

"Becoming The Ultimate Trophy Prize Women Compete For... Bad Boy Style!"

How To Flip The Switch & Instantly Spark Lovey-Dovey Feelings Of Attraction Within ANY Woman You Want...

Published by David Kwan & Simon Heong

www.BadBoyAttraction.com



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Hello everyone, this is David Kwan from Dating Class at www.datingclass.com and co-publisher of the dating best-seller; the Instant Attraction Program at www.instantattractionprogram.com and props to you for listening to this special call I've prepared for you here today.

It just goes to show how committed you are in wanting to get better at this and I can assure you, you WON'T be disappointed with what you'll be uncovering here today.

It wasn't easy setting this up, but after weeks of pre-planning and hushed phone calls, I'm proud to say I've managed to have with us here, the legendary dynamic duo everyone's talking about... Mr David Copeland & Ron Louis on the call; they are of course... **esteemed dating coaches and authors of the global best-sellers; "How to Succeed with Women", "How to Succeed with Men", "Sex Lover's Book of Lists"** and also the creative force behind the brilliant Dating & Seduction course... **"The Mastery Program"**.

You can check out David and Ron's website at [How To Succeed With Women](http://HowToSucceedWithWomen.com) Now these guys have appeared on numerous National A-Rated television shows... such as "The Roseanne Show", CNN, ABC and Good Morning LA just to name a few. Their seminars have been profiled on an NTV documentary about them. They have lectured in Yale University and often quoted in esteemed magazines.

In fact, they are so famous all over... they've been exclusively interviewed by Playboy Japan! Imagine that! I haven't even begin to mention how they've also been invited as guest features to a host of other top-rated radio shows, online shows and a DOZEN other places.... So don't get me started there, alright?

Ok! So let's get right to it and without further ado, welcome David & Ron and it's TRULY a pleasure to have you guys with us today...

[Ron]

Great! Thanks, David. We really appreciate being able to talk to you and I really respect the work that you are doing and your website. For both of us, it's a real honour to meet you.

[David C]

Yeah, this is David Copeland. I know we've been emailing and trying to fit our schedules together and stuff like that and it's great to find the time to finally do this and get the information across to your readers and your listeners. I'm sure they are going to find this to be a real eye opener.

[DK]

Wow, that's great! Let's get started.

Now guys, you have recently released an intriguing new book called "**How to be the Bad Boy Women Love**" and from what I've seen and heard... it's been doing pretty good online? So, congratulations on that!

Now, tell me... "being the bad boy women love?" I mean... what's up with that? Are women REALLY into 'bad boys'? And why is that?

[David C]

Well, we discovered these ourselves. As you mentioned we wrote **How to Succeed With Women** which did really well and that was about how you connect with women. It's about how you get a woman to like you, how to create that sort of a warm feeling between you and how do you make that more sexual and then how do you turn that into a seduction.

A lot of our earlier work which worked really well was about creating situations where you were the good boy not the bad boy and you got the pay off for being the good boy.

But all along guys always asked me why do women like bad boys... Why do women like bad boys? And what we finally work out was this – and this is very simple but really worth knowing. What bad boys have and the reason women like them is they are able to connect with women but also create disconnection with women.

It's when you are able to create a distance or a disconnection with a woman; a space that she has to climb over to get to you. And if you do that properly; we'll show you exactly how to do that and how

to be the bad boy that women love on this call then that's almost all you need to do.

It has turbo charged our seduction and the seduction of our students so much. Rather than connect, connect, connect, connect, always going to her, always going to her, always going to her and being really good at that, we create spaces of our own, we create a vacuum to a disconnection where she gets drawn towards you almost irresistibly. That's what bad boys do and that's why women like bad boys.

It's not because they're mean, it's not because they're abusive, it's not because they have motorcycles, it's because they are able to create the space. They are not always trying to connect, they are not always grovelling. They are showing their own value in themselves and women are drawn towards that.

Got anything on that Ron?

[Ron]

Nope, that was perfect.

[DK]

Right... with that in mind, I've come across a lot of guys who believe they have to act like JERKS around women in order to attract them.

That was their initial understanding when they think of 'bad boys' anyway... What's the difference between your concept of being a 'bad boy' and someone who's simply acting like a jerk to attract women?

[Ron]

I think that's really a good question because it points to you know I think people misunderstand what a bad boy is. Because being a bad boy doesn't mean you have to be a jerk. When I was younger I was a musician and I tour around with a lot of somewhat famous bands like the guys in Pearl Jam, Henry Rollins or other guys that was sort of punky; you know with a pose like Nirvana and what those guys did was that they were hard to get man.

They weren't overly jerky, they weren't as what we call impossible to get. For guys who feels like he has to insult a woman, always mad, always hypersensitive or always having to prove himself, that's what the jerk does. **The jerk always pushes women away to the point where they have nothing to climb on – there's no connection.**

And that's sort of what rock stars do. That's really what true bad boys do.

They kind of do what they want to do. You know, they are hard to get, they are not overly generous but they aren't really stingy either. You know we kind of think of it in sort of 3 ways; one is the hard to get man who does what he wants, he connects and disconnects and that creates sort of interesting dynamics but the guy is always a jerk.

He's sort of this guy with the Napoleon complex, like the wannabe Alpha Male who's trying to be impressive but what he ends up looking like he is a jerk. He ends up looking like the kind of guy that women are turned off by; like he's trying too hard, like he's going to take his ball and go home when he **doesn't get exactly the reaction that he wants.**

[David C]

Yeah, I'm going to jump in for a second and give an example of that. This would be the guy in the bar; we call this the impossible to get man. So this would be the guy in the bar who goes up to the hot woman and say, "Hi, you are really cute".

Well first he starts of with maybe what we call easy to get and then the moment he doesn't get back what he wants, he say, "Well, you're just a bitch. You hot women always thinks you such good chicks right?" He does a disconnection but it's such a strong disconnection that there is no space in there for her to move.

He is creating a disconnection without being seductive and there is no reason for her to move towards him.

We've all been in bar situations where we've seen a guy gets exasperated after all his grovelling and just basically, figuratively just slaps a woman in the face and that is the kind of thing that we are talking about here; that's the impossible to get man.

[Ron]

And that's in contrast again with the easy to get guy. The easy to get guy will take any woman and he will sell himself out and he will be overly nice and he'll be overly generous when he's not even wanted.

We see a lot of that in our seminars where guys are programmed to be either you know easy to get or they try to act super tough and be impossible to get. And I would say neither of those works at all!

[David C]

I got one more thing to add to that before we go on. The other place you see this whole jerk behaviour is well, I use to hear some of this from guys as well and if you have this same question, God Bless You we are going to answer it now.

They'll say, "Well, what I need to be? I can tell that I've been easy to get." If you are listening to this call, and if you've ever felt like a woman was sort of slipping away and you were sort of chasing after her and you were doing whatever you could to establish the connection and re-establishing the connection; then you know what it feels like to be easy to get. And you know how bad that feels.

The guys often in that situation would say what I really need to be able to do is I need to be more of an Alpha Male. So what I need to do is I need to put down other men more. And if women can see me putting down other men and putting them in their place, then they'll be attracted to me because then I'll be Alpha.

And that is not what Alpha Man do. Alpha men do not worry about jockeying with other men. Real Alpha men don't do that. We go through this in the **How to Be the Bad Boy Women Love** in great detail.

Real Alpha Man focus on doing what they want to do. Creating connections and disconnections with women which really tend to happen naturally when you do what you want to do. And not having to be overly harsh or overly nice in any situation.

So we are about showing guys the middle path and that's where a lot of jerks come from too. And it's guys that think well if I need to be the bigger jerk so I'm going to insult women who are not really nice to me and I'm going to put down other men a lot because that must be what's attractive to women.

And guys I'm going to tell you right now, that's all crap. Doing either of those things, insulting women unnecessarily or unnecessarily insulting other men, women see right through that and it doesn't work.

You need the middle way; you need to be hard to get with the kind of disconnecting behaviour that we are going to talk about. That's what I got.

[DK]

What do you think are the **3 specific QUALITIES** in which 'bad boys' have that make women unknowingly want MORE of them and what's the underlying reasons behind those qualities that spark attraction within them?

[David C]

Well, there are a lot of qualities but to bring them down to three would be, first of all would be how the bad boy challenges women. And how he does that is he says things that are unpredictable and he puts them on the spot.

He also does that to himself, like for example, most guys would go, "Hey, how's it going? You look really cute. How do you like the band?"

What the bad boy does is he challenges a woman like, "What do you think is the worst part of this bar?" He uses a disconnector that kinds of get in there and get deep with a woman and kind of do something that is going to be a surprise to her.

And that's going to **put her almost like on the defensive** where she's going to have to start explaining herself to him or start to say is this guy acting in a different way here and I'm going to have to act differently here than I'm use to acting so that's one of the qualities.

[Ron]

Yeah, let me give another example of that. Well, we don't do much coaching on the phone individually because it is very expensive to work with us directly but there's one guy that I was talking to the other day and he's in a situation where a woman had shown up late for a date and he kind of gets the sense from her entirely.

And this is like their second time out and the first time she was late and the second time she was late.

Now most guys who were easy to get would say, "Well, that's OK, I'm going to smooth over and I'm going to pretend this slight didn't happen. I'm going to pretend she hasn't been disconnecting my time" or you get the impossible to get guy will be like, "Fine, this is over.

You can respect my time; go to hell and this totally cuts the woman too hard. What he did was to be what the hard to get man would do. Under out instruction which is, when she came by he said, "Hey, this is

the second time you've been late. Are you being disrespectful to me? What's up with that?"

I want you guys listening to get this.

That was not super harsh like, "You bitch! Never do that again!" It wasn't like raging. On the other hand, it wasn't like, "Oh, it's OK. Do what you want to do with me. Walk all over me coz I'm so hoping to get into your pants, you can do anything you want to do with me." You just go, "Hey, this is the second time you've been late; what's up with that?"

And she came back and explain herself; and this is a really cute girl too who was used to be able to do what she wanted to do with guys, I guarantee you. And she says, "I'm really sorry."

And she is explaining herself, "Look, I won't do it again." I want you to get a sense of when a woman is explaining things to you, she's moving towards you. In that situation, she was trying to establish a connection with him because he has established a disconnection with her.

And that is what How to be the Bad Boy Women Love is all about... How do you get into the driver's seat instead of you trying to get her to connect with you while she chooses whether or not to accept it? You say, "Alright, well look, here's the thing you did."

There's a whole variety of ways to do this, this isn't the only way but you showed up late twice, I'm not a screaming, raging machine but I want to know what that's about. That seems disrespectful to me. And then she really worked to establish a reconnection with him and put him in a one up position and that drew her in his direction.

Boy, that's a lot easier and a lot more fun than maybe if I'll buy her presents and then she'll sleep with me. That's kind of what's radical and new about this approach is that it really, really makes an alarming difference than just making a connection. So, that's quality number one is you challenge her.

The second quality would be being scarce.

[David C]

You know that most guys are readily available. They are not willing to cut things or cancel plans and its part of being that easy to get man that you are, "oh, let me help you.

Anything you want, you want to cancel plans; that's OK." The easy to get man would have been like, "Oh, it's OK if you are late because I'm just so lucky that you are out with me." Especially around hot women, most guys try to placate them and do what they can because they are so happy to be around the women.

Being scarce means you are not only not overly available, you don't do things in such a predictable fashion. You are not just her little puppy dog at all times. .

[Ron]

There's a guy in our last seminar when we were filming it was talking about he was out with this woman, and she wants him to buy him drinks and she wants to go talk to his friends and it was the same things like, "I'm not buying you a drink. You buy me a drink.

You know? Why don't you walk me to my car?"

It's sort of flipping the table around. That's what's great about this approach because it gives guys a lot more flexibility with their behaviour and also creates a lot more fun and interest with women.

[David C]

And the other great thing about this, even if it's just doing the couple of things we've described so far is that this stuff works better on hot women. I mean it works on every woman but hot women have never had a guy do a disconnection with them, that's why they are compelled by the bad boys.

And that's also why hot women are in love and compelled by gay men. The gay men aren't afraid to do disconnection, aren't afraid to take risk in their relationship, aren't afraid to criticize them a little because they are not so in awe of their beauty.

That's what we really, really loves about this material ever since we thought about it and expanded on it. Well, here's something that you

can go up to the hottest women in the bar and do this with them and no other guy's doing it and it's so alarmingly different for them that they have to explain themselves. They have to move towards you.

So, there's challenging women and being a scarce commodity.

[Ron]

The last one is what we are going to lure you into is how to be unpredictable. For the most part, approaches in the seduction community and outside the seduction community are extremely predictable. Same thing over and over and over and it's very monotonous. And women are used to be treated in a very monotonous way.

I was at a bar last night and this guy was trying to pick this woman up. "What do you do for a living?" Oh, my God! "You look so cute, I couldn't help but talk to you" You know this sort of very predictable, canned talk, BS kind of lines.

And what women want and I would say that this is in every phase of the conversation from just meeting them to having a sustaining conversation to closing the deal is doing things in an **unpredictable fashion**.

So, unpredictable means is approaching them in a unique way, saying things that are maybe **shocking and taking the conversation in an unpredictable direction**. Women want guys who are going to challenge them and are going to talk about interesting and deep stuff and then flipped it on a dime and talk about something else.

[David C]

And what's great about that I want to underscore is how much freedom it gives you. Most guys feel like they have to control the conversation. And your answer to one conversational thread maybe is not going where you want it to go but you've got to follow thru and you've got to hang on to the rest of this conversation before you go on to something different.

Now this is one of the great things about being unpredictable. You can actually change conversation in an instant. You can change directions on a dime and that actually works better with women. Even though it may seem strange at first, the results that we and our students have

been getting with that are amazing and one of the biggest pieces of feedback we hear from them is that, "WOW! I felt so free. I was talking to this hot woman and I could just bounce around as much as I wanted to and actually it made me someone she had to follow!" And because it was interesting, exciting and unpredictable, she did follow me.

[DK]

So, we just don't let them lead us blindly...

What about nice guys then? I'm talking about those who still uses the traditional method of treating a girl 'right', being lovey dovey romantics types, buying her flowers, taking her for expensive dinners, showering her with gifts, etc... In your opinion, does it STILL work with women?

[David C]

Well, the answer is yes. But, you need to be **flexible with women** coz there are different types of women. Some women you can seduce from first meeting them all the way into getting married without ever having to do much in the way of disconnection.

So, your question in just being romantic, lovey dovey and nice still works. It absolutely still works especially on women who aren't used to that.

But if you are talking to women who is used to that, then you need to be flexible. So, some women don't need a whole lot of disconnection, some women need a lot of disconnection and it's going to be up to you to be able to see.

The great thing is, every man listening to this call, knows how to sense when a **woman needs a disconnection**. And the way you sense that is, if you feel like you are chasing after her, you feel like you are reaching out to her, if you feel like you are really trying to make it work and she's sort of sitting in judgment as to whether or not to accept you, that's how you know!

But absolutely, there's sometimes some seduction where the woman really likes you right away; there's an amazing click right away. You can be lovey dovey all the way through. Just don't have only one arrow in your quiver, you got to be able to connect and disconnect. The more we do this, the more we see that that's just the bottom line.

[Ron]

I just want to underscore that our work is not about being the complete, mean, jerky guy. We want guys to have great relationships with women where they really enjoy them but we want to have that flexibility like David said, and that's the critical piece is that if you are only disconnecting it doesn't work and if you are only connecting it works but there's a time and a place for everything and you want to have all that options on your palate.

Guys in the seduction community are often overly mean. So, there's got to be a balance between all these things and a time and place to do them. When you feel like you need to disconnect, you need to disconnect. And there's time to connect, you know.

But it's up to you. It's up to you to do what kind of feels right to you.

[DK]

Here's the thing... Now based on my observation... one of the reasons why guys come online researching this stuff out... is because they want to learn how to get 'better' with women... of course, that's pretty obvious... but what's most fascinating about this is... as I dig deeper, I've come to realize that at the end of the day, all they want is to find themselves a girlfriend. Now, in the context of someone who's thinking of pursuing a certain girl, I've actually seen guys who are STILL able to get the girl at the very end by going with the 'nice guy' route... What is your take on this?

[David C]

Let's talk about the certain girl concept for a minute. There are a couple of places where guys get into trouble very reliably. One is where there's a certain girl that they want, like you are talking right here. I'll be extra nice because there's a certain girl I'm after. And another is when there's a totally hot woman, maybe when you are in the bar, she's the hottest woman in the bar and so all the rules tend to go out the window.

Being nice to a certain girl might work but if this is a certain girl you are after, very often you've already become friends with her because you've been doing nothing but connection. You actually have to do some disconnection to make that happen. I mean, it absolutely can happen with a certain girl you are after. It's even more important to practice some disconnecting behaviour. One of the things that we've

built into the How to be the Bad Boy Women Love e-book, and I'm going to say the URL again in case you guys want to jump over and look at it right now. Its <http://3logs.com/badboy>

One of the things that we did when we put together the book was we say, we know there are going to be times when guys have already become friends and they need to start with some gentle disconnections. We know there are guys who are really shy and they are used to always just connect with women and just being nice, they are going to need some very gentle disconnections so they can start building up their disconnection muscle.

So what we have on this call is we are going to give some examples of harsh disconnections. If you are a guy who sees himself as being nice and really shy, we are going to walk you thru getting into this disconnection the easy way. So, don't feel like you are going to be tossed into the deep end. The deep end is there but you can get through it when you are ready. That's all I got on that.

[Ron]

I think we got a point through when we kind of spoke on our last question where we need to be flexible. I mean being a nice guy sometimes it does work but sometimes it doesn't work. And at the beginning phase of a relationship, you definitely need to hook a woman's interest and you do that by challenging her, being scarce and being unpredictable.

Then you kind of tone this down or tone this up depending on the woman and depending on the situation. Even when you are married, you still want to have it to be interesting. It just means you want to keep it interesting at all times. People don't like boring people.

I mean one the things that I like about David; my friend is that he's always telling me about new stuff. I find it interesting and he tells me about unpredictable stuff and I think that makes a good friend. And I thought that we all like interesting people and that's how we have the friends we do.

[DK]

I agree. I mean even though we are married, we need to keep our other half happy and attracted to us all the time. Otherwise, it will become a very boring relationship.

[Ron]

Totally. I think this is a skill that applies across the board. You know I think some of the people even apply this skill on business contacts. It's the same thing; people like people who are challenging, respect people who are challenging, like people who are interesting and do unpredictable stuff. This applies to a lot of the areas of our daily life.

[DK]

So how does one know exactly when he should be the 'bad boy' and when to be the 'nice guy' then? What's your thought on this?

[David C]

We've already mention this a couple of times. I'm going to just re-mention it. The way that you know it's time is when you feel like you are going to have this "Oh, common honey" vibe where you feel like you are being submissive, you are having to kind of repress yourself, that's when you need to do a disconnection, that's how you know.

It's actually pretty simple and most guys that would be every interaction they have ever had with a woman in certain ways and they need to say well, maybe I need to **start putting disconnections** in from the very beginning.

[Ron]

I think it's like a muscle like when you are in the gym and you are building up your muscles. And for guys who have gone through their life being overly nice, they need to experiment with some of the disconnectors and find the middle ground and guys who get feedback consistently that they are overly aggressive or overly harsh, they need to experiment on being nicer and doing nice guys stuff and have that balanced. And over time I think when you cross the line, you find the middle ground.

Guys who come to our seminars who were doing disconnectors the first time, sometimes it doesn't go so great because they were just

learning how to do it. And over time after doing it, they would do it with some finesse, with some spirit of fun behind it and it goes much better. I think this is a practicable and learnable skill but it's something that you need to do a few times to learn how to do it. And that's why one of the things in the book is that we start with very easy disconnectors and as we go along, we give you more and more harsh ones and you can customize those to suit your situation.

I thought it was very important for us to give the readers a lot of different options, in how they do disconnections so that they can do it on a coffee date and they can do it in a bar. And they have all this flexibility in their behaviour.

[DK]

Here's an interesting one... there's been a lot of talk about how CONNECTION is the one key to a woman's heart. But you guys tend to feel otherwise about it... in fact; you believe that it actually REPELS women away when one tries to create connection with them... Could you elaborate further on this because I KNOW people WILL be confused as hell when they find out about this...

[David C]

Is it connection the one key to a woman's heart? Doesn't she want to feel like she's connected to you above everything else? Isn't that the best way to seduce a woman? That is a very common misconception. So, to get past this, what you imagine, well if you are listening to this; imagine what it is like to be a hot woman...

Now, most guys don't imagine what it is like to be a hot woman. We live in this world, the world like, "Oh wow, I really want a hot woman to want to connect with me, want to be with me, and be really nice to me and always agree with me and pursue me and seduce me and do everything for me. So, that's got to be what a hot woman would want from me.

But imagine this, you are women who since you've been a teenager, since you grew amazing tits and great ass and this killer body, all the time and everyday and I really want you guys to get this; men have been coming at you, trying to connect with you so they can have sex with you. And I don't mean like this once or twice a day or for a week or two. It's like at first it might be fun to have guys trying to connect

with you all the time and certainly when you want something from them, it's nice that they want to connect with you.

But you just imagine, day after day, week after week, month after month, year after year for years and years, if you are talking to a hot 22 year old, she's had 15, maybe 20 guys trying to connect with her 5-6 days a week for years and years, that is going to become incredibly oppressive.

Guys, you have got to get this; it's very oppressive to be a hot woman and have guys only trying to connect with her. It would get to a point it would happen to you or you would turn into a bitch. You would start, "Oh, here comes another guy to connect with me. Well, unless he's perfect in every way, unless he fits my elaborate and arbitrates fantasy which 99.99% of us don't, I'm just going to blow him off because I can and it's like pollution."

So, you've got to be able to do something different. We talked about this in the book; where **one student who did this**. He was in a bar and there was this girl who was wearing a bikini top and like the sort of balloony type of pasha pants and she was smoking hot, by far the hottest woman there.

And he watches one by one guy go up and with these lines, "Oh, you are really pretty." "My friend thinks you are cute." "Can I buy you a drink?" And she just blows them off. And so he walks up, with a friendly nod, not overly aggressive, he walks straight up to her, doesn't pretend he is getting a drink and then, "Oh, hey, I just noticed you there!"

He walks straight up to her and then says, "Wow! You look really angry!" Instantly that got her attention and she says, "No, I'm not angry. I'm just sick of guys like you hitting on me." So, we got an answer for this.

He says, "Oh, you are the kind of woman who is really mean to people who are nice to her." And then she says, "Oh, no. It's not that I'm mean all the time. It's just that sometimes you just want to be left alone, you know."

He says, "OK. I guess I can sort of get that. Maybe you are not as mean as I thought you were." She says, "Actually, I'm pretty nice."

So, you get an idea of how this is going where he actually was able to engage her in a conversation. We have step by step guide for doing this. It is very similar to what I just went thru. He was able to engage her in a conversation when no one else was able to because he didn't lead with a lack of challenge. **He actually led with a challenge.**

When you do it properly, it will be a challenge that you tell a pretty girl that she looks angry when she does look angry, she's going to have a very hard time backing down from that challenge as long as you are not being a raging jerk about it.

The downside of connection is that you are not going to be with that hot woman.

[DK]

Why do you think it's so difficult for SO MANY guys out there to 'get good' with women (I'm asking this because I know for a fact that over 95% of the male population are doing it all wrong!)?

What do you think are the 3 factors that are actually PREVENTING them from ever 'getting' all this stuff? Has it got to do with the education system, the media, how we've been socially programmed...?

[Ron]

I think there are a lot of factors that held us beyond successful with women. Some of it is kind of how we are in high school, some of the BS we believe about women and we believe about ourselves. But really, the 3 things that I think really come down to head is guys are what we call BNBs.

They are boring, they are nervous, they are boneheads around women. A lot of things come to that. We've been deluded to guys talk about boring stuff with women, they do incredibly predictable approaches and their nervousness comes through.

One of the phases that we really stress in a lot of our work is how to have powerful body language, powerful tonality and to get yourself into the right state of mind. I'm not sure that actively working on your state of mind is really difficult but feel that confidence, feel like you can approach women.

Otherwise you come across as a nervous energy and women don't like nervous energy.

Even in a business situation, when you think that there's a guy who is a scared sales guy, it's very much of a turnoff. And the last thing on being a bonehead and that's just like being so nervous that you do stupid stuff, you say stupid stuff and the sort of guy who is so nervous that he falls down or he looks at his shoes.

So the boring, nervous, bonehead those are the three things that work together to create the most predictable guy, the most predictable approaches.

A lot of our seminars, we actually film guys interacting with women and I've been watching some of these films. You go through and you can watch the body language of the man and the woman so then he'll do something that looks really nervous and the woman's body language, she'll react and she'll move away and give him kind of like a scared look.

And some of those things unless you are aware of them, you are going to continue to not be successful with women. Saying really boring things; like when I was watching the same video when guys say the things like what David was saying to you like "God, you are so beautiful" "Can I have a seat?" or "How are you girls doing tonight?" and you notice the reaction of when you say boring things or predictable things to women, theirs is like a visceral response which is to kind of recoil. Something like "Shut up, guy!" "Leave me alone!"

It's sort of like the word bonehead because it sort of summarizes what guys do, they just look dorky. And they do this stuff where women just really don't react in a positive way. This BNB saying is sort of another theme in the How to Be the Bad Boy that Women Love. I think it really typifies that when you become aware of the ways when you act like a BNB, you can start to correct them.

[DK]

Ok... let's move on to the subject of being a "hard to get man"... I'm pretty sure most guys know the meaning of it... but what guys essentially want to know is the EXACT steps on the things they have to DO in order to BE that man.

Could you share with those listening to this call on 3 specific real-life examples on how guys can become the ideal "HTG" man?

[David C]

Sure. And this is sort of like one of those 3 course skill you have to have. It's the way we are going to look at this. There is step by step that we do in the book but there're things that you need to know that you don't even need steps for but you need to know how to do them.

First of all there're different types of disconnection. There're different levels of disconnections in terms of intensity. **Lightest disconnection** which can be like "Wow, those shoes don't really seem to match your socks. What's up with that?" And you lead a woman with that, actually I've given you an example of that on last seminar where a guy leading with a clothes don't seem to match thing; I don't really remember all the details...

[Ron]

We take guys out to bars a lot for our seminars and I'm off I'm like the wing man and we saw this really hot woman who's probably in her early twenties and she had this really (because we live in a really cold climate) sexy blue boots on and it didn't match her outfit at all. It's like dude, what should I say, what should I say...

This guy, he was like getting real scared. I'm like just go tell her that her outfit doesn't match. It doesn't make any sense; just ask her what the deal was. The cool thing, this guy was like in his 40s, kind of chubby, you know, not particularly attractive and here's the super hot woman and all these guys were checking her out and nobody in the bar is approaching her.

"Common man, just do it!" I push him in and he starts with that and ends up doing great. She ends up going, "Oh my God!" She explains it to him and she's laughing and he keeps pushing it. That's the example.

[David C]

And another thing that I really like about that one was that he said that while they were talking, it sort of embolden other guys that were on the edge to come up to her and try and get her attention. But she was so engaged by him because he was willing to disconnect with her that she was actually ignoring guys her own age who were talking to her so she could concentrate on him because he had started with something so different than what she normally got. That is a light disconnecter.

[Ron]

There were other guys coming up and complementing her while she was talking to him. And she's like, "Shut up! Leave me alone"

[David C]

And then the spectrum runs all the way to harsh disconnectors. Harsh disconnectors can be necessary if a woman's being really bitchy or really difficult. You can say, "Wow, you are a really mean woman!" Of that spectrum, there are sort of two different types. These are the two important things to know.

There's truth disconnect which is where you tell a woman something that is true about how she occurs to you that normally you would never tell.

[Ron]

You go uncensored for a couple of minutes!

[David C]

Yeah. Like we often telling guys, well, she's acting like a bitch, did you try telling her what you thought? Which is "Hey, you are a real bitch! I'm never going to talk to you again. You are really mean!" Or, here's an example from one of our students, the guy who actually bought the e-book sent us this.

He was talking about: He was at a party at a friend's house and there was a girl standing by herself at the pool table. She was 5'9" blond and really pretty, about 19 years old and kind of quiet. So, he said instead of trying to come up with ideas on how to hit on her, I'm going to tell her the truth; what's true about her right now.

The truth is that she looks a little awkward standing there. So, he says, I walk straight up to her and said, "You look a little awkward." Now, that's a seduction that most guys are not going to lead with. Here's what she said apologetically, "I know. I feel really out of place because I don't know anybody here."

And so what he has is right away he has this hot girl explaining herself to him, practically apologizing for seeming a little awkward. He said, "Now, you know me. My name is Hunter"

And he end up getting her phone number and who knows what happened after that but imagined how that would have gone if he had tried to approach with just like a "I think you are so beautiful". That would have been a disaster.

So, that's the truth disconnect where you go with the truth. Now, with that super hot woman in the bar who was wearing the bikini top and stuff like that, "Wow, you look really angry" "Wow, you look really mean" might have just been the way that you have to go with that.

[Ron]

I thought you did that once. I just remembered. You went up to a woman and said, "You look like you've been having a really bad day." And it went great.

I think you got her phone number from there. It's like you opened her up and she's like, "Yeah, yeah, bad day." And you said, "I'm having a bad day too." And all of a sudden, it flipped into a seduction.

[David C]

Yeah. Or she could have come back with "No, I'm not. I'm actually feeling very happy right now." I'm like, "Wow, OK" But if she comes back mad, then we've got this "So, you the kind of person who..." which is very hard for women to resist.

If you told a woman the truth about herself and she just slams you, you come back with "Oh, so you are the kind of person who..." We've got a whole list of them; you the kind of woman who is really mean to strangers, you are the kind of woman who when someone talks to her is always really bitchy, you the kind of woman who does it to all people who are being nice to her, you the kind of woman who only talks to the friends you know.

And a lot of times, woman says, "No, that's not true. I'm not that kind of woman. You make this category sort of generalization of her based on her behaviour to you and it is negative and she has to come back to you, "No, I'm not that way."

[Ron]

And this can be playful. I've also seen this work really well with groups of women. When you approach them with a "Hey, how's it going" and they give you the evil eye. I'm like, "Oh, so, you the kind of people when you go to a bar, on a Saturday night and when a guy who is cool like me approaches you, you give him the evil eye. I see how you are." It's kind of like you are busting them on their behaviour and you are not.

You are saying the truth and it's also in a playful way that engages them. And at that point, one or two things are going to happen, either they are going to enjoy and engage with you or basically you're going to be blown out of the water. But at least you pushed it to a certain level.

So, disconnections are a bit risky but without that what else are you going to do. Without having pushing something to a particular conclusion, otherwise you don't have a shot at all.

[David C]

Yeah, I mean they are definitely risky but I like to think of them as removing risk. Because versus what you are doing now, you want to get with a hot woman tonight that you see in a bar and guys are approaching her and getting shot down, and you are going to be doing the same thing that they are doing, well, maybe there's no risk in there; you know what's going to happen, you know that you are going to get shot down.

I've actually felt since I've been doing this a lot last year, approaching women because I just feel like I'm on top of the game, I'm on top of the situation. We are still in that question of specific things. There's truth disconnect but there's also canned disconnect.

So, if you are just starting out learning this, we have in here hundreds of disconnect for different situations that you can do: from body language disconnect, from throwing something at her like a napkin or

a penny or staring at her crossed eyed or sticking your tongue out at her, which would be silly things that create like a little bit of distance to show you are not afraid of her, to being able to say, "Well, your clothes don't match", a whole lot of stuff about how she looks which women find really irresistible, to specifically behaviour things or disconnecting questions and on and on and on.

[Ron]

We want to give you guys a lot of really specific, concrete examples. So, we kind of pounded our brains based on our field experience and also between the two of us to give you a tonne of examples because just one or two doesn't usually cut it.

We want to have a lot for everybody so that you can pull the ones out that seem that they would fit your personality and the situation the best.

[David C]

So a truth disconnection might be something like "You look bitter" or "Life hasn't treated you very well, huh?" or "You look great tonight but there's something off about you" or "You seem really preoccupied" or "You look like you are having a really bad day" or "You seem really nervous".

Then canned ones might be more like "What's up with that hair style?" or "You look tired. Are you workaholic?" or "Do you talk a lot when you are nervous?" or "Did you recently had a nose job?" or "Do you have a really bad posture?"

So, those were the ones that you can just memorize and you can try out on women. You will be amazed by how often women come back with wanting to connect with you once you try out some of those disconnections.

Those are basic things to know. I know that's a very fast way to do that. The e-book runs at about a hundred and fifty pages and then there are all the bonuses that we give you with it. We really cover it in detail but this should give you enough to start with trying this out.

[DK]

Well, this is really amazing!

Now guys, within your book, "**punishing**" women, obviously plays a BIG part in creating 'sexual tension' and AMPING women's feelings of attraction for a guy. It's a GREAT technique to CHALLENGE women no doubt, as I've seen how it actually works like 'magic' when used on women... especially those super-hot ones.

Why don't you briefly share with us what 'punishing' women is all about and how does it actually relate to implanting that special 'something' to have women crave for more?

[Ron]

I think this might be a concept that is pretty original to us. In our writing career, David and I, I'm kind of more like the trouble maker. He is more like straight man. One of the things that I've done a lot in my life is get women through conflict and through punishing them and I think what it points to conflict wise is there are a lot of people who bond through conflicts.

Women in particular, especially hot women bond through conflicts. They like that heat. If you think about it this way, the jump between a platonic conversation about just nice stuff like, "Oh, how's the weather" "How you doing?", that jump between that and having sex is a million miles away!

But from anger, from that sort of conflict where things get heated and sex is very close. So, one of the things that is important in the book is to show that having conflict with women if they are contained, it really creates a lot of sexual tension and a lot of heat and there's sort of like a bond between the two of you.

I do a lot of this. I come in with a disconnector and when a woman gets upset, I push her and I push her and I push her and then at some point, it breaks into a either a much more deep connection or sexual energy or kissing or giving her phone number; something on the other side of a conflict.

Even like a guy, I think we know that when you get into a fist fight with your kids sometimes and they become your best friend. It's like you went through this little thing together. And I see this in particular in bars, this seems to really work well.

When I am teasing somebody and they get kind of upset and we go back and forth and we go back and forth and we go back and forth and it gets heated and if I can sit in it, if I can stay with it, it will move into something that's often very flirtatious and sexual.

And I've seen that a lot in the seminars where guys were telling us after our last seminar, the guy with the boots in particular that approached the woman with a blue boots. She was upset when he told her that her outfit doesn't match. She was like, "What do you mean my outfit doesn't match? How could you say that? Nobody has ever said that to me!" And she gets upset and she gets upset and he's teasing her, he's teasing her, he's teasing her and its getting more and more tense and at some point it changes and I've seen that time and time again.

What do you think David? I know you've observed me doing this.

[David C]

Yeah, the first time I saw you do this a long time ago when we were living in the same house. You were on the phone with this woman whom you met I don't know where and you've never actually met her in person. You were in some fight with her, fight with her and then you disappear into your room for a long time.

And when you came out, you said, I just had phone sex with her and I said, "Wait! Wait! What?!! How did that happened?" You said, we were arguing and then suddenly she said, "What are you wearing?" or "I'm really turned on right now" and it really is true that it is a shorter jump from angry to arouse than bored to arouse for a woman.

But really what guys need to know what to do here is how to contain woman in a conflict. Contain being you don't get so angry, you don't take it so personally that you have to destroy the whole thing by either withdrawing or just really insulting her by calling her a bunch of names.

Like maybe you keep coming back with, "Oh, you seem really angry now. Here's what I think about you. Looks to me like you are the kind of woman who does this" and be willing to stay in it without escalating it, without having to break it, without having to run away.

We give a lot of step by step in the book but if there is one thing I would have you remember here is, imagine that your job is to contain a woman and what's going on with her, so if she is upset, you need to be willing to believe that it is going to end up OK if you just stick with it.

That's the fundamental key of containing accounts is believing this is going to be alright. If you can believe that this is going to be alright, if you can risk that, that would enable you to stay in it and keep communicating with her even while she's angry, even maybe while you are angry. And it's amazing how this will all smooth out, you'll change the subject and you'll talk about something else and then you've been through some sort of an ordeal together.

[Ron]

And I was out with a woman last night; sorry to interrupt you; on our first time I met her at a coffee shop. We were talking and I made a joke, an obnoxious joke and she was upset. I'm like, too bad and we had this conflict where she's like "That's incredibly offensive, don't you realize?"

I'm like, I don't care, you know look, I'm sorry I wasn't trying to freak your day out but it's not that offensive. Deal with it. And we go back and forth, back and forth and I still end up getting her phone number. We've been out a couple of times and last night when we were at this bar, we were talking and I brought it up.

I said, "What were you thinking about after I said all that and we were having this conflict" (It was about doing some gross sexual thing, actually) She said, "Well, you know it really made me mad but I was also surprised that you didn't apologized, you didn't back out. No guys have ever done that on me before and he's also never done it and stuck around.

This really points out what we said early on in this call; most guys are the impossible to get man at some point. They take their ball and go home. I don't. It's like, "Great! We can sit through this conflict and I still like you." That's a very rare skill... it's not to get so freaked out that she disappears.

The book has one; the bonus on How to Handle Conflict with a Woman, it really outlines that. That is a really great piece of writing

and it's mostly you who did that, David. It outlines how to stay in a conflict and I think it's really an original idea.

Most guys in the dating community don't do that. They shy away from conflict. They try to be cute and funny and while maybe works for a super attractive 20 year old college student (a guy), for the most of us, David and I, I'm 38 and he is in his 40s and we are not particularly attractive, you need some really different skills. I think that is the other thing that we are bringing to the table like a very different cutlery that works with every guy.

[DK]

Guys, I know our listeners would understand what you just talked about more deeply if you guys could give EXAMPLES on how 'bad boys' are doing this as they're interacting with women... Probably example conversation PHRASES or lines perhaps?

[David C]

Let me give you another one. This is from a purchaser of the book, How to Be a Bad Boy that Woman Love did. He sent us a lengthy email coz he did a number of disconnector with this woman who was a cheerleader, a gymnast, a model and all of this stuff and he used the truth disconnector on her.

He got talking to her using a disconnection and when he was talking to her, I won't talk specifically about age, we won't because a lot of guys you may be in this ball park too, where you want to be with a woman who is younger that you are. Now this guy is 32 and this girl was 22 and smoking hot.

Most guys are going to avoid that issue; they are going to avoid the age thing. Maybe they'll lie, but women know especially if you are my age. If you are 43 and you want to get to know a woman in her early 20s, you'd want to do what this guy did and what I've done many times too and it works really well.

So, you say something like this, "Listen, I have to be honest with you. You are a really nice girl and I really have fun talking to you and I think we have a really unique and exciting chemistry. It's just that I think you are probably a little too young for me." And here's the key line, "I need someone with a little more experience." You want to

equate age and experience. If you are listening to this write this in your brain and write it down.

If you are older and want to be with a younger woman, don't say you want to be with someone older, say she's probably too young for you because she doesn't have enough experience. That's creating a disconnection around something that she can argue about. If you say that she's too young, she can't really argue.

If you say I need someone with more experience, she can come back this, she'll say, "No, not at all. My last boyfriend was 30. That's not much age difference between him and you. I'm really mature for my age. Most of my friends are older. I don't like people my age." It's that kind of thing so, that's a specific example that if you are older and want to be with a younger woman, you can go and use tonight.

[Ron]

That's a truth disconnecter. I work with a guy on the phone the other day who is about 5'6" and he's like most of the women who were taller than him. One of his approaches, he says hi and if they were mean to him, he says, "What? You have something against guys who are short?

So, you've never dated a short guy, huh?" And the reaction is often like, "No, it's not that. It's just that you are a jerk." And they start engaging with him. It's kind of like when you bring truth to the thing that is happening right in front of you, women appreciate it. Like I might say I'm Jewish and if they don't like it, I'll bust them off.

People are so not used to being engaged with or being called to task. My last example of a conflict, I had a lot of women say at the end of the conflict, "Wow! That was really fun!" Somebody stuck it through with me and that was very invigorating.

[David C]

Most guys are so scared and we are not just like guys who have no experience telling you this. We wrote the book on How to Connect with Women so we know what we were talking about. We are not just like some guy in the gym that saying you just need to be rude with women.

No, there are specific ways to do it. Either with this canned disconnects that you memorize and go out and use, or truth

disconnect that you create them as space for something challenging to happen for the woman to be the challenger.

[Ron]

And the disconnecter really shows that you are not needy. Again, I'm looking at the guys whom we've coached. When you bust a woman and you are talking and you start talking to them and they look away and you say, "What? You got a staring problem? Your attention is right here.

Turn your head over here." They appreciate that. I mean not all women but it kind of brings things back on the focus where they find that original guy that's engaging to them. It's so rare that guys do that.

[David C]

Here's one of my favourites. This is one that I kind of hesitate to give it out in this call for free coz this has worked so well and it's in the How to be A Bad Boy that Women Love package. Here it is... This has worked for me so freaking well and we get feed back from other guys that saying it is working really well for them too.

Which is, when you first meet a woman, it turns out about the most seductive thing you can say to a woman is, "I really don't want to rush things physically. I really don't want to rush a physical relationship." No guys have ever said that to a woman before. I've been with plenty of woman who are like, "No guy has ever said that" And it's a complete turn on.

I'll say something like, "You know, it takes me a while to build trust with a woman and sex is really intimate for me so, I just want you to know very early on in our interaction that I have to go slow into that kind of thing." And they get so turn on by that that they become really pushy to a point where I actually had a woman who called me up the next day to make sure that she hasn't sexually assaulted me.

She came on to say, "I really felt so bad because I pushed so hard to have sex with you. But I was so turned on after you said that you want to go slow. I've never met a guy like that before."

Try that out. It seems counterintuitive but that's what's great about that. It creates a disconnection. It creates space between you and the

woman and in creating that space has her moving towards you. I know we are going a little over time here which means I have to wrap it up soon. You got another example Ron?

[Ron]

Well, I think it's really important, I'm just seeing this work over and over again in the field where guys use the truth disconnecter, they really push things in a new direction and it works incredibly well.

[DK]

David, I'm just looking at your "Bad Boy" course right now and you sure have A LOT of stuff inside there... hey, you've even got your exclusive Playboy Japan Interview packed into it! What's up with that? Oh before I forget... for those interested to know more about it, you guys can go check out their course over at [How to Be the Bad Boy That Women Love](#).

Personally I've gone through it... like what... 3 times?!! **he he** I like your writing style... it's funny as hell and yet... DEAD ON TARGET in your observations on female psychology!

Ok guys...

[David C]

Let's just talk; at this point no matter what you decide to do, maybe you'll want to listen to this call again. We hope that you'll start using this material. We've been the guys who've worked with the shy guys. We aren't gorgeous and we don't really specialize in young gorgeous guys just need to open their mouth to get women.

We really specialize on normal guys, shy guys and so on. So, we are going to talk about real briefly what's in the program so that you get a sense of it. This is all downloadable which I use to be against but now I actually find downloadable products you get it right away, you can start in on it right away and we've written books for major publishers. How to Succeed with Women was for major publishers and we know how to write books. This isn't just like garbage or some transcription of seminar or talks.

This is a book that we wrote with the same seriousness that we wrote any book that we've done for Prentice Hall, Press or any place else. You get the 149 page [How to Be the Bad Boy that Women Love](#), getting the woman you love to pursue you by being the hard to get

man. Secondly, you get with that a special bonus e-book **How to Have Seductive Conflict with a Woman**.

That gives you step-by-step for how do you contain a woman to a conflict, how do you keep it from petering out early, how do you keep it from going insane and breaking the whole interaction. The second bonus you get is **Packaging Yourself to Intrigue a Hot Woman**.

[Ron]

I'm still pissed off over that one.

[David C]

That one we have a bit of a conflict about. Its specific things you can do, it's a step-by-step and you fill out this form. If you are trying to sell a product in the world, you need to be able to cut to the core and tell your unique selling benefit right away, how do you get people's attention.

It's no different with women. While disconnecting is important, it's also important for you to be able to have the distinguishing benefit of yourself that you can get across quickly. So right away they are like, this guy is different because of this reason. We put together a special e-book on that and we're looking to make it into an entire training.

I would say that Ron and I have had some conflict on this because Ron believes that we should be kind of holding on to this information for our thousand dollar weekend workshop on this and I was saying, let's give the guys a hand. So, this one might go away.

[Ron]

I just think its important coz some of that is like the basis of how do you sustain a conversation and how do you come up with interesting stories and interesting points about yourself and I don't really think it should be given away just like this.

For that little money, of course you could spend, guys go to seminars with some of our competitors and that is all they do in a day. Now you are giving it away and it's really kind of frustrating for me.

[David C]

So, we go back and forth on that, we have our own seductive conflicts about that. So, we haven't really decided what we are going to do about that yet. That might disappear so, if you go to the website of <http://www.HowToSucceedWithWomen.com/htg> for hard to get and it's not there, that's because we've decided to get rid of it. I can definitely get that.

There's also a third special bonus, the Playboy interview that we did with Playboy Japan. Some great tips and tricks there and then we also have a audio bonus which is the Hard To Get Man power up MP3. 70+ minutes and it's even more tips and tricks and how to get out there. You get that download. That's a pretty cool thing. There's also special extras sort of unannounced bonus. We stay in touch with you and keep on giving you more stuff because we really not only want you to buy the program of course but we want you to get the benefit of having the program.

It's one thing to buy something. It's another thing to buy it and actually use it. We want you to use it, so we do everything that we can for you to use it. I think you'll be like a lot of guys who write us or contact us and say, "Hey, it works really well."

You can take a look at it. There's a 90 day money back guarantee so we are very confident about it.

[Ron]

We've been doing this for 10 years and we can't do it without having a really solid commitment to our customers. That's what we do and this is what we've been doing for a decade.

[David C]

So, whatever you do, if you go to

<http://www.HowToSucceedWithWomen.com/htg>

just read that. There's more information that you can use even if you don't buy anything right there on that page.

That's it, David.

[DK]

Great! Well, guys, I'd love to probe further here but unfortunately that's about all the time we can have here with both David & Ron today, as you know their schedule can be real CRAZY at times!

So once again, I hope you've enjoyed this exclusive personal 'one-on-one' with David & Ron we've managed to set-up today... here's to wishing you the best with women out there!

This is DK, Ron Louis & David Copeland signing off...

Talk to you soon guys... adios!

[End Note]: If you'd like to learn more about David Copeland & Ron's much talked about book, you can [download it here...](#) I *HIGHLY* recommend it, mainly cos it's so **DARN** funny! Ha ha ha! (*Geez... pardon me buddy... I must be going into bonker mode again... lol.*)

But yeah, if you want to educate yourself on this stuff and get some laughs along the way, feel free to [check it out here...](#) It's like they have their own lil' 'you tube' thing going on there.. ekeke...

"I know crazeee people..." ☺