

THE **BAD** BOY FORMULA

*The Forbidden
Seduction Method
Women Crave...*



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The Bad Boy Formula

Special Report

"The Proven Method For Triggering Instant Sexual Attraction In Women - 3 Forbidden 'Tricks' To Bad Boy Attraction..."

You can be a nice guy, not mistreat women - and still get even BETTER results than the 'Bad Boy...'

I'm going to show you 3 **"Lock & Load" Attraction Triggers** – that you can use in any conversation with a woman to bring out her inner "bad girl..."

I'll show you how to use these psychological "tricks" to get a woman thinking sexually about you in the first 3 minutes of conversation...

Without turning into a jerk – or having to mistreat her in any way.

This is how most "bad boys" manage to create intense sexual desire in women so quickly.

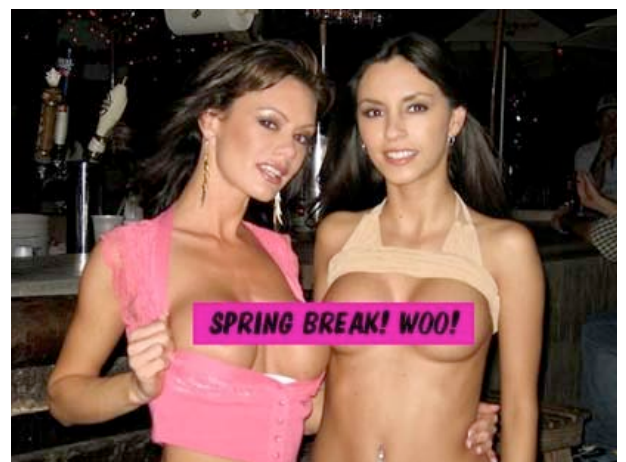
You can steal his tricks out from under him and beat him at his own game... You'll also know how to reverse the power dynamic so **SHE** will be the one wanting to ask you on a date.

Your dating life will turn into one giant "spring break" where the women no longer hold out on you, but instead have a license to cut loose and "go wild."

You'll be using a powerful emotional and scientific sequence I call the **3 Lock & Load Bad Boy Attraction Triggers**. I've discovered over a dozen of these triggers that give the bad boy almost unstoppable attraction with women.

... but I'm boiling this down to the minimum you need to know, and I'll give you 3 things you can use **RIGHT NOW**.

When you use these triggers with a woman, you'll convince her that you are the kind of guy she can be comfortable around, let down her guard – and unleash her sexual desires.



CAUTION!

This Report Contains Frank And Direct Information About Sexual Attraction Techniques That May Be Considered Too Controversial For Some Readers

If You're Looking For The Usual "Nice Guy" Tips To Get Women, You Should Close This Book...

Before I get to the **Lock & Load Attraction Triggers** and how to use them, I need to reveal to you something very scary...

Look, this is going to be difficult for you to hear, and I almost considered **NOT** telling you.

But I **have** to be honest with you. I want you to know that it's something that every nice guy fears the most. It's not just a nightmare, but it's also a **very REAL threat to you getting laid or getting a woman in your life.**

Period.

Every Guy's Worst Nightmare...

One of the worst nightmares guys have is **this**:

Finding out that your girl got gamed by some fast-talking player - a **BAD BOY...**

- that she totally surrendered herself to **hot, no-holds-barred sex** with him...
- doing things in bed with him that she won't even consider doing with you...
- ...while you were out maxing your credit card to buy her some expensive gift

While you were doing everything you thought you should do to keep her attracted to you – and loyal to you.

And then she calls you up to say that she thinks she “**needs some space...**”

She's “confused...”

You need some “time apart...”

You didn't even know she cheated on you, but you suspect the truth. And a week later, you see her walking down the street with HIS arm around her – wearing that expensive necklace you bought her...

Think this sort of thing doesn't happen?

It happened to ME, my friend – and I vowed that I'd help other recovering nice guys out there:

Get Your Balls Back And NEVER Let This Happen To You...

It all finally built up to a life-shaking earthquake when **THIS** happened to me:

A few years back I went out on a date with Stephanie – a hot lawyer I met up in Lake Tahoe while snowboarding one weekend.

She was blonde, cute, with a perfect butt and those athletic legs you see only on gymnasts – and she had a wicked-smart sense of humor. That's something really gets me hot for a girl.

We went out to eat at a garlic noodle place in her part of the city – in San Francisco. Then we went to a couple bars in her part of town, drank some Belgian beer, and we finally got back to her apartment.

We made our way to her bedroom... And I knew it was ON. I even found a condom hidden by her nightstand while she was getting us water. So I figured she must have been planning this all along.

We Started Making Out, Touching All The Fun Parts - Clothes Started Coming Off...

She lit up a couple candles...

Things were getting romantic...

And then the phone rang.

I figured, no big deal. We'll ignore it before it goes to voicemail. Instead, Steph jumped out of bed and left the room, with a sheet wrapped around her waist.

"Let me just get this..." she said.

I figured, sure, no problem. We're in bed after all. This deal is sealed.

After about 15 minutes of laying there waiting, hearing her hushed voice talking in the next room, I was starting to get concerned.

Who the hell is calling her at 2:30 AM? Was there a death in her family or something? And why would she get out of bed to take that call?

Finally she came back in and threw on her jeans and a shirt.

"I gotta go out for a bit," she said, **not making eye contact**. "You can just stay here. I'll be back."

Before I could ask what the hell was going on, she was out the front door, and her footsteps running downstairs.

I was beyond baffled. I went over to the window of her apartment and looked down in the street

A black Subaru pulled up, and she got in. They took off, tires squealing.

And I Sat There In Her Apartment, Alone...

WTF?

You might think that I would have packed my shit and gone home, but NO.

I went back to her bed and laid there, waiting for her. I must have fallen asleep, because the next thing you know, I'm waking up to Steph coming home around sunrise.

"Oh... you're still here," she said to me as she came in the room. As if she expected me to be gone.

"So... What happened?" I asked, the anger rising up again.

"Oh, uh... nothing," she said.

"Who the hell did you leave with last night?" I asked.

"You saw that?" She started fidgeting nervously.

"Are you kiddin'? Yeah I saw that!" (As if she wasn't going to tell me if I hadn't seen it with my own eyes.)

"Uhm – nobody. He's just a guy," she said. Then her shoulders slumped and she clasped her hand over her eyes.

"Look, he's... he's kind of my ex."

And then she broke down and started sobbing. I felt like I'd just been punched in the stomach.

"Did you... Did you **SLEEP** with him?!" I asked.

"What difference does it make?" she said, smearing the tears with her sleeve.

(I learned right then that "What difference does it make" in girl-speak means *"Yes, he banged me like a screen door in a tornado."*)

I Didn't Know Who To Be More Pissed At...

HER for leaving me in bed like that to go sleep with her ex...

Or **HIM** for literally stealing her right out from under me...

As I sat there feeling ill and knowing I had been completely scammed by this guy, I lost it.

I got up from bed and started getting dressed. And I started yelling at her...

“You bitch...!”

“You used me...!”

“How could you do that to me...?”

And Steph told me she didn't mean to hurt me. She just couldn't get this guy out of her life...

He was such a jerk, and she knew they could never be together...

BUT... She just can't stop thinking about him...

And then, you know what she said at the very end? As I'm buttoning my shirt and walking out the front door?

She asks me...

“Can we still be friends?”

Wait, 'cause here's the best part...

I said, “Yeah.”

THAT is how much of a sucker nice guy I'd become.

Whether you like it or not...

The Woman In Your Life (Or The Woman You WANT) IS Going To Run Into One Of These Bad Boys Sooner Or Later...

She might resist his charms, and she might not. So why don't you beat him to the punch? Be the good guy that gets to her first – and knows how to keep her. Be able to use those same techniques to get the woman you want...

Without mistreating her - and give yourself “**cheat insurance**” against any chance of her stepping out on you...

Get What The Bad Boy's Got Without Becoming A Jerk...

I'm going to show you how. Because **there's a reason nice guys don't get laid like the bad boy does.**

Nice guys are really good at bringing out the “nice” in women. Which, as sweet as this sounds, doesn't get her to open up sexually. In fact, it has the opposite effect of **making her sexually retreat from you.**

Nice guys unknowingly talk to women in a way that brings out her “good girl” qualities.

They flip a switch in a woman that says, “Oh, he's courting me – so now I have to turn on ‘chastity’ mode and be innocent and ladylike.”

Hiding her deepest sexual desires away from you... Until some other guy comes along who knows how to awaken this part of her.

On the other hand, Bad Boys are experts at bringing out her inner “bad girl” – which means bad boys get laid because when he talks to a woman, **he brings out the ‘naughty’ side of her.**

He gets her to flip a switch in her head that says, “Oh, wow... he's one of those guys. I can drop all this innocent angel crap and let my hair down and get crazy.”

It's Like Showing Her A Badge That Gives Her Permission To Just Unleash Her Inner Slut....



But the worst part about it is that when a woman opens up to a man like this, sexual first – she will also not only fall in love with him, she'll also do anything she can to keep him.

She gives him her naughty side and her good girl “I'll take care of you” side...

The nice guy **never gets both**, where the bad boy does.

I'm going to show you 3 “Lock & Load” formulas to bring out that ‘naughty girl’ in her with some “bad boy” attraction triggers. And no, you don't have to mistreat women or turn into a jerk at all.

And the best part is that you can have it all – good girl AND ‘naughty’ – **after you've discovered how to get her to open up.**

But there's also some myths about the Bad Boy that most guys fall for that makes them turn into nice guys – Even when they don't want to be so “nice.” I'm going to reveal them to you – and **DESTROY those myths** in the next few minutes.

There's a formula to the bad boy's power and mastery over women – and I'm going to reveal it to you in this short presentation.

I'm also going to show you how to hijack the forbidden seduction secrets bad boys use on women – **...without becoming a jerk.**

Or mistreating women **IN ANY WAY.**

In fact, what I'm about to show you are things that women assume you know already. She won't tell you this, but it's what she looks for in a man.

This Triggers The “Lust Chemicals” In Women’s Minds That Turns Women Into Instant Love Junkies – Begging To Possess You...

I know, it sounds hard to believe, but I've discovered something that most guys will never know about how women think about guys – and why they jump into bed with some men – and dump other 'good guys' in the friends-only zone.

I'll tell you about that in a minute...

FIRST I have to make a confession... And – I'm not proud of this.

I started out as what most people would think of as a “nice guy.” I was too nice and accommodating...

Kind of a wuss.

And then I became the kind of man that women loved and most guys didn't... I went through a phase where I was what some people call a “bad boy.”

Let me explain...

☞ I used to date hot girls, and... well, not treat them like princesses. Sometimes slept with her girlfriends at hot tub parties...

☞ I'd date several women at once, sometimes. Ignoring them or blowing them off for weeks at a time only to show up on her doorstep at 2:00 in the morning for a 'booty call.'

Some guys might think this is dishonorable... Some might just think it's pretty cool.

Either way – this is the first time I've ever revealed how I got past my inner conflict and **figured out the secret of the Bad Boy's power over women.**

I'm taking a chance just telling you this, because I don't want you to leave here without knowing the truth I'm about to reveal...

And I'm not that bad boy anymore. I've reformed

Mostly...

But I'm here now to show you exactly WHAT I did that worked to get me into bed with some spectacular girls...

And you'll know how to do it without anyone ever thinking negatively of you – or hurting anyone.

I'm going to show you three bad boy attraction “tricks” you can use with a woman in your first conversation with her to ensure that she thinks about nothing but **SEX SEX SEX** with you and **ONLY** you – that **bring out her inner bad girl...**

I'm here, sharing this information, because I need to make good for some of the things I've done while I learned how to do this... It's kind of my “penance” or payback for all the time I spent using these “bad boy” methods to get women.

And by helping you, we both get a little revenge on some of the “jerks” who stole women away from us over the years.

First...

Let me ask you something...

- **Do you see** women telling you they want a “nice” sensitive guy, but when you try to be nice, she runs away – right into the arms of some jerk...?
- **Do you see** other guys out there that act like complete jerks, but they never have a problem meeting women or getting a girlfriend – and you still feel like you're pushing a boulder uphill to get a second date with a woman...?
- **Do you have** a woman in your life that you desperately want, but she's hopelessly addicted to guys that are no good for her...?
- **Do you wish** you could use the techniques these bad boys have – without mistreating women...?

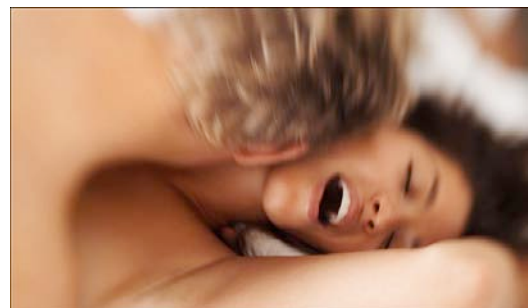
Before I reveal anything more, though ...

I Need To Tell You Something SHOCKING...

I'm not kidding. This is **not** for the squeamish...

I don't like to be the bearer of bad news, but there's a good chance a woman you've desired – probably even dated – has fooled around on you once – or more – with one of these “Bad Boys.”

And you never found out about it.



ESPECIALLY if she seemed a bit prudish in the relationship with you.

This may sound harsh but it happens to most guys without them ever discovering the truth.

I got “lucky” and caught my girlfriend with him.

And deep down, that’s a fear I knew that I couldn’t keep feeling over and over, and I knew **I had to get rid of that threat for good.**

And that’s why I’m here helping you.

I’m going to show you how to hijack the forbidden skills he has in just a minute...

Right now, I’ve got to set the record straight on the Myths about the Bad Boy that can be **FATAL** to your game with women.

So that when I show you what to do - it will **WORK.**

5 Destructive Myths About The Bad Boy – BUSTED

Destructive Bad Boy Myth: **“Women Aren’t That Sexual.”**

Nice guys assume that since women are very difficult to get sexual with, that this means she’s not into sex.

And nothing could be further from the truth.

As a matter of fact, women actually experience **MORE** pleasure from sex than men do. This is a fatal mistake on the nice guy’s part because this belief makes him avoid sex in conversation

Bad boys know that women are sexual and they also know the key to how to unleash her bad girl side. He actually gives her permission to let her wild side out.

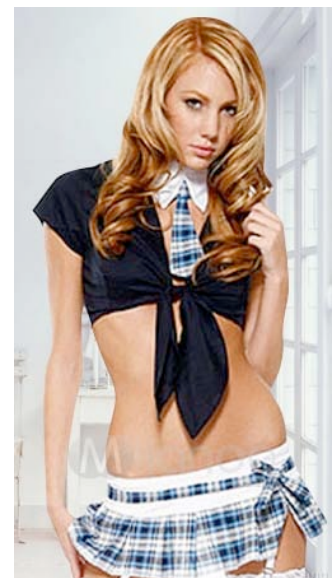
Look at **Halloween** – women are simply looking for the excuse to let out their naughty side. It’s the one day where it’s socially acceptable for a woman to be “slutty.”

Bad Boys give women this permission *all year long.*

Most nice guys never see that bad girl side until some other guy comes along, steals her, and brings it out...

Usually in his bed.

And by then it’s too late for the Nice Guy...



Destructive Bad Boy Myth: **“Bad boys are drug addicts, violent criminals, and abuse women.”**

Actually, this is pretty extreme, but I know a lot of guys that think this is how the typical “bad boy” behaves.

This type of guy can attract a certain kind of woman, but it’s typically only the chicks with **REALLY** low self-esteem. And there’s also usually a **TON of drama**.

Bad boys are rebels, but *rarely* outlaws.

In fact most of the “Bad boys” that women get obsessed with are just guys with a powerful attitude - I’ll reveal what this attitude is in just a minute.

Destructive Bad Boy Myth: **“Women SAY they want a nice guy, but they really want a bad boy.”**

Are you tired of hearing women say “I want a nice guy...

Or she says, “Women just want you to be yourself...”

But when you’re nice – when you’re just ‘being yourself’ – you get nowhere? Well, you **CAN** be yourself, but you can’t be **BORING**. That’s the key.

Listen carefully to this, because it’s critical: You have to trigger her “bad girl” side when you’re with her. **NOT her “good-girl” side.**

You’re going to give her permission to reveal her bad girl and show the parts that she never lets anyone see.

And you have to understand that she’s dying to let this part of her out, but can’t.

Society says she has to be an angel, and so she waits for the right guy to come along who can bring it out. This is the guy she will give herself completely to, get addicted to, and probably fall in love with.

I’ll also show you how to do that in just a second...

Destructive Bad Boy Myth: **“Women only go for guys (bad boys) who play games and treat them like dirt.”**

This seems like a logical conclusion, right? I mean, you act like a nice guy with her, and she never seems to get interested.

She goes out with the bad boy, who mistreats her and breaks her heart, and she can't live without him. So we figure that women are only attracted to this guy because he's being a dick and being abusive.

This actually isn't true...

There's another side to the bad boy that women are attracted to – just under the surface of his rude behavior.

Hang on and I'll reveal what that trait is...

Destructive Bad Boy Myth: **“You can only be a nice guy or bad boy...”**

The truth is, you can be the “nice guy”, where you bend over backwards to get women to like you...

And you can be a real “bad boy” that acts selfish and cocky...

But there is a **THIRD** kind of guy that's in between the two – that has the heart and integrity of a good guy AND the brass balls of the bad boy.

Think about our favorite movie heroes, like:

- Indiana Jones
- Han Solo
- Don Draper (from Mad Men)
- Martin Riggs (Mel Gibson in the Lethal Weapon Movies)

Or sometimes it's the attitude some of the actors have, like: Steve McQueen, Jack Nicholson, or James Dean.

Or just about **any rock & roll drummer or lead singer...**

The Bad Boy is actually one of our favorite kind of guys. He's even a hero for some. (Even if we are a little jealous of him.)

What is this thing women find so attractive that the “Bad Boys” Have? Is it really some kind of “secret power”? Because you don't want to actually **BE** a jerk to get women – not the toxic behavior or manipulative tricks.

But most guys would give anything to know what it is the bad boy has that works to get women lusting after them.

And those women he's with are also absolutely loyal to him, too. He never has to worry about her straying. In fact, the things most guys envy about the Bad Boy are **everything we secretly wish we had...**

The Truth Is - It's Not That Bad Boys Are Good With Women...

It's that once you get good with women, you naturally become a little "bad boy" in other people's eyes. (But you're still a *good guy*...)

It's simply because you now have choice – and you're not acting out of desperation and need.

But what the bad boy does best is this: He gets the feeling of **ATTRACTION** from a woman to come right up to the surface – almost *instantly*.

He gets her inner "bad girl" to come out.

You know how he does this?

He simply does ONE thing better than any other guy I know. ONE thing that makes women obsessed and addicted to him.

It's called "D.G.A.D."

After I found out my girlfriend had slept with one of these Bad Boys (the same night we were out on a date, by the way)

I went really extreme and over the next several months I started doing the exact opposite of what I was supposed to do as a "nice guy."

I got a little pissed off, and I threw that nice guy in the dumpster.

I got a little selfish and cocky. (Actually, quite a **LOT**.)

And in the process, I discovered the source of all the bad boy's ability with women. It's something called: **"D.G.A.D."**

Before I explain what that is, I have to admit – back when I was still a Nice Guy – I used to feel sorry for the bad boys out there. I figured they didn't even know what kind of trouble they were making for us "nice guys" out there.

What I Realized Was That The Bad Boys Weren't Being BAD – They Were Simply Being Indifferent...

Being detached and unimpressed – by even the hottest women.

I remember telling off a Bad boy friend of mine – a guy that was known as a “heartbreaker.” I was sick of watching him meet a new woman each week, sleep with her -and then I’d be the guy on the phone with her later, listening to her tell me how he was a ‘narcissistic jerk.’

I wanted to tell him off and how I was sticking up for all the women I thought he’d hurt.

I started saying: “You know, I feel sorry for you...”

And before I could even finish my sentence, he said: “Actually, I don’t think about you at all.”

And he walked away.

I was speechless. At the time, I thought he was just being a dick. But I finally GOT IT.

What he was saying was the simplest truth: **My opinion of him didn’t stop him from being VERY good with women.**

And it was THIS ATTITUDE that made him VERY good with women.

Later on, I discovered that most of the women he dumped were actually clingy and annoying. And I didn’t know half of the real truth just listening to the girl’s side of the story. I was fighting a battle I had no business being in, and didn’t even understand.

You see,

The “secret sauce” of a Bad Boy’s success with women is this:

**D.G.A.D.
“Don’t Give A Damn” attitude & confidence.**

- He’s indifferent...
- He’s seemingly fearless and shameless...
- He doesn’t care about what other people think...

That independence is **HUGELY** attractive to women. He feels that *the girl is lucky to be with him*. Not the other way around.

He’s indifferent because he has more options, and he radiates that vibe. He’s also liberated and free from other people’s opinions and thinking controlling his life and stopping him from getting what he wants and deserves as a man.

But when that attitude goes too far, it becomes arrogant.

Irresponsible...

Selfish...

And he turns into a **jerk**.

The problem is that most women are addicted to him by the time they figure out if he's a jerk or not. Which is why it **SEEMS** like she's into the abuse and mistreatment.

In fact, it's not her fault at all. She just got sucked into his power before she saw the signals. His **"Don't Give A Damn"** attitude creates an overwhelming emotional desire in women to

impress him and win him over. He becomes the ultimate challenge to her, and she gets aggressive and competitive to have him.

And in spite of all his jerk qualities – you realize that if you have to be something in life, it's better to be a little **BAD BOY** than too much NICE GUY, right?

Because **you DON'T want to be:**

- the guy that gets "played" by a woman who's under the spell of some "Jerk..."
- the guy that sits on the phone for 3 hours listening to the woman he wants as she complains and complains about her boyfriend – but she's back with him in just a few days – or hours!
- the guy that finally gets in bed with a woman, and all she wants to do is "cuddle..."
- the guy that hears "I just don't think of you in that way" when you ask a woman out...
- the guy that misses the signals and gets dumped because his girlfriend got lured into the clutches of a Bad-Boy-Jerk...
- the guy that gets cheated on by his girlfriend with some guy she met last night...

You want to:

- **Stop** wussing out
- **Stop** getting stuck in the friends zone
- **Stop** being a pushover and a wimp with women
- **Stop** being TOO agreeable
- **Stop** being taken advantage of and used.

I'll explain to you how to get that Don't Give A Damn Attitude in just a second... But I need to show you the Lock & Load Attraction Triggers.

These Are 3 Bad Boy Attraction Shortcuts For Getting A Woman To Let Out Her Inner Bad Girl With You...

and start **thinking about you SEXUALLY** instead of just "friends"

Any nice guy can use these, and get the same (or usually even **better**) results...

“Lock & Load” Instant Attraction Trigger #1: Break Rapport.

Every guy out there is taught to work **REALLY** hard to build rapport with a woman – to forge that connection with her.

While this is important, it’s also equally important to know when to deliberately **BREAK** it. Of course, there are dozens of ways to break rapport, but I don’t have the time to show you them all.

One way you can do this is to turn and walk away...

While you’re talking to a woman, you simply wait for a break in the conversation- And then you turn your back and walk away for a second or two.

You don’t leave for good, you just find an excuse to drop the conversation completely and break away.

Go off and check your phone, or send a text. For just a couple seconds...

Then you turn around and come back.

The key to this is the psychological principle that women **WANT** to pursue as well as be pursued. Nice guys typically overdo it by pursuing her way too much and destroying this energy.

When you disturb that connection, or disconnect from her slightly by turning away, she will start to chase you again to regain the connection – to avoid feeling like she “lost you.”

(This gives her permission to get aggressive, by the way.)

Which leads up to the next Attraction Trigger...

“Lock & Load” Instant Attraction Trigger #2: Bring Up Sex

Most nice guys are too scared to talk about sex. Plus, as I mentioned before, they also think that “nice” women don’t really want sex.

So they play it coy, and pretend to not be interested in her for sex. Which **NUKES the sexual tension**. And the woman then can only think of you as a possible **FRIEND**.

The bad boy knows that the sooner you can bring up sex in conversation and get her talking about it – the sooner she’s thinking about it, and thinking about how she can get it. And if you’re the guy who’s bringing it up in conversation, you’re the guy she’s going to associate that sexual desire with.

Now, there's a right and wrong way to do this, of course. So it has to be done in the right way to ensure you pull this Attraction trigger.

And then there's **the final trigger**, the one that gets everything put into action so that you can start getting her closer to where you both want to be:

“Lock & Load” Instant Attraction Trigger #3: Take the Lead.

This simply means that you are leading her to the next step in the process.

Example: Take her hand and move her to a new location.

If you've been talking with her, and the time comes to leave the bar, or restaurant where you're at... Just put out your hand, palm up towards her. Look at your hand, and say, “Come with me...”

And 99 times out of 100, she will take your hand and follow her. And then she's ready for you to take her to the next step...

Women are always looking for the man to take the lead.

Most nice guys wait to see some kind of “hint” or clue from her before they do anything, and...

The Longer You Wait To Act, The More It Annoys Her And Turns Her Off...

But the Bad Boy knows that when he leads her to where he wants her to go, she will fall into a trusting and highly suggestible state where he can then take her exactly where he wants her to go.

There you go, **3 Lock & Load Attraction Triggers** that get women thinking about sex in just minutes.

Now, I think you see that **NONE** of those **3 Attraction Triggers** I showed you turns you into a jerk.

You'll notice that all of those work on consistent psychological principles – tied together into an essential bad boy quality: **Choice.**

Women are attracted to a man with choices, and what you just did demonstrated that you have choices. When women see this in a man, they become infatuated with him – because he's a challenge.

Everyone knows that women are secretly competitive, and this engages her competitive drive.

Can you see how adding these Attraction Triggers into your game will give you massive power with women...?

And all without having to mistreat her *even one little bit?*

And The Best Part About These Attraction Triggers Is That You Can Use Them To:

- **Quickly** create attraction with any woman you meet
- **Instantly** “condition” her to never think about friends-zoning you
- **Revive** a woman’s interest that you might be losing

You just project to her that you **Don’t Give A Damn**. (*Even if you secretly do...*)

Look, women won’t admit to guys that they bang the Bad Boy all the time. She won’t even admit it to her closest friends.

In fact, she usually won’t even admit it to herself!

On the surface, she **HAS** to say she wants a “nice guy,” even if she knows that’s not the kind of guy that really gets her sexually turned on.

After all, how would it sound for her to say,

**“You know, I really don’t feel drawn to nice guys.
Actually, the guys that are more aloof - who don’t always kiss my ass
and don’t give me everything I want – THOSE are the guys that get my panties
wet!”**

No, she can’t say that! – even if it’s the truth. Because it would make her look bad.

The same way you probably tell your friends you’re looking for a girl with a brain – when you’d really look for a hot body **FIRST**.

C’mon, you don’t ask her for her IQ on the first date – you look at how she wears that dress. It’s the truth, but it’s not socially accepted.

Sure, the “smart girl” thing is something you’d look for later on, but it’s not as high a priority up front.

Remember, you can only trust what a woman **DOES** to show you what she really wants. (*Never what she says.*)

LOOK At The Guys She Dates And Gets Obsessed With...

You probably know this by now, but women **NEVER** get obsessed & addicted to Nice Guys.

Maybe you've tried some of the "pickup artist" tricks out there...

Maybe you've read a few books on building your confidence...

Maybe you've even bought a few of the seduction programs and tried the techniques...

Did they work for you?

If you're still with me here, I'm guessing you haven't gotten quite the level of success you want. Maybe you're struggling a bit, trying to make that stuff work...

Or maybe you just want MORE women to date, sleep with, whatever. Take your game up to the top level that you can.

So how do you project that "Don't Give A Damn" confidence to women?

How Do You Convince A Woman That You've Got These Bad Boy Qualities – Even If You Don't?

How do you impress a woman and get that hidden "bad girl" desire out of her...

- Without acting like a douchebag...
- Without falling into the friend's zone...
- Without losing her to some other guy...?

And – most importantly – how do you jack up the energy with her so that she loses all her inhibitions and control – Dragging you into her bed, and leaving her obsessed with the thought of tasting every inch of you the next time you meet...

To understand this, I have to show you some simple facts about how most guys kill attraction with women.

Here's a secret:

Most guys don't struggle with women because what they learned is bad or wrong...

It's because you've been filling up your brain with a ton of clever tricks and techniques.

And the reason the stuff you've said and done hasn't worked yet is that your mindset is stuck between your ears... When you need to have your mindset *between your legs*.

Women Don't Want You THINKING More; They Want You Using Your Balls, Not Your Brains...

This is something that the “Don’t Give A Damn” attitude of the Bad boy does **PERFECTLY**.

The Bad Boy formula projects this “Don’t Give A Damn” confidence by you getting connected to your balls. And then you’ll instantly have that cool fearless confidence that she desires.

The best part is that it also re-lights the fuse with women that may have been putting you in the friends zone – or already has.

Let me ask you something: Why do we say a guy has “balls”?

Stuff like:

- “That dude has some **MAJOR BRASS BALLS...**”
- “He’s got ‘Cajones’...”
- “He had the balls to do it...”
- “He’s got a pair...”



And why is “having balls” so respected and revered?

It’s because a guy that has balls has tapped into his masculine power. When you’re using your balls instead of your brain, you’ve immediately got all the confidence you could ever need or want.

You’ve got the Don’t Give A Damn attitude.

Women will **NOT** mistake you for another girlfriend when you’re using your balls. And that’s why none of the lines, the routines, or the pickup artist stuff works for most guys – because they aren’t connected to that miraculous force that makes us **MEN**.

It’s not that you’re not rich enough, young enough, buff enough, smart enough, or tall enough... Those might *sound* like good excuses, but we all know that’s a cop out.

It’s Not Your Car Or Your Bank Account...

Ask any woman who’s 100% turned on by the guy she’s with, and she’ll tell you it’s because her man is a MAN. Look, you just need to stop thinking with your logical brain in your head and get reconnected to your **TESTOSTERONE**.

Your Balls.

Your “**Don’t Give A Damn**” fearless & shameless confidence.

- **Without that attitude**, you sound like a puppet that’s just trying to say whatever he can to get into a woman’s panties.
- **Without the energy** you get from connecting to your balls, you sound like a castrated nice guy who just wants her approval...
- **Without that power** – that ALPHA male edge, women just write you off as soon as you say hello to them...

Wouldn't It Be Great If There Was A Way To Use The Bad Boy's Techniques To Attract Women - And Never EVER Worry About Turning Into A Jerk...?

Wouldn't it be awesome to walk into any place and know that you can attract any woman you want, even if there are bad boys on the prowl, because you've got the heart of the nice guy AND the irresistible charm & attitude of the bad boy that women can't stop masturbating over?

Remember that myth about either you're a nice guy or a bad boy? That there's a **THIRD** kind of guy in between?

When you connect your inner "nice guy" with the formula of the "Bad Boy" you become **THAT GUY**. The best of both worlds: A nice guy who's got **BALLS**.

It will actually make you **MORE** appealing than any one-dimensional bad boy that only knows how to look good by being insulting or acting like a jerk.

You have to be a good guy to use this because...

Be The Guy That She Opens Her Heart And Soul To – Doing Anything And Everything She Can To Make You Happy And Keep You...

You see, the reality is that women are not turned on by anti-social and selfish behavior – or being a jerk. Actually, to be perfectly honest, I found that once I got to know these guys, I discovered that most 'bad boys' are cool guys to hang out with. They're almost never assholes.

Women don't really enjoy being mistreated, either.

What the Bad Boy is doing is creating a set of emotional experiences for her that are **exciting and volatile – and unique**.

While the nice guy is flipping the "boring" switch, the bad boy is flipping the "**exciting**" switch.

It's not the **ABUSE** that women are seeking from the Bad Boy – it's **the emotional responses** that he gives them that turns these women into **obsessed ADDICTS**.

She Will Literally Act Like A “Junkie...”

Becoming addicted to the rush of love hormones this triggers in her brain.

And this third kind of guy – between the bad boy and nice guy – gets more women than the Nice guy and the Bad Boy combined. He flies under most everyone’s radar. He’s the guy that’s got the “Alpha Overdrive.”

And the truth is that women think you should already have these flirting secrets... And when she doesn’t see it, she’s actually a little *disgusted*. I know that’s harsh, but it’s true.

What most guys think is the friend’s zone is actually a place where she keeps guys she *doesn’t* really like as friends. It’s a temporary holding cell before she starts ignoring you completely.

And only a handful of men **EVER** figure out **the secret of DGAD confidence** on their own... (and does your life ever change when you do!)

I’m going to reveal the way you get this overdrive and become one of the rare one-in-a-hundred that figures this out in just a minute, so stick with me.

Of course those 3 **Lock & Load Attraction Triggers** I just showed you helps you with 3 of the situations you might run into, but you’ll need to know the complete blueprint for the Bad Boy’s power.

I’ve actually identified **30** of these **Lock & Load Attraction Triggers** for you to use.

Because you need to know every possible method of how to trigger sexual attraction with women and **KEEP** triggering that attitude in all the situations you’re going to run into.

You’ll have the arsenal – the principles you need, but also the mindset you need to pull them off and open a woman up.

The Proven System That Makes Attracting Women Easy

I’ve created a step by step system that shows you how to use the complete principles of the Bad Boy to put attracting women automatic, get more women out on dates, close the deal, and get her back to your bedroom.

You can learn these Bad Boy secrets:

- Without becoming selfish and aggressive...
- Without being mean and disrespectful with women...
- Without turning into a jerk – or people looking at you negatively in any way...
- Without losing your self-respect, or losing any friends...
- Without the fear of being “caught” using some trick by other women...
- Without being fake, manipulative, or having to change your personality...
- Without abusive or disrespectful to women – or hurting them

If you want to be the kind of guy that is getting a continuous supply of beautiful women in his life then you have to know what brings out a woman's inner "bad girl" – (and not scare her off in the process)



I call this system: **The Bad Boy Formula: How To Trigger Instant Sexual Attraction In Any Woman – Without Being A Jerk**

– and here's how it works...

The Bad Boy Formula is a step-by-step system that shows you how to project the "Don't Give A Damn" confidence that women want...

- Erases other guys from her mind as she fantasizes about you...
- Gets her heart racing with excitement and sexual desire...
- And practically guarantees you're the first guy she calls that week to go out with...
- And probably **sleeps in with**...
- Oh, and never get friend zoned again.

This program is packed to the brim with tips, tactics, and techniques that downloads the entire blueprint of the bad boy in your brain...

Including 30 Lock & Load Bad Boy Formulas You Can Use So You Have The Complete Arsenal At Your Fingertips...

When you grab your copy of the **Bad Boy Formula - How To Trigger Instant Sexual Attraction In Any Woman – Without Being A Jerk**, you'll discover:

- **The complete breakdown of the "Bad Boy Spectrum"** – a concrete explanation of all 8 types of men's behavior, what women think of them, and where you should be. And how much Bad Boy is too much, so you never turn into a jerk or go too far...

- **Over 30 Lock & Load Bad Boy Attraction Triggers** – These 30+ formulas and tactics are the specific methods I used in my life to get my “Bad Boy” in gear and stop being such a wuss. If you use even a couple of these, you’ll experience a turbo thrust of Bad Boy confidence...
- **The six steps to “Busting Balls” – Italian style.** One of the Lost Arts of being a true bad boy was taught to me by my friends back where I grew up in New York. In this part of the program, I’ll show you how this technique will create an **INSTANT level of delightfully cocky behavior** that women cannot resist...
- Why it is that guys who try the “friends first” strategy with women always fail? I’ll reveal why, and what women will never tell you about why this happens – as well as how to **never get pegged as the “friends only” guy again...**
- **10 Qualities of the Nice Guy that dooms them to failure with women** – and why they trigger a woman’s hidden disgust that makes her push him away. You’ll understand how the bad boy exploits these weaknesses to swoop in and steal women away...
- **10 Essential Bad Boy Qualities that skyrockets them to success with women** – and how they trigger a woman’s instinctive ATTRACTION psychology that makes her chase after him. You’ll discover how what they are and how to use them...
- How to “break all the rules” the way a Bad Boy does, and not just get away with it, but get everyone you know wanting to be a part of your exciting social circles. Imagine being the guy that your friends call up when they want to go out and have FUN...



- How to use the formula to build intrigue and accelerate a woman’s attraction for you so that she pulls you into bed faster than she planned to...
- How to get women to want to be around you – and approach YOU based on your sheer primal charisma that you radiate, so you never have to worry about approaching women or risking rejection...
- How to shut down any other would-be jerk so that he runs away with his tail between his legs – and you get the girl...
- How to get rid of the inner “Nice Guy” softness so that women respect you and treat you right – and you can truly speak your mind and be admired for your “Don’t Give A Damn”

attitude...

- How to leverage the best parts of the Bad Boy to **give women intense emotional experiences that addict her to you** – and gets women to validate themselves to you – without “negging” her or hurting her feelings in the process...
- Finally, you will learn how to be able to **display your masculine sexual power to women** so that she knows you’re a guy that will keep her attracted – and satisfy all her desires so **her eye will never “wander...”** – and you never have to worry about her loyalty...
- How Bad Boys go too far with their behavior – so you know when to stop and never turn people off...
- The secret method for how the Bad Boy maintains his calm, unruffled exterior when meeting and talking to women – and how he **gets the inner cool confidence to not care what women – or anyone – really thinks of him...**
- **How to handle the guys who try to treat you like a chump** – without getting into any physical confrontations – so you wind up **being the leader of the pack** and the one everyone listens to and admires...



- How the Bad Boy deals with difficult women so that he’s never beaten down by a snobby bitch – AND how to handle the tests you’ll get from women so that you not only pass them, but get her proving herself to you...
- Have you ever heard a woman say they want the “nice guy” when we see her doing the complete OPPOSITE in real life? I’ll show you why this is, and why she seems to be lying to us when she says this. **(HINT: The truth is VITAL to know, because you could be tricked into the mistake of blaming women!)**
- I will show you how to tap into the **One Forbidden Key of Psychological Persuasion that women respond to most**. I’ll also show you how this ties into your behaviors and habits when you meet and talk with women so you get the most incendiary responses...
- The Core 28 Explosive behaviors of the Bad-Boy – what they are, how they work, and how you used them to capture the hearts and fantasies of women...
- I’ll show you 10 sabotaging behaviors you will NOT find in a Bad Boy – **Chances are you have a few of these. AND I’ll show you how to get rid of them if you do.** (By the way -

getting rid of these is actually MORE important than doing the things the bad boy does...)

- You've probably heard women say a thousand times that they want a "nice guy," but do you know what she's really talking about when she says this? I'll give you a breakdown of **the 7 habits of successful nice guys** – what she's women are really saying they want in a man...
- **So what is the Bad Boy THINKING in that brain of his?** What are his beliefs? Unlocking the secrets of what is going on in his mind will help you to understand and use his confidence, his paradigms, and his beliefs ... and his limitations!
- **The 3 C's of Seductive Bad Boy Conversation – and the 5 core conversation topics you must master to bring out a woman's inner Bad Girl...**
- Have you ever found yourself awestruck by a woman's beauty? To the point of **being paralyzed and acting like a wuss**? I'll explain exactly why this happens to guys, and how you avoid this overwhelming emotional overload when you're with a beautiful woman...
- How Bad Boys deal with heartbreak so that women can't stomp on your heart. You'll find out the "Crush Difference" – how a nice guy handles it and how a Bad Boy rolls with it...



- Discover the 2 attraction blueprints all women share, and how they both work to get a woman – but only one of them ensures her loyalty and her sexual desire for you...
- The "blade" is the edge of balance between being too nice and too much of a jerk. I'll explain exactly how you walk this sharp edge – and never go too far with it so you ignite a women's interest and attraction...
- Adopting the "Bad Boy" edge into your life is actually very simple. There are **3 primary characteristics of the Bad Boy** – and I'll explain, dissect, and break each of them down into a simple formula for you to understand in just minutes...
- **The 7 Traits of "Bad Boy" Masculinity that skyrockets your sexual charisma with women...**
- **The 6 critical elements of "DGAD" confidence that Bad Boys master.** I'll expose how this works, and how you can get the benefit from their "natural" skill...
- Have you ever been talking to a woman you wanted that you couldn't work up the courage to get a little "cocky" with? You knew that you should act a bit more aloof, maybe tease her a

bit, but you ended up wussing out – and you know that she lost attraction for you as a result. Here's how to keep that from ever happening again...

- Vocal power is one of the biggest subconscious influences on a woman. It's almost hypnotic – and I'll show you 5 ways to instantly create a commanding voice of authority and power with women...
- How to get a nice girl “naughty” with you – the secret method of turning your sweet little “librarian” into your deliciously raunchy Bad Girl in the bedroom...
- If you asked a woman what one of the top ways was for her to read your confidence level, it would be eye contact. I'll show you three compelling ways to generate eye-contact power without even breaking a sweat...
- **The 8 Killer Rules of Confidence** – use these eight rules to amplify your level of confidence – with specific methods of how you apply them in YOUR life...
- I'll give you **the “13 Words of Belief” – the Bad Boy Affirmation** that every man must use in his life so that he NEVER wusses out...
- The one core loyalty strategy that locks in success with women. Every Bad Boy on the planet knows this rule more than any other, and it's also **the secret for keeping a woman loyal to you**. Do you know what it is?
- One incredibly easy source of “Bad Boy” humor and attitude that nice guys miss – I'll show you what it is and how to use it...
- **Ever felt like you were** being too needy? I'll show you **4 specific NEEDY GUY things** that you're probably killing her with and you don't even know it.) How many of these other 14 habits do you have that pushes women away?
- **And much MUCH more...!**



Here's What You'll Get In The Bad Boy Formula:



The Core modules of the system, including:

- **30 Lock & Load Bad Boy Formulas** – Three volumes of plug ‘n play techniques to be the nice guy who gets the girl... Normally **\$97**.
 - **The Bad Boy Attraction Psychology** – Instant secrets of “Don’t Give A Damn” confidence ANY man can use... A **\$47** value all by itself.
 - **The Bad Boy Myths** – Destroy the misunderstandings that hold you back from getting fast success... A **\$47** value, but only available with this bundle.
 - **SWAT Tactics** – Specific Bad Boy techniques you can use to create unstoppable, addictive attraction... A **\$97** value, on its own.
 - **Bad Boy Lifestyle** – Live the way you want and the way you deserve... Another **\$97!**
 - **The reference manuals to the entire program so you don’t have to take any notes...** Worth over **\$97** – and are not available anywhere else but here.
- 🎧 **A special bonus** of the entire program in audiobook and MP3 formats for you to load on your smartphone, tablet, or portable device.
 - 🎧 **A special bonus: “Busting Balls”** – the single most powerful technique for creating INSTANT bad boy charisma with anyone...
 - 🎧 **And a special section of Bad Boy case studies**, where I completely break down the bad boy for you and explain all the moving parts with specific examples.

Originally, it’s over \$450 for the system, but you’re going to get this program for MUCH less.

Here’s My ROCK SOLID 60 Day Double Guarantee...

I am so sure of your success with this program I guarantee it 2 times in 2 different ways:

GUARANTEE 1: If for ANY reason you are not completely satisfied with “**The Bad Boy Formula**” – even if you don’t like the shirt I’m wearing or the tone of my voice on the recordings, just send me a personal email any time in the next 60 days for a full prompt refund and **I will insist you keep all of my bonus gifts for you FREE just for giving “The Bad Boy Formula” an honest evaluation.**



Wait – there’s more...

GUARANTEE 2: Simply implement just ONE of the dozens of practices inside “The Bad Boy Formula” – and if you don’t feel that you have improved your game – I will personally work with you one-on-one until we reach this goal together.

If for some reason I fail (and I won’t) I will gladly reach into my own pocket and buy “The Bad Boy Formula” back from you – and I’ll let you keep the bonuses just for trying the program.

Fair enough?

I put my name and reputation behind this program, and I stand by it 1000%.

Grab your copy of the entire “Bad Boy Formula” program right now – with no risk. Take your time and use the program as much as you like...



How much is it worth to you to finally wake up next to the woman you’ve always wanted in bed with you...?

To know that you can unlock the secrets of the Bad Boy for yourself, to attract the women you desire...

The sad truth is that **most women WANT you to succeed with them, but she’s never going to tell you exactly how to get into her heart or her bedroom.**

**She Expects You To
KNOW This Stuff!**

How would you feel when you're talking to a woman and you feel her interest fizzling out on you...?

Knowing **you could have stopped it from happening** with just a few simple tweaks to your confidence and some of the words you said...?

Hundreds of men have already stepped up and started using these secrets for themselves, not counting all the bad boys at work out there already breaking hearts and making your life difficult.

Imagine being the guy that saves her – sweeps her away from the Bad Boy and gives her the experiences she's only dreamed of...

I struggled with being a nice guy for YEARS, and I can tell you right now that **if you don't understand the principles of the Bad Boy, he's always going to have the advantage** – *stealing women right out from under you.*

If You Don't Understand THIS, Nothing Else Will Work...

Because these concepts and techniques are the foundation of ALL real sexual attraction with women – so it's **CRITICAL** for you to put these secret to work for you and get this part of your game with women handled.

I want you to experience this for yourself, and I'm going to give the full step-by-step system to you at a price you're not going to believe.

To work with me in person, one-on-one, it's over \$10,000. I charge over \$250 per half-hour just for phone coaching.

But I also want to make sure that guys who can't afford the personal coaching can still get the "bad boy's" level of success. (And help make sure they don't go too far by accident...)

I'm sure you're tired of making the same mistakes I have and losing women on the first date... or sometimes in the first conversation. Wasting \$100 or more on dinner and drinks that goes NOWHERE.

And there's no amount of money you spend that will really distract yourself from the fact that you're not getting the sex you deserve with the women you want.

When you use these techniques, you'll finally have that edge you always wanted.

**For a limited time, I'm offering the complete Bad Boy
Formula for only \$67.**

That's it.



This is a steal, especially when you consider that most “bootcamps” where they try to teach you a few superficial fixes wind up costing upwards of \$1500 or more.

I’m keeping the price this low temporarily as part of a marketing test, and it could be raised soon. Possibly while you’re reading this.

As soon as I get the testimonials I need, I may have to raise the price of **The Bad Boy Formula** as much as \$200 or more.

And just to sweeten the deal, I’m also throwing in **THREE more killer bonuses**:

SPECIAL BONUS 1: Bad Boy “U”

If you received this ebook, that means I’m also throwing in the following fast-action bonus:

Free First Month of Bad Boy University

The Free First Month of “Bad Boy University” to drag you kicking and screaming through each step of the system and get you even faster results – and if you decide to stay on the program, it’s only 37.00 per month. (Completely optional!)



Note that the bonus free trial to the **Bad Boy University** is completely optional, HOWEVER most of our members will opt for this opportunity as you’ll be learning more advanced skills for building your ultimate lifestyle and without the Bad Boy University coaching you’d be missing out.

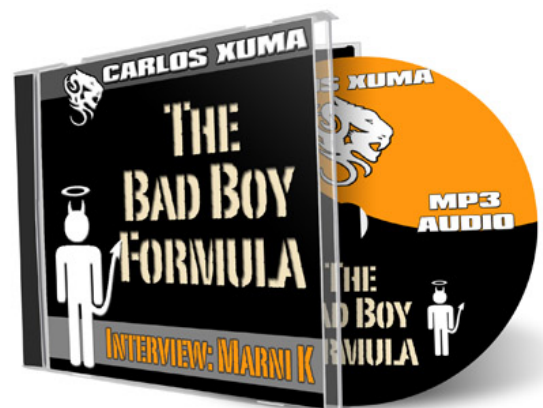
If you decide to stay on after your Bad Boy University free trial offer, each week you’ll receive brand new secrets including:

- **Insider Techniques & Tips videos**
- **Advanced Bad Boy Technique Videos**
- **S.W.A.T. – Sexual Women Attraction Tactics**
- **Alpha Overdrive Secret Reports**
- **And more...!**

SPECIAL BONUS 2: Secret Female Intel Files

A top female dating guru will reveal how the Bad Boy works his magic – from a WOMAN’S point of view...

No BS here, just the straight truth – Secret Intel from the female perspective on **How Women REALLY Feel About the Bad Boy**.



You’ll learn:

- **The Big Reason why women cheat with the “Bad Boy” type** – and how you avoid having him steal your girl away from you. We’ll show you how to prevent this – and it’s a simple fix that any guy can do with just one sentence...
- How a woman knows when the man she’s with is the kind of “Bad Boy” she’s looking for – and how she knows if he will be the unhealthy and offensive guy that she knows she needs to avoid...
- Safety is one of the most important qualities a guy can make a woman feel, but if it’s done the wrong way, you will turn a woman off. If you do it right, you’ll make a woman feel instantly attracted and not just temporarily! In this special bonus, we’ll explain how this works...
- How to jump into instant deep rapport with any woman...
- How to avoid falling into the “therapist zone” with women – where she tells you all her problems, and you get NOTHING in return but a cold, empty bed...
- And much MUCH more...!

SPECIAL BONUS 3: **Forbidden Secrets of Bad Boy Overdrive**

Have you ever watched the “Star Wars” movies? They always talked about the “Dark Side” of the Force – and how to avoid it.

Wouldn’t you love to know what the “Dark Side” training manual looked like? What their techniques were?

You’ll learn: Just so you could understand why the dark side of the Force was so powerful...

Well, that’s what this part of **The Bad Boy Formula** is about.

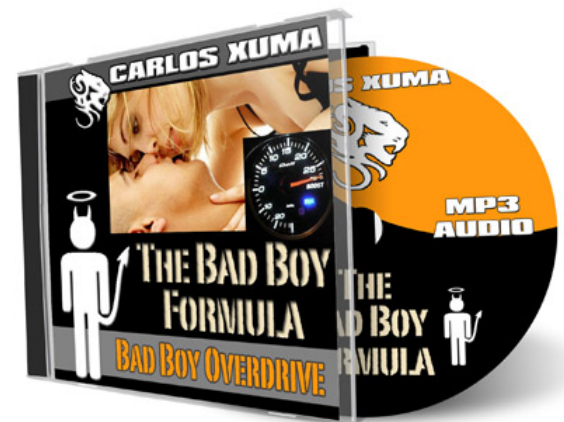
These are the forbidden secrets that completely explain the Bad Boy Side Of The Force.

When I was creating this system, I thought about leaving this section out because I knew it could be abused by some guys to manipulate women instead of seduce them ethically and honorably.

In the “Bad Boy Overdrive” bonus program, I give you several hours of training in how to upgrade your confidence and mindset into “Bad Boy Results” with a “Nice Guy Attitude.”

I’ll show you:

- **The 3 “P”s that guys use (mistakenly) with women that forces them into the friends zone in just seconds of talking to a woman...**
- One simple practice that will instantly create a feeling of power and confidence in you when you’re out with women at a bar or restaurant – or any store... (This one is so simple that you’ll be amazed you’ve never done it before...)



- **How to juggle women the way bad boys do** – if you decide to date more than one. These essential relationship management “tricks” will keep you cool and detached – and ironically making women feel more fulfilled and interested in you than ever... I’ll even show you how to **make your woman be “okay” with your desire to have an open relationship...**
- **How to move things to sexual intimacy with a woman 200% faster - or more.** Accelerating the pace with a woman is one of the key traits of the Bad Boy that every guy wants to be able to do.
- The Sexual Disclosure Method – This is **my personal technique to get women talking about intimate aspects of their sexual desires and fantasies**, and it’s also how you can drive up a woman’s sexual interest in you...
- **Two physical techniques to move a woman forward sexually** without “freaking her out” or turning her off...
- **How to seduce the “Nice” girls – the shy and coy women – to get sexual with you** – and what her SIX key personality traits are that you must know to make her yours... including the “Too Nice” and the “Nice Girl Cold Reading Technique” to help a woman get past her inhibitions and open up to you...
- **And much MUCH more...!**

I’m also throwing in a couple more unannounced bonus modules to the main program that you get with your instant download of the program.

Including two more add-on modules to the Bad Boy System, and two startling and revealing interviews with two Bad Boys: FJ Shark, and Dean Cortez.



Somewhere out there is a BAD Bad Boy waiting to steal the girl you want – or the girl you’ve already got. Are you going to let him get away with this...?

“The Bad Boy Formula” is his Kryptonite. Put his game to shame and claim what you deserve as a man.

Just Imagine What Your Life Will Be Like...

- **Imagine** going to bed tonight **knowing** that you’ll easily get a few dates for this weekend...
- **Imagine** what it’s going to be like when you can go out – with friends or alone – and never worry about approaching or talking to a woman and getting her SEXUALLY interested in you...
- (Not talking to you just to be polite)

Imagine *never* having to experience the pain again:

- The pain of never having a woman lose interest in you halfway into a conversation...

- The pain of never having a woman call you up just to “cry on your shoulder” without you being able to go over to her place and giving her the right kind of romantic “solution” she really needs from you...
- The pain of never having to scrape up a date when you have dozens of women waiting to spend time with you – even wanting to take YOU out on a date...

And don't forget the costs of NOT knowing how the Bad Boy Formula really works with women. There are the costs and penalties of doing NOTHING:

- **More women that you lose** because you don't trigger that instinctive sexual attraction with her...
- **More nights you spend alone in frustration** – KNOWING that you have something wonderful to give to a woman if you could just get her to see it...
- Missing out on the confidence and fun adventures that the “Bad Boy Formula” will give you...

Look, no one likes being in a state of indecision.

You will feel better right away knowing you've made a decision one way or the other to take care of your “inner nice guy” and get the secrets of the Bad Boy Formula. And the best part is that you can get this complete program right now – instant download – with NO RISKS.

Look, we're at a crossroads here... You've got a choice to make:

Choice 1:

...is to close this book, try to forget what I've shown you, and keep doing what you've been doing. But how well has that worked for you so far?

Maybe you think you can get by without having to **learn what the Bad Boy has...** but I assure you that this only guarantees that you'll keep getting the same level of success – never getting what you really deserve... Bad Boys are out there lurking, and the guys that don't figure this out now are going to be at a severe disadvantage when his current – or future – girlfriend meets up with one...

Do you want her going home with him, or coming back to you?

There's a saying: If you keep doing what you've been doing, you'll keep getting what you've been getting.

If you're not leveraging these Bad Boy attraction triggers for yourself... her attraction towards you is going to some other guy... a guy who “gets it” and will probably steal her away from you before you ever get a chance...

Choice 2:

Risk nothing at all and get **The Bad Boy Formula** - discover how bad boys get their success with women, and not only bring out women's "naughty" side, but get her good side, too.

It really is that simple.

Remember, all the risk is on my shoulders. If **The Bad Boy Formula** doesn't deliver what I promised, you get all your money back, no questions asked.

So go ahead and take action right now. Click the orange button above that says "**Add To Cart**" and take the next step toward getting what you deserve as a man.

Can you imagine a life filled with beautiful women eager for your affection, and what your life will be like when you never have to struggle with this ever again?

“Carlos – This Sounds Impressive, But Will It Work For ME?”

Yes, absolutely.

It works no matter your age, your looks, or your income.

It works no matter how much of a nice guy you think you are...

In fact, I engineered this program to work even better for nice guys, since that's what I had to overcome to get this kind of ability with women.

I created this program to help you – a quality guy with a lot of potential – **break out of the common traps** that Nice Guys like us fall into.

Once you follow the quick and easy steps in this system, you'll be able to get women attracted to you that you thought were out of your league. You won't have to wait weeks – or months.

And haven't you waited long enough already?

Again, so many guys run around more concerned about making a mistake than they are about taking action to get what they want. They do nothing, and miss out on the opportunities around them.

I know you don't want that...

And women see that a **Bad Boy goes after what he wants** - and that's spellbinding to them.

Have you ever been driving your car and realize that it just feels sluggish?

You realize you were stuck in low gear – or your emergency brake was on – and you let it off and punch the gas a little bit, and the car **TAKES OFF** with a roar ... your car seems to be **UNLEASHED** all of a sudden.

That's what it's like to seize **The Bad Boy Formula** and use it for yourself. You'll be liberating yourself from all the bad programming that has held you back all these years.

Frequently Asked Questions...

QUESTION: “Carlos, how easy is “The Bad Boy Formula” to use?”

If you can watch a video and follow some simple directions, you can do this.

Basically if you’ve logged into Facebook, you’re over-qualified for this.

Yes, it’s that easy.

I’m going to be there in every video explaining **The Bad Boy Formula**, and walk you through the whole program from start to finish.

I’ll give you mind-maps to show you how it all fits together. I’m **giving you a full reference manual** so you don’t even have to take any notes while you’re watching and listening to the program.

You’ll even get the complete program in digital audio that you can burn to CD or play on your iPod/iPhone or other MP3 player. You’ll get bonuses that walk you completely through this subject from start to finish.



QUESTION: “How long will it take?”

You’ll be able to start using the system immediately to improve your game.

The Bad Boy Formula is a comprehensive course, about as long as a full-day seminar. (You could blast through it in a day, but I wouldn’t recommend it – you’d probably have to call in sick to work... It’s best to take your time and just sit back and watch as I explain all the concepts on the videos.

The best part of **The Bad Boy Formula** is that you will start learning and using this material **RIGHT AWAY**. We’ll cover the entire lifestyle and methods of the bad boy, as well as translate it into things **YOU** can do to bring out your inner Bad Boy.

(At the very least, you’ll be able to spot these guys in advance, and beat them at their own game by being able to bust them on their techniques.)

QUESTION: How does it work, exactly? How can I know it will work for ME?

In this program, you’re going to get a set of powerful videos (as well as many other tools) that completely break down the tactics, techniques, and strategies of the Bad Boy.

Look, most guys will never be a “pickup artist” (and most don’t want to) because they know on some level that it’s just not realistic for them. They’re deep-down “nice guys” who just want to shed a little bit of that “goody-goody” side of them and tap into the part of them that they know they need to unleash.

This isn’t about changing who you are, or being a manipulative slime ball.

This is a real, usable method that YOU can use. As you probably know by now, I never teach anything that is disrespectful or hurtful to women in any way.

PERIOD.



The Bad Boy Formula will get you the results you want – guaranteed – whether you’re just looking to improve your own skills with women, or you’re looking to make some small tweaks to get more success, or even if you want to do a complete makeover and really start pushing the envelope.

Because the fact is that the next Bad Boy your girlfriend runs into could be her next boyfriend if you’re not careful. The only way to really secure your relationship against the evil effects of this guy is to **KNOW YOUR ENEMY**.

You can’t afford to ignore the information that could be your only hope to keep your woman loyal to YOU.

What Guys Say About “The Bad Boy Formula”:

“Wow! results that I never thought I would see... I knew this was the program I had been searching for... **Thanks to Carlos I can proudly say I’m a bad boy that women love.**

This course will increase your confidence in all areas of your life not just dating it opens your eyes to a new attitude of living, **it gives you SUCCESS!** I am normally a shy guy who couldn’t approach women and I’m astonished with my results.”

- Liam M. – Scotland

“Your program boosts my confidence in me and some of my friends started calling me Bad Boy without me telling them that I am studying that program. I strongly believe any guy out there who wants to know themselves and want to be the real man in them should possess and seriously study this program. **Your ‘...Bad Boy Formula’ is a program that can seriously help building the MAN that we all need to be...**”

- Marc A. – Lynchburg, VA

“Carlos Thank you for making the bad boy formula, in all honesty I can say that **it got me back in touch with my inner bad boy**. I recently went through a lot of emotional and physical strife and felt castrated as a result and lost a sense of my “power” and had moments of wussy behavior and moments of alpha man behavior. Now I am back to being the bad boy but more importantly I feel back to being me and it rocks.”

- Sean K.

“When I used Carlos’ program, things started to turn around... Now, I am that fun guy who always has something interesting to say. I’m very flirty now, I know how to tease women in the right way and I know how to not take shit from them when they flake out without being a total asshole.

I’d tell guys to get these programs. Seriously. Carlos said that he teaches how to become the Bad Boy (or better) with honor and integrity and he delivers. The Alpha Masculinity Program helped me get rid of all the bad traits of the nice guy and become the man I always wanted to be... it has turned into one of the best investments I ever made.”

- Steve K – Chicago

“I’d tell guys to try [The Bad Boy Formula]! It gets really specific into formulas and examples and what could be done. I think it’s important to get an idea about how this Bad boy lifestyle could look like and Carlos did that really cool!”

- Sebastian W. – Germany

“I purchased the bad boy program and... it’s great. Have been looking for something like this for a while. I’m 62 and wish this had been around in my 20’s. Just the first module would have made unnecessary many years and thousands of dollars of therapy.. I would have also avoided a bad marriage which I’m getting out of now. **Your stuff is really powerful.**”

- Marvin G.

“... I my friend am moved by your stuff...it is simply the best I have ever encountered in all my years on being part of this community. Yesterday I sat and listened to your bad boy materials for four straight hours...you should have seen the changes in my attitude that very night! one very cute girl in particular was **just amazed at the spontaneous cocky funny stuff that was just spouting out of my mouth! no canned routines whatsoever...just pure improv!**”

- Jack L. – Montreal

“I am so STOKED about this program (THE BAD BOY FORMULA)!”While THE BAD BOY FORMULA is not primarily about being masculine, I am finding that Carlos’ idea’s compliment what I’ve learned... I am learning so much about how to be the better man that I crave to be, from this program.

“This is very exciting to me, intellectually, but also practically.I’m going to study the SHIT out of this program! Then, **I’m going to implement the SHIT out of this program!** Then, I’ll tell you what I’ve accomplished along with a cool ass review...I just had to say something because **I am so F’in stoked about this program.** It’s going to get my full attention for a long while.”

- John M. Cannon, North Carolina

“.... When I used Carlos’ program, I straightened out my behavior. With guys and girls... I’d tell guys to **buy [The Bad Boy Formula] before anything else...** It’s the product that I’ve been wanting all along but couldn’t find...”

- Steve F.

“When I used Carlos’ program he put thing really into a great perspective. He is authentic, and genuine as well as extremely informative. He gave me a kick in the ass, which really helped me localize what to work on with myself.

“I even applied some of these attitudes at work, and received some more respect from people who would usually be nagging bitches.

“**Grow a pair of balls, get yourself together and take these steps.** You’re not getting younger, and if you wanna avoid seeing your favorite girl humping some bad boy hunk be my guest. But the sooner you make these changes, the better it is...”

- Simon J.

“I’m serious man, girls are now looking at me, calling out after me, waving at me in class, approaching ME and want to find out what I’M about.You helped me go from needy boy to centered man who doesn’t crave attention and give up my energy... and this is all about a WHOLE LOT MORE than just seduction.Thanks man – Deep Love to you... I can’t thank you enough, man!”

- Peter K.

TESTIMONIAL FROM A WOMAN: “Carlos, You are *absolutely right on* about what women want... I have been getting your newsletters and had a chance to listen to a teleseminar you gave just before the Super Conference in Vegas... Keep up the great work!!”

- *Cindy E. - Michigan*

“I have just finish listening to all 8 modules of the [Bad Boy] program. **It is like nothing I have ever heard. Phenomenal.** Thanks once again for your incredible work...”

- *T.L. – Canada*

P.S.: There have been plenty of times in the past where I’ve made the decision not to grab something when I knew I should, and regretted it when I found out that my friends had great success with it. And I kicked myself over and over because of that.

Don’t make my mistake – take this opportunity and get your copy right now.

Download your copy of The Bad Boy Formula right now. [CLICK HERE](#).

P.P.S.: Remember you have nothing to lose. **The Bad Boy Formula** is **100% guaranteed** to work for you or I will insist you take your money back. You’ve got 60 DAYS to try it and use it. This program is THE multi-media course that will get you off your butt and out there attracting women on a whole new level.

The risk is squarely on my back. There’s no easier and faster way to learn these Bad Boy techniques – with women.

So what’s holding you back? [CLICK HERE](#).

P.P.P.S.: My experience has shown that if you wait to get started on the path of learning the right method, chances are you will simply never get started. It’s too easy to procrastinate. Don’t let that stop you from getting off your “but” and get moving now. [CLICK HERE](#) to get your program **RIGHT NOW**.

