

# The Badass Book

Formula

A woman with blonde hair is shown from the chest up, wearing a black bra. Her eyes are closed, and her head is tilted back. A man's hands, wearing a black leather jacket, are positioned on her face and neck. One hand is near her mouth, and the other is near her neck. The background is dark.

**IMMERSION**

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A red ribbon graphic at the top of the page contains several logos. From left to right: MAXIM, GQ (Gentlemen's Quarterly), The New York Times (NYTIMES.COM), PLAYBOY (with the bunny logo), and Men's Health.

MAXIM

GQ  
Gentlemen's Quarterly

The New York Times  
NYTIMES.COM

PLAYBOY

Men's Health

# LIVE WITHOUT I

**As needs we men** only have very few: to breathe, drink, food, shelter, and sex - to perpetuate the species. And these days we “need” money to as a tool for whatever we want to do.

**1.- Make a list** of all the things that currently are in your mind, that occupy most of your thinking process, or most of your real life responsibilities; but also the leisure, the pleasurable ones, and the time wasters.

**2.- Underline those that are** directly related to your lifestyle and the lifestyle of those that are dependent of you. Those which if you were to stop doing them, your life would take a drastic, not desirable turn.

**3.- Cross out all the** other ones that didn't make the cut. There should be plenty of those of the like : movies, TV series, weekly hangouts to bar and pubs, Social media, Netflix, reading as entertainment ( novels sci-fi), prime time TV, reality TV.

**4.- On the ones that did make the cut,** put a star at the beginning of it IF it's a habit that is currently upgrading you as a man. Those activities can be: Gym, self defense, reading ( to upgrade or learn new skills ); classes or mentorship that are designed to propel your skills ...

**The purpose if this exercise** is that you can map out precisely where are your time wasters, cross them out and start to

**cultivate ONLY those activities that are basic for your survival and the people you are in charge, and to reserve time for the skills you need to master for you to improve yourself as a man. There should be on that list, exercise, proper diet, dating and seduction ( game ), business, finances, money management and investing, wealth development, and really, really important side activities.**



MAXIMGQ  
Gentlemen's QuarterlyThe New York Times  
NYTIMES.COMPLAYBOYMen's Health

# LIVE WITHOUT II

**In Order To Start Living** the life you want, you will want to get rid of old habits, and thought patterns that don't have any use for you.

It is all about getting rid of the old and embracing the new.

The challenge here is that everything old is engrained in your subconscious and it's part of your comfort zone. So if you try just to "get rid " of the old habit, your subconscious will fight back to keep it.

This exercise is designed to reprogram your subconscious mind so you can start to DO the things that need to be done for you to upgrade and start becoming the man you want to be

If you want to stop playing video games and start to go to the gym.

If you want to ditch porn and start to game girls, we could use that HUGE sexual energy to propel you to get out of your chair and start gaming girls. Nice, huh?

Let's begin.

**1.- Pick up a situation** you have lived before and the outcome or the way you handed the situation wasn't completely of your liking. That its outcome could've been much better for you.

**2.- Remembering this situation,** focus on the image. There is an image or sequence of specific images that your mind built out of this situation, that wasn't that "fulfilling" and you want to incorporate.

**3.- Now, focus on the SOUND,** watch the image it, listen to it, and be aware of how you feel about it ... but from the distance, as if you were seeing yourself in the context of the situation.

**4.- Keep on observing, and think that you have EVERYTHING IN YOUR POWER to deal with a situation in a positive, rewarding and fulfilling way for you.**

Maybe if you had more confidence, or sense of humor ... or being neutral, maybe you would've had handled the situation in a better way.

Remember you are watching yourself immersed in the situation. You are adding resources that you have, but weren't present in the event as it occurred. Maybe light or radically big changes. Up to you.

Pick the resources you want to add to this situation until you are COMPLETELY satisfied with the new result.

If you are not completely satisfied, keep on adding resources to yourself in that situation. Until you are completely happy with the outcome.

**6.- As you are looking, contemplating this new situation ask yourself, Is there any undesirable consequences for me or for others ( usually family, workplace, friends etc.) if this situation unfolds under this new conditions ?**

Is there's something I don't particularly like about this new option?

Remember, you are always outside looking in.

In case there is, go back and modify the ones that you think are not appropriate, until you are completely happy with the results.

**7.- Now, stop being outside looking in,** cease to be the observer and go in and LIVE the situation from start to finish with the options and resources you chose. You are no longer watching yourself, you are LIVING the situation as yourself.

**8.- Now, disconnect,** look up, look down, shout or growl, shake your head.

**Try to live the old situation.** If you have NO problems evoking the experience was it was before, go back to step 4 and verify your dissociation (being the observer) until the image is blurry or you can't really see it clearly.

**9.- Contextualize.** Imagine possible, immediate or distant futures for this event ... When?, Where? With Whom? Live the situation and pick the context in which you will be experiencing it.

Is the context clear? If this new way of living this situation is good for you, and you are at ease and happy with the outcomes and it doesn't have negative consequences for anybody, could you evoke other situations in which the same resources could have brought more positive results for everybody? Focus in it and re-design it. Take your time.<sup>1</sup>

**10.- Future Pacing** if this event or situation is next week, how do you visualize it will go?

And If it was next month, or during next holidays?

Done.



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<sup>1</sup> Usually is much faster the second or third events. First dissociated ( being the observer) and the associated ( living the situation from start to finish )



# SEDUCE THE WORLD

**Everything in Life** is Practice and the practice of your social skills is one of the best ways to take the highway - or the F-16 - to your ultimate version.

It is said that we no longer live in a world that grants the survival of the fittest.

We live in a world that grants the survival of the **socially fittest**.

The problem is that **most men treat HOT women** differently than the rest to the world. All hot women sense this and they hate it. There may be some of them that take advantage of that, but unless you are dealing with a gold digger or an empty soul, hot women won't like it.

So the practice here is to treat hot women **In the same manner** that you treat anyone else.

*"But Doc, I don't hang around hot babes all day" ...* I know, but as long as you keep on **developing that social muscle**, the next time you are in front of a hot chick, you won't freeze like a deer waiting to get shot.

**How do we seduce the world?** Like I said, by being socially savvy, playful<sup>1</sup>, charming, charismatic **WITH EVERYBODY**, from the old lady in the elevator, to the chubby chick in the cashier, to the bank manager, to the dentist. Everybody.

I am probably at least 10,000 miles away from you and I can hear your complaining about this.

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<sup>1</sup> NOT NICE though, never nice

Well, since there's no other way, I'm going to drop this quick and extremely effective exercise so you can go out next time and be the soul of the party. Any party. Easily.

Every "but" is subjective. And anything subjective can be changed. This exercise will help you get rid of your "buts", will help you dissolve your limitations.

**Everyday from now on**, charge yourself with great vibes,

**If you really believe** that we are mostly made of energy, well pump that shit up. Jump, dance, brawl, bark ...

And seduce the world.

**I want you to speak to any woman** that you see. Just a 2-5 min conversation. With enthusiasm, teasing the old lady, teasing the cougar and the college hottie.

And always **always** in order to do that you'll need:

- Strong, piercing eye contact ( as if you were penetrating their souls)
- Body language. Stand up straight, don't stand straight up facing them, always give the impression that you may leave at any second.
- Vocal delivery. Always talk on a 80/20. If you talk too much you communicate neediness and desperation. Avoid questionnaires, or interview mode. Talk in statements instead of asking too many questions.

This exercise will provide you with another insight. That **ALL** women respond to the same triggers. **ALL of them**. So by practicing with that lady on the elevator and make her giggle is the same formula than for the Hawaiian tropic queen.

Ready? Let's do this.

**1.- Ask Yourself**, What is it that I need or am interested in to accept this agreement?

Possible answer ( you fill this part) **I found it too hard. Or I don't think I can do it.**

**2.- First Condition** for the agreement: If there was a way that this wasn't that hard ... or like the example ... If there was a way that you **COULD** do it ... Would you be interested in doing it?

There should be some objections, and whatever they are ...

**3.- Second Condition** for the agreement: And what is it missing<sup>2</sup> so you could be completely interested in this?

Again there should be more objections ... e.g. Time

**4.- If there was a way** in which this wasn't that hard, you could completely pull it off and it wouldn't require that much time ... Would you be interested?

**5.- There will be** a moment that all the objections will be taken care of.

**6.- If you still thinking:** Yeah I think so, you still have some objections to take care of.

**7.- At the moment when everything feels right**, you are ready to take up to the challenge.

**It may sound like** it's nothing, but every time you make an agreement, or dissolve an objection, your subconscious mind takes care of the details and finds the resources you need to think speak and act the proper way next time the situation or event appears.

Enjoy

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<sup>2</sup> Again you fill this part with the objection that may appear





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# CIRCLE OF BOLDNESS

1.- **Project**, imagine, there on the ground, a circle.

Give it the color of your liking.

2.- **Enter the circle** and see if the color you chose is right for you.

3.- Identify which “bold” event you will base this experience on.

You want to have a stable support for your actions.

Anytime in your life, that you experienced being completely bold, being completely in the absence of fear. It doesn't have to be a life-threatening experience. It can even be an exam, a tattoo, whenever you felt fearless and bold.

If you had this inner state at hand, whenever you needed it, do you think you could face any situation ?

4.- Stand on the outer edge of the circle, without entering.

What is the resource you want to place first in the circle?

**Boldness** - remember any occasion in your life when you felt completely bold, in any activity, whatever the situation, no doubt, no fear, just confidence.

Relive that occasion associated. Like you were in it right now ... With that occasion in your mind, feeling you are full of confidence, and boldness, **enter the circle** and relive that experience there.

5.- **Leave the circle**. Disconnect.

**Reenter** and check what is inside the circle.

Is the “boldness” to the level that you want to have?

Not that much? Return to the circle and relive your experience of boldness until you are sure you achieve the level of boldness and confidence you want.

If it gets difficult, try another situation, the important thing is that the boldness level is appropriate for you.

**6.- Get outside the circle.** You always want to add other resources or is that enough?

**7.- For each new resource** repeat steps 3, 4, and 5.

**8.- Disconnect. Enter the circle** and see if all the resources with the desired intensity are there.

**9.- Identify a situation** where you would have loved to have available the resources of the circle of excellence. That situation may be past or future projection. Look for a "key", that is something that tells you that the situation is going to start, then a time prior to that "key".

**10.- Live the situation** (associated) from the moment just before the "key" until all the resources elapses.

**11.- Leave the circle.** How was it for you to live the situation of that new way? Was the resource intensity appropriate? Was it fully satisfactory? If anything is missing as intensity, repeat the experience with the base already acquired.

**12.- Contextualize. Enter the circle** and project the situation where? when? with whom? Live this contextualization.

**13.- Leave the circle.** Disconnect.

Now, **enter the circle** and walk out of it, but now you take the circle with you. It is as if you will become sponge and you squeeze the

circle so that it prints all over your body. You got it, now tear it out and throw it at a distance.

It is there on the ground. Go and enter the circle again.

Incorporate it into your whole structure (biogeographic anchor), tear it out and save it, not the clothes that the changes will lose. In your navel? OKAY.

You have a circle with you. Whenever you need it, just take it out and place it on the floor, on the seat or where you can be in stable contact with it.

Or If you are getting impregnated with light





# TAME THE BEAUTY

**1.- Get Yourself**, a full body poster ( ideally ) of a drop dead gorgeous woman.

Any HOT woman you want. A swim suit model, or a celebrity.

The Only condition is that she has to be looking “to the camera”, in other words she has to be looking to the viewer.

**2.- For Five minutes** everyday<sup>1</sup>, you are going to “practice” approaching this gorgeous “woman” and you are going to come close to her, and look her deep into her eyes.

**3.- The Purpose of the exercise** is for you to get used to the “feeling” of being in the presence of a 9 or a 10.

If you had one of this posters when you were younger, the purpose was to “admire” the beauty.

Not this time.

This time, you want to get used to the idea of being in the presence of a hot woman, and check your inner-state.

Be aware of the arousal, be aware of nervousness, be aware of your pulse, your breathing.

**4.- Experience AS IF YOU WERE** in the presence of this woman. Giving her deep, relaxed, penetrating eye contact.

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<sup>1</sup> Set up a timer for this

**5.- Practice is the Mother of skills**, and this time I want you to practice:

- Eye contact: It has to be relaxed, penetrating, deep.
- Body language: stand up straight, shoulders back, chin down, legs spread at the width of your shoulders. Grounded.
- Practice your smirk. Don't look at her psycho style, and don't smile at her like a dufus. A smirk, a badass smirk is what you want.

**6.- Banter** Approach her and comment something **AS IF YOU WERE** in front of her.

- Playfully disqualify her: If she's blonde, tell her that you like brunettes but she seems nice.
- If she's somebody that you know, a celebrity, comment her about how she could've done better in such job or record, or movie. Then "pull her" to you by telling her something nice about her.

**7.- The More You Get INTO** the experience ( as a trance ) the more you will get out of this exercise.

- You will notice that when you get really into this "trance" you will start to imagine her responding to you ...
- Then you have to practice listening to her in a proper, attractive, high status way, and this is done with body language ... turning your body to one side and offer your ear, not giving her your whole front of your body when she's "speaking" to you.
- When you are "speaking to her" practice your vocal tonality and vocal delivery. You should make comments, statements, banter with her and playfully challenge her.

**8.- This is a "Flight Simulator" experience.** The more you practice, the more comfortable you will be in the presence of a really hot woman.

**9.- Remember**, we were brought up to admire and to be totally impressed by female beauty.

And for those folks who are not used to being in front of a 10, it can be a totally overwhelming experience.

Most men react in two ways in the response of really hot women. Their sexual energy goes to either their brain and they have a fantasy, or to their dick and balls and they have a boner. You are going to tame your own sexual energy and control it by being in the moment, grounded and at ease with yourself.

Because beauty is everywhere, and the same emotion that sparks a white sand beach with turquoise water, or the scenery from the peak of a mountain is expressed by most men in front of a HOT woman.

We want to react to that kind of beauty like it's not a big deal. And it really isn't.

**10.- Remember** to practice with the mindset **AS IF YOU WERE** in front of her.

This exercise will help you to stop putting pussy on a pedestal.

It will allow you to connect with hot women as a person, and not as somebody who gets praised on her looks at the bottom of every hour.

And hot women will appreciate that because it will instantly make you stand out as a different man than 99% of the douches she hangs out with.

Have fun.

