

Joshua Pellicer



THE **TAD** OF **BADASS**

Everything You Have To Know To Be A Complete **Badass** With Women

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INTRODUCTION



Every guy has the power to be a complete badass with women. Yes, that includes you.

Whether you're the powerful CEO of a flourishing Fortune 500 company or a struggling musician and part-time waiter, you have the power within you to be irresistible to beautiful women. In fact, there's only one thing that separates the Casanovas from the creeps, the Lotharios from the losers, and the players from the posers: men who are successful with women have simply learned how to unlock this innate power, and how to use all its benefits to their greatest advantage.

I know, I know...it sounds too simple, right? And why should you believe me anyway? What makes me such an expert on the subject?

I've spent years and years studying psychology, relationships, and attraction, and have worked as a professional dating coach, a social dynamics and charisma instructor, and a body language expert. I trained with Wyatt Woodsmall, neurolinguistic programming and motivational speaking expert, and long-time mentor of Anthony Robbins, as well

as the first generation of Dale Carnegie instructors. I also founded and hosted the first radio show that was completely devoted to helping men succeed with women on Maxim Radio, which appears all over North America on SIRIUS XM Satellite Radio. I have worked alongside the Anthony Robbins Company and advised the Board of Advertisers for Axe Bodyspray. I have trained everyone from athletes, to celebrities, to marketers, from students in their freshman year in college to men in their 80s, and I can tell you that everything you're about to read in this book *works*. You will never learn a more important skill set in your life.

This information will do everything for you. It will accelerate your business when you learn to understand and influence social dynamics. It will strengthen your friendships. It will allow you to create a friendship with anyone you need to be a friend. You will have control over all of your social interactions, romantic or otherwise.

As a man who is interested in improving the quality of his life by picking up this book, you probably have a goal in mind, an idea of what you want from your new-found knowledge. Maybe you just want to attract beautiful women. Maybe you want to find your future wife. Maybe you want to date around and meet *lots* of women. Maybe you simply want to learn how to relate to people more effectively. Regardless of what your intentions are right now, I can tell you that as soon as you learn the skills I'm about to teach

...you're going to see improvements in every area of your life that involves social interaction.

you in this book, you're going to see improvements in every area of your life that involves social interaction.

Take a moment to think about why you do the things you do. What is the motivation that drives every action you make? Why, for example, do you want a good job?

Nine times out of ten, the answer to that question will be "Because if I get a good job, I can make a lot of money." But what if you could make a lot of money being a panhandler on the street? Do you think you would be just as satisfied doing that as if you were in a very successful job that paid well and lead to a long career? There are reports of panhandlers in Canada that are making over \$60,000.00 a year - \$400.00 to \$800.00 a day. If you can make that much money panhandling, why aren't you doing it? Why isn't everyone out on the street asking other people for money?

The reason we're not all takin' to the streets Doobie Brothers-style is that you have no social value when you panhandle. Having no social value can make it very difficult to have *personal value* (aka *confidence*), and that, in turn, means that you are not attractive. The whole point of making money is that it will allow you to provide for a future family, and that your value is increased when other people need and depend on you.

That's it. That's the point. Don't get confused as to why you're going to college, or went to college, or are working this job. Everything you do, consciously and subconsciously, is to achieve the end goal of attracting the woman of your dreams and, in most cases, starting a family with her. And if

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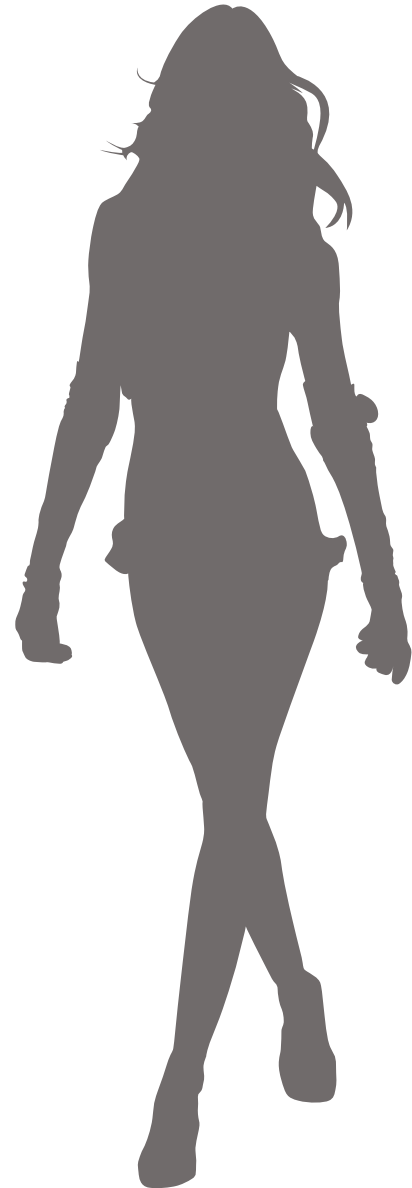


you don't know the skills that I'm about to teach you, then it doesn't matter how much you study. It doesn't matter what you do. It doesn't matter how much you make. In fact, it matters very, very little how much you make! Not having the skill set you're about to learn means that you're not going to be able to live your life with the confidence of knowing that you're heading in the right direction and knowing that you'll be able to get what you want, especially if it involves women.

I know there are a lot of people out there who just get "lucky," but you and I are not interested in them. Why would you want to be one of those people? Why would you want to be the kind of man who just has to be in the right place at the right time in order for something good to happen to him? I'm not going to teach you how to put yourself into the kind of situation where you simply stand around and allow things to happen to you. I'm going to teach you to *create* those situations.

"Knowledge is power." I'm sure you had that phrase drilled into your head when you were a kid. Sure, it sounds nice... but it's completely meaningless. Knowledge is *not* power. *Application* is power. You can know anything - everything! - but if you don't apply the concept, you will not be any more powerful.

Let's say, for instance, that when you finish reading this book I give you a treasure map to a million dollars. All you have to do is follow the map and all the million dollars is going to do is sit there and wait for you to find it. When I hand you



the map to the million dollars, are you rich? No, you're not rich. Do you have a million dollars? No, you don't! All you have is knowledge about where the million dollars is. You have to stand up and motivate yourself to follow the map and get the money.

This is the key to mastering this material. Knowledge is just a means to application - you're learning this material so you can apply it. That's it! If, on the other hand, you don't use the knowledge that you gain, you're just taking up space in your brain. You'd be better off just forgetting it.

Humans are intention-fulfilling machines.

You with me so far? Good. Then let's go back to talking about goals for minute...

Humans are **intention-fulfilling machines**. We have the ability to create an idea of something we want and then work towards achieving it. Regardless of what else we may be doing at the time, regardless of what happens that's outside of our control, we are always reaching towards the goals we create for ourselves. Because of this, it's extremely important to be aware of what your true intentions and goals are. Think about it now. Take a moment to figure out what you want to gain from learning this material. I'll wait.

Got it? Great. Now make sure that what you've come up with is specific. You don't need to tell me "I want a blonde girl who is 5'10" and 130 pounds" - I don't care about what you want. I care about *why*. Why do you want it? Why are

but you can't figure out how to reach it.

A lot of men I know who are considered experts in this field - popular authors, well-known dating coaches, famous pickup artists - aren't as successful as they're telling you and they'd like you to think. It's because they set out with the wrong intentions and found themselves victims of the limitations of the glass ceiling. They started out thinking "I'm going to learn how to pick up a hot chick," and now that they have that ability they're stuck in meaningless relationships with different women, pretending to be happy, cheating on the people they're seeing. They can't move their relationships forward and girls leave them as soon as they see there's no substance to them. Instead, they're forced to constantly bounce from woman to woman.

I'm sure some of you think that that doesn't sound like a bad idea at all, and hey - if that's what you want, that's what you want! I'm not here to judge or tell you how to live your life. But make sure that really *is* your true intention, because whatever your true intention is, I guarantee you're going to fulfill it.

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I've taught thousands of men from all walks of life. I've taught guys who were just out of high school, I've taught guys who were over 70 years old. I've taught guys who are married, guys who are single, guys who are recently divorced, guys who just came out of a relationship. I've taught guys who are in a relationship how to make their relationship stronger.

I've taught religious guys and guys who have no religion. I've taught every kind of guy you can think of. Through all of it, I have discovered that there are some concepts that transcend all barriers, transcend everything that makes you different from everyone else. These are the concepts that I'm going to teach you.

Treat this book like a valuable reference (because it is!). Read through it once and gather as much information as possible, then keep it handy so you can refer to it any time you need a question answered or require a little bit of a refresher on a certain topic. You'll find the answers to most situations that you are in, will be in, or have been in, right here. I'll go over everything in depth, and in the future there will be bonus chapters and other material that will allow you to delve deeper into whatever subject interests you most, or whatever area you think you need the most help with. If you learn everything in this book, you will be a complete badass with women.

Hold on - are you still not convinced? Are you still making the excuse that because you weren't born with a natural aptitude for attracting women you won't *ever* be good at it? Let me say a word or two about naturals...

Every man who seems like a natural isn't really a natural. Preposterous, right? Wrong. Even the "naturals" had to gain the skill set from somewhere. No one is born with the ability to attract women - it's learned. Now, it may not be learned by picking up a book and reading it, but that doesn't mean the learning process doesn't happen. The "naturals" acquire

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this invaluable information by mimicking male figures in their lives - a father, an older brother - and by learning other do's and don'ts from important female figures. This is the only thing that separates you from the seemingly genetically blessed "naturals."

But keep this in mind: naturals cannot control their environment. They don't know *why* they do things - they only do things a certain way because it's how they've always done them. They work at an entirely subconscious level. That's exactly what being a 'natural' means. It's a subconscious way of attracting women. If you don't know *why* it works, it's because you are not aware of it. Therefore it *seems* to be 'natural' to you.

Evolutionarily speaking, that is not an adaptive trait. It is not a quality that will help them survive in the long run. You, however, are going to learn how to have the same level of success by acting on a conscious level. You will be able to control everything you do, and therefore also be in control of the subsequent outcomes.

This is far more powerful than learning all of this naturally, because when something doesn't go the way you plan, you'll know how to fix it. A natural in the same situation would be forced to give up and move on. Think about it this way: most people get in a car, turn it on, and drive it without actually understanding how the car works. Only mechanics, the true experts on the subject, understand how a car functions. So what happens, if you're not a mechanic, when your car breaks down? You have to call someone who knows about

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GENDER ROLES



One of the most important things you'll take away from this book is the ability to understand the differences between the male and female gender roles. There are very specific reasons why women are attracted to a certain type of man, and why you are attracted to a certain type of woman.

For most of history, people were only allowed to play the gender role that was associated with their sex - men had to conform to the male gender role and women had to embody the female gender role. Failing to do so meant that you would not survive. Now, however, attitudes towards gender roles are beginning to change, and chances of survival are altering with them. The Darwinian idea of "survival of the fittest" is outdated. In modern society, weak men who once would have been removed from the gene pool by natural selection, are able to survive, procreate, and nurture families of more weak men. Our society places less value on physical strength, and

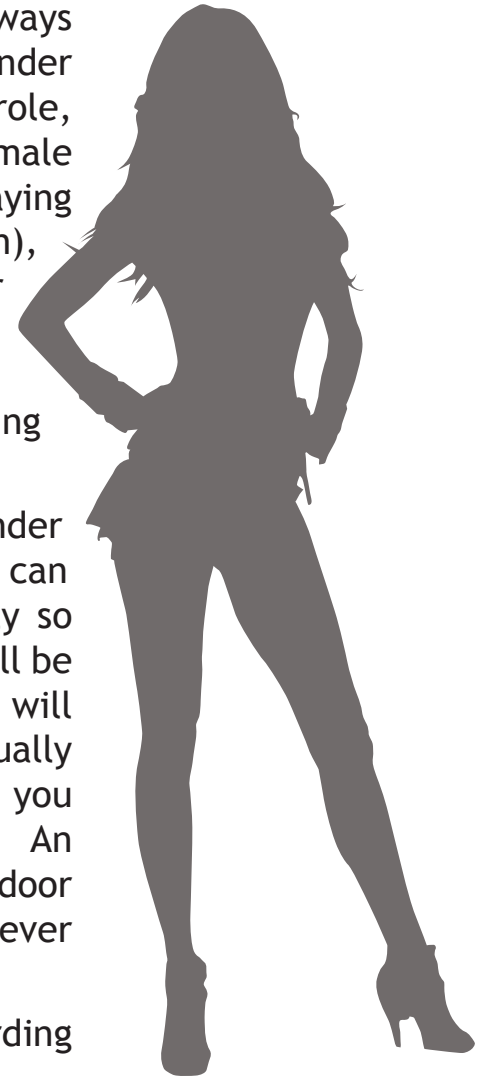
The Darwinian idea of "survival of the fittest" is outdated.

more value on other, more abstract qualities. These are the qualities that you must learn to display if you want to be a badass with women.

In order to understand the relationship between attraction and gender roles, you must remember one thing: men and women who are playing a specific gender role are always attracted to someone who is playing the opposite gender role. So if you, as a man, are playing the male gender role, you will be attractive to women who are playing the female gender role. Conversely, if you are a man who is playing the female gender role (and yes, it is extremely common), you will attract women who are playing the male gender role. It doesn't matter what kind of women your conscious brain tells you you're interested in. You will unconsciously attract women that are playing the opposing gender role. I will explain why in a minute.

But what do “male gender role” and “female gender role” really mean? Let's define the terms so that you can understand how to play the male gender role properly so that you naturally attract the kind of woman that you will be interested in attracting. Without this knowledge, you will continually attract the kind of woman who will eventually lose attraction for you, who will lose your interest, or you will think is of a lower quality than what you deserve. An understanding of gender roles will open up a massive door for you, allowing you to meet a lot of women that you never expected to encounter.

Let's go into what gender roles *aren't*. Traditionally, according



to the male gender role, a man is meant to be a provider-protector. It is the man's responsibility to hunt and gather in order to find food for his family, and it is also his duty to provide protection for them. The man must be large, dominant, and powerful in order to achieve this.

Women, according to the conventional idea of the female gender role, are nurturers. Their most important objective is to give birth and care for their young until they are old enough to survive on their own.

Even though those are very simple descriptions of very complex topics, you can already see that ideas about the gender binary have changed a great deal. How many women do you see that are attractive that have no sign of wanting to have kids at the moment? Probably several! And how many guys do you know that are skinny, even frail looking, and yet are still successful with women?

Think of the “reckless rockstar” archetype. Those kind of men are often physically unappealing, are unreliable partners, and are unlikely to provide and protect adequately, but are still considered attractive by millions of women. Why? What allows that attraction to happen? What has changed that makes it acceptable when it once would not have been?

This answer is society. Society, and the rules imposed by it, has altered the ideas about what it really means to be a provider-protector and what it really means to be a nurturer. Now, in order to fulfill the male gender role, a man must be a *social* provider and a *social* protector. It has nothing to do with hunting for food and defending your family from attack.

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