

# FACEBOOK BAD BOY BLUEPRINT



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SURPRISE

## Introduction by Dean Cortez

Welcome to “ Facebook The Bad Boy Blueprint,” presented by the top name in the dating game: **MACK TACTICS & FB Seduction System.**

If you're like most men, you've felt at times that being too much of a “nice guy” is holding you back from sleeping with more women. You're respectful to girls, you're caring, kind and generous...qualities they should be looking for in a guy, right?

But the reality is that women prefer men with Bad Boy characteristics. They're drawn towards men with forceful personalities and an unpredictable, rebellious edge. Bad Boys are able to **control** and **captivate** women, because they frame themselves as a valuable **prize** which females must pursue...while the nice guys **seek approval** from women and jump through hoops to please them. (This only causes women to tune out and lose interest.)

If a Bad Boy winds up cheating on his girlfriend or dumping her, that's when she'll turn to her “nice guy” friend. He will provide a shoulder to cry on, because he **thinks** that this brings them closer together, and eventually she'll realize he was “Mr. Right” all along.

But does she ever have this revelation? Does the nice guy win in the end? Of course not. This poor schmuck is so deep in the **“Friend Zone”** with her, she'd sooner sleep with her own brother.

It's only a matter of time before she meets another guy with Bad Boy characteristics, and then, off she goes into her next relationship...while the nice guy keeps WISHING that she will come to her senses, stop dating these guys who are all WRONG for her, and be with him.

Well, she never will. And if you've ever played the "nice guy friend" role with a woman you were attracted to -- as I did several times in the past -- you know exactly what I'm talking about. And you know that it **SUCKS**.

So what's up with this? Why do so many sensible, attractive women lose their heads when it comes to Bad Boys? Why do they choose to involve themselves with men who are selfish, arrogant, and unable to stay faithful?

Well, there's actually a lot of biology and human nature behind his phenomenon. I'm about to explain how it all works. And more importantly, I'm going to show you how to integrate Bad Boy Tactics into your own game. I want you to become the best of both worlds: a man with strong character, integrity and respect -- for himself, and for women -- but with a sexy, unpredictable, exciting "edge" that drives the chicks wild.

The goal with these Tactics is to switch up your game so that women feel curious and sexually attracted when they meet you, instead of shutting you down or just treating you as a "friend." Rather than allowing women to judge you and dismiss you, I'm going to show you how to attract more women into your life and make them pursue you.

This all becomes possible once you incorporate the Bad Boy edge into your personality -- and regardless of your age, your background, or what you do for a living, this something that any guy is capable of doing.

### The Power Of Real-Life Results

My name is Dean Cortez, and before we plunge into the hardcore information I want to tell you a little bit about myself. The first thing you need to know about me is that I practice what I preach. My writings on seduction come directly from my experiences with hundreds of women, from all different cultures and ethnicities.

Everything in this book has been extensively field-tested on girls that I've dated and hooked up with around the world -- from Toronto to Tokyo, from South Jersey to South America. There is an authenticity to my work that I believe places it above the teachings of other "gurus."

The next thing you need to know is that I'm not interested in just teaching you "lines" and "routines" that are only useful for creating superficial conversations. M.A.C.K. Tactics is about providing you with a **complete blueprint** for seduction, from start to finish.

What good is it to memorize a bunch of cocky or goofy lines to open a conversation, if you have no game plan to **close the deal**? What good is getting a girl's phone number if you don't know the correct way to call her (the right "Phone Game," as we call it), how to arrange a next meeting, and how to escalate to sex by the end of the night?

Whether your goal is to find a high-quality girlfriend, or to score loads of hot chicks at the nightclubs, it all comes down to getting intimate with women. Getting laid, to put it bluntly. If you're not getting laid on a regular basis, your methods aren't working and your attitude needs a re-adjustment. M.A.C.K. Tactics contains the answers.

Another truth is that **no** technique or tactic is going to help you score with women unless you project **authenticity** and **self-confidence**. Other books or dating programs will simply advise you to "be confident," but that's sort of like telling someone they should be taller. Sure, it sounds like a great idea, but how do you accomplish it?

The good news is that confidence is not a quality that some men are born with, and the rest of us are doomed to never possess. It is a quality that can be developed, and once you combine a basic level of confidence with the right Tactics, you're going to experience success with women and your confidence level will rise.

Like a snowball rolling down a hill, growing larger and gaining momentum, your confidence and skills get stronger every time you score with a girl. Sooner than you think, you'll be operating with a level of confidence you never would have thought possible before.

I know this to be true, because I used to lack confidence with women. I didn't believe that I was particularly attractive, and therefore I didn't believe that I deserved to sleep with beautiful women. I considered them to be "out of my league." My problems with women led me to read ALL of the books by the so-called "pickup artists."

There was a time when I was spending thousands of dollars and traveling to their seminars, and buying their products, in the hopes that it would provide a magic solution.

But for me, it just wasn't clicking. The stuff I was learning felt phony. I could open conversations with women, but after 5-10 minutes I was grasping for straws. I started strong, but I inevitably ran out of steam.

I was never sure how to try to invite her back to my place – I didn't want to come off as some aggressive horndog, or "take things too fast" – but whenever I tried to go slow and play it cool, women would lose interest me and stop returning my phone calls, or claim to be too "busy" to see me again.

I was soaking up different lessons from all of the "dating gurus" (some of whom were pretty insightful, while others were hacks who weren't doing much better than I was), but I still felt like a big piece of the puzzle was MISSING.

### **A Bad Boy Is Born...**

Five years ago, I discovered the "missing link" when I went to a club in Las Vegas, where I was living at the time. While I was standing at the bar scoping out the action...and wishing I had the balls to approach a smoking hot brunette sitting at a table with her friends...the guy standing next to me noticed my wristwatch, and asked where I bought it, and it led to a conversation.

To make a long story short, I was very surprised when this hip, stylishly-dressed dude told me what he did for a living.

He was a **Hostage Negotiator**.

Yeah, like you've seen in the movies... but this guy was young, and hip, and the more we hung out the more I realized he had an absolutely magnetic presence with women.

He didn't stand taller than five-foot-nine, and he wasn't extraordinarily handsome, but he was incredibly charismatic. He was one of those people you *just want to be around*, because they radiate positive energy and "bring the party" every time they step into a room.

Obviously, women felt the same way about him. He started chatting with two sexy girls standing near us, and within seconds he had them giggling, chatting, and hanging on his every word.

I noticed that he had a clever response for every question they asked him (he never gave a standard, direct answer)...it was more like he was teasing them, playing with them, and this only seemed to heighten their interest and curiosity about him.

Then he would suggest "bouncing to the next spot" (I would later learn that making a **venue change** is an important step in the seduction process), and we'd bring the girls with us to a different bar or nightclub.

(Now, we were ARRIVING somewhere with two or three hot chicks accompanying us...which gave us instant "social proof" and made the girls at the new venue curious to meet us. Many times, we wound up ditching the girls we brought and hooking up with even hotter girls at the new spot!)

From that point on, several times a week we would stroll into the hottest clubs on the Las Vegas Strip, filled with off-duty strippers, Hollywood actresses, and tourist chicks, and by the time I was finishing my first beer “The Negotiator” would be engaged in conversation with some completely hot chick, working his magic.

He would get her phone number...or bring her home... whatever he was in the mood for. He was so laidback and casual, and yet he was **COMPLETELY** in control of every situation.

Now here’s where it gets interesting. I came to realize that his Negotiator training was his “secret.” It had made him an absolute master of communication and language--using words and phrases to influence and persuade people, and alter their emotional state.

When he combined these tactics with his charm and confidence, the effect on women was virtually irresistible. He could literally go home with a new girl every night if he wanted to.

I was fascinated by this -- and I hoped that I could use these same tactics to improve my own success rate with women. So I spent the next year analyzing Negotiator strategies and figuring out ways to apply them to connecting with women.

This prompted me to come up with my own techniques and tactics, and I field-tested them and tweaked them until I’d developed a set of incredibly effective methods for meeting, dating and **bonding** with women on a deeper level.



Three years ago, the first edition of M.A.C.K. Tactics was published, and I've been living (and loving) by these rules ever since. I've been traveling the world...from New York City to Japan, Brazil, China, Indonesia, the Caribbean...I've used this SAME set of Tactics with every woman I've met, and the system has never let me down.

Not just in approaching and conversing with girls, but also in maintaining control over my relationships and being the strong, confident Alpha Male that women want to hold onto. I now date women strictly on my terms, instead of trying to impress them, or possess them.

The even cooler thing is that because my needs with women are handled – getting laid is never a problem – I can focus more time, energy and resources on other goals of mine, such as my business pursuits and my health & fitness.

I'm operating with greater focus and drive than most single guys, who are depressed over their situation with women, and are spending way too much time (and often money) **trying** to land a girl.

Then there are the guys who cash in their chips and get married, rarely for the right reasons. A lot of these guys used to be single and depressed because they lacked skills and confidence.

Eventually, they stumbled into a relationship with a woman and latched onto her – not because she's the ideal mate, but because their single life was so miserable they didn't ever want to return to it. They surrendered the "game" before they ever really started playing.

I believe you can belong to a third category. You can be Mack, in total control of your sexual & dating destiny. With M.A.C.K. Tactics, you'll master not only the hottest skills and techniques – you'll also learn the ground rules about what women subconsciously want. You'll know the dynamics of social interaction – all of the non-verbal communication and psychology that goes on underneath the surface.

Through a lot of introspection and hard work, I was able to transform myself into a highly confident, charismatic, attractive person – the type of guy who women gladly say “yes” to, instead of searching for a nice way to say “no.” Now, with M.A.C.K. Tactics, I am presenting this blueprint for transformation to you.

Talk soon...and Go Tactical.



## Chapter 1: Facebook Badboy Blueprint

# DEFINING THE BADBOY

FACEBOOK BADBOY  
BLUEPRINT

It's a question that has perplexed the average man since the invention of tattoos (or least since the invention of Harley Davidson motorcycles): what is it about "Bad Boys" that women find so damn irresistible?

Women who are otherwise smart and sensible will blow off the nice guys and surrender their hearts to insensitive, selfish, unfaithful men. And the worse these Bad Boys treat them, the more desperately their women cling to them.

If you've ever been in the "Friend Zone" with a girl, you're probably all too familiar with this scenario: you like a girl, and you're eager to hook up with her, but there's another guy in the picture who is screwing up your game, because he is dominating her thoughts.

The guy is a jerk, but your girl is obsessed with him. Even though it's obvious to you that she can do better (i.e. she should date YOU instead), she keeps tolerating the jerk's behavior. They get together, they break up, they get back together again...while you're sitting on the sidelines wondering why the hell she is so wrapped up in this jackass.

The answer usually lies in the fact that you're being too much of a "nice guy," and the other guy has Bad Boy qualities that attract her for reasons beyond her control. The fact is, in order for you to be powerfully attractive to women, you'll need to integrate a similar "edge" into your game.

Basically, this means you possess an attitude that says "I'm doing my own thing and I don't *need* a woman to have fun—but if I meet a girl who's cool enough to hang with me, we'll see where it goes." The Bad Boy doesn't chase women; he knows how to attract women, then lay back...just out of her reach...and let women pursue him.

Famous examples of Bad Boys range from James Dean to Colin Farrell, from Tony Soprano to Axl Rose to 50 Cent. Even without fame and fortune, these guys would be chick magnets. They live (or lived) by their own rules and have an aura of danger, unpredictability and spontaneity, a lifestyle that fascinates men and women alike.

Consider the guys that the late Princess Diana, one of the most elegant and desirable women in the world, hooked up with after she broke it off with Prince Charles: they included a bodyguard and a jet setting playboy. Back in the 1980s, when Madonna was the hottest sex symbol on the planet, she married Sean Penn, then known as much for his acting as for punching out photographers and his hard-partying lifestyle.

Nicole Kidman, an actress who epitomizes Hollywood glamour, romped with the pierced & tattooed rocker Lenny Kravitz. Pamela Anderson bounced from Bret Michaels from the rock band Poison, to Motley Crue's Tommy Lee (a Bad Boy legend, previously married to Heather Locklear), to a brief, disastrous marriage to Kid Rock.

At the time of this writing she'd just annulled her latest marriage to some sleazy dude whose claim to fame was selling the sex tape he made with Paris Hilton. (Poor Pam, who one of hottest women in the world in her younger years, appears to suffer from an incurable Bad Boy addiction – and now that she's north of 40, her options are diminishing rapidly.)

Or, remember how Britney Spears (when she was still smoking hot) fell head over heels for Kevin Federline, a swaggering, broke backup dancer and wanna-be rapper who already had two kids. Britney eagerly bore him two more. Say what you will about K-Fed, but he was enough of a Bad Boy to snag one of the most lusted-after young women on the planet, at the height of her career.

(When they split up, she went completely off the deep end...Bad Boys can cause a woman to become totally infatuated, and when they bail, it often devastates her.)

Kate Moss, one of the world's top supermodels, has had a stormy on-again/off-again relationship with Pete Doherty, a hardcore junkie who's constantly in trouble with the law. The list of Bad Boys, and the stunning, successful women who love them, goes on and on.

**Much of the attraction is biological**, hardwired into the DNA of the female species. Bad Boys have core Alpha Male qualities. (A scrawny rock star can be **way** more Alpha than the meathead pumping iron in the gym, because of his presence and attitude—and hence, way more attractive to women.)

They have strong personalities and opinions and never allow themselves to be preyed upon, which makes them better equipped to survive in this world than men who are soft and overly sensitive. From an evolutionary perspective, these survivor qualities give them high value in the eyes of women.

A woman's overriding purpose on this planet is to find a mate for her to procreate and "nest" with. She's looking for a man with healthy genes, and even more importantly, a man who can protect her and her offspring.

A man who radiates **strength** assures women that he is capable of protecting and providing for them. Women will always gravitate towards these men, even if they're the type their mother warned them out.

Now, when I say "strength," I don't mean in a physical sense. It's not about being able to pummel any guy in the bar who touches your girlfriend. In this day and age, being able to demonstrate **intellectual** and **emotional** strength is what it's all about—and this is a quality that any guy can develop. I'll explain this more in a moment.

The bottom line is, although the world has changed immeasurably since 10,000 B.C., our biological hard-wiring has not. This goes a long way towards explaining why Bad Boys are so deeply attractive to women.

Often, a woman won't even consciously understand **why** she's so infatuated with a Bad Boy. Her girlfriends could be yelling at her to "dump the creep!" But her instincts are telling her to **stay with him** because he has qualities she is **programmed** to seek out.

The film *Casino* contains a perfect example of this: Ginger (Sharon Stone) is a sexy high-priced hooker who marries Ace Rothstein (Robert DeNiro), a rich, powerful casino boss. Ace worships the ground she walks on. He showers her with jewelry and furs.

He "rescues" her from her life of prostitution, yet she can't break off her relationship with her sleazy former pimp. She turns Ace's life into a living hell, running off with the pimp and taking their child with her. It drives Ace crazy; he can't comprehend why she would choose such a lowlife scumbag over him. The relationship winds up bringing this powerful millionaire to his knees.

These fatal attractions happen all the time. Bad Boys can have a powerful grip on psychologically damaged women, and it's a trap that has ruined many otherwise intelligent men. Remind yourself that as a Mack, there are an endless number of fun, attractive women out there who will appreciate you. You are squandering your gifts—and damaging your self-esteem—by pursuing and involving yourself with negative women.

But whether you love them or hate them, there are lessons to be learned by observing the behavior of Bad Boys. As a Mack, you should adopt certain traits of theirs into your game. If you're a good-natured guy, as most of us are, I don't want you to start behaving like an arrogant dick. I'm talking about adding an edge to your personality, a dash of Bad Boy energy—and viewing women through a new lens.

I want you to stop thinking that the right woman will “complete” you. In order to be sexually attractive to women, you must already project the sense that you lead a busy, complete life—but could be willing to make room for the right girl, *if* she can prove that she’s on YOUR level.

The benefits of a Bad Boy lifestyle go beyond women, because in the end, what it really represents is freedom and independence. It means you refuse to follow the same script that 95% of men do. Bad Boys are self-directed and do whatever they feel like doing, without asking permission. This sets them apart from the vast majority of people, who spend their entire lives trying to fit in and worrying what other people -- especially women -- think of them.

Next I’m going to explain some of the key characteristics of Bad Boys that you’ll need to start incorporating into your personality and the way you handle women.





## Chapter 2: Facebook Badboy Blueprint

# HARDWIRED FOR SEX

FACEBOOK BADBOY  
BLUEPRINT

Over 2,000 years ago, the philosopher Aristotle stated, “He who confesses first, loses.” This principle still applies today, particularly when it comes to the art of attraction.

To understand this principle, you must first understand the difference between how men and women judge **success** with the opposite sex.

When a man is interested in a woman, he judges success by how much physical contact he makes with her. (As men, we view sex as the ultimate sign that we’ve succeeded—or “scored.”)

When a woman is interested in a man, **she** considers it a success when he confirms that he is interested in her.

What this basically means is, **once you've made it clear to a woman that you like her, she feels that she has succeeded.**

This isn't always a bad thing. If the feeling is mutual, and the two of you "click" and are into each other, then it's probably the beginning of a sexual relationship and all the good stuff that comes with it.

The problem is that most guys let women feel they've succeeded before the game has even begun. While the woman is still feeling him out, and her brain is trying to determine whether he has the qualities she is seeking, he's broadcasting his interest. He never allows her attraction to build because he doesn't present any challenge. He might as well be telling her, "I'm not getting laid, I've got no other options right now, so I'm yours if you want me."

This is an absolutely **unattractive** vibe. One of the clearest indicators of your value is how desirable you are to other women. The other women you're involved with are "vouching" for you, in a sense. If a woman knows you've got other women in your life, and you have no shortage of options, she will jump through hoops to claim you as her boyfriend.

On the other hand, you can be the nicest, sweetest guy in the world. You can even shower her with expensive gifts. And while she might appreciate this, you're never going to earn her respect and drive her wild with sexual desire unless you view you as a challenge—a highly desirable guy who could ditch her and get an even **hotter** girl without breaking a sweat.

This is the first Bad Boy characteristic I want you to understand and incorporate:

## Bad Boys present a challenge.

Being a **challenge** to women is what builds sexual tension and attraction. Give her the challenge she craves, and she'll pursue you. Act like an anxious man without any other options, and she'll walk in the other direction.

The bottom line is that women want what they can't have. A man who is desired by numerous women is automatically more attractive than a man who is obviously single and having trouble finding a mate.

(If other women don't desire you, why should she?) The analogy I always use is a kitten trying to grab a piece of string. As long as you dangle the string over the kitten, just out of its reach, it will jump and grab for that string, as if it's the most valuable thing in the world. But as soon as you drop the string into its paws, it will play with it for about three seconds, look at it, and then drop it and walk away.

When most men approach a girl, or take her on a date, they might as well be dropping the string right into the kitten's paws. They take a backwards approach that is doomed to fail, because they broadcast their interest from the beginning.

The guy thinks that by giving a woman his undivided attention, paying her compliments, and spending money on her, he's demonstrating that he would be an ideal boyfriend—the type of guy she'd want to mate with, because he's loyal, generous and caring.

What he's actually communicating is that he is soft, weak and undesirable.

It sounds harsh, I know. But it's true. Even though women SAY they want the guy who is sweet, and adoring, and worships the ground she walks on, this is NOT the kind of man she is biologically programmed to chase. She might date a guy like this, but when a Bad Boy comes along and works his magic on her, she'll be compelled to follow him.

(By the way, men and women cheat in equal numbers. Don't listen to women when they bitch about how "men are dogs" and can't be faithful. Women are just as bad.

And if men cheat because they are biologically programmed to spread their seed, women cheat because they can't resist guys who have a Bad Boy/Alpha Male presence. We're all just following nature's course.)

The other drawback of taking the "nice guy" approach is that it makes you completely unoriginal. If she's attractive, you can bet she gets approached by men constantly. The unspoken message these guys communicate is always the same: "I'm into you, I want to bang you, and I'll do anything to get that chance."

Now that you understand the psychological dynamics of Bad Boy attraction, it's time to move on to the next lesson: how to react and **WIN** when a woman attempts to "test" you.



## Chapter 3: Facebook Badboy Blueprint

### FEMALE SCREENING MECHANISMS

FACEBOOK BADBOY  
BLUEPRINT

It's impossible for you to imagine just ***how much attention*** hot chicks get from men. This attention usually isn't flattering; it's annoying, and at times, very uncomfortable.

Women are programmed to screen men for certain traits before they'll want to sleep with them, and this is especially true with hot chicks who are constantly being approached. Her brain won't let her forget her "biological mission," which is to hook up with an Alpha Male who can protect her and her offspring in this harsh world. It's about survival. Primal genetic programming.

This screening process would be a lot easier if she could ask each man whether he would be able to support and protect her and her offspring. But guys wouldn't answer truthfully. They'd lie in order to get in her pants. And so, she must test men to find out if they've got the qualities she needs.

*If she starts testing you*, it's a good sign. This means she thinks you have potential. If she's not interested in you, she won't bother to test – she'll just look for a way to blow you off as soon as possible.

Here are some of the ways in which women will “test” you:

**Asking you about your job, where you live, what type of car you drive...any questions that are meant to “size you up” and determine your value.** Never give a straight answer. Playfully dance around the questions and throw them back at her.

If she asks about your job, say something like, “I didn't come out tonight to talk about work. Let's just say my hours are long, but I love every minute. It's what I was born to do.” If she asks where you live, smile and say “hold on, that's some highly personal information. What if you turn out to be a stalker?”

**Whining and acting bratty.** When she behaves this way, do you kiss her ass and try to cheer her up, or do you call her on it? (“Oh, poor baby is throwing a tantrum. You're so cute...you remind me of my four-year-old niece.”) Here's the irony: since beautiful women are used to getting their way with men, you'd think this is what they want and expect from you. But what they actually want is the opposite.

Hot women are **so sick** of being around ass-kissing men who provide no challenge, no resistance, no stimulation. **Put her in her place** when she gets out of line, **refuse to take her bait** and get pulled into her silly drama, and she'll be pleasantly surprised...and turned on...when she realizes she is dealing with a **real man**.

**Flirting with other guys, or mentioning other men, to make you jealous.**

Jealousy is a huge sign of insecurity: if you actually believe your girl could be tempted to run off with some other guy, then you haven't done your job. You have failed to establish yourself as the Alpha Male with the qualities she needs. When other guys are around, make the effort to befriend them and be cool with them.

If she ever introduces you to a guy who is an important part of her life (such as a co-worker, her boss, her brother, etc), turn on the charm and be your friendliest. This demonstrates to your girl that you have social confidence and savvy.

This is a highly attractive quality. Men who become hostile around other men lack social confidence, and women are going to notice this defect.

Finally, a note about her flirting with other guys: if she's doing it while you're in the getting-to-know-her-phase, it's probably only a test, and you should just play along and act unfazed. If you've entered into a relationship with her, and she still thinks it's okay to test you by flirting with other men, she's only going to cause you trouble. Get her to knock off that behavior, or cut her loose.

**Getting on the subject of exes.** Another classic test. Do you go into Wuss mode and listen sympathetically while she talks about her horrible ex-boyfriend? Or, do you control the flow of the conversation, move it off that topic, and keep things moving in a positive direction? The even *bigger* test is when she asks you about YOUR previous relationships.

Don't take the bait! If you talk about your ex in a negative way, you'll *fail* the test because you'll appear bitter and insecure. Speak about your ex strictly in

positive terms, keep it brief and vague, and move onto another topic. (“She’s a wonderful girl, but it just wasn’t meant to be.”)

***She asks you to buy her a drink.*** Do you automatically pull out your wallet and fetch her a cocktail, or do you challenge her? “Hmm, I’ll make a deal with you. If you can tell me something interesting about yourself, that would make me want to stick around for another ten minutes, I’ll consider buying you that drink.”

Tests are especially important for women, because sleeping with the wrong man can have disastrous consequences. Men can sleep around without consequences, but if she makes one bad decision, and accidentally winds up pregnant by the wrong guy, she could fail in her reproductive mission.

She’ll probably wind up stuck with a kid and **no** man to protect them -- and with a child, her “value” on the dating market is lowered. It’s going to make it more difficult for her to attract an Alpha Male in the future.

As a result, women—especially hot ones who are constantly being approached—develop very sophisticated screening mechanisms. Their “radar” is finely tuned. Having been approached by hundreds (or even thousands) of guys, they know the warning signs that indicate a “Beta” male (the opposite of Alpha), and when to rule a guy out.

Guys who are aggressive “player” types actually pose less of a threat than “nice guys.” Players are easy for her to laugh off and dismiss. The nice guys are usually more difficult to get rid of -- he’s pleasant enough, but he’s boring, and won’t take a hint when she indicates her disinterest.

If a woman was forced to entertain every nice guy who walked up and invaded her personal space, she would barely have time to breathe.



If you're a typical "nice guy" with nothing original to say, you can't blame women for shutting you down quickly. She doesn't want to get dragged into a long, awkward conversation and then be forced to find a way to excuse herself.

The typical nice guy, however, doesn't view this situation from the female perspective. He forms the belief that attractive women are "bitches" or "stuck-up," because whenever he tries to approach them in a bar, they blow him off.

Actually, this is rarely true. Once I developed solid game and started hanging out with a lot of attractive women, I found that most of them were very sweet, down-to-earth girls. But they were forced to act like cold bitches when a guy approached and their female radar picked up the signs of a "boring nice guy." They just don't want to deal with it.



## Chapter 4: Facebook Badboy Blueprint

### STEALTH CHALLENGE & UNPREDICTABILITY

#### FACEBOOK BADBOY BLUEPRINT

Most women can determine whether you're Alpha or Beta within the first minute. Sometimes it takes even less time than that. The #1, most obvious quality of Beta men is that they are quick to broadcast their interest.

**Here are some of the ways that guys broadcast their interest:**

- Telling her how beautiful she is
- Telling her how great she looks tonight
- Using an obvious "pickup line"
- Offering to buy her a drink right away
- Asking a lot of questions about her
- Monopolizing her time and space: once the conversation begins, he doesn't dare move away from her, for fear that some other guy might swoop in. (Loosen up. Give her space. Excuse yourself to go make a phone call, or to check in with some friends. Come back five or ten minutes later and pick up where you left off with her. The idea is to get her

interested, build up her attraction, then disengage and give her space. Repeat the process. Make her miss you, even if you're only stepping away for a few minutes.)

- Being jealous or possessive. For example, you meet a girl at a bar and start talking to her. You go to the bathroom, and when you come back, another guy is macking on your girl. If this makes you behave in an agitated manner (i.e. interrupting their conversation, trying to get the guy to buzz off, etc.), you're making your interest in her completely obvious...and you're showing that you're an insecure Beta male.

Sometimes, men broadcast their interest to women in subtler ways. It can be as simple as using a standard introduction: "Hi, my name's Michael, how are you tonight?"

(OK, now think about this from her perspective. *Why should she care* who you are? Why should she reply to your question? You are a random stranger who probably just wants sex.)

Or, this could mean talking about yourself too much, or your possessions. If you drive a hot car, you might think mentioning it to women makes you attractive...but actually, it's obvious that you are **aiming to impress** and thereby **broadcasting your interest.**

While the average guy will tell a girl he just met how beautiful she is, or buy her gifts to try to **convince** her that he'd make a great boyfriend, Bad Boys **challenge** women instead.

Women are never 100% certain where they stand with a Bad Boy. He'll charm the hell out of her when he meets her at the bar, but he divulges very little information about himself. Then, he won't call her the next day. When she calls

him, it takes him two days to return her call. In the meantime, she's obsessing over him and can't stop talking to her girlfriends about him.

I'll get more in-depth with this topic when I discuss Teases and Qualifiers a bit later on.

### Be Subtle and Stealthy

Most men have a very hard time being subtle when they like a woman. Their interest is written all over their face. Women, however, will show their interest in small ways – a brief touch, a flirtatious smile, a comment like “you're so cute” or “so are you this smooth with all the girls you meet?”

The key is to not take the bait. If she says or does something that seems to indicate her interest in you (if she starts asking questions, that's an obvious indicator), ignore it. Stick with your game. Her indication of interest is not a license for you to drop your guard and broadcast your interest. If anything, you've got to play it more cool.

**HER:** “Gosh, you're so funny. I feel like you and me really ‘click.’” **YOU:** “I get that a lot from women.”

**HER:** “You're probably a player, huh? Popular with the ladies?” **YOU:** “Women like me, and I love women. So it all works out.” **HER:** “*I like you.*”

**YOU:** “Yeah, I can tell.”

Let's say that you're out with a woman, and the conversation has been going great – you've been using the Tactics and controlling the flow of the conversation. You say something funny and touch her on the knee. She puts her hand on yours. She looks into your eyes and smiles.

So now the two of you are holding hands, and it's obvious she's into you. At this point, the typical guy will think "this girl is into me," and will start acting differently. His inner Wuss will emerge. He'll start being super-nice and polite and allow the conversation to drift onto the wrong topics. (Such as, talking about "exes" and past relationships.)

He's trying extra hard not to "blow it." He figures if he can just be super nice and polite and not say anything stupid, surely he'll get her back to his place...

Because he's received approval from her, and has proof that she *likes* him, he figures, "I don't need to run any more game on her. This one's in the bag. I can *just be myself now.*"

The problem is, this means reverting back to being the boring, ordinary and predictable version of who he is. When she realizes that he's really not the confident, funny, mysterious guy she thought he was, her attraction cools off...and the date ends with a kiss on the cheek, and her going home alone.

A classic example of this comes from the movie "The Empire Strikes Back." Han Solo is about to descend into the carbon chamber and get deep-frozen. Princess Leia's parting words to him are, "I love you."

To which Han replies, "*I know.*"

So after all the sexual tension that has been building up between these two, she finally loses control and blurts out a declaration of love. And how does Han

react? Does he reciprocate, by telling her how much he loves her and getting all mushy?

Hell no! He just says, “I know.”

Maybe he loves her, too. But he doesn't give her the confession. He doesn't give her the validation she is craving at that moment. He doesn't let her win.

As a result, this AMPLIFIES the sexual tension, and Leia's attraction towards him, to a mind-blowing level. If she wanted him before, now she absolutely **craves** him with every molecule of her being.

This type of response is classic “Bad Boy” 101. As you should know by now...

### **Bad Boys Are Spontaneous and Unpredictable.**

Nice guys say predictable things, and take women out on predictable dates. Having the Bad Boy “edge” means you find unique ways to respond to her, and challenge her.

If you're standing at the bar, talking to a girl, here's what the difference would be...

**NICE GUY:** “So, can I buy you a drink?”

**BAD BOY:** “Grab us a couple of drinks, I'll be back in a few minutes.”

Or, as you're about to leave the bar with her...

**NICE GUY:** "Can I walk you to your car?"

**BAD BOY:** "C'mon, walk me to my car."

You can assume that the last 37 guys that approached her were predictable and monotonous. They introduced themselves the same way, asked her the same series of lame questions, and talked about "safe" conversational topics. They only changed topics when the current topic had been run into the ground.

#### Example of a typical bar conversation:

**HIM:** So what do you do?

**HER:** I'm a school teacher.

**HIM:** Oh really? Cool. What grade do you teach?

**HER:** Eighth grade.

**HIM:** Ah, ok...so do you enjoy it? Being a teacher?

**HER:** Yeah, I love it.

**HIM:** That's cool...um...so how long have you been a teacher? (He's already running out of steam!)

There is no rule that says you've got to stick with whatever topic is being discussed at the moment. You never want to run out of steam, and bouncing from one topic to the next can keep things interesting. **The idea is that YOU control the flow.**

For example, you're standing next to a girl at the bar. You look at her, make eye contact, give her a sly smile, and say...

**YOU:** "I can tell there's more to you than meets the eye."

**HER:** "What makes you say that?"

**YOU:** "Well, I'm sure a lot of guys assume you're just another pretty face, but you've got a deeper, more complicated side that they don't know about. I'm right, aren't I."

**HER:** "I guess that's true."

**YOU:** "OK then, so let me ask you a Hypothetical question. If you could have the power to fly, or the power to be invisible, which would you want?"

**HER:** "Hmmm, I guess the power to be invisible."

**YOU:** "That's very interesting. Now tell me why you would want that power..."

Now you're into a conversation. You're capturing her imagination, instead of asking the same old "job interview" questions while she sizes you up and thinks of all the reasons why she shouldn't be interested in you.

Listen for *transitional* words and topics that will allow you to take the conversation in new directions, and plant seeds about your own positive qualities (without sounding like you're bragging).

For example, if she says, "I'd want to be invisible so that no one can bother me at my job. I can't stand dealing with rude customers all day..."



...you could jump on the word “job” and use it to transition to that subject. You can take this opportunity to mention how passionate you are about what you do (planting the seed about one of your attractive qualities). Then, instead of letting her dwell on how much she hates her current job, you get her to talk about her **goals** and **dreams**.

So let’s rewind, back to when she says...

**HER:** “I’d want to be invisible so that no one can bother me at my job. I can’t stand dealing with rude customers all day.”

**YOU:** “That’s interesting that you would say that. My opinion is, if you’re going to have a job, you might as well make it something you’re passionate about. I’m fortunate, I’m really love what I do.”

**HER:** “So what do you do?”

**YOU:** “Well, I didn’t come out tonight to talk about work, but let’s just say I’m well compensated and it’s the perfect use of my formidable talents.”

**HER:** “Hmm, ok.”

**YOU:** “So tell me, if had a hundred million bucks in the bank, how would you spend your days? What would you be passionate about if you never had to worry about paying another bill?”

Here’s another example of an original approach, followed through with Conversation Control:

**YOU:** Are you friendly or mean?

**HER:** Why do you ask?

**YOU:** You look a little bit mean, but I think it’s just a front. You’re actually a sweetheart, once people get to know you.

**HER:** Yes, I'd like to think I'm sweet.

**YOU:** Let me ask you something. My best friend Jay broke up with his girlfriend about a week ago. And he really wants to ask out one of her friends, but he's worried that it's too soon. Should a guy wait a certain amount of time before he asks out a friend of his ex? Is there a rule for this?

**HER:** I think he should give it a few weeks at least.

**HIM:** A few weeks, hmm. That makes sense. I bet you're the girl that all of your friends come to for "guy advice." You have a knack for this stuff, maybe you should have your own talk show.

**HER:** (laughing) Well, my sister had something similar happen. She met this guy when she was in college...

**HIM:** Where did she go to school?

**HER:** Princeton.

**HIM:** Really? I went to (name a school). I majored in throwing parties. Which reminds me...you're totally invited to this party I'm throwing next month, I'm just trying to decide what theme to go with. I was thinking toga party, but that's so played out...maybe "pimps n' hos," because I've got this killer fur coat and a giant wide-brimmed hat I could wear...but then I started thinking, maybe a 1980s theme would be cool. Just think of the party playlist I could put together for my iPod. Bananarama, the Go-Gos, Journey, Men at Work, Duran Duran...who I am forgetting?"

As you can see, within the space of the first minute, you've planted cool seeds about yourself and taken the conversation in interesting, unpredictable directions. You've engaged her imagination, and you're relating to her on a level that most guys would never get to. And you didn't need to stay on any particularly topic...you bounced around to keep things moving along. (By the way, you can always return **later** on to any of the topics you touched on earlier and then moved away from.)



## Chapter 5: Facebook Badboy Blueprint

### CONTROL HER REALITY

#### FACEBOOK BADBOY BLUEPRINT

You might think that beautiful women, who are used to always getting their way, want a man they can control – a guy who won't question her, and will treat her like a princess.

Actually, deep-down, she despises men who give her anything she wants. What she yearns for is a guy who is in firm control of himself, his world, and her. She gets turned on by a guy who isn't afraid to verbally SPANK her when she gets out of line. A guy who isn't timid or tentative, who says what's on his mind and gives her direction.

When you kiss a woman's ass to get her to stay with you, she is more likely to leave. When a woman starts whining about some trivial problem and you act all concerned and sympathetic, she only gets more dramatic and hysterical.

The Bad Boy can't be bothered with that nonsense. He'll verbally "spank" his girl back into line -- and she'll appreciate him for it. Her female needs are reassured when she knows she's with an **Alpha Male** who doesn't tolerate any whiny bullshit, especially when it's coming from her.

**HER:** "I hate that bitch Lisa at my job. She's such a back-stabber.

She's been spreading rumors again, about --"

**YOU:** "Look. Tomorrow you're going to take Lisa aside, and you're going to calmly explain to her that it's important to keep things on a professional level at your work, and neither of you have time to engage in petty gossip. As for right now, we're going to enjoy ourselves." (Now steer her onto a light, pleasant topic.)

Another point to remember, as you keep the idea of control in mind...

### **Bad Boys Don't "Court" Women. They Seduce Them In Environments They Control.**

When you take women out on "traditional dates," you're playing the game on their terms. Forget about spending a bunch of cash on taking her to dinner and movie. Instead, meet her for drinks at a cool, off-the-radar spot which you can introduce her to. (In my "Ultimate Edition" book at [www.macktactics.com](http://www.macktactics.com), I talk about the importance of having three or four special "date spots" that you can bring women to.)

These places should be off the beaten path and have unique qualities, and you should be highly familiar with them. (Be on a first name basis with some of the staff, and ideally be friends with the manager/owner). By bringing women into these environments, you're showing them something new, and demonstrating that you're a knowledgeable guy who will broaden their horizons.)

If you don't drink alcohol, make it coffee—but make it an independent coffee shop with a funky atmosphere, not a Starbucks.

It's also usually better to invite her to **do something** with you, rather than ask her on a “date.” The whole idea of “going out on a date” carries with it certain expectations and pressures, doesn't it? It's much more chill to say to a girl, “I need to do some shopping this weekend...I need to pick up some new jeans, and a birthday gift for a friend. I'd love to get your advice, so let's go together. If you help me pick out some things, lunch is on me.”

#### **BONUS TIP: MAKE HER STEP INSIDE YOUR WORLD.**

When most guys are interested in a woman, they try to win acceptance into **her** world. This is a critical mistake. An example would be: you meet a girl, and she invites you to “tag along” with her at a birthday party she is invited to.

You're eager to spend time with this girl, so you go along with her. But you have an awkward time at the party. You don't know anyone there, and she's too busy catching up with her friends to spend much time talking to you.

Meanwhile, you're not only trying to be cool and “score points” with the girl who brought you—you've also got to prove yourself to all of her friends.

You **don't** want to find yourself in this type of situation. Once you're sleeping with a girl and she wants to bring you to meet her friends, cool, no problem. But in the early stages, where you're trying to build up her attraction and seduce her, it's important for you to project a sense of **control** over your environment—because control is an attractive Alpha quality.

You want to take her into **your** world, and introduce her to people who already like and admire you. Hang out with her in environments where you've got **built-in social proof**. For a while, one of my best "date spots" was a business mixer that was held at an upscale bar/restaurant every Tuesday night. Free food, wine, and a cool crowd of young, sophisticated, successful people—many of whom I was friends with.

Every time I introduced my date to one of these people I knew, I gained value in her eyes. She couldn't help but be impressed that I knew all of these smart, attractive women, and sharp, successful men—all of whom were happy to see me.

\* \* \* \* \*

OK, on to my next point about **controlling** the way you date...

***When you want to make plans with her, don't put the ball in her court.***

Don't ever make it seem like you're available whenever SHE has time to hang out. Project the sense that you're a busy guy with lots of stuff going on, but you're willing to fit her into **YOUR** schedule.

***For example:***

**Wack Tactic:** "I was thinking, maybe if you're free later in the week, we could see a movie or something..."

**Mack Tactic:** "The next few days I'm booked up, but let's get together on Friday night. There's this awesome new lounge that I want to show you...they've got a killer DJ and my buddy the bartender makes the best mojitos in town."

Next, don't hang on the phone with her. Again, a Mack is a man on the move. (After you've slept with her, you can extend the length of your phone chats. In the getting-to-know-her phase, keep phone time to a minimum.)

It's easy to get sucked into the trap of talking to her on the phone for as long as she wants to, because women have a tendency to want to talk endlessly. She has girlfriends (or gay friends) who can fill that role. You're a Mack, and a Mack, quite frankly, has other shit to do.

You want to build a **real** connection with her, and that connection is not going to develop on the phone. View the phone as a tool to make plans with women, or confirm plans. It is not a substitute for real conversation and vibing.

Any personal information that you reveal about yourself should be done in person. Hour-long phone calls, in which you exchange your entire biographies, means you'll have far fewer things to talk about when you get together.

### **Don't broadcast the fact that you are single and looking.**

If she asks if you've been "seeing anyone," the Mack answer is to say, "I've been seeing some different people, but nothing serious. I'm looking for a person I feel the right connection with, and I'm not in any hurry."

I admit, I used to break this rule all the time. I'd meet a girl, we'd start vibing, and within five or ten minutes she would ask me (usually in an indirect way) if I had a girlfriend. (Women have various sneaky ways to ask this question.) I would take the bait and immediately tell her that I was single -- broadcasting the fact that I was completely available, because I **thought** this would make her view me as a "possible boyfriend option."

Now I know better. You NEVER want her to think you're completely 100% unattached and available, because it only implies negative things about you.

The suspicious side of her female brain doesn't say, "wow, that's good news. He's single, and I'm single – we might have something here."

Her radar is more likely to tell her, "so what's the catch? What's wrong with this guy? How come he's not dating anyone? Is he some weirdo stalker? Is he broke? Is he a closet homosexual?" etc.

These days, I'm actually juggling so many different women that I've started telling girls I meet that I do have a girlfriend, but we've been having problems lately and taking some "time off." (Which is a little white lie, admittedly.) You'd be surprised how many women who will go for a guy who tells them up front he's involved with another girl.

This actually **attracts** a significant percentage of women because it presents you as a **challenge**—a man who is in demand, and has options. She knows you're desirable (by saying you've got a girlfriend, this is implied), and due to her competitive female nature, when things move to the bedroom she's going to want to give you hotter sex than your "girlfriend" does.

A man always gets better sex from his mistress than he does from his wife. Why? Because the mistress has something to prove.

She has a challenge to rise to; his wife knows she already won the game a long time ago, and therefore has no incentive to rock his world. These statements won't earn me any points with the feminists, but it's the stone cold truth.





## Chapter 6: Facebook Badboy Blueprint

### PUT HER IN PURSUIT MODE

#### FACEBOOK BADBOY BLUEPRINT

*Does he REALLY like me...or is he just playing games, like he does with ALL his girls?*

This is what is running through her head while the Bad Boy is teasing and flirting with her. It makes her want to keep playing the game. Whenever she's with a guy like this, she'll want to look her best, and act her sexiest, in order to get the confirmation she craves.

The key is to **NEVER** give her total confirmation.

*When a woman is attracted to you, she desperately wants to know if the feeling is mutual!* (Remember what I told you earlier, about how men and women judge "success.") Bad Boys can work women into a frenzy this way...by **NEVER** letting the girl know that she's "won."

For this reason, you must **never tell** her how long you've wanted to ask her out, admit how attracted you are to her, or tell her how you think the two of you would be "great together." If these sound like winning romantic gestures, turn off your television, because you've been watching too many Hollywood movies.

Only in the movies can the dork or the shy guy win over the hottest girl in school in the end because he makes some grand, romantic declaration.

In reality, it's more likely that she'll regard this as weakness on your part. (And remember how I said emotional **STRENGTH** is one of the big keys to attraction.)

Nine times out of ten, your "confession" isn't going to prompt her to confess her own attraction to you. It will only take you down a notch in her eyes. You are no longer an original; you are **just another guy** who can't control his emotions or his libido.

Play it cool, act like **nothing** fazes you, and apply the techniques that I teach in the [M.A.C.K. Tactics: Ultimate Edition book](#). You're a train moving full-steam ahead. The choice is hers: she can climb onboard and take an exciting ride, or you can roll without her to the next stop. Either way, you're an independent guy, doing your own thing.

Another advantage of using M.A.C.K. Tactics is that if you use the right conversational techniques and "build the bridge" (as I explain in detail in the "Ultimate Edition" book), it will become clear whether she is interested in you on a sexual level. You won't be shooting in the dark, worrying that she'll freak out if you try to touch her.

When you follow the complete M.A.C.K. Tactics progression, escalating from conversation to physical touching, you'll never have to wonder whether she "likes you as a friend" or whether she's interested in more. You'll know how to read her signals, and your Tactics will be gently leading her down the path to "yes" ...instead of giving her reasons to say "oh, look at the time...I should be getting home soon."

**Evaporate the physical boundaries between you by making body contact with her.** The best times to do so are when you're both laughing. Reach over and give her a knee a light touch. High-five her and interlace your fingers with her, then disengage. What you're doing is acclimating her to your touch, so that it becomes something she is comfortable with.

This way, later in the night when you hold her hand, kiss her for the first time, or initiate the foreplay that leads to sex, she's already "warmed up" to your touch.

Guys will often fail to escalate because they don't want to be seen as too aggressive. (It's just an excuse, really, for not wanting to risk rejection—and they're not confident that she will agree to the escalation, because they haven't laid the right groundwork.)

If you've laid the groundwork, made her physically comfortable with you, and built up her attraction by framing yourself as a hard-to-get "prize," she'll be receptive when you take things to the next level. But it's on you to lead her there.

I remember one time having a girl sleep over at my house, in my bed, and I didn't "try anything" because I didn't want to screw it up. We lay there together and talked for hours, then she drifted off to sleep while I laid next to her all night with a hard-on. I figured there was no hurry, and that if I acted like a gentleman she'd trust me and we'd have sex next time.

Unfortunately, there was no “next time.” She never called me again. By not escalating with her, she viewed me as a Wuss, and she may have even felt a little bit insulted. She’s an intelligent, sexually experienced adult. She knew what was supposed to follow when she willingly climbed into my bed and laid down next to me. But I failed to **lead** her down that path.

The key is to **BUILD UP** to intimacy and sex with a progression of steps. Perhaps the biggest mistake that guys make is trying to seduce women before the groundwork has been laid. You don’t ask a girl out on a date before you’ve spent time chatting with her and getting her interested in you. Likewise, you shouldn’t go for a kiss when you haven’t even laid a finger on her all night.

You build up to the first kiss by making contact with her throughout the evening: touching her leg while you tell a story; giving her a brief hand massage; brushing her hair back from her eyes; placing your hand on the small of her back as you guide her through a door...etc.

(The small of her back is actually a GREAT spot to make contact with. It’s an erogenous zone that is dense with nerve endings.)

**If there is a mutual attraction, let her be the one to express her feelings to YOU**, and when she does, play it even more cool. If she says something that implies she likes you and wants to date you, give a vague response that strings her along.

**HER:** “So what do you think...y’know, about you and me?”

**YOU:** “I’ve enjoyed spending time with you. Let’s just take it slow and see where it goes...no pressure, no expectations.”

(The more you seem like you don't really give a shit either way, the more DESPERATELY she'll want you to validate her feelings!)

**But don't give her that validation.** Keep her wondering: will she ever be able to have you all for herself, or will you be with another girl tomorrow when she's waiting for your phone call?

She'll want to keep earning points with you, to get the confirmation that she desires. In the meantime, you are the one holding the cards.



## Chapter 7: Facebook Badboy Blueprint

### THE MAVERICK PRINCIPLE

#### FACEBOOK BADBOY BLUEPRINT

Fit women into **your** schedule, not the other way around. Don't be easy to pin down. This places you in a category of men she isn't used to dealing with, and it reverses the traditional rules of courtship: normally, **women** are the ones who play "hard to get" and make it difficult for men to schedule plans with them. As a Mack, **you** are the one who is occupied with other things, and you see women on **your** terms.

In today's dating world, this sets you apart as a true **maverick**.

Most guys will hang on the phone for as long as she wants to talk, even if it means listening to her complain about her sex life with her ex-boyfriend for an hour. Whenever she's free, these guys will put everything else aside to talk to her, or spend time with her.

Women grow bored with this type of man. If he's always available, it's a sign that he has nothing else going on in his life, and that no other women are interested in him. ***Women are intrigued by a man who is a hot commodity***, not a guy who is free any time she is available.

So instead of immediately accepting her offer the next time she invites you to hang out, create I.O.U.'s. (This is a kick-ass Mack Tactics technique that I fully explain in the "Ultimate Edition" book, available at [www.macktactics.com](http://www.macktactics.com).)

When a girl calls a Mack to say "me and my friends are going to the club tonight, do you want to meet up later?", he won't commit right away. Even if he has no plans this evening, he'll project the image of a busy guy.

He'll say "I have some people I need to see (or some business I need to handle), but maybe later I can make an appearance." (I love that phrase, "make an appearance." It makes you sound like a celebrity who will be gracing them with your presence.)

Then, he may choose to not show up at all. He'll tell her the next day "Sorry, something came up." (He won't offer an explanation.) This only increases his allure and the sense that he is a "commodity." The next time they do hang out, she's going to make an extra effort to entice him. She knows he is in demand, and she won't want to let him slip through her fingers.

Again, you are turning the tables. Normally, on a date, it's the guy who is eagerly trying to impress the woman and "score points" with her. When a woman is on a date with a Mack, ***she*** is the one trying to score points and capitalize on a limited window of opportunity.

A very important note before we move on: when you **do** meet up with a girl -- whether it's for a date, or you're meeting her and her friends at a club -- I'm not suggesting that you should act arrogant or aloof, like you've got somewhere more important to be. When you are not with her and she wants to see you, you've got to play a little bit "hard to get."

But when you are with her, you must be completely focused on her. You're totally attentive and "in the moment." This makes her even MORE eager to see you again, because you make her feel special when you're around. But it's always going to be on your terms, on your schedule.

Also -- women tend to be flaky and be late to appointments, but you should always be punctual. Your time is precious, and if she makes a habit of showing up late to meet you, you've got to call her on it. Most guys will act like it's no big deal when she shows up at the restaurant 20 minutes late: "Oh, don't worry about, it's fine..."

The Mack calls her on it: "Wow, this is the second time you've been late to meet me. What's up with that?"

Say it with a smile -- you don't want to sound pissed -- but make sure she gets the message: you're **not** cool with people showing up 20 minutes late to an appointment with you. And you're not going the typical spineless-nice guy route and excusing her behavior.

After she babbles her apology and explains her lateness, switch gears and move onto a fun topic. Just make sure that seed is planted in her mind: your time is valuable, and must be respected. By showing up late, she **tested** you -- and you passed with flying colors.



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## Chapter 8: Facebook Badboy Blueprint

### BE THE DECIDER

#### FACEBOOK BADBOY BLUEPRINT

The Bad Boy, like the Mack, doesn't follow anyone else's lead— especially when it comes to women. When he goes out for a meal, he knows what he likes to eat, and he knows where to go. He knows which movies are playing, and the one he wants to see. He has his favorite clubs and bars, and when he shows up, a bartender or a waitress will always welcome him by name. And when he arranges a date with a woman, he doesn't ask her opinion on where they should go. His plan is mapped out. **She gets to come along for the ride.**

**Wack Tactic:** “So what do you feel like doing tonight?”

**Mack Tactic:** “I'll pick you up at eight, we're going to have some serious fun. Wear something sexy.”

(This is an excellent Tactic. Tell her what to wear. You don't need to be specific; just say “wear something sexy.” She'll be thinking about you, and winning your approval, for the entire two hours it takes her to select her outfit and get ready.)

**Women respect, and follow, a man who leads.** As a man, this is part of your masculine duty. It is expected of you. When men defer to women and don't want to make decisions, women grow irritated with them because they're being forced to play the masculine role in the relationship, and this is not natural.

Look at all the pathetic married guys who constantly give in to their wives' demands, and let them run the show. Do their wives appreciate it? Hell no! It makes them henpeck their husbands even worse. Because women, contrary to how they might act, don't want to be the "boss" all the time. They're wishing their man would show a backbone and behave like an Alpha Male.

When it's time to schedule a date, figure out in advance where you want to take her, so that you never appear unsure. Project an air of self-assuredness at all times. As long as you lead, and keep them interested in the "challenge," women will follow.



## Chapter 9: Facebook Badboy Blueprint

### PROJECTING INNER POWER

FACEBOOK BADBOY  
BLUEPRINT

Now I want to talk to you about strength, and how you can project it to women regardless of your size. The key here is to always make her feel protected. “Protecting” her, in today’s society, doesn’t necessarily have anything to do with physical strength. A Mack radiates strength through his words and actions.

For example, demonstrating that you are decisive is a very important way to convey strength. Loyalty and commitment are other forms of strength.

These are things you should imply rather than say outright. By telling her a quick story about how you came through for a friend of yours—because you’re committed to your friends, and you feel loyalty is important— you’re planting seeds in her mind that you possess these qualities. This type of story can be simple, and you can tell it at any time. You don’t need to wait until the subject of loyalty comes up. Just create a segue.

Here's an example:

**HER:** "My job has been so crazy lately (blah blah blah...)"

**YOU:** "I've also been super busy. And on top of that, my friend Michelle asked me to help her move on Sunday. I need to be at her place at 7 in the morning to help her load a truck full of stuff. I'll be exhausted, because I've got a party to be at on Saturday night, but she's been there for me in the past and she's earned a place in my inner circle. So I told her I'd help, and I don't break commitments."

Now that was a Tactical answer. Look at how many indicators of your **value** were loaded into that reply. You stressed how much you value loyalty and commitment. You also pointed out that you've got female friends in your inner circle, which implies that you're popular among women. Plant those seeds, and she'll take note of them.

Women are always filtering our words and actions through their mental computers. And never forget: while we're always looking for reasons to qualify attractive women (to justify our desire to have sex with them), their minds are searching for reasons to disqualify us.

If we meet a hot girl, we'll usually overlook the deficiencies in her character and her personality, or habits of hers that we would never tolerate in an unattractive girl, because we're focused on getting her into bed.

Women, on the other hand, seek to find reasons to disqualify men. You could have attractive qualities—whether it's the way you dress, what you do for a

living, or your sense of humor—but if you show weakness in a certain area, she may mentally disqualify you in an instant.

(In a moment, I'm going to explain how to “Jam Her Radar”—a powerful method that “sneaks through” her defenses.)

Some guys trigger all kinds of red flags when they talk to women, and never realize where they went wrong. Have you ever been on a date that you thought went well, and even though you didn't hook up at the end of the night, you figured there was a serious possibility that she would become your next girlfriend? But when you called her to arrange a second date, she was suddenly extremely “busy” and couldn't commit to making any plans...or didn't return your phone call?

Before I started applying M.A.C.K. Tactics, that sort of thing happened to me on a regular basis. I couldn't understand how a girl that seemed so enthusiastic on our first date, would then come up with excuses not to go on a second date. Or, I'd meet a girl in a bar and have a great conversation with her, but when I'd call her a couple of days later to plan a date, she wouldn't call me back.

It's now clear to me what I had done on those dates that had caused women to disqualify me. I'm now able to identify the things I did, and said, that raised red flags in her mind and got me **disqualified**. Sometimes, one mistake is all it takes for her to dismiss you mentally, and move onto the next.

Women disqualify men for instinctive reasons all the time. The other day, I was talking to a hot female friend of mine, Christine, about a date she'd been on the night before. She'd met the guy on the Internet and this was their first time meeting face-to-face.

According to her, he had been sweet, funny, and “really cute” (her words). He brought her flowers, and took her out to a restaurant where their dinner and wine cost over \$150. But after they said goodnight (with a quick hug and kiss on the cheek), she had no desire to ever see him again. **She’d disqualified him.** I asked her why, and she couldn’t really explain. She said “I don’t know, I guess I just didn’t feel the right chemistry.”

I was curious, so I asked her to explain the date in detail. It then became obvious to me what he’d done to turn her off. He had broadcasted his interest. He told her, on that very first date, how he was looking for someone to settle down with. At the end of the date he told her “I really like you, and I think there might be potential for a relationship here.” Then he asked her if she was available the following night to go out again.

(I’m literally groaning as I write this...it’s such a direct violation of the principles laid out in the Mack Tactics book. Visit <http://www.macktactics.com> and you’ll see what I mean.)

Anyway, Mr. Internet Romeo thought he was just being sincere and honest. But what he was actually doing was surrendering control. He was letting her know, “I’m yours if you want me. Now, it’s your call.”

To Christine, he no longer presented any sort of challenge. The sexual tension they’d built up over the past few weeks, chatting on Yahoo! Messenger and emailing, was suddenly gone. Also, by trying to set up a date for the following night, her mind registered another red flag—that he might be the clingy, possessive type who would want to constantly be with her, because he had little else going on in his life.

If a guy broadcasts the message that he is totally, utterly single, without other women desiring him, how desirable can he be to a girl like Christine?

Women will wonder, “What’s the catch?” There must be something about him that turns women off—possibly a very serious flaw. Most women would rather cut him loose than stick around and find out what his personal issues are.

One of the themes you’ll find throughout my book is that **by limiting your availability to women, you make yourself more attractive.** (In fact, in the beginning of the book I lay out the Ten Mack Commandments. #1 is “Flee and they will follow, follow and they will flee.”)

Once you’ve built a relationship with a girl and you’re having sex on a regular basis, you can spend more time with her and make yourself more available. But in those opening stages, when her female intuition is on high alert and she’s trying to determine her level of attraction towards you, always being available can kill her interest.

Don’t be an open book; present an element of intrigue and mystery.

\*Another thing you’ll learn in [M.A.C.K. Tactics: The Ultimate Edition](#) is that the concept of “chemistry” is nonsense. It’s a figment of the female imagination. As a Mack, you can manufacture a sense of chemistry and make her feel that it exists between the two of you. By simply applying the right Tactics, you can make her feel like you’re the guy she was “destined” to meet.

**Power Conversation Tip:** Don’t ask her a bunch of questions. This is the weak, generic approach that most guys take. Use **statements** instead.



Rather than asking her “where are you from,” throw it at her as a statement: “I have a hunch you’re from a small town. I’m going to guess somewhere on the West Coast.”

You’ll probably get it wrong; being psychic isn’t the point here. The idea is that it will spark some interesting conversation, and you will gather this information in an original way.

Following the same principle, instead of asking her “what do you do,” you could state, “looking at you, I’d say you have a very important job for some major company.” Or, “I’d guess you work in some type of artistic profession. You give off a creative vibe.”

This tactic is all about **sparking conversation**. Think about it: if you were to ask her “so where are you from,” or “so what do you do,” she can answer with a single word, and the conversation can come to a halt.

By making a guess, and phrasing it as a statement, you’re compelling her to give a more detailed explanation...and naturally she’ll then ask

**WHY** you thought she was from the place you said, or why you guessed she worked in a certain field.

To this, you can simply respond that she reminds you of a female friend of yours named Carrie, and Carrie was from (fill in the place you said) or she’s a (fill in the profession you said). Then, make a transition.

For example...

**YOU:** I'm going to guess you're originally from a big city. I'm thinking Boston or New York...

**HER:** Actually, I was born and raised in Philadelphia.

**YOU:** A Philly girl? Uh-oh.

**HER:** Why do you say that?

**YOU:** Because I went to college with a girl named Carrie who was from Philly. She was the wildest party animal I've ever known... seriously, she could have drank Guns N' Roses under the table. I don't know if it's a Philly thing, or if it was just her...but before we go any further, just tell me, are you out at the bars seven nights a week until last call? Because I like to go out and have fun, but there's a limit, I've got a career to worry about...

(Transition into a conversation about her party habits, her job, your job, etc.)

Look for ways to rephrase generic questions into thought-provoking statements. You can't go wrong with this, and she'll find this type of conversation engaging instead of lumping you in with the last 27 sweaty-palmed dudes who offered lame, "job interview" questions instead of real, fun conversation.



## Chapter 10: Facebook Badboy Blueprint

### JAMMING HER FEMALE RADAR

FACEBOOK BADBOY  
BLUEPRINT

As I explain in the “Conversation Control” chapter of [the Mack Tactics “Ultimate Edition”](#) book, phrasing can make all the difference. (A Hostage Negotiator helped me write that book, and we include a lot of Negotiator techniques that can be used in your interactions with women.) There are so many times in life when we could get a “yes,” but get a “no” instead—simply because we phrased the request the wrong way.

When you approach a girl, she has a million reasons to say no. In fact, she’s probably looking for reasons to shoot you down, because she’s fed up with boring men walking up to her and trying to monopolize her time.

Or, her reasons for ignoring you could be beyond your control. You might resemble the jerk who broke her heart in the tenth grade. She might be coming off a bad relationship, and while she’s sitting here having a drink at the bar, her

Bad Boy ex-boyfriend is texting her twice a minute. Or, she might be stressed out from her job.

If you're at a nightclub, perhaps she has convinced herself that it's impossible to meet a decent guy in that environment, that they're all wanna-be pickup artists. and there's no way in hell she's giving any guy her phone number tonight.

More commonly, when it comes to being approached by men she doesn't know, her radar is simply on high alert at all times. She's looking for red flags: reasons to rule you out and end the interaction.

You may also be operating at a disadvantage from the very beginning because you don't meet her "criteria": the **superficial** qualities she tells herself she needs in a man. (He needs to be a certain height, look a certain way, have money, etc.)

The good news is that there are methods for "jamming" her radar and getting past these barriers. First, you need to understand one of the biggest fundamental differences between men and women, which I mentioned before: men seek to QUALIFY women, while women seek reasons to DISQUALIFY us.

In other words, we're willing to overlook a girl's flaws if we're interested in having sex with her. Women, meanwhile, are more likely to look past our good qualities and try to find reasons to **rule us out**.

Does that sound harsh? Well, it is. Now let's talk about some Tactics to get you through this.

Let's say you spot a blonde across the bar. Her face is average (at best), but she's wearing a tight dress and has a killer body. That's enough to make you want to approach her.

Then, if it turns out she's dumber than a box of rocks and has nothing interesting to say, you'll continue to fixate on her body! (C'mon, admit it.) You'll keep macking. As long as she's receptive to the conversation, you'll keep trying to make something happen.

As long as there is **something** about her that turns you on, you'll give it your best shot, right? (Especially if you've been drinking...)

OK, now let's look at this from the woman's perspective. From the moment we make eye contact with a girl, or approach her, she's sizing us up and her brain is coming up with reasons to DISQUALIFY

us.

Maybe her radar is telling her you're too short, too young, too old, or she doesn't like the color of your shirt, or she figures you're a player who's only looking to get laid...whatever. She's going to think about all the reasons NOT to get to know you, before she considers the reasons why she SHOULD.

The typical guy faces an uphill battle because he's always **struggling to qualify** himself to women. This is why so many men resort to "pickup routines" or try to impress women by talking about their money or "who they know." (Truth be told, unless you're a rock star, famous actor or professional athlete, there are very few professions that are going to compel a woman to want to have sex with you.)

Most guys are so used to being blown off in the first minute or two, they resort to ***desperate measures*** just to get their foot in the door.

**Jamming her radar means you're never going to allow a woman to go into the mental process of disqualifying you.** You're going to throw her off balance and turn the tables. You send the message that you're not that into in her, you're not easily impressed, and that SHE needs to qualify herself to YOU.

Then, throughout the course of conversation, you continue with this strategy. You make statements, and ask questions, that force her to qualify herself to **you**. The message you are sending is that you are a guy with high standards, and if she doesn't meet them...well, there are plenty of other girls for you to talk to tonight.

## Tease, Push, Pull

“**Teases**” are a powerful Mack Tactics technique. You can sneak in a tease by making a statement that implies you're a man in demand, with high standards:

**“The girls I've dated recently have been high-maintenance. They looked beautiful, but there's was always drama. It seems to be that extremely beautiful women are often the most insecure. It's cool to meet a normal girl, like yourself, who I can relax around.”**

This statement has a subconscious effect. While it sounds on the surface like you're paying her a compliment—that she's a “normal” person—you're actually jabbing her ego and making her feel self-conscious. You're implying that you usually date **hot** women, but hey, you're still enjoying her company at the moment...

By using this method, as you continue to control the conversation, she's going to feel the need to qualify herself to you.

She'll want to show she's not just a boring "normal" girl...she's fun and sexy, too.

Think Push/Pull. Punishment/Reward. Throw challenges at her. Make her wonder if she measures up to your standards, and get her thinking, "If this guy has such high standards, and is so hard to impress, he must be something special."

Some others:

**"I plan on staying out late tonight and having some fun, but I don't want to get you into any trouble...I can tell you're a nice, responsible girl. You've probably got a curfew..."**

**"You should know up front, I'm very high-maintenance. I need my back rubs, breakfast in bed...and if you can't cook, forget about it."**

Or this one, which will really catch her by surprise:

**"It's too bad you're not my type, you seem like a cool person." (Then, immediately change the subject.)**

If this is a girl you just met at the bar, you could add on, **“Let’s see if we can find you a guy tonight. I can be your wingman.”**

Again, you’ve paid her a back-handed compliment (she seems “nice” or “cool”), but you’ve made her feel self-conscious because for some reason (which you don’t explain), she’s **“not your type.”** Just plant that seed and move on...it messes with her head!

If she asks you what is your type (and women will almost always ask), keep your answer vague: “I’ve just normally dated girls with a certain type of look, that’s all.”

Then move the conversation onto another subject. Leave her wondering why she doesn’t meet your standards, and what she can do to capture your interest.

Another example to use at a nightclub...

**“Have you noticed the women in this place? There must a be a million dollars worth of plastic surgery in this room. It’s nice to talk to someone normal for a change.”**

Or, **“Have you noticed that group of tall, gorgeous Amazon- type women waiting by the bathroom? This place is like a modeling convention tonight. It’s cool to talk to someone like you, who’s normal and down-to-earth.”**

Here’s a quick one. In mid-conversation, as she’s saying something, say “One sec, I need to ask my friend something” and then abruptly walk away. Rejoin her a couple of minutes later and let her keep going with what she was saying.



Slightly impolite, yes...but you're sending the signal that you've got other people to attend to, and that she's not impressive enough to warrant 100% of your attention.

I want you to remember this: learning how to approach women and engage them in conversation begins with the right belief system. You are the prize. Believe that. If there are two hundred other guys in the room, you must believe you're the guy who the ladies want to meet tonight.

When you approach a girl you're not going to let her radar kick into high gear and start screening you for defects. You're going to establish that YOU are the one with high standards, who's giving HER the chance to join your team.

### **Bad Boy Approach Tactics**

The most effective openers are ones that sneak under her radar and don't SOUND like opening lines. (Remember, you don't want to telegraph that you're interested in her.)

Instead of opening with a question such as, "Hi, I'm Joe, what's your name?" Or, "How are you doing tonight?", make a STATEMENT that includes some type of observation about her.

### **Examples:**

"I can see **you** know how to have fun. Alright, you're on the guest list for my next party."

“Quick question. There’s this really cool pair of jeans that I want to buy for a friend of mine. She’s around your size, but it’s hard to say, exactly. I’m just wondering, should I buy them a little bit bigger, or a little bit smaller?”

If the size is too big, I’m worried she might get a little bit offended...but if they’re too small, that might bum her out, y’know? Which would you prefer—if someone bought you jeans that were a little bit too big, or a little too small?”

If this sounds like something trivial to ask a woman about, that’s sort of the point. What you **start** talking to her about is irrelevant, as long as it’s something original and compelling enough to make her reply.

The purpose of your opener, whether it’s a question, a statement, or a little story like the one above, is simply to **be original** and get **her talking**. Once she starts talking, you’ll find a way to interject and move the conversation onto a different topic. (You wouldn’t want to spend the next five minutes on a discussion about jeans, or how females have negative perceptions of their bodies, or whatever. The point of the story was to OPEN the conversation, nothing more.)

As I explained earlier, it’s all about making the transition to more interesting topics, ones that also allow you to plant seeds about your positive qualities.

So, you might use the “buying a pair of jeans opener,” and she says...

**HER:** I’d buy them a size too small, if anything. She can always return them if they don’t fit.

**YOU:** That's true. I just know she's been kind of self-conscious since her boyfriend broke up with her. I still can't believe he dumped her over such a stupid reason...

**HER:** (curious now) Why? What happened?

**YOU:** Well, somehow he found out the password to her email account, and he checked her emails and found out that she'd been corresponding with her ex-boyfriend Mike. Mike was her high school sweetheart. They broke up years ago, and Mike has a wife and a kid now, but they stayed friends. Anyway, when her current boyfriend saw those emails, he flipped out and broke up with her.

**HER:** That's terrible.

**YOU:** Some people just don't get it. For me, I can't be in a relationship unless I feel like I'm 100% trusted, and I can trust my girl completely. Trust and commitment are so important to me.

**HER:** Me too.

**YOU:** We have that in common, that's good. So tell me...if you were dating a guy, and you found out the password to his email account, would you check it? Etc...

Now you're engaged in a totally compelling conversation. You've "reeled her in"...big time. Once you feel enough has been said on this particular topic, transition to something else.

**\* Relationship Dramas and Cheating are excellent topics for jump-starting a conversation with a woman.** (Or women, plural—you can start a conversation with a group of girls this way, just as easily.) Women naturally love gossip, especially about cheating and screwed-up relationships, which is why these openers and topics work SO effectively.

### Another opener I've used on occasion:

“You just missed a major catfight over by the bathrooms. Two girls were going at it. Hair pulling, scratching, it was nasty...I bet you five bucks it was over some guy.”

OK, now here's an example of a good Qualifier that implies you're trying to determine whether she's worthy of your attention. (Remember, the concept behind “Qualifying” questions and statements is that you are the one passing judgment...not her...because you're a guy with a lot of options.)

**“You seem like someone who doesn't take herself too seriously—you work hard, but you play hard, too. I'm right, aren't I.”**

She will almost always say “yes” to this. (If by some chance she says “no,” then you know right off the bat this chick probably isn't much fun.)

If she says “yes,” you're now going to **REWARD** her. You're going to imply that maybe she's cool enough to enter your circle.

Tell her, “That's good to know, because I can't be around uptight people.”

There are all types of ways to test her, tease her, and make her QUALIFY herself to you. This mentality is completely different from how 90% of men interact with women. The average guy is worried the whole time about being cool enough to be in HER circle.

Remember, the larger the space that you create from pushing, the more space there is for you to pull her back towards you. This makes your rewards more emotionally intense and pleasurable.

Let's say you work at a company, and you have a subordinate who is always kissing your ass and telling you how great you are at your job. This wouldn't give you any emotional high. In fact, it would probably get annoying. But now let's say you've got a boss who holds your work to extremely high standards, and is almost impossible to please. If you receive a compliment from **him**, you feel elated.

And, like a hit from a crack pipe, you'll want to experience that feeling again. You'll be motivated to work extra hard, in order to get more validation from your critical boss...and because you'd hate to disappoint him.

When you cast yourself in the "boss" role with women...when they feel the need to meet your standards...you're winning the game. **You're in control.**

**On the flip side, when YOU are obviously trying to impress HER, what you're really admitting is that you know she's not impressed with you yet.**

Instead, **assume** she is impressed with you. Now it's up to her to demonstrate she is on your level.

Some other "tests" to throw her way:

**"I don't know if you can handle a guy like me. Are you a spontaneous, adventurous type of person?"**

If she says she is spontaneous, reward her by saying something,

”That’s cool. There are still some things I want to find out about you, but so far, so good.”

If she is reluctant to say yes, or says “it depends,” then here’s a way to push her (and have some fun):

**“So on a scale of 1-10, how adventurous would you say you are?”**

She’ll probably give an answer in the 6-8 range. Now, knock her down a peg. If she says “7,” say,

**“Really? I would have figured you for a 6. Let me ask you a question. I find that women who are spontaneous are the best kissers. Would you say you’re a good kisser?”**

If she says “yes” (which most women will), say “Good, because I have a policy from now on that I can only date women who know how to kiss. Doesn’t that suck—when you meet someone that you’re totally attracted to, but then when you kiss them for the first time, they’re terrible at it?”

The “good kisser” question might sound too forward with a girl you just met five minutes ago, but it isn’t if you’ve already gotten her to agree that she is spontaneous and adventurous.

Once you've gotten her to **verbally commit** to being a certain type of girl, she is going to try to be consistent with this behavior. It's a quirk of human nature. This is a compliance tactic that sales professionals use: get the customer to verbally commit to being something.

For example, the salesman on the car lot might say to his prospect: "Mr. Johnson, I can tell you're a man who appreciates the finer things, and you know a luxury vehicle can be worth every penny. Am I right?"

Once Mr. Johnson agrees—yes, he's that type of guy—he's more likely to be receptive to the expensive vehicles that the salesman shows to him. The customer wants to be consistent with the label that has been applied to him.

When you apply labels to women, and get them to agree, they'll want to be consistent with that label. This makes it easier for you to make them comply with your suggestions.

Examples of labels you'll want her to agree to:

- Spontaneous
- Adventurous
- Up for a challenge
- Naughty (she has a "bad girl" side)
- Trusting and sincere
- The life of the party
- Classy & sophisticated
- Deep and spiritual

It's also cool to establish that you've got one of these qualities in common with her: "That's good that you're always up for a challenge. I'm the exact same way."

I thrive off of challenges, which is why I'm so into achieving this goal right now..." (transition into a discussion about a goal of yours, then flip it around and talk to her about her goals).

Or, you might say to the girl you've labeled as "spontaneous": "This bar is cool, but the energy is kind of low tonight. I'm in the mood for something fun, something different. I know you're Miss Spontaneous, and you're always up for an adventure—so c'mon, let's try this other place..."

Take her from environment A (where you met her), and to a completely different environment (a different bar or club), and now the two of you are basically on your first date. You're not just some random, ordinary guy she met in a bar twenty minutes ago...you're her partner on an adventure tonight.

You can also use this label when it's time to arrange your next meet with her. For example, you say to her on the phone: "Sarah, I know you're a sophisticated, classy girl—you told me so—so I know you're going to love this art gallery opening I'm going to on Friday night. Why don't you come with me, meet me at my house at seven and we'll roll together."

### **More examples of tests, always keeping push/pull in mind:**

Mention a cool spot in your area that most people aren't aware of. It could be an out-of-the-way bar, a live music spot, a restaurant, a mountain you hiked...whatever. Ask her if she's been there.

If she says "yes," then pull her in. If she says "no," then push her away:



**“Wow, Lisa, you’ve never even tried sushi? I figured you’d be an adventurous type of girl who’s tried every type of cuisine...but it’s good that we met, because I know every good Japanese restaurant in this city.”**

Or, you could say:

**“My friend Michelle just got back from a trip to India. She’s such a fascinating person, I find that people who do a lot of traveling have a deeper perspective on things. So tell me about the most amazing place you’ve ever been to...”**

This prompts her to reveal whether she’s done much traveling. If it turns out she has, then continue to push and pull: “That’s good to know you’re so well-traveled. I wasn’t sure about you at first, Maria, but I guess there’s more to you than meets the eye.” (That was actually a pull-push-pull, if you think about it...pretty cool!)

If she admits that she hasn’t done much traveling, you can “push” her by acting like she’s not up her standards...and then “pull” her back to you.

**“Oh my God, you mean to tell me the only time you’ve been outside of the United States was college spring break in Cancun? Well, you should just know, before we ever get married or have kids, you and me are going to spend some time in Buenos Aires. It’s my favorite city.”**

This was also a playful example of the “instant relationship” technique—pretending that the two of you are already a couple, or destined to be a couple. You say it with a smile, as if you’re just kidding around, but it still has an effect

on her subconscious. You're making the idea of being in a relationship with each other seem like a natural, comfortable outcome.

Or, you can ask her one of the Hypothetical questions from the "Ultimate Edition" book, and then "push" her away when she gives the "wrong" answer. (With Hypotheticals, which are a favorite technique of mine, anything she says can be interpreted as a right or wrong answer.)

After she answers, you say "I can't believe you gave that answer...I'm sorry, but I'm going to have to break up with you. That's it. Tell that girl over there in the red dress, she's my new girlfriend."

Then laugh, tell her you're only kidding, and get into a discussion about the Hypothetical and the reasons behind her answer.

Keep the push/pull in mind. Act like you're never totally sure she's cool enough to join your team, but you're going to give her a chance to prove herself.



## Chapter 11: Facebook Badboy Blueprint

### BAD BOYS CLOSE THE DEAL

#### FACEBOOK BADBOY BLUEPRINT

I'm going to preface this chapter by telling you about a friend of mine named Steve. We used to roll together in New York City. Steve was a **machine** when it came to pulling chicks from the bars and clubs. I'm talking **ruthless**. He was banging three or four new girls every week, and he had no interest in having an ongoing relationship with any of them. Mostly, they were just one-night stands.

Steve is married now, completely pussy-whipped and living in the suburbs, but the dude was a legend back in those days...

The reason I'm telling you about Steve—and you may know a similar player from your own experience—is that he understood a truth that 90% of men cannot grasp or accept:

***Women love to have sex...as much as men do, and in some cases, even more than men do. If you lead them down that path, the chances of you getting sex are a lot better than you might think!***

Women don't want sex with ANYONE, mind you, but with a guy who they feel comfortable with, and attracted to. If that guy comes along, he doesn't need to spend a bunch of cash on wining and dining them. If he has the confidence to lead her down the "sex path," and doesn't make it feel wrong or slutty, she's going to go there with him.

If you apply the Tactics that I teach, this comfort and attraction can be established in the course of an evening. In some cases, you can make it happen in under an hour. You might not want to emulate Steve—hitting the bars like a hurricane, hunting for a sex partner—but I want to let you know, ***there are so many opportunities to close the deal with women that guys miss out on.***

Look, I'm not suggesting you should use the Tactics to lure a new girl home every night. But what I want you to realize is that women are totally up for sex. They might need a bit of coaxing and reassurance, so that they don't feel like they're about to do something slutty and regrettable—but believe me, they get **just as horny** we are, under the right circumstances.

When you see a group of hot chicks at the bar, do you really think they spent hours preparing themselves for tonight so that they could act like bitches, and reject a dozen guys, and go home alone?

No. Those girls came out tonight to party, hopefully meet the right guy, and get laid. The only problem is that there are so few guys who are able to make a confident, original approach and ***steer*** them towards the sex they're hoping for.

Another Bad Boy trait I've noticed...and my ol' buddy Steve exemplified it...is that they ***take the situation as far as it will reasonably go*** that night. In other words, they try to close the deal whenever the possibility exists.

Most guys, on the other hand, are reluctant to "take things to the next level"...and they **shoot themselves in the foot** this way.

Let's say Jim meets a girl, Lucy, at the nightclub. They hit it off. They dance, have some drinks, and a lot of interesting conversation. Jim applies his Tactics and escalates the physical aspect, until she is sitting on his lap and they're kissing. But now the hour is getting late.

Lucy came to the club with some friends, and Jim figures she'll need to go home with them, so he doesn't see any sense in trying to push his luck and invite her back to his place. Besides, he figures, she might interpret the invitation as being too aggressive, or she might think he's just another guy who's only interested in sex.

After all, they only met a couple of hours ago.

This girl Lucy is HOT...Jim thinks she's girlfriend material...so he'd rather play it cool, be a gentleman, and he figures next time he sees her they can pick up where they left off.

So, he gets her phone number, gives her a steamy kiss goodnight, and Lucy heads out with her friends.

You can probably sense where this story is heading, because practically all of us have been through this situation before... Jim calls her the next day to make plans with her, and she doesn't answer. He leaves her a message. He doesn't hear from her, so two days later he calls again. This time she picks up...and when he says "Hey, it's Jim, we met at the club...", she acts like she barely remembers him.

The conversation is awkward. He tries to invite her to dinner, but she says something about being "really busy" with work and family obligations, and she says she'll call him when her schedule clears up. Of course, she never does.

The moral of the story? Never **assume** you're going to have another opportunity to see the girl you met and hit it off with. When you call her two days after your drunken make-out session at the nightclub, she's in a completely different frame of mind.

Maybe you're the **last** guy she wants to hear from, because she doesn't want to be reminded of her slutty, alcohol-fueled public behavior. But more likely, it's simply about her being back in her normal everyday reality. She has other things on her mind.

The bond you built with her two nights ago will quickly evaporate once she's back in her work routine and dealing with everything else in her life. This is why you've got to take things as far as they will go that night. (Within reason, of course—you're probably not going to meet a girl at the library and have her in your bed an hour later.)

I became well-trained in closing the deal because during the development of M.A.C.K. Tactics, I was living in Las Vegas. If I was at the clubs, I was usually

macking on tourist women who were in town for the weekend...meaning I had only one night, two at most, to seal the deal.

Your actions and words should lead women gently towards this goal, so that everything that happens feels like a natural progression. The key is to **build up** to sex, to make her feel progressively more attracted and comfortable with you.

In order to get her back to your place and in the mindset for sex, “**fear of the unknown**” is one hurdle you’ll need to get past with women. When she’s getting to know a guy, she worries about things that men never bother to consider.

Such as, if she gives you her phone number, what if you turn out to be some stalker freak who calls her ten times a day?

If you offer to pick her up for a date, what if your car turns out to be some smelly rust-bucket? (And should she be giving out her home address? Again, the stalker concern...)

One of the biggest question marks (and concerns) in a woman’s mind involves your home – i.e., the place you’re going to try to bring her back to at the end of the night. Is it clean? Is it safe? Do you have roommates? (This can make a woman feel very uncomfortable...she doesn’t want your roommates sizing her up when you bring her home.)

One of the best ways to set her mind at ease is to show her where you live, **BEFORE** you attempt to bring her home for sex. Basically, you’re giving her a “preview” of the location you plan to bring her back to later. One way to do it is to have her meet you at your place, before you head out on your date together. You can invite her to come in for a minute while you finish getting ready.

Or, you can walk out to meet her, say “oh, I forgot something...I’ve got to go back inside, come with me. You can see the place real quick.”

When she follows you inside, go into another room. Give her space...let her feel the place out for a few minutes. Then come back out, bring her back outside and go on your date. She won’t have that “fear of the unknown” when you suggest going back to your place later in the evening. (Obviously, in order for this Tactic to work, you’ve got to make sure your place is very clean – ESPECIALLY your bathroom, as she may ask to use it – and any inappropriate items must be hidden from view.)

You should read [M.A.C.K. Tactics: The Ultimate Edition](#) for specific tips on how to get her back to your place: you’ll use what we call “Cloaking Motives” to make the invitation back to your place sound like a natural, casual next step.

Just remember, this isn’t something you should be reluctant to suggest. If the date has been going well, or the sparks are flying during your conversation at the bar, you can absolutely get her back your place for sex if you present a reason for bringing her there, and you’ve made her feel comfortable and attracted to you.

When you suggest going back to your place to show her a piece of artwork you recently picked up, or to watch a DVD, she knows the deal. She’s no dummy. She knows your goal is sex, and she knows she’s going to **give** you that sex **IF** you properly seduce her. (If you get her back to your place and then she is resistant to fooling around, it’s because you moved too fast before laying the proper groundwork; you haven’t sufficiently built up her comfort & attraction levels.)



A lot of experts say women like sex even more than men. Which makes sense—imagine how much you'd be into it if you could have multiple mind-blowing orgasms.

As I've said before, it's all about taking it step by step and building up her attraction and comfort level with you. If she's willing to get intimate with you during the date, or when you first meet her, it pays off to be patient and disciplined.

If you meet a girl in a club and start making out with her on the dance floor, you'll be awfully tempted to find a dark corner and suck face with her for the rest of the night (especially if you've both been drinking). The smart play, however, is to gently disengage from her and say "we should slow down, let's go find our friends." Or, "let's grab a bottle of water." Take her by the hand and lead her back to the group, or over to the bar.

An excessive PDA (Public Display of Affection) is something she'll regret the next day, and she might resent you for it. Women will rationalize that you pressured her into it. And there's a good chance that if you try to see her again after that, she'll blow off your phone calls. Because you skipped the comfort-building stage with her, and skipped straight to hooking up – in public, no less – she won't be comfortable with the idea of seeing you again.

Show self-control, and she'll respect you and want you that much more. You can probably sleep with her that night. There's just no need to get all hot and heavy in the middle of a bar or nightclub.

**BONUS TIP:** At the end of the night, as you're fooling around with her and it's starting to heat up...and you know sex is a strong possibility...ease back and tell her softly, "I just don't want to let you know, I usually don't rush into a physical relationship. It takes time for me to build up trust in a person...sex is something

special for me.” This is a complete turn on for women. Now the sex is about to be even hotter!

## Sex Tactics

When they’re with a Bad Boy, women will do things sexually that they would never do with a “nice guy.” (One-night stands, threesomes, etc.)

This means your sex game has to be **sharp** and on **point**. Give a woman great sex, and she will become addicted to you. One of the keys to guaranteeing her a great experience is to spend a considerable amount of time on foreplay. Don’t focus on the spot between her legs: work her lips, neck, chest and ears.

Don’t let her predict your next move. Keep teasing and stimulating her. By the time you penetrate her, she should be practically begging for it.

I always like to have music playing in the background (my iPod has a list devoted to seduction music – the singer Sade, trance music, some current R&B, etc.), and I also use songs to gauge how long we’ve been going at it. I know I’ll need to get through at least a few songs before I climax, since I want to make her climax at least twice. (In the heat of the passion, it may seem like you’ve been at it for five minutes, when in reality it’s been much less.)

When I’m with a woman in bed, her pleasure comes first. Especially when it’s a woman I’m with for the first time. It is essential that I rock her world and show her my ability to get her off. After she has her first orgasm, I slow down...give her a few moments to catch her breath...and then build her up to another explosive climax.

Nothing keeps a woman coming back to you like giving her fantastic sex. And sexual mastery is an ability that any guy can achieve. It just takes practice...and is there any hobby you'd rather devote your evenings to?

Here's an illustration. Charlie is on the couch with Sandy. They're kissing and talking with a nice blend of music playing in the background from Charlie's iPod. Charlie starts sneaking his hand up Sandy's shirt, stroking her stomach and moving up to the great mountainous region in her bra. Sandy reaches down as he nears his goal and gently moves his hand away. Again, they continue making out, and Charlie goes in again, this time getting further, almost getting his hand inside the cup. Again, Sandy pulls him away.

Now the longer this pattern goes, the more Sandy feels she's protecting her image as a "clean and virtuous" woman, and the more she feels she's built up his desire. By now, Charlie's pants are so tight in the crotch that he can feel his own pulse.

Here's a better approach; it's something we call "beating her to it." The next time you're working on some sexual escalation, you need to pull your own hand back before she does. This achieves several goals at once.

1. You appear to have super-human self-control—one of the rarest of all male traits.
2. She will be left wanting more rather than being scared things are going too fast. She'll be ten times more turned on waiting for your next advance, and she'll be ten times less likely to refuse it when it comes
3. You will avoid reducing her desire and tendency to hold you off, by never giving her the chance to refuse you.

By pulling back on your own, you reverse the roles again, and she becomes the chaser. We have used this strategy countless times over the years. It has proven to be one of the best strategies ever for helping a woman follow her attraction through to a satisfying conclusion—and without all the messy “negotiations” that some guys think is a part of getting sex. (If you ever have to plead with a woman or try to convince her, you’ve already lost.)

As for what to do for foreplay, well, this isn’t a sex manual. But we can give you a few simple rules that will drive her crazy with desire.

1. **Go as slow as you possibly can.** It’s very hard to go too slow when building up her physical arousal. Chances are, what you consider slow is still too fast for her. Kiss her slow. Move your hands slow, as if you’re underwater.
2. **No sudden moves.** Just because she is pushing her pelvis into your hand does not give you a license to pull your wanker out. Keep going at the same rate, and keep moving forward.
3. **Use your hands, lips, and tongue on every part of her except her breasts and vagina.** Save those areas for last. Very last. You want her to pull your hands to these parts.
4. **Get her to talk a little.** Women like to talk and describe their experience. We find that asking questions like, “How does that feel?” and “Do you like it when I touch you like that?” are great for getting her verbally engaged. Women are turned on by words. Use them!

5. **When the time comes, you need to get up, take her hand, and lead her to the bedroom.** Plain and simple. If she's reluctant, resume where you left off. Don't act like a kid who just got his toy taken away. Remember that a woman's delays are not her denials.
  
6. Withdraw, re-assess, persist, escalate. Lather, rinse, repeat.



## Chapter 12: Facebook Badboy Blueprint

### HOW BAD BOYS STAY OUT OF THE FRIENDS ZONE

#### FACEBOOK BADBOY BLUEPRINT

**The Friend Zone Guy**, whom she views as a friend (but has NO sexual attraction to), is always available. If she calls him at three in the morning, sobbing because her latest boyfriend cheated on her, he hangs on the phone for an hour telling her what an incredible girl she is, and how that jerk didn't deserve her.

If she calls him on a Saturday night to see if he wants to come out to a bar, he's ready to head there at a moment's notice. If she asks him to help her paint her apartment next Sunday, no problem. Anything to spend time with her, even if the time they spend together is strictly plutonic and getting him nowhere.

**The Alpha Man** has no time for conversations about other men she's been romantically involved with. (For starters, she would never dare call him at three in the morning, because she already knows he is an extremely busy person and needs his sleep.)

If she ever starts talking about some jerk who cheated on her or broke her heart, his response is empathetic, but brief: “It sounds like that guy really blew it with you, Jessica. But it’s a good thing that you’re free and unattached now, because I’m enjoying getting to know you.”

Then, he moves the conversation to a more pleasant topic and takes her mind off her ex. He asks her a question about something that will put her in a positive mindset: something going on in her life that she is excited about. The hidden implication of this “topic switch” is that her ex is completely irrelevant and not even worth discussing.

**NOTE:** Do not make any comments that disparage her ex. Don’t say “what a loser,” or “I can’t believe you would date a creep like that.” Bear in mind, she had (or has) strong feelings for him. By insulting her ex, you’re insulting her judgment and may cause her to get defensive.

On the same note, never make negative comments about your own ex. This make you look A) like a callous jerk, or B) like your ex is still weighing on your mind and you haven’t gotten over her. If she asks you why you ended your previous relationship, no matter how much of a psycho bitch your ex was, put a positive spin on it: “She’s a great person—I guess we just weren’t meant to end up with each other.”

When a woman calls the Alpha Man to make plans with him, he will rarely agree to it immediately—especially if it’s on short notice. There’s no way she’s going to call him and catch him home alone on a Saturday night, with nothing better to do, eager to accept her invite.

There’s nothing wrong necessarily with chilling at home alone on a Saturday night, but never give the impression that you’re “waiting by the phone.” If she

calls to invite you to join her at a bar, say, “That sounds like a lot of fun. I’ve got some things to take care of, but let me see if I can make it over there a little later on. I’ll call you, keep an eye on your phone.”

If she calls to see if you can join her for dinner next Thursday, maintain this aura of limited availability: “I’ve got a busy week, but let me check my schedule because that sounds like a great time. I’ll ring you back.”

Ideally, as an Alpha Man, you truly are so busy that you’ll need to check your schedule and possibly shift some appointments around (perhaps appointments with other girls). Either way, never give women the impression that you’ve got nothing else going on.

This approach has another important benefit: when you do grant her your time and hang out with her, it will feel special to her. She won’t take your time for granted. For a guy in the Friend Zone, it’s common for women to show up late, cancel plans or flake out on him—because they don’t respect his time.

**The Friend Zone Guy** eventually makes the “big confession.” After a period of being a “good friend” (another way of saying, “sexually frustrated”), he can’t endure the torture any longer and decides to spill his heart out. He thinks he’s making a brave romantic gesture, but he winds up ten times more depressed when she tells him, “But I like you as a friend” or “I don’t want to mess up our friendship.” (This is just another way of her saying, “I have zero interest in sleeping with you, so forget about it.”)

The "heartfelt confession" is always a recipe for humiliation. She’s either going to:



- Pity you, and instantly lose respect for you. How can a woman respect a man who has been hiding his feelings out of fear?
- Think you're seriously weird. She's thinking, this guy has been hanging out with me all this time, pretending to be my close friend, and all along he's been dying to get in my pants? Creepy.

Only in the movies do two people simultaneously confess their pent-up lust for each other and then make wild, passionate love. You can be the most loyal friend in the world to her, but if you're not stimulating her on a sexual level, she's never going to view you as anything but a friend.

**The Alpha Man** never confesses his own attraction. If she feels the urge to tell him how attracted she is to him, he plays it coy: "I'm really enjoying getting to know you. Let's keep having fun together and see where it goes. No pressure, no expectations, I think that's the best way to begin a relationship."

**The Friend Zone Guy** is easily rattled. He's never truly at ease around the object of his desire, because he's carrying around pent-up emotions that are threatening to burst out of him. This manifests itself in his lack of poise when he's around her. Because he's always hoping to impress her, he gets frustrated when things don't go exactly his way.

**The Alpha Man** demonstrates poise at all times. Poise is the key that will get you through many doors with women. Whether you've just struck up a conversation with her, or you're out on a second date with her, you are constantly being evaluated.

But this shouldn't make you nervous. Instead, you should always be on the lookout for opportunities to demonstrate what a calm, cool and collected guy you

are. While the average guy fumbles and falters whenever things don't go exactly according to plan, the Alpha Man always shows poise.

For instance, we've all been in situations where we've had to wait in line for something. No one likes to wait in line. It's easy to start bitching and complaining. Some guys, if they're waiting to get into a nightclub or restaurant, will start hassling the staff and cause a scene.

They might think they're being assertive, that they're showing they're too important to bother with a long wait. But all they're really doing is calling attention to the fact that they're impatient and rude. And impatience is a major turn-off to women.

Next time you find yourself waiting in line with a date, don't complain to her and create negative energy. Spin it into a positive.

Tell her, "normally I might get impatient at having to wait in this line, but with you keeping me company, I'm in no hurry."

Watch that put a smile on her face. Instead of showing weakness (in the form of impatience), you showed **Alpha strength**.

Every time you're with a woman, you are faced with situations where you can either create negative energy or show strength and poise. A waitress messes up your order and brings you the wrong dish, or your steak is cooked the wrong way. Your car breaks down in the middle of a date. You're with her at a bar, and some random guy starts talking to her. All of these situations should be handled with poise. Look at these situations as tests, and know that she's going to notice you handle yourself.

Say to the waitress who messed up your order, “I know it must not be easy, keeping track of all these orders, but I actually ordered the medium rare steak.” When she apologizes, smile and act like it’s no big deal. “I completely understand, it’s busy here tonight. Not a problem.”

When some other guy starts trying to chat with your date, most guys in this situation will try to assert their masculinity—by acting aggressively, or by being overprotective and putting an arm around her. This only makes you look insecure, like you’re actually worried that some random guy is going to snatch her away from you.

Take the opposite approach. Introduce yourself to the guy and make it a group conversation. If he refuses to take the hint and won’t leave the two of you alone, politely excuse yourself and your date.

**The Friend Zone Guy** shares his own disappointments and frustrations with women. While trying to build his “friendship bond” with her and listening to her problems, he talks about his own. Just as he is overly sympathetic when she talks about the crap in her life, he wants her to be sympathetic to his plight. When she talks about how badly men have treated her, he talks about how badly women have treated him.

He mistakenly thinks that these “shared disappointments” are building the bond between them—when in reality, it just makes him look even weaker and more unattractive.

**The Alpha Man** keeps things on a positive note, and thereby keeps women in a relaxed, carefree mindset. They associate him with feeling good about themselves. If she has had a stressful day, or is going through a difficult period

in their life, she knows that when she spends time with him her problems are going to be temporarily forgotten.

She looks forward to spending time with the Alpha Man because he offers an escape from her troubles, or from her mundane daily routine. Whenever a girl starts talking about a negative subject, you should listen for a few minutes (you never want to seem unsympathetic) and then steer the conversation in another direction.

Put her focus back on the present moment and the time she is spending with you. “Well it sounds like you had a rough day, Lisa, so I’m glad we’re out tonight enjoying this amazing restaurant/concert/nightclub/etc...you can just forget about all of that and focus on having a good time.”

Once you’ve developed a romantic/sexual relationship with a girl, it’s perfectly okay for you to listen at length about her difficulties and help her work through them. Maybe she’s having financial problems. Maybe she hates her mother. Maybe she had a horrible childhood.

These are things you share with someone you care about over time, and it’s all part of being in a loving relationship. But they have no place in the early stages. When these topics come out, be empathetic but be brief, and then move the conversation into positive territory.

Remember, friends are willing to listen to their friends vent about their problems all night long. Lovers stay focused on each other and future possibilities. Keep yourself in the latter category.

**The Friend Zone Guy** is so caught up in his passion for her, that he's passionate about little else in his life. Any other goals he has (or had) don't seem nearly as important as making her his girlfriend.

**The Alpha Man** is passionate about his life, and this passion is hugely attractive to women. Sure, he's had his ups and downs—we all have—but when he's getting to know a woman, he conveys the sense that he is in control of his destiny and excited about it.

Any mistakes or false steps in his past were learning experiences that helped him reach this point in his life. This combination of passion, confidence and control is intoxicating to the women who get to know him.

In many cases, you'll be passionate about something that she isn't particularly interested in. The mere fact that a man is capable of being incredibly passionate about something can create an attraction.

Women will often reason that if he can be genuinely passionate about a hobby or a career goal, then he has the capacity to be passionate towards her and their relationship.

This is the premise of the movie *Fever Pitch*, in which Jimmy Fallon plays a dweeb who's completely obsessed with the Boston Red Sox and Drew Barrymore plays his frustrated girlfriend.

At one point in the movie, Barrymore gets fed up with how he's been ignoring her to watch his team. Right before breaking up with him, she tells him that his love for the Red Sox is one of the things that made her interested in him, because she figured she could get him to redirect that passion towards her.

Of course, being that this is a Hollywood romantic comedy, he eventually realizes what a complete jackass he's been and he winds up renouncing the Red Sox for her.

The point of the story is, passion is what we call a “massive attraction quality.” Not obsession—where you're so consumed with something that you wind up alienating the people close to you—but passion. Whether you love music, or snowboarding, or travel, it's cool to be really into something and be an expert on the subject.

Ideally, it's something that you can share with women. Maybe it's taking her to see a band you love, showing her around your favorite art gallery, taking her to your favorite mountain biking trail, or simply turning her onto a book by an author you admire.

Don't think you need to appear invincible and invulnerable to women in order to create attraction. Displaying a vulnerability—such as joking about how you're the world's worst skier—can be endearing. (If you seem too perfect and great at everything, women might start wondering “what's the catch? And why the heck is this ‘perfect guy’ still single?”)

The idea is to always maintain a fun, outgoing, positive mindset; don't bring up subjects that you can't put a positive spin on, or joke about. Don't get into your personal frustrations or failures.

**The Friend Zone Guy** defers to her opinions and decisions.

When he calls her to plan a get-together, it sounds something like this:

**HIM:** I was thinking if you're free tonight, maybe we could do something...

**HER:** What do you have in mind?

**HIM:** Oh, I don't know. Maybe see a movie?

**HER:** Are there any good movies playing?

**HIM:** I don't know, I could check the Internet...what kinds of movies do you like?

**HER:** I love scary movies. What about you?

**HIM:** I like all kinds...scary movies, action, comedies, whatever.

**HER:** I'm actually pretty hungry. Do you want to get something to eat?

**HIM:** Sure. Where do you want to go?

**HER:** What kind of food do you like? **HIM:** All kinds. What do you like?

Blah, blah. This conversation could go on for a half-hour without any type of game plan being formulated. Does this sound like a guy who is capable of making a woman feel safe, secure and protected? Being indecisive about picking a restaurant or a movie might seem trivial.

But when a woman is evaluating you as a potential mate, she is searching for Alpha qualities. She wants an Alpha Man, and an Alpha Man is one who leads.

**The Alpha Man**, always keeping himself out of the Friend Zone, lays out the game plan and makes it happen:

**HIM:** So you mentioned you were free on Friday night. There's a place I'm going to take you to eat that I know you're going to love.

**HER:** Oh really? Which restaurant?

**HIM:** Trust me, the food is incredible. This place is a hidden gem, not too many people know about it yet. I'll pick you up at seven.

**HER:** Sounds great.

The Alpha Man is **decisive**, never wishy-washy about anything. He knows what he likes, and does not like. He has his own beliefs and opinions and is not afraid to share them, even if they go against the grain. And when it's time to make plans with a woman, he doesn't beat around the bush and try to take the safest possible route.

He lays out the plan, and encourages her to come along for the ride. (If it turns out that she's extremely picky or isn't receptive to trying new things, then she's probably not a woman you'll want to date in the first place.)

**The Friend Zone Guy** is nervous about making commitments. Sure, he'd commit to her in a heartbeat if he knew she felt the same way about him, but in other areas of his life he is unable to make decisions. He dislikes his job and complains about his boss, but isn't committed to finding a better job.



He can't stand his roommate, but won't commit to finding a better living situation. He talks about how he wants things, but lacks the drive, the self-confidence, and the commitment to make it happen.

This is incredibly unattractive to a woman. How is she supposed to imagine a relationship with this guy, when he has no authority over his own life?

**The Alpha Man** demonstrates that he believes in commitment—to goals, and to other people. He demonstrates this through his actions as well as his statements. By emphasizing what a committed person you are, women will know you are capable of committing to them—and will want to earn this privilege.

Here are just a few examples of seeds you can plant during conversation:

“I've been working on this new project that's been really challenging. But I'm going to see it through. Once I start something, I always stay committed to it.”

“One of my goals right now is to get in better shape and eat healthier. I'm really committed to it.”

“I can't understand these Hollywood celebrities, getting married and splitting up a few weeks later. I think they do it mainly for the publicity, they have no idea what real commitment is.”

“What I respect most about my parents is their commitment to each other. They’ve had a lot of up and downs but they’ve always stayed committed to their marriage.”

“I’ve been busy lately helping one of my friends get his new business off the ground. I’ve always very been committed to the people in my inner circle—I try to always be there for them.”

Establish yourself as a guy who believes in commitment and women will want to commit themselves to you.

### **The Six Words No Man Wants To Hear**

*“I like you as a friend.”* We’ve all heard these dreaded six words from a woman before, and it’s worse than a kick to the crotch. But understand what she’s really telling you. When you try to make a move on a girl and she denies you, saying she “just wants to be friends,” what she’s saying is that she is not sexually attracted to you.

This could happen at the end of the first date, or after you’ve known her for years and finally work up the courage to ask her out.

Whatever the case may be, when a woman tells you this, you might as well chalk it up as a lesson learned and move on. Let’s be realistic: after you’ve made it clear that you’re into her, and gotten shot down with those six words, hanging out with her in the future as a “friend” is going to be unpleasant. Chances are she is going to distance herself from you.

There is always going to be a certain level of awkwardness and sexual tension between the two of you: she knows you want her, and you know you still want her, but unfortunately it ain't gonna happen.

If you get smacked with those dreaded six words, just play it cool: "If you feel that way, I respect that. Of course we can be friends." Don't try to convince her otherwise, that you're a great catch or would make an awesome boyfriend. And don't say anything obnoxious. ("Fine, whatever, it's like you're that hot...") Just verbally agree to the "let's be friends" scenario and know in the back of your head that this situation is going nowhere, and it's time for you to cut your losses and move on to the next prospect.

Learn from the mistakes you've made in the past, and vow to never get trapped in the Friend Zone again with a woman you want to score with. If you follow the path of the Alpha Man, you're not going to ever hear those words. You're going to know how to stimulate a woman's interest in you and present yourself as a romantic option so that you never get in the Friend Zone in the first place.

When a woman agrees to go on a date with you, she knows the deal. You didn't ask her out because you're looking to make a new buddy. And she didn't spend two hours choosing her outfit, and doing her hair and makeup, because she wants a guy she can unload her problems on and never sleep with. She's looking for an Alpha Man who will sweep her off her feet. Whether or not you fulfill this role is up to you.

### **Don't strive to impress women, and don't look to possess them, either.**

One of the most powerful male desires we must overcome is the desire to "possess" women. People often assume that women are the more possessive gender, that they're the ones who want to "lock down" their men and jealously guard them from other females.

But just as often it's men who feel the need to possess. This is one of the most common roadblocks on your path to becoming an Alpha Man.

You're on this planet for a limited time. After you're gone, you won't be able to take it with you, as they say. When you view your life from this long view, possession is really just a figment of your imagination, anyway.

We see the following scenario unfold all the time: after a period of loneliness and frustration, a guy meets a girl. They hook up and have sex. Finally, he feels like the black cloud over his head has lifted. He thinks he might have found "The One." When they're spending time together and she's affectionate towards him, he feels euphoric; when they're apart and she's not returning his phone calls right away, or is unavailable to hang out with him, he feels despondent. Up and down the rollercoaster goes.

When we look back on those periods in our lives, we usually wonder what the hell we were thinking. But there's a reason why you behaved the way you did, and the answers lie in science. Yes, there is a science behind love—and it's an addiction that has brought many a man to his knees.