There's no other side to that equation because nobody is going to go, "You know what, I think more kids probably do need to be hungry. I mean, I don't know if I believe in that standpoint or viewpoint."

No, nobody is going to say that because it's ridiculous. It's absurd. That's the kind of thing you want to make sure you communicate with all women. You want to make sure that you know that you have this idealistic edge to you. There is something you really believe in.

Then you kind of put it aside in the conversation. You don't need to keep it constantly present, constantly out there in their face, but at the same time, you do want to make sure you communicate it.

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This is part of charm because it lets her know that you've got an internal power source that is not plugged into other people in society to get its energy. It sounds kind of funky, huh?

It's like that *Matrix* analogy. You don't want her thinking you're plugged into other people's matrix. You want her thinking you are your own independent entity. You stand for yourself.

There are so many different avenues to take this down. I mean, you could go down, I should say, the rather clichéd path of living your day to its fullest which is very nonspecific and there are so few people able to really do that.

Have you ever really met anybody that is a total dynamic force that lives life like a wild, carefree dancer every day of her life? No, it doesn't happen. It really doesn't. It's so infrequently that it's just not a really practical example for you.

Instead, pinpoint something that you can be kind of like the spokesperson for. If there's a web page out for a certain charity or certain belief or something that's embodies what you believe in, what would that be?

Get that information in your head. I mean, write it in your journal. Put it down on paper first so you can give it concreteness and then bring it into your conversations, bring it into your dialogue with women. I guarantee you this will be a very big factor in how women view you.

You've got to also work on your presentation. This is kind of a topic for another day, but I do have another program related to this too. It's the Alpha Conversation Persuasion program.

It's my persuasion program basically that talks about this in great detail, how you can be persuasive to people because that's really what charm is all about. Persuading with sheer power and essence of your personality.

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What are the elements of that? Well, there's eye contact, of course, how you use your eyes. There's body language, how do you use gestures, how do you use your physicality to communicate.

There's your vocal tonality which is a part of that, and you've got to be able to use your voice to communicate, whether it's the deepness and the resonance of it or it's the emphasis and the varying degrees of tone that you use.

I just see so many guys that just talk in a monotone and it drives me crazy, and they don't realize that they're doing it. They don't see anything wrong with it because they don't understand the difference in how you sound when you are emotional and passionate about something.

Monotone equals emotionless, and emotionless equals not attractive to women. Think about that equation for a little bit. Anything lacking in emotion is just simply not going to be interesting to women.

That's why women don't like sport scores. They'd watch a game, but they don't care about the stats or how many yards that person ran. They just want to know, "Is that guy going to get his ass kicked on the field?"

So back to charisma. Charisma is that rare quality that makes women like you, even when they don't know all that much about you. It's very intangible and it makes women want to follow you around, want to be around you, and basically give you a lot of influence.

This is what makes women see you from across a crowded room and then want to be with you that night. It's a power from the universe, but it's also a power that you can source from within yourself.

I don't want to get mystical or woo-woo about this. It's actually not the universe pumping energy into you. It's how you perceive your world and universe around you and use that to create your force of personality.

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So what is the persuasive element of charm? It's the ability to get a woman to do what you want her to do, whether it's by reasoning, whether by it is compulsion or inducting her to it or urging her, it translates in the ability to make something happen. It's a combination of factors.

It's personal charisma. It's the ability to project your personal standards that inspire you, and the essence of persuasion is that women will move in the direction when they feel it is in the best interest of her to make that move, to go that direction. She'll go that way when she feels like it's in her best interest.

This is a key indicator of somebody who understands persuasion than somebody who doesn't. A lot of people will try to persuade from their own desires. It never works that way.

You have to get inside your target's mind and understand what drives them, what motivates them. When you know that and you know how to use that effectively and, of course, a win-win, you can then begin to persuade people.

So let's use a specific situation. You're talking to a woman, and you want to be persuasive. You want to charm, but you're finding that you have resistance. She's not responding to you.

What are the reasons why she wouldn't respond to you? Let's go through them all. The first one is obsession. She's addicted. She's got an addiction in her life. There's something else that's driving her, and you know what addiction-driven people are like sometimes, whether it's work addiction, drug addiction, alcohol addiction, their focus is not with you and can't be with you, and that's why you don't have the effect you'd like to.

The second reason is shyness. It's her inhibitions, the things that hold her back, and the things that unfortunately typically hold guys back and as a result, we never get with the women we want. So her shyness can be holding her back.

Her apathy, this is a dangerous one, and I want you really to note this one. It's the indifference that she's feeling. She's just not that in to you. That's the one you want

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to avoid because that's the worst one. As they say, the opposite of love is not hate, it's indifference.

The fourth one is anger or outright irritation. Now, this one is not as bad as apathy, believe or not, because her emotions are engaged. There's still a chance to turn those emotions around and polarize them in the other direction.

I'm sure you've seen those romance movies and the romantic comedies that shows somebody that's really like hates some guy or some guy comes in to take over the company and the woman that's working there, she's always fighting with him and then suddenly they have this torrid romance where he just like throws her on the couch and bangs her.

It's ridiculous as the plot is. The fact is that that situation is not all that unbelievable. It's actually very believable and that's why it works because hate is actually a lot closer to love than you might think.

Why else would she not be engaged? She's evaluating. She's a thinker. She's too much in her head and disconnected from her emotions. There are women who are like this. They shield and protect themselves from themselves by disconnecting from their emotions as much as possible. You've got to be able to spot that and watch for it.

Number six is stress. She's stressed out. She has something that is putting anxious thoughts in her mind that it's only distraction basically. So distraction, whereas we have obsession as one of the first ones. Distraction is another one.

There is time which is another form of pressure and anxiety creator that's kind of like a subset of that one, and of course, there's fear which is still yet another because it creates anxiety, so those last ones are pretty much the big ones.

Because a woman just can't concentrate on what you're talking about if she's obsessed or thinking about another issue, and you have to be able to spot that and be able to call it out when you see it.

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The way you see it is to make sure you're asking open ended questions like I'd say, "Wow, I really love that purse. Did somebody buy that for you as a gift?" And the woman looks at me and goes, "No."

I'm reminded that there's a scene in the movie *LA Story* with Steve Martin. It's one of my favorite movies. I love that movie. There's a scene in it where he's at a lunch and he turns and talks to the woman next to him.

He says, "I have to tell you you're taking a conversation course." And she looks at him and just says, "Yes," and there's just like silence and he's like, "Hmm, okay." Apparently, it's not doing much. That's what you want to avoid. Avoid close ended questions that she can answer with a yes or no.

When you have an open ended question, you can then read into how she's responding to that question to figure out what might be stopping her, or if not, if she gives you a big longwinded response like she's really into it, well, that's a positive indicator.

But either way, open ended questions are the way to go because you want to find out she's not answering you because she's upset about something else, or because she doesn't seem to care, or she's angry about something else, or her emotion is engaged in another direction, or she's somebody who's really thinking things through and she's quiet and thoughtful, or she's anxious in some way about the situation.

Whatever it may be, you can generally read that from her response to a simple open ended question.

Now, there is a case of the opposite. There's someone who gets talkative when they are scared or nervous, but that stops after a while, so that's something you should watch for too and being able to read her emotional state in how she's answering.

Now, one of the big skills you've got to develop as a perspective charmer or persuader is you've got to be able to analytical. You've got to be able to learn how

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to read people from their appearance and from what you see because the visual aspects tell you a ton about a person.

You may have heard about some of these people they call psychics who are really nothing more than fake people who just know how to read people really well. They read body language and what not.

There's a great show on *Showtime*, by the way. I don't know if it's still on by the time you're hearing this, but it was called *Bullshit!* by Penn & Teller, the magicians. They do this show where they basically expose all these things that we think are true and tell you, "Look, most of these is bullshit." And you got to know that because thinking with a rational mind is important.

At the same time, they did one of these shows that was based around psychics and they showed how the psychics were nothing more than using information they already had, reading people with their physicality and their body language and things like that.

How they do it is that you can learn so much about a person just checking in and looking at their body language and how they're responding to you. Does their body language change when you say something. How does she hold herself? What is she wearing? What is her facial expression? Where do her eyes go?

Being able to read all of these things effectively is an important part of the persuasion process because it will tell you everything, and quite honestly, the most important part of this, without me going into billions of little details about it, is simply to start with observation. Be able to see the things she's doing.

That's the analytical part, observe and analyze. Be able to see what's happening in front of you, and this is why you've got to get out of your head, my friend. You've got to let go of these thoughts that hold you up into your own head, let them go, reach out with your mind and with you attention and focus it on her.

This is the key distinction in every guy I have coached is he makes this shift from being self aware and overly self conscious to being aware of her, or what I call other

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aware. He's able to step outside of himself. Well, actually, for the first step, you just basically make sure you're noticing what's going on with her.

The next most advanced step is the ability to step outside of yourself and look at both of you and see what's going on, and see if you can see what's happening from that aspect, and that's called observing ego, and that's a very advanced skill.

For now, just take heart. The first step, the observation step, is the one that will make the most difference for you. It will pull you out of your own head. It will stop you from thinking too much about yourself.

It will stop you from being focused on all the wrong things and it will get you seeing what's going on with her which will give you much better calibration. Social calibration will give you the response you need to be able to change your approach.

I want to interject here with a few things you should watch out for and be at least a little aware of, and this is just in the back of your head, not when you're actually talking with a woman, but for the most part you have to understand that women do have questions they're asking themselves the whole time.

They're not being asked literally with words, they're just being intuitive. She's watching you to see if she can interpret from your words, from your speech, from your behavior, from your body language, all that stuff if you're giving off the aura of an answer to these questions.

The first one is, is he attractive? Well, that's one that she's going to figure out on her own, and quite honestly, physical attractiveness is not something as big as you probably think. Women interpret your attractiveness through your personality.

In other words, she'll look at your outside, your exterior, and unless you're doing some pretty big mistakes there like you've got gross fingernails. You've got this really patchy, ugly beard. Your hair is just unkempt and you look like a bum or vagrant.

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Those are things that are obviously going to turn her off right away because it's telling her about your personality much more than it is about your appearance. Your appearance is actually a reflection of what's going on inside.

So as long as you're put together at least moderately well, what she's going to do is she's going to translate your personality and your appearance, your physical appearance, is going to define it for you. It's going to tell her exactly how she feels about how you look.

She's also asking herself, "Is this guy a player? Is he a bad boy who's going to use me?" This is why I teach you how to be the kind of bad boy that women actually want as opposed to the ones that we don't want.

Most of the guys that are listening to this, and I'm assuming you're probably one of them is you're not one of the guys that's out there to hurt women. You're not out there to be a big player and trash women's feelings. That's not what men typically are like.

We live to make women happy. We don't like to make them unhappy, which of course, leads us to a whole bunch of unhealthy habits too. So I'm not really worried about you becoming a player and abusing women at all. That's not my concern.

But you have to be aware that it is hers, and you should watch out for that. She's going to wonder if she should trust you. She's going to wonder if you have a temper. Should she be physically scared of you in any way?

That's very important. That's why you have to be very careful if you have a temper and you're subject to outbursts or you do things occasionally physically that might be misinterpreted by her, and you got to watch out for those.

She is asking herself, "How far would this guy go for her? Are you the kind of guy that would be a stand up guy that would do what needed to be done to ensure that she was safe." That's what she's going to be looking at. These are just some of the things.

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There's a whole bunch of others like would her parents like you and all that stuff, but that's down the road, but they're all intuitive from how you present yourself, how charming are you?

Now, I want to close up this section with a really quick way to observe and analyze women. I'd give you something very practical you can use. Again, this is something you can put to use right away and you should be using right away in your interactions with women.

Whether it's today at work or tonight when you go out or whenever you encounter women, I want you to start categorizing women. There are four types of biases that I call them, and I want you to just quickly break down a woman into this, and see if you can ask questions that give you the answer to this question, who is she?

Now, this is a very quick psychological type breakdown. I give much more extensive ones in the Girlfriend Training program. This one is really important because it helps you do a very quick analysis based on some of the most important indicators, and that is assertiveness and unassertiveness and her emotionality, is she emotional or unemotional?

Now, most women are emotional, but it's how they handle those emotions. There are four types based on those two different indicators.

There's the assertive woman who's also emotional. She's a very strong willed person. She seems more like she's got her stuff together even if she doesn't. This is where you're going to have to really dazzle her a little bit. You're going to have to be showing her how exciting it's going to be to be a part of your life and to be a part of your world.

That's how you have to handle this kind of woman. You have to ask her questions and find out, is she assertive? Is she the kind of woman that she'll initiate, she will make things happen, or she waits for things to happen? And then you also have to see, is she emotional? Does she express herself?

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Very easy things to figure out. You just talk to her. You don't even have to ask questions, by the way. This is not something I want you to apply a technique to per se. It's something you should be able to observe in her as you talk to her.

The second type is the other side of that one of the unassertive woman who is also emotional. She's very passive, but emotional. This is a woman you've got to warm up to a little bit slower, and you're not going to try and dazzle, but you're going to have to lead her, but at the same time, you've got to recognize that her emotions are going to play the frontline of defense for her.

There's the assertive and unemotional. This is a woman who's got the get up and go to do something, but at the same time, she disconnects from her emotions. She's not going to be thinking in terms necessarily of the emotional experience as much as she will be about the benefits, what's going to happen in the end?

She's going to want the bottom line, and that's what you got to be able to show her, what's the bottom line? What are the benefits for her? And you may have to move forward for a fast decision. This kind of woman is the one that you're going to want to probably shoot for a one-night stand with much more frequently than any other kind of woman.

Then there's of course the unassertive or the passive and unemotional woman. She doesn't take the lead. She doesn't initiate and she doesn't really get her emotions involved.

This woman is going to be a real tough one for you to crack because not only do you have to lead her, but she also doesn't show you any emotions to show you what's working and what's not, so you're going to have to provide a lot of detail.

You're going to have to really give her a large forum to express herself in so that you can figure out what's going on. It's really important on that one. That's a tough one and a stickler.

It's funny because these women, the unassertive, unemotional type of woman tend to be the kind of women that most guys get obsessed with primarily because we

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don't know what to do. We think that she's the challenge. She's not even being intentionally a challenge. What she's doing is being herself, but she's very hard to read.

The assertive, emotional, easy to read.

The unassertive, but emotional, a little less easy to read but still fairly easy to read.

If she's assertive and unemotional, she's fairly easy to read, but you also have to work with her slightly differently.

This kind of woman doesn't give you enough indications so you have to really, really be perceptive.

Now, by and large, most women fall into the emotional category, and I tend to believe that most women are the unassertive or passive emotional variety. They're emotional, but they also don't like or they feel uncomfortable taking a lead and that's what you have to watch for.

Probably, I would say, 80% of women out there fall into that category, and that's the one you're probably should prep for. That's why I said, you've got to warm her up slowly and take your time with her. This is most women.

All right, so we're going to come back with more detail on charm and how to be charming to women along with some other tips you can use to kind of build out this part of your personality.

Remember, charm is a positive thing. It's social magic in action, and you have to be persuasive with women. You have to be persuasive with everybody in your life if you want to have an effect on them, and that's what we're looking for here, we're trying to influence people to become a part of our great world.

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