

**Dan Santiago**

# **UNLEASHING THE ALPHA**

**PLATINUM EDITION**



**ATTRACTION MASTERY  
BLUEPRINT**

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# **ATTRACTION MASTERY BLUEPRINT**

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**Attraction is mainly an act of curiosity. Human curiosity is limitless, but ONLY for the things and people that drives our attention to them.**

**Women chasing you, has that common denominator. It's them having intense desire to get to know you. And at the first step of any interaction with women that is your focus, to systematically spark that curiosity.**

**Attraction is mostly a matter of context over content. In other words, it matters most how you you communicate than the actual content of the communication.**

**When you are to spark attraction you have to come from a place of curiosity and playfulness. You are there to have fun, to meet new people and to amuse yourself.**

**Even though the fundamental body language, for attraction and for whatever part of your future interactions with women is a behavior you can practice and have control over it, always go back and delve into the mindsets that this body language is based on.**

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**Neither Innergame or outtergame are more important than the other. The best results are when you can sync them.**

**Body Language is a skill that you can grow by having a bad mindset. But you can't grow a good mindset without proper body language.**

**Body influences mind much more than mind influences body, but body language can easily drift without the mindset. ( Dilts, R. et al )**

**Without the proper mindset the individual can easily drift into "needy" body language. And this will show up: Giving too much positive body language, lingering, interrupting conversation, breaking odd silences that translates into approval seeking behavior.**

**At the stage of attraction, everything matters. Your clothes, your presence, who you are with, and how the people you are with respond to you. If you have friends that are constantly putting**

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**you down, no matter how many times you have tell them not to do it, you'll need other friends.**

**As in clothes for example, it's not necessary for you to wear Armani Exchange or dress like a famous celebrity. Although there are big no-nos, it's much more important to develop your own style, and the fact that you wear your clothes instead of the other way around. Wear clothes that suit your body shape, and dress according to your own style.**

**Be advised though, that the style of your clothing will attract preferably women who are into that style or personality. e.g, if you dress like Suicidal Tendencies bass player, with baggy shorts, huge sleeveless basketball shirt and a handkerchief in your head - unless you are ST bass player himself - you will likely attract a woman who prefer that clothes and personality, instead of a runway model or a fashion freak.**

**But regarding clothes, having a personal style will speak much more louder and will work much more better for you, than dressing like everybody else.**



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**For me, I almost exclusively dress with v or round neck white or black t shirt adjusted to my body - with no fuckin sayings on it - just plain color; dark skinny pants, almost gave up on denim by now, a belt with a buckle, or a studded belt. Boots or black shoes. Sneakers only at the gym. Sometimes I put a watch to my left wrist, sometimes I don't. And a necklace with a pendant.**

**I wear a mustache and light beard that I trim it every ten days or so, and I wear a faux hawk as hair style which I cut every 2 -3 weeks.**

**If you are unsure about what's the best haircut for you, drop 50 bucks and with a professional hair stylist figure it out. No barber school.**

**The important thing is for you to develop the style you want for yourself. Make it personal, your own kind of branding. Doing this will make you stand out from all other men, because it will give you an aura of independence and dominance; that you own yourself, that you're comfortable in your own skin and you are the master and commander of your own space.**

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**If you are still indecisive about which style of clothing will go better for you, just pick up a magazine and watch what it's in there and make up your mind.**

**You can also go to a clothing store, not a department store, grab a saleswoman and buy whatever she suggests. And repeat from there.**

**Dr. Robert Cialdini speaks about the Halo effect on his book Influence, it says that good looking, well dressed people, are often perceived more trustworthy, reliable, intelligent. Con artists dress well too, they use this tool of influence to deceive common fools. That's why politicians are dressed formally instead of clowns. So go out there, dress sharply under your own preferable style and look like the badass you are deep inside.**

**Again, if you like your style to be really weird, you'll only limit the options of women you'll attract as they will be mainly weird chicks also. I am not saying to change who you are, but if you want to nail the hottest women, probably that old 'tallica t'shirt won't cut it.**

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**But just accept that what it feels comfortable in your own skin, reject what it doesn't.**

**Another way you can develop your own style is by what you see in movies or TV. When there's a male character that elicit some kind of emotion in you, you are resonating with that character, and probably that's the style you want to go after. Hope I'll never see you wearing an Iron Man armor at the mall.**

**You should be always concerned about your grooming. Or manscaping. Nails are to be trimmed and clean. No ear or nose hair. Get your showers daily, have a good smell. Use a good cologne, you don't have to spill it all over you, but have a light scent. Use deodorant if you want and need to - I don't use - particularly because it doesn't do shit for me, and second because nasty arm pit smell is mostly a product of your diet.**

**Pubic hair is more something of a personal preference. Two decades ago was fine, but as in 2016 is completely out. Almost no woman who considers herself sexy and has an active sexual life runs around with full pubic hair, and they appreciate men who trim the bush. I am not saying you should close shave it, or go to a saloon and get brazilian waxed, but trim is an option. No**



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**and it doesn't make you gay or feminine to trim the bush. That includes your balls too. But again you can do whatever the fuck you want.**

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## **THE ATTRACTION PROCESS**

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**Having covered everything regarding appearance, let's dig into the meat of how to get instant attraction from women, at a bar, club or wherever you are.**

**First: FUN, life is fun. We are here in this planet traveling a thousands miles per hour spinning through space, only once. As far as anybody is concerned. So your default setting, your mindset, wherever you are, wherever you end up being will be, from now on, to HAVE FUN.**

**Attraction as we said before is curiosity. And being an attractive man is sparking that curiosity wherever you are and whoever you are with.**

**Women know this, and they unconsciously tend to flock where the most FUN is guaranteed. So be a fun person. That does not mean to be funny guy, a clown, but a person who's fun to be with. That is key, if you are depressed, tend to be negative - which is normal, we all have negative days, negative is normal, it's not successful but it's normal ( Rohn J.) - you won't vibe on a frequency to attract the greatest things in life, and that includes women.**

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**You are a fun, self amused man. A man who's always entertaining himself and then as a by product of this, he brings other people in on his fun.**

**That is your default state.**

**Fuck all the other shit. Earth may be fucking blown away to pieces first thing tomorrow morning by a fucking super nova that exploded 500.000 years ago and may be on our doorsteps tomorrow, so fuck it, we may as well HAVE fun and BE fun. You don't have to be a clown or a stand up comedian, telling jokes all the time - and it's ok if you are, you'll gauge this much quicker - but be FUN, fun to be with, fun to spend time with, fun to connect with.**

**Never be the bearer of bad News: Kings killed the messenger who brought bad news. It's a cliché but it's true. Never go around delivering lame ass news or complaining. Be the fun beacon, be the positive emotions beacon.**

**When you are fun you are magnetic, and women will flock to you. Magnetic people bring to them the best of what life offers.**

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**The attraction that a woman will feel for you comes even before you even show up or speak a word.**

**There's always buzz, gossip, and women are addicted to that. So whenever you show at a social event and there are people out there from your social circle, chicks who haven't even met you yet, will begin to know you and speak about you and how amazing you are.**

**If you don't consider yourself amazing, yet, think of all this as a process. I am going to give you a technique at the end of this module about how to change beliefs about yourself, but it all comes to practice, will power and discipline. Practice as in do it every day, will power as in the willing to think right about yourself, to think awesome things about yourself, and discipline as in perform the two aforementioned systematically.**

**So, besides all we covered before, about your style, clothing and grooming, the way we knock it out of the park is through body language, which along your style will translate into a Powerful identity, a Strong Personal Authority**

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**A strong personal authority means that you are always abiding by your own standards and nobody else's. You are the master of your own world and identity, you only answer to yourself and nobody else. And this is true even when you have kids or people in charge. The best way to put this is take care of yourself and love yourself for them.**

**YOU ARE NOT CHANGING  
YOURSELF  
YOU ARE BECOMING YOUR  
BEST VERSION**



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**So, attraction begins before you arrive, continues on how you present yourself, and goes on about how people respond to you. Especially women. ( see Leveraging Attraction Triggers module )**

**That is why it's so important to talk to every woman that crosses your path. I'm not saying that you should stop and have an hour chat with every woman you run into, but a few laughs will do.**

**You come across with a bar tender and you exchange some laughs, banter a little bit, giving her your contagious vibe, and then you do the same with some other chicks a few feet from where you are. You let them get impregnated on the fun that you bring to the people around you.**

**All this scene is being watched by women in the place, wherever that is, can be a cafe, a restaurant, or a club. So suddenly a preselection grenade ( see Leveraging Attraction Triggers module ) has covered a blast radius of 6-10 feet and all the chicks around that radius cannot stop thinking to themselves who is this guy ? ( Capital J. et al.) curiosity ? you bet. Attraction ? well let me think :)**

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**You OWN every place you are in. Even if you don't, pretend that you do. Behave like they are all in your house and they are all your guests. Shout it loud sometime: I own this place.**

**The context is given already. Your place, your amazing vibe, your mindset all the women here are attracted to me because I just showed up is on.**

**The actual content, and assuming you already learned the key points of body language ( posture, eye contact relaxed but piercing, being relaxed and aloof, etc ) comes down to basically 4 strategies.**

**Push Pull** It's marketing strategy. With the pull, you want to communicate something favorable or a great characteristic of the girl you are talking too. And the push is the take away. It can be done verbally or physically. Verbally: Me: What's your name ? Her: Emily Me: Nice ( pull ), I've always have a crush with girls named Emily ( 2nd pull ) ... Too bad I'm not attracted to you ( push ). Physically: She says something I liked, I lean more towards her, or face her more directly with my body, or reward her with a good comment, or a smile. The push is turning away from her, not giving her eye contact when she's doing the

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**talking, or releasing her hand if we are holding hands, etc. Always done 2 steps in, one step back ( 2 pulls one push ) This is always done in a fun and playful undertone. Always.**

**Playfully Challenge** It's a variation of the previous one, but the pull is a challenge, it isn't a statement to get away from the pull, being that as the example from before that I like her name v/s I'm not attracted, it's a challenge for her, to make her do another investment in you. And it can often go along with a qualification request, which it makes it more powerful: Me: In a scale from 1 to 10 how good you are at sex ( sexual qualification ). Her: Oh I'm a ten ... how about you ... Me: Seriously I'm a one ... ( playful ) ... Her: Oh come on really ?...Me: Really ( with a smirk ) and then with piercing eye contact ... Truth is you can't handle me sexually ... ( challenge )

**Misinterpretation** Consists in getting it all wrong, whatever she says you understand it like: she's got an addiction to sex and cock, she's ready to go home and get fucked by you, she's horny and into you, she wants to go to the bathroom for sex right now. More than getting the words to put this off, you get into the mindset of it, that everything she thinks, says and does has a sexual undertone to it and you are just calling her off.

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**All this is said in a playful vibe. Always. Being relaxed and aloof, not laughing, just a smirk.**

**Teasing** is the most common way to create attraction since it sparks emotional response in women. It gets them laughing, annoyed, shocked. It is necessary however, to calibrate your responses. Many women will get offended sometimes - and although it's their problem, you are just teasing - sometimes just being playful and challenging will get you to the same place of emotional response, without the risk of coming off like a jerk.

**If a woman gets offended, again, do not apologize, ever. Sometimes women are so used to men kissing their asses that when they come across a man that is self assured and self amused, they have trouble gauging their response. Sometimes those responses are tests, and sometimes women that get more pissed are the ones that will want you the most. But never apologize, if you do, you are just falling into HER frame in the interaction, which is basically her controlling the situation.**

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**Needless to say, don't go out there and purposely offend or disrespect women. You'll just be a jerk and you may still get some, but not from High quality women.**

**The ways to tease a woman are: she's fat, she's not good with men and not very socially smart, she's got a problem with booze, her mom is in love with you, she's not very smart, she's just using you for sex, she's poor.**

**All this also is said with a playful undertone to it. Always Never get into I'm sorry mode - as in "I'm sorry to bother you, but ..." fuck that. Never apologize.**

**A woman will never, ever feel attraction for a man she perceives is below her, status wise. That's why in this part of the interaction you must get her to qualify herself to you and, if she starts to do it by herself be very aware when she does it, because sometimes it comes very subtle. ( see Qualification module )**

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**And the way you can be perceived as a High status male is by mastering your sub communications ( body language, posture, being relaxed, charming, self amused )**

**Always lead, you are the Man. Women will NOT feel attraction for a man who does not lead them. Lead on the fun, in the emotional frame of the interaction, lead physically - you go before her, you lead her to go in before you, you walk hands in hand with your hand over hers, etc.**

## Quick Recap

**You got your style, your personal branding, your powerful identity**

**You got your mindset - women are attracted to me because I just showed up**

**You got your context. You are a High Status male and you own every place you go to**

**You got the tools to have an awesome, fun and attraction sparking conversation with any woman**

**Now, go out there and play.**



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**BONUS BELIEF CREATION**

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**I learned this from a good friend of mine Joshua Pellicer. It's called Belief Creation and the stages are Challenge, Accept, Proclaim, Feedback, Submit.**

**Challenge** If you want to change a negative belief to a positive one, then you must first challenge the belief to see if it's true or false. If you think you're unattractive, does that mean that absolutely every single woman in the world isn't attracted to you? Of course not. There's billions of women in the world and even if only one of them finds you attractive that means this belief is false. More likely is that some women find you attractive and some women don't. You can choose to believe either of these 2 statements, and which one do you think is better for you ? As long as there is the possibility that some women somewhere find you attractive, then even if women aren't throwing themselves at you (yet), you must believe that you are attractive.

**Accept** Once you've challenged your previous belief you must accept your new belief to go in place of the old one. In this case you would choose to believe that you are attractive instead of unattractive because that will mean you are more likely to be treated that way. At this point once you've accepted your belief

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**you must incorporate it into your legend. Keep telling yourself your legend with your new belief until it becomes part of your subconscious and you believe it as well.**

**Proclaim** After you thoroughly believe your new belief and you've made it into your legend, you must actually start saying it out loud in normal conversation to other people. You have to state it as a fact and not an opinion.

**Feedback** After you proclaim your belief you need to gauge the reactions of other people to your proclamations. Do people accept it? Do they just look at you? Do they argue with you about it? Do they flat out disagree with you? As long as they don't flat out disagree with you, you're ok. If people are actively disagreeing with you when you proclaim your belief then something went wrong somewhere. You either don't believe it yourself or your belief was unrealistic.

**Submit** Finally when you've gotten enough sufficient feedback and enough people to agree to your belief you can accept it as **FACT**. Technically if you're crazy, you don't have to do this stage. Even delusional people have great success with women because they just ignore everyone's feedback and believe

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**whatever they feel like. I wouldn't recommend that, however. Once you've submitted the belief back into your mind as fact you're going to need a very large amount of new evidence to convincing otherwise before you'll reconsider your new belief.**

**Regarding this last point, I am a little crazy. But aren't we all ? The thing is I don't give authority to other people's opinions about my life and my behavior. But you can apply whatever works best for you.**

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