

The Lifestyle Blueprint

How to Talk to Women, Build Your Wealth, and Win in Life

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Contents

PROLOGUE: A NEW WAY FORWARD	7
WHAT IS A HIGH VALUE LIFESTYLE?	8
HOW TO USE THIS BOOK	14
WHO AM I TO WRITE A “LIFESTYLE BLUEPRINT”?	16
THE LIFESTYLE BLUEPRINT	24
PART 1: THE MENTAL BLUEPRINT	26
YOU’VE BEEN ASKING THE WRONG QUESTION	27
RECOGNIZING AND DESTROYING YOUR EXCUSES	31
WHAT YOUR PARENTS SHOULD HAVE TOLD YOU	35
REFINING YOUR HABITS	44
PART 2: THE SOCIAL CIRCLE BLUEPRINT	48
WHY MOST PEOPLE HAVE SUBPAR SOCIAL LIVES	49
WHAT DOES A THRIVING SOCIAL LIFE LOOK LIKE?	51
HOW TO BUILD YOUR SOCIAL LIFE FROM SCRATCH	58
HOW TO SOLIDIFY AND EXPAND YOUR SOCIAL CIRCLE	71
PART 3: THE DATING BLUEPRINT	78
THE 7 “GAME-CHANGERS” THAT MAKE YOU A HIGH-VALUE MAN	79

MEETING WOMEN IN YOUR EVERYDAY LIFE	100
HOW TO MEET WOMEN AT NIGHT	108
MEETING WOMEN ONLINE	121
YOUR GO-TO FIRST DATE STRATEGY	132
HOW TO BUILD HEALTHY RELATIONSHIPS	137
PART 4: THE MONEY BLUEPRINT	143
RESHAPING YOUR MONEY MIND	144
MANAGING AND GROWING YOUR MONEY	149
PART 5: THE LOCATION AND FINANCIAL FREEDOM BLUEPRINT	164
THE PATHS TO LOCATION	
AND FINANCIAL FREEDOM (AND MAXIMIZING YOUR INCOME)	165
THE BEST MONETIZABLE SKILLS TO LEARN	169
HOW TO LIVE ANYWHERE AND CRUSH IT	182
EPILOGUE	193
YOUR NEXT STEP	195
CAN YOU DO ME A FAVOR?	196
HOW TO REACH ME	197
ABOUT THE AUTHOR	198
A PARTING GIFT	199

Prologue:

A New Way Forward

What is a High Value Lifestyle?

It's 7:30am.

You're alarm clock blares to wake you up. You scramble out of bed, make a quick breakfast, and throw on your business casual work attire. Then, you head out the door.

As you sit in traffic, you can't help thinking that it's *only Monday*. You can barely even see Friday off in the distance, when you'll once again have a little freedom...

...at least, for a couple of days.

You check your phone to see if the cute girl from the bar responded to your text. It's been two days, and still nothing. Work has drained you, and you can't seem to get your dating life off the ground.

You tap the brakes and let out a sigh.

This has been your daily routine for years, ever since you graduated college. Maybe the "real world" isn't so great after all...

But as you roll up to the parking lot on this particular day, an insidious thought creeps into your mind.

"Is this...*it*?"

You try to brush it off, but it slips back in...

"Is this all I'm going to do for the rest of my life?"

And that's when it hits you. You're absolutely, 100% *tired of all this*, and something needs to change. THIS is not the lifestyle you want.

Your dating life hasn't been consistent since college, and even then, it wasn't *that* good. Your friends are okay, but they're mostly "work friends" or "school friends" who don't motivate you. After all, you've never been intentional about building a social circle. And you make *okay* money, but you're tired of your job and the lack of freedom it gives you.

Worst of all, you feel trapped. You've done everything you're supposed to do, according to society at least. But you're still not happy or fulfilled. *What gives?!*

You're not sure what the way out is. But you know you have to do something before you fall into complacency. Then, this will become your permanent lifestyle and it may be too late to change.

Does this sound familiar?

Maybe you've gone through this already; or maybe this is in your near future if you continue down the path you're on. Either way, it's a reality that most people face at some point in their life.

In fact, I can remember many distinct moments where I had these thoughts.

I didn't know it at the time, but what I actually wanted - and what you may want, too - is to escape the rat race and figure out how to live a "high value" lifestyle.

A life where I had control – control of my time, my dating life, my finances, and the overall experience. A life I was excited to wake up to every day, instead of feeling like I had another "case of the Mondays".

But what is a high value lifestyle?

Well it comes in different forms based on your preferences, but every high value lifestyle has 5 key components. I'll cover them in a minute. But let's first look at a high value lifestyle through the lens of a normal day, so you can picture what it might be like.

It's 8:30am.

You wake up to the sound of birds chirping, excited to get your day started.

After a quick 10-minute meditation, you throw on some clothes and go for a walk.

You listen to the latest episode of your favorite podcast, as you bask in the brisk morning air and think about your tasks for the day. This is your favorite way to mentally prepare, and it feels good not to rush.

After thirty minutes or so, you head back home. Then, you enjoy a healthy breakfast and get to work on a project you're passionate about.

Just then, a few payment notifications roll in on your phone. "Rent income: \$750; Dividend paid out: \$150; New course sale: \$97."

This has become so common, it barely even registers. You exist in abundance, and expect the money to come in. It instead serves as a reminder that you need to turn off your phone's notifications so you can focus!

As lunch time rolls around, you send a confirmation text to the sexy Latina girl you've got a date with tonight. "Hey Alejandra, I'll see you at McCarthy's Pub at 730pm". She replies back, "Sounds good! See you there :)".

In the meantime, you head back out to meet with your friend for lunch. The two of you discuss business ideas and general life thoughts, while eating some delicious tacos.

After another quick post-lunch walk, it's back to work for a few more hours. Then a gym session, followed by some relaxing. Finally, it's time to get ready for your date...

You now have a bird's eye view of what a high value lifestyle can look like on a typical day. So, let's break down the actual components that it's made of.

Each one of these components is key. If any are missing, it'll be a big hit to your lifestyle satisfaction.

1. An Abundant Dating and Social Life

In terms of dating, you have a healthy and fulfilling relationship with a girl you love. She meets or even exceeds your standards...

OR...

You enjoy the single life and meet quality women in your day-to-day life. Whether it be the park, the nightclub, online dating, Instagram, or even from your social circle, you've got a steady influx of girls coming in.

(And yes, you're still able to keep your dating life going even in the midst of any future lockdowns...)

And you don't just meet them, you attract them. You never get bent out of shape about one girl, because you know there are millions of amazing girls out there.

You get at least 1-2 dates a week and can close the deal on those dates (if you want to). You convert most of them into second and third dates. And even if you have a "dry spell" for a few weeks, you don't freak out about it - you know that dating success has cycles, and it's part of the game.

In terms of your social life, you have quality friends that lift you up and motivate you. They support your endeavors, and even challenge you if they see you might be going down a wrong path. They don't have oversized egos, can take constructive feedback, and don't get jealous of you.

You also have the ability to quickly make new friends any and everywhere you go. You have the social skills to connect with people, grow friendships, and add value to people's lives. You are genuinely enjoyable to be around and have a positive disposition.

2. Time freedom

You have the freedom to work when and how you want to, on the projects that you want to.

You can take breaks whenever you choose (whether it be a few hours, a few days, or heck, even a few weeks or months). No more set "two-week vacations every twelve months" that the corporate world lays out for you.

You still put in the work, but there's no more clocking in, and no more bosses to answer to.

This "time freedom" can be achieved through starting your own online business – but surprisingly enough, it can also be achieved through a corporate/traditional job IF you follow the right strategy (more on this in Part 5).

3. Financial Freedom

You have enough savings, financial investments, and cashflow to support your lifestyle and your desires. You also have an emergency fund that covers at least 3 months of living expenses.

You've got multiple streams of income, so if one dries up, you have others to support you and keep the money flowing in.

This allows you to make decisions out of a place of abundance, instead of scarcity. It makes it easier to invest in yourself, as well as make investments that can have a high ROI (return on

investment) and further build your wealth.

You don't have to critically think about purchases in your day to day life. You can go to nice dinners without that sinking feeling when you get the check. You can travel freely and enjoy a quality life in most cities around the globe. You can support yourself and your family without worrying about where that next check will come from (or what will happen if you lose your job).

Most of all, you DON'T live paycheck to paycheck. You're able to save a good chunk of money each month to help support your future self.

4. Location Freedom

You don't have to live in any particular place at any time.

Perhaps you have a "home base" city where you spend 5-8 months of the year (or more if you want). But you have the freedom to travel wherever and whenever you want.

Ever been curious about what it's like to live in Japan? You can buy a plane ticket, go there for a month, and see for yourself. The same with Budapest, Bangkok, or any other city on the globe (barring visa and passport requirements, as well as any occasional pandemic travel restrictions!).

This allows you to meet up with friends and build social circles around the globe. If you meet an awesome girl in one place, you can easily go back there and visit her if you choose.

It also allows you to go places where your sexual market value is the highest (more on that later), as well as places where you like the girls most.

I'm a big fan of Latina girls, hence why I've spent years in Latin America.

The point is, the world is your oyster and you are no longer limited by a country's borders. You don't have to take vacations, you can just go and live around the world on a moment's notice. Of course, you can also take breaks, travel, and be a tourist. The choice is up to you!

5. Self-confidence

This might be the most important component of a high value lifestyle.

It's difficult to achieve the rest of the components without it, and it'll make the whole thing A LOT less enjoyable.

So let's first define self-confidence. It means being self-aware, an action-taker, and ready and able to present yourself in the best way possible.

It means walking into a room and knowing you've got a good chance with any girl in there. It means plowing through the self-doubt and starting conversations (even if they don't always go the exact way you want them to). It means not taking yourself too seriously and being okay with looking stupid (many people fear this, and it holds them back).

Maybe most of all, it means going through life open-minded, and ready for any adventures that come your way... instead of living life scared of judgement, failure, and rejection.

In this book, you'll learn how to achieve and integrate each of these components into your life. That way, you can start living a high value lifestyle that you're excited about. It may seem challenging to you now, but I promise if I figured it out, you definitely can too. There are tens of thousands of guys living lifestyles like this, and there's no reason you can't be one of them.

But I want to warn you: this is not a get-rich-quick scheme or an overnight process. Getting a high value lifestyle takes work. It requires taking risks, critical thinking, facing rejection and failure, and going a different route than most people. After all, most people aren't living their ideal lifestyles – not even close.

But you've got a guide in your hands to help you along the way. I'm giving you the how-to and the roadmap to make it happen. I'm pulling back the curtain on a type of lifestyle that you probably didn't realize was possible – it's up to you to take action and put it to work.

If you do, you can potentially achieve this in a matter of months. It may take longer, but the journey is A LOT of fun, even on the beginning levels of getting a high value lifestyle.

Your life will be abundant, your dating life will flourish, YOU will be in control, and you'll never look back.

So sit down and buckle up. The way you experience life is about to change forever...

How to Use This Book

Anyone can pick up this book and read it, but not everyone will see results.

To get the most out of this book, you must do two things:

1. Be Coachable

Coachability may be one of the most important skills you can have. It's the art of being open to new concepts and ideas, and willing to learn.

A lot of the material in this book will challenge what society has taught you. It will force you to think in a different way and see the world through the eyes of a non-conformist. After all, if you want to get results that most people don't, then you have to think and act in a way that most people won't.

It's likely that, as you read, you will have the urge to put up mental barriers. As your beliefs get challenged, you may have the urge to cling to them because they've been all you know.

But if you can suspend those urges and open your mind, you'll see the world in a much different (and more positive) light. One where opportunities are abundant, risk-taking is exciting, and your dreams are your own... instead of being watered down by society.

You might be familiar with some of the fundamentals I present. Instead of shrugging them off and saying, "I've got *that* down. I don't need help with *that*!", I encourage you to again, be coachable.

Often it's the fundamentals that you think you've "*got*", that you need the most work on. That's why the most successful people keep learning and perfecting the fundamentals.

So, prepare to challenge your assumptions and challenge yourself. The more coachable you are, the faster you will achieve a high value lifestyle.

2. Take Consistent Action and Follow Through

There's another important aspect to being coachable: following through.

If you read this book and take zero action on the information, you won't get far. But if you internalize the concepts and ACT on them, they will change your trajectory.

Once you see what is possible, it's difficult to turn back. You can't put the genie back in the bottle. Once I realized that I could have a high value lifestyle, it changed everything for me. How could I make any other choice? I couldn't, without knowingly settling – and I've never been okay with that. My hope is that you aren't either.

That's why I've made this system highly actionable – so you can put it into use as you read.

If you do this, I promise you that your confidence will skyrocket and your lifestyle will transform. You'll reach the potential you've always known you had within you.

I've written this book because it's the exact thing I wish I had when I started – and it would've dramatically accelerated my journey. The world is changing, and you need to change with it. That's why I'm so happy to bestow the knowledge onto you now, so you can get there much faster than I did (and avoid some painful mistakes!).

But before we get into the HOW... I want to take a second to introduce myself, present my qualifications for writing this book, and tell you more about why I'm writing it...

Who Am I to Write a “Lifestyle Blueprint”?

You might be thinking: “Who is this guy, and what does he know about building a high value lifestyle?”

So let me introduce myself. My name is Dave Perrotta. I’m a dating and lifestyle coach, a best-selling author, and I’ve been living all around the world for the past 7 years.

I can rant about how I’ve racked up 55,000+ subscribers on my YouTube channel, lived in 17 different countries, or sold over 50,000 books on dating and conversation... But I don’t want to be a douche.

I haven’t always had the lifestyle, confidence, and freedom I have now, though. Things used to be A LOT different.

From the time I was 17 until about 21, I felt *stuck*.

I went to college in hopes of landing a lucrative career, but wasn’t really sure what I wanted to do. I was mediocre with women, and had very limited experience with dating. Plus, I’d lost touch with many of my high school friends, thanks to a long-term relationship I had.

I did well in college, but something felt off. I improved a little with women, but I still wasn’t anywhere near where I wanted to be. And sure, I made friends in my college fraternity, but I still didn’t know how to build a social circle from scratch.

Plus, like most other college-aged guys, I was broke and had a track record of bad financial decisions... like over-spending, making bad investments, and locking myself into high rent payments.

At 21, my lifestyle was below-average at best, with little hope to improve things. Just a lot of feeling “lost”, mixed with anxious nights twisting and turning in my childhood bed. I had an uncertain future.

But that summer, a “spark” happened that completely changed the trajectory of my life. Well, there were more like two “sparks”.

The First Spark:

On a random Friday right after I graduated, my father asked if I wanted to go up to a comedy show in Boston. He'd be performing at Nick's Comedy Stop, a historic place on the Boston comedy scene.

Always up for a good adventure, I said yes. We drove there that night, and my dad crushed it at the show. Afterwards, we wanted to celebrate... not just his great performance, but also my recent college graduation. There was a dance club next door to the comedy club, so we headed over (luckily, my dad paid the \$20 cover for me!).

Upon entering, my mind was blown. This was my first real club in a big city. My "nightlife adventures" had consisted of small-town college parties and bars... and those had a much different type of crowd.

I immediately fell in love with this new scene. I chatted up a sexy 27-year old brunette while my dad sat back, played "wingman", and talked to her friends. We hit it off and I got her number (we went on a date later that week). I talked to several other women that night, and it opened my eyes to all the possibilities of nightlife and the fun of a big city.

As we left, a thought stuck in my mind: *I had to figure out a way to go out in Boston more often.* The only problem? I had zero friends there and not the slightest clue of how to build a social circle. Plus, I couldn't afford hotels, so I'd have to drive an hour to and from Boston from my hometown.

Still though, that base desire got the wheels turning in my head. So, I hit Google and did some research. I found an online forum of Boston guys who hit the clubs every weekend and helped each other improve with girls. I applied, got accepted, and before you know it, I was driving back up to Boston a few weeks later to meet some of the crew.

This was my first time meeting like-minded guys who were interested in self-development. These guys weren't just trying to improve with girls, but other aspects of their life, too... like their fitness, their careers, and their finances. This was a breath of fresh air for me.

That summer was a great one. We went out and had great times in the nightlife... but they also opened my mind to all the other possibilities of life. I knew nothing about online business before I met them, and I'd never put much thought into designing my lifestyle. That all began to change. They planted the "seed" in my head to want more out of life, and to think differently than the average person.

Part of that is a phenomenon related to improving with girls. I like to call "pick-up" (i.e. improving your communication skills with women), the "gateway drug to success." That's because it teaches you to go for what you want, take control of your life, and incrementally improve. Sure, it starts off as trying to attract the hot girl at the bar or the sexy girl walking

down the street... but that's just the beginning. Once you realize you can do that, you start asking yourself, "What else can I do? How else can I grow?" and it pushes you to want more out of life. That's why so many guys who start with that go on to build businesses and level up in other areas.

Anyway, the Boston crew provided me with a solid "springboard". Many of those guys are still my friends to this day, and some of us have traveled the world together. We never could've predicted all the adventures we'd get into. Those guys played a huge part in my journey.

The Second Spark:

My mother's lung disease kept getting worse. She was losing time, and the truth was clear: this disease would kill her, a lot sooner than later.

One day, my dad called and said, "Dave, it's not looking good. You should come here."

As I saw her in the hospital bed, I realized how short life is... and how quickly your vigor and energy can be taken away from you. A thought came over me...

"What the hell am I doing with my life?"

It felt like, up to that point, I'd been wasting it. I'd been living based on what other people wanted for me, rather than what I wanted for myself. Hell, I was about to enroll in graduate school solely because my friends, parents, and guidance counselor told me it was the correct next step.

But as I sat there looking death in the eye, I made a decision: it's time to stop giving a f**k what other people think of me. Better yet, it's time to stop letting other people run my life. There's no time to wait, and I've only got one shot at this thing.

Soon after, I quit my first post-college administrative job. Then I walked into my grad school office (days before classes started), and told my guidance counselor, "I'm out. I'm not going to grad school."

I'll never forget the confused look he gave me. "If you don't do this, what *are* you going to do?"

I gave a nervous smile. "I guess I'm still figuring that out," I said.

This decision was more than whether or not to attend grad school. It was about shifting my trajectory, from one that society expected, to one of my own creation.

My adventure into the unknown officially began.

How I Finally Achieved a High Value Lifestyle

The next year came with some big ups and downs.

The biggest one was my mother's health. After taking a dramatic turn for the worst and winding up in a coma for weeks, doctors gave her a 2% chance to live. Things looked very bleak.

Then, she zoomed to the top of the lung transplant list. Without new lungs, she wouldn't survive. Still, the odds were low, as she went through various emergency medical procedures. As things got worse, they flew her out to Cleveland Clinic on a medical plane, in hopes of receiving a transplant.

With each passing day, her odds grew slimmer. On her third day there (and her last possible day to get a transplant), while she was still in a coma, a miracle happened. New lungs came in that matched her blood type and size. They conducted the double-lung transplant. The operation was successful, and 8 years later she's still here to talk about it (and in great health, too!).

This was quite the emotional roller coaster, but it gave me hope in the future.

On the other side of the spectrum, I failed miserably at my first attempt at online business. After quitting my job and skipping out on grad school, I went broke within 2 months and had to get another job. This time, as a door-to-door salesman selling windows and roofing.

I didn't want to fail again, though. I set a goal to save up more money before I quit. That way, I'd have a bigger financial runway the second time around (and more time to succeed in the online world).

After ten months, I managed to save \$5k – this gave me about 5-6 months of runway, which I figured was enough time. That's when I quit once again. Like my guidance counselor, my boss asked me, "Well, what else are you going to do?" This time, I said, "I'm going to try my hand at some of this online business stuff." He laughed.

This time would be different though – instead of "hoping for the best," I was intentional about my journey and determined to make it work. I would not let myself fail a second time.

Joining a Mastermind

Soon after quitting my job, I joined a "mastermind" with six other guys from the Boston crew. We'd hop on a video call for 1-2 hours on Sunday mornings, and talk business, dating, and freedom.

We shared tips from our journeys and advised each other. This was a huge help for me, as it provided constructive feedback on what I was doing.

That's where I got the idea to learn and focus on a monetizable skill. I chose copywriting, and decided to master it.

Choosing and Sticking With a Monetizable Skill

There are many monetizable skills you can master, and we'll talk about them in Part 5 of this book. I went with copywriting because I always had an affinity for writing and sales (copywriting is selling through the written word – think email marketing). So, it made a lot of sense. Plus, as you'll see, good copywriting is the foundation of most businesses, so I knew it'd help me in the future, too.

I read several books on it and practiced the skill every day. Eventually I landed my first gig – with one of my mom's high school friends. I helped her write brochures for her new business, and made my first few hundred dollars.

I kept learning, improving, and letting people know what I was working on. This helped me land a few more clients along the way at the beginning.

Committing to Improving with Women

As I worked on my skill, I kept improving with women, too. I'd still go out 1-2 times a week. As I got better and better, I even started a blog where I gave advice for other guys to improve with women. I called it Postgradcasanova, and it focused on helping guys get girls after college. This grew into helping guys of all ages to get the girls they want. I didn't make any money with this yet, but it was a fun project and it helped me further improve my copywriting skills.

Getting My First Steady Gig and Travelling

My first "big break" in online business came when I landed an online copywriting gig for \$2k/month. The business owner was an American living in Vietnam. Even though I was one of the least experienced applicants, he liked my passion and decided to hire me.

One of the requirements? I had to move out to Vietnam alongside him. That's exactly what I did. In 2014, Ho Chi Minh City, Vietnam exploded onto the scene as a destination for online entrepreneurs.

Lucky enough, one of the guys from the Boston crew had moved there a year before. He knew the city well, and let me stay at his apartment for the first two weeks while he gave me a rundown of everything. He also connected me with the other entrepreneurs in the crew there. This was my first exposure to guys making up to six-figures a month, and it rapidly expanded my mindset. Plus, my social circle once again got upgraded.

A Bump in the Road

About a month after arriving in Vietnam, I hit another bump in the road. The business owner could no longer afford to keep me on-board full time, and he had to cut my salary in half. This was a big blow - I was counting on that salary when I moved across the world.

(Progress is usually not linear, especially when you try to improve with women and business.)

But, this was a blessing in disguise. It forced me to network more and find other copywriting gigs in the meantime. I met other entrepreneurs at cafes, conferences, and co-working spaces. I figured out how to make enough money to maintain my lifestyle in the meantime. I also continued building my dating blog, and wrote my first book (though it didn't sell very well).

Things Kept Escalating...

I still remember something my Boston friend said to me when I first moved to Vietnam.

"Once you come here and make it work, all the doors will open for you. You'll be able to go anywhere in the world."

I didn't grasp it at the time, but it began to come to fruition.

I left Vietnam after six life-changing months and moved back to Boston. Though I still didn't have a lot saved up, I had a lot more knowledge and ability than when I'd left. I wanted to keep things rolling.

My friend David (you might know him as How to beast) had a one-bedroom apartment in Boston. He invited me to move in with him and split the rent. I agreed, and the journey continued.

David had a fitness and confidence blog at the time, which matched well with my dating blog. We helped each other grow, and even started a few projects together, including a podcast called Beastly Gentlemen.

This is where I got my second big break in copywriting: I landed a \$4k/month online copywriting gig with a big supplement company. Once again, I had less experience than most of the other applicants, but they loved my passion and willingness to learn.

This was huge, because it not only gave me enough to comfortably pay the Boston rent, but I could save up a lot of money, too. My bank account went from \$5k, to \$15k, to \$30k and beyond. This gave me a level of security and freedom I'd never had before.

The company's owners lived in Medellin, Colombia, and so this was my next trip, too. It gave me my first exposure to Latin American culture, and I learned Spanish along the way.

Merging the Skill with My Business

I worked with the supplement company for ten months and saved up a bunch of cash. Then, they downsized and let me go. This was fine, though, as I was more equipped and hungrier than ever to put more focus into my dating blog.

That's exactly what I did, and I wrote my next book shortly thereafter:

Conversation Casanova: How to Effortlessly Start Conversations and Flirt Like a Pro

My copywriting knowledge (along with David's advice from *How to Beast*) helped this second book to be much more successful than my first. I was a better writer, and knew how to sell the book and keep people reading. The book has gone on to sell over 50,000 copies, which allowed me to save even more, and keep expanding my brand.

Another book followed, and this lifestyle book you're reading right now is my fourth!

Where I'm at Now

I continued to leverage my copywriting skills to build my dating business. Books, coaching, online courses – it created a snowball effect.

This has given me a six-figure income that grows each year.

It's also allowed me to team up with other successful friends... I recently partnered with *How to Beast* on a lifestyle coaching program that we run together.

Along the way, I've traveled the world and built my social circle. Because the business operates completely online, I can be anywhere I want. Recently, I've made Mexico City a home base. This is where I live most of the year... though I have "mini-world travels" sprinkled in, where I spend months in different countries. My last trip included stints in Germany, Japan, Taiwan, Australia, and New Zealand – all in one trip! Right now, though, Mexico City hits most of the factors I want in my lifestyle, so it's a perfect fit.

And after dating hundreds of amazing girls from around the world, I've now got a great girlfriend and we're building together, which has been tons of fun.

The journey from my early twenties to now has been crazy. Plenty of twists and turns along the way, and times where I wasn't sure I'd make it. But (so far, at least!) it's all worked out.

It's also given me a much different perspective on the world and what's possible. When I tell people what I do, many get confused or say, "Enjoy it while you can," or "Wow, you're so lucky!"

Sure, luck played a part of it - it always does. But the truth is, anyone can do what I'm doing. With some intention and hard work, you can replicate this (and make it even better).

And that's why I decided to write this book. I want to give you a template to live the exact lifestyle you want. A lifestyle of great women, great friends, and complete freedom. I want to help you milk life for every last drop, instead of feeling "stuck" and suffering through a constant "case of the Mondays". If I can do it, anyone can; and if you're reading this book, you might be crazy enough to do it, too!

The Lifestyle Blueprint

This book is divided into 5 key parts:

Part 1: The Mental Blueprint

This helps you assemble the pieces of your high value lifestyle. You'll destroy your excuses, rewrite your story, recognize harsh truths, and refine your habits.

This will set the sturdy foundation for which we can build upon.

Part 2: The Social Circle Blueprint

Great friends are a necessary part of any high value lifestyle. You'll learn how to create a social circle of quality people from scratch... and replicate this in any city.

You'll also learn how to cut out bad friendships that create a "poison drip" in your life. This way, you can avoid negativity and keep leveling up.

Part 3: The Dating Blueprint:

You'll discover how to achieve abundance with women.

I give you a complete dating gameplan that helps you meet and attract women online, at night, and in your everyday life. That way, you can fill your weeks with as many dates as you'd like. You'll also learn how to build healthy relationships from the first date onward. This is key if you want a long-term relationship or even something more casual.

Part 4: The Money Blueprint

You'll discover how to achieve financial freedom and become a money master. You'll learn how to make your money work for you... instead of against you, like it does for most people. You'll manage your money intelligently, so it grows and compounds. This will help you build wealth and give you far more security.

Part 5: The Location and Financial Freedom Blueprint

You'll discover how to live a lifestyle of complete freedom, and how to get started along the path right now.

I show you the best skills you should master to make a location-independent income, along with the harsh pitfalls you must avoid (like becoming a "coconut cowboy"!). You'll learn how to

find clients and get paid, too. If you want to stick with your 9-5, you'll discover how to get freedom through that.

Finally, I'll show you how to make the lifestyle permanent, instead of something fleeting that only lasts a few years. I'll share the biggest lessons I learned throughout my travels, so you can make the most of your new location-independent lifestyle and truly live life on your own terms. You'll know what to look out for, the must-have travel necessities, the best countries to start in, and a lot more. It took me years to figure this out, but you get it all right here in this book.

Now it's time to dive into Part 1: The Mental Blueprint. Let's get into it!

Part 1:

The Mental Blueprint

You've Been Asking the Wrong Question

From the time you're young, everybody tells you to ask one question:

"What do you want to be when you grow up?"

It's playful at first; when I was young, I wanted to be the next Deion Sanders – an all-around, multi-sport professional athlete (that dream died out when I couldn't get off the bench for my high school JV basketball team!).

Other kids want to be firemen, or policemen, or teachers, or doctors, or whatever else sounds fun to them at the time.

But as you grow older and approach your late teens, it gets more serious. College is approaching and you need to make a decision, or at least choose a path.

And you start hearing it more and more, but it changes a little – *"What do you want to do for a living?!"*

You're not quite sure – after all, you haven't done much of anything yet. Well, aside from a few side jobs as a cashier or a dishwasher. You don't have much to go on... just the school subjects you enjoy most, along with what TV and social media has taught you about certain careers.

But still, you're pushed to make a decision – after all, you need to choose a college and a major! Time is ticking.

What if you've asked the wrong question all along, though? What if you're programmed to fit your lifestyle around your career... when it should be the other way around?

Instead of asking, "What do I want to do for a living?", what if you ask, **"What kind of lifestyle do I want to have, and what kind of work will help me get it?"** ... And then, work backwards from there?

This requires some outside-the-box thinking. If you're like most people, you haven't put too much thought into designing your lifestyle. You've probably aimed to get a decent career that paid good money first, and the lifestyle which that career provided was an afterthought.

I can relate. I got a degree in accounting, because it's a stable career that pays well. But after I had an accounting internship for four months, I realized that I didn't enjoy the lifestyle.

I worked long and hard, was stuck in an office, and lunch was the highlight of my day. Sure, I enjoyed the work... accounting interested me because I liked how the numbers fit together. But when I looked at the partners at the firm – the “bosses” who were making the most money - I didn't want their lifestyle. They sat in their office all day too... they just got paid more for it. That's a nice bonus, but is that what I wanted my “ceiling” to be? Definitely not.

And here lies the roots of dissatisfaction for many people. You spend most of your waking hours working a job. EVEN IF you love the job, you still put the job first and your lifestyle second. Plus, most people don't enjoy their jobs, or they lose passion for those jobs over time.

In fact – it's likely that your career is more based on what other people have dictated it should be, than what you *actually* want.

As crazy as it sounds, it makes sense why people do it, and why you might be doing it right now. There is immense societal pressure to have a "real job", make money, and fit into society. And once you have a respectable job, it's hard to just up and walk away from it, even though it may not suit your lifestyle.

But I'd like to challenge you to shift your perspective and think differently.

Let's be honest here... even if you have a great job that pays well, you're going to feel empty if it doesn't align with your desired lifestyle. Plus, because you haven't spent time intentionally designing your lifestyle, you may not realize that the job undermines your happiness.

But if you're reading this book, you don't need me to tell you that. You know there's something you're not happy with. You know, at a deep level, that you're not following your intuition. You're bending a bit too much to society's expectations. Something feels off.

The first step to fixing this is to be intentional about what you want. So let's do that, in the form of a little exercise.

Grab a pen and paper (or navigate to the Google Doc included in the companion website [here](#)). At the top, write, “My ideal lifestyle”

Then, answer the following questions (the more detailed your responses, the better).

Note: You don't need to be “realistic” – after all, your ideal lifestyle won't seem realistic until you start taking the steps to get it. So think BIG here – what do you actually want? Turn off that inner-limiting voice that tells you “No!” And keep in mind, this book will help you create a path to get there.

***THIS IS IMPORTANT. You should refer back to this throughout the book. Your answers may change as you go, but this will provide you with a “compass” in which to navigate towards your*

*ideal lifestyle. After all, if you don't know where you're going, any road will take you there***

1. What does your ideal social life look like? Why? (i.e. what type of friends do you want? How many? What qualities do you want these friends to have? How often would you like to hang out with friends?)

2. What does your ideal dating life look like? Why? (i.e. Do you want a girlfriend, or some casual relationships with different girls? How many dates do you want per week, and how do you want these dates to go? How would you like to meet girls? For example, would you like to be able to confidently approach girls in parks, bars, online, etc.? How do you want to feel around quality women?)

3. How do you want your finances to look? Why? (i.e. How much money would you like to make each month? What kind of income sources would you like to have? What would you like your net worth to be? Would you like to feel completely secure financially?)

4. How do you want your work-life to look? Why? (i.e. how many hours would you like to work each week? What types of things would you like to be working on? Would you like to have your own business or be working for someone else?)

5. How do you want to feel about yourself? Why? (i.e. confident in social situations? Lots of self love? Proud of who you are and excited about who you're becoming? Positive when you look in the mirror?)

6. What kinds of things do you want to do in your free time? Why? (i.e. live in different countries? Travel wherever you want? Play more sports? Develop some fun hobbies? Dine out at nice restaurants from time to time?)

7. What do you NOT want? Why? (i.e. a boss? Negative people that bring you down? A lack of financial security? 40+ hour workweeks? Stressful relationships? Being out of shape / overweight?)

8. Describe your "perfect day" in detail. Why does this appeal to you? (i.e. what time would you wake up? How many hours would you work, and would you take breaks throughout the day? Would you hit the gym for a solid workout? Go for a walk through a beautiful park?)

Have you answered all the questions? Okay, good.

You should now have A LOT more clarity on what you want and why you want it. Use this as your compass and a source of motivation as you read.

Most people never take the time to consider what they actually want, again, because it gets dictated to them by society from a young age. That's why tuning into your intuition and

answering these questions is so powerful.

One more thing to realize, especially if your inner voice is telling you how “unrealistic” all of this is...

You’re capable of far more than you might realize. You're trained to think small, and this creates the imaginary limits and boundaries that you live within. But when you decide to take control and go for what you want in life, you realize those limits only existed in your mind.

Recognizing and Destroying Your Excuses

There's one thing you must realize:

Winners win, and losers make excuses for why they'll be losers forever.

A winner will face challenges and do everything he can to overcome them. No matter how tempting or easy it may be, he will not let an obstacle serve as an excuse. Even if he fails, he learns lessons that make him better and help him to win in the future. You can't keep a winner down for long.

A loser faces challenges and sees them as a scapegoat. He uses the challenges to rationalize why he is not successful in any endeavor. This is why a loser will never truly win. Even if he has some intermittent successes, his attitude towards life will always make him a loser, and he'll always look for a way to play the victim (and blame things like his own perceived shortcomings, the politics in office, the current economy, etc.).

For example, I give dating advice on my YouTube channel, and have a few videos where I approach girls on camera (I make sure to get the girls' permission after I approach them). Winners comment with insights they learned from the approaches, and things they will use. Losers comment things like, "Step 1: Be tall and good looking", "This is FAKE! Those girls are actresses", and things of that sort. The loser makes any excuse to show why he can't replicate the results... or why those results aren't even possible in the first place. This removes his own responsibility for improving his life.

Now, here's a question for you:

Have you ever caught yourself making excuses and exhibiting the loser mentality?

Be honest with yourself. We all have at some time or another, right? I know I was a big-time loser for most of my life until I started cutting the BS with myself.

The good news? Just because you may have leaned on excuses in the past, doesn't mean you have to do so forever. You can stop right now and completely shift things. As a matter of fact, you **MUST** stop right now if you want any chance of achieving your ideal lifestyle.

This is a key element of changing your story. Up to this point, your story may have held you back, as it does for most people. When you break free from your old limiting story, you open the door to new and awesome possibilities.

For example, my old story included things like:

"I'm unattractive and shy. Girls don't like me and I'm not good at talking to people. I'm always an outsider and struggle to make good friends."

My story now includes things like:

"I am 100% responsible for my life and my results. I can make my circumstances work for me, no matter how bad they may appear. I attract women easily and can hold a conversation with anyone."

So, how do you avoid/escape the “loser trap”, rewrite your story, and solidify yourself as a winner?

It starts by recognizing your excuses. This gets them out in the open, so they can stop controlling your life behind the scenes.

Then, you must acknowledge why each excuse means nothing.

This process removes your ability to lean on the excuses anymore. If you try, you know you'll be lying to yourself, and that's a very uncomfortable feeling.

Let's do that right now. I'll give you a set of prompts below. Grab your pen and paper (or the Google Doc in the companion website [here](#)) and write out ALL of your excuses that come to mind underneath each one.

1. I don't have the dating life I want because...

2. I don't make the money I want because...

3. I don't have the career I want because...

4. My social life isn't thriving because...

5. I don't have the lifestyle I want because...

Go ahead and write your excuses for each one – as many as you want. Get them all out there. It may be painful, but it's far better to recognize the excuses than to let them undermine your

success.

Then, next to each excuse, write out at least one reason why it means nothing.

For example:

Excuse: "I don't have the dating life I want because... I'm short"

Reasons why it means nothing:

- Plenty of short guys have quality girlfriends and great dating lives.
- If I focus on improving my communication skills, I can do well no matter my height.
- I am responsible for my success, no matter my height.
- I can optimize the other aspects of my looks aside from my height.

Excuse: "I don't make the money I want because... I don't have the skills it takes to get a high-paying job"

Reasons why it means nothing:

- I can learn monetizable skills and change my life in a matter of months.
- I am more than my degree – and my degree (or lack of one) will not hold me back or limit my opportunities.
- I can learn how to start a profitable business and create a higher income for myself. I don't need to depend on someone giving me a job.
- The world is full of opportunities to make money.

Excuse: "My social life isn't thriving because... I live in a small town"

Reasons why it means nothing:

- I can apply for jobs in bigger cities and move out of the small town.
- I can drive to nearby big cities and make an effort to connect with new people.
- I can expose myself to new opportunities within my small town, and be more social in my day-to-day life.

Excuse: "I don't have the lifestyle I want because... I don't have enough time to make it a reality"

Reasons why it means nothing:

- I can improve my time management skills and use that time to work towards a better lifestyle.
- I can learn skills that help me get paid more for my time, and be more efficient.
- I can be more efficient with my current tasks.

Excuse: "I don't have the dating life I want because... I'm not good looking enough"

Reasons why it means nothing:

- I can improve my hairstyle, physique, clothing style, and overall health – and turn myself into a good-looking guy (yes – any guy can do this).
- I don't need to be "naturally attractive" to get girls – plenty of guys have great success without this.

This list of excuses is now a major asset for you. Whenever one of the excuses creeps into your head, you can think back to it (or pull out the list and refer back to it). You'll know why it means nothing, and this will prevent you from lying to yourself.

Instead of making an excuse, your only path forward will now be to DO something about the problem. That's a powerful shift.

And when new excuses pop up, you can add to them to the list and recognize why they mean nothing!

What Your Parents Should Have Told You

If you want to achieve your ideal lifestyle, you must see through the bullshit.

In other words, you must remove the limitations that undermine you.

Because, let's be real here: You've been lied to. Lied to by your friends, your teachers, your coworkers, the media – hell, even your family. They didn't mean to lie to you; after all, they didn't even realize they were lying, and they had good intentions.

Nevertheless, you must “deprogram” yourself so you can start being a PLAYER in the game of life, instead of an NPC (non-player character).

(If you've ever played video games, you should be familiar with the “NPC” term. The NPCs are the robot characters who are run by the computer. They don't think for themselves.)

What's the difference?

A PLAYER thinks for himself, investigates before accepting what the majority believes to be true, and designs his life intentionally. He has a high level of self-awareness, and constantly works to increase it – he understands that he *doesn't know what he doesn't know*.

A NPC might as well be a computer-generated character. He lives purely by society's expectations, doesn't question anything, and doesn't have his own opinions. He hasn't thought deeply enough about his life, his wants, and his needs. He has a low level of self-awareness, and isn't even aware of that! He basically sleep-walks through life.

So, how do you become a PLAYER in the game of life? Removing your excuses is one big key. That's something you should be working on (re-read the previous chapter if you need a reminder on how to do that).

The other key piece is that you must understand some fundamental harsh truths. That's what we'll talk about now. These truths will challenge your thinking and force you to take a hard look in the mirror, so be ready.

Harsh Truth #1: Most People are “Jamokes”

If you've watched my YouTube channel, you know I love to use the word “jamoke”. Sometimes I'll even select a hater from the comment section and make him the “jamoke of the week.” It's

a playful term that describes people that don't think for themselves and lack self-awareness. Basically, it's another term for an NPC.

As controversial as it might be to say, this fits most people (around 80-90%). You see, most people serve one purpose: being cogs that help run the machine of society. They don't break the rules, and don't think outside the box – and that's fine. Society does need these people after all (though you almost certainly do not want to be one of them).

It might even be fair to say that we're all "jamokes" as a default when we're born. It's only through experience, grit, action, and self-exploration that we can break out of this "jamoke trap".

Some figure that out. Most never do.

BUT, if you're reading a book like this one, it means that you're already thinking outside the box and you're trying to live intentionally. You're "breaking out" and no longer content with being a cog. That's awesome, and a big step toward fulfilling your potential.

So, what does this mean for you?

First, it should show you how silly it is to care about what other people think. If you're trying to break the mold and do something different with your life, of course jamokes will judge you. It doesn't fit into society's narrative and they don't believe it's possible – it goes against everything they've been taught.

Want to approach and attract the hottest girl in the club, or the sexy girl on the sidewalk? They'll tell you it's impossible – you can't just go up to a random girl like that!

Want to start a business that gives you the freedom to travel the world? They'll tell you you're dreaming too big and you're better off getting a job.

Want to start saving and investing your money, and building wealth? They'll ask why you're not using your money to buy a car or some other luxury item. Or they'll tell you it's "too risky!"

They've never done any of these things themselves, so they think it can't be done.

Jamokes will always be there to judge you every step of the way, especially as you begin to prove them wrong and shatter their reality.

All the while, these same jamokes will settle in almost every aspect of their life, and be quick to give up on their dreams.

I tell you this because it's easy to let the fear of judgement run your life – and that is a recipe for failure. But if you see that judgement for what it is – jamokes projecting their own insecurities onto you – then it ceases to matter.

Remember: You are the PLAYER – you are the hero of your own story.

Here's the beauty of it: by following your own path and living intentionally, you'll help turn some of the jamokes of the world into PLAYERS. Some will see your success, realize what's possible, and this will wake them up.

Every PLAYER has their own path from how they started as a jamoke (for me, it was my two "sparks"). Sometimes, just by seeing another PLAYER, they open their eyes and start to see the potential in themselves.

Now the other thing this harsh truth should tell you is that the competition is lower than you think.

Most people are not willing to put in the work it takes to be successful. They lack the reliability, perseverance, and vision it takes to do so. They rely on excuses rather than try to do something tangible to elevate their lives.

You can see a microcosm of this phenomena when you go to a nightlife venue. If you pay attention, you'll notice 80-90% of guys spend the whole night drinking with their friends. If they do approach any girls, they make sure they're sufficiently drunk, so they've got enough liquid courage to face their fear. Meanwhile, around 10% of guys (IF that) are talking to the most attractive girls and having a great time. The other 90% of guys make excuses for this, like "that guy must know her already," or "it's just because he's good looking".

What's this mean for you? Well, if you do decide to put that effort in, you can be part of that 10% of PLAYERS in the game of life. You can build wealth, attract the highest quality girls, and live the lifestyle you want. It's not as far out of your reach as you might think. It just requires you to do something different than the majority, which you'll learn exactly how to do in this book.

Harsh Truth #2: Looking Stupid is the Barrier to Entry

In the famous words of Jake the Dog from Cartoon Network's hit show *Adventure Time*:

"Dude, sucking at something is the first step to being sorta good at something."

If you want to be great at anything, you've got to suck at it first. Nobody looks glamorous at the start of their journey.

When I first started approaching and improving with girls, I was super cringey. As I've said before, a whole sorority in college knew me as "the creepy guy"! But that set the foundation for my dating success later on; I learned what worked, what didn't work, and I incrementally improved along the way.

When I first started YouTube, my videos were even more cringey. I had terrible jump cuts, awkward phrasing, and out-of-place drone shots. But I kept at it and now that channel has helped build a six-figure business.

Maybe most of all, I remember how stupid I felt when I first started learning online business skills. I lived with my parents, made little to no money, and just quit my job. While my peers were getting good jobs, making money, and becoming more independent, it seemed like I was sliding in the opposite direction.

I remember feeling the shame when I had to tell girls that I lived with my parents.

What kept me going through all this "sucking", though, was the bigger vision. I knew that if I stuck with these things, I'd be A LOT better off later on. And those same people who laughed at me for looking stupid, would regret that they didn't take a similar path.

I'm nothing special. I'm no smarter or more capable than you (and I was definitely a jamoke!). But because I was okay with "looking bad", I was able to stick with it. That changed everything for me, and it can change everything for you, too.

If you want to achieve your dream lifestyle, you're going to look stupid for a while. You might live with your parents to save money, fail with some business ideas, and have some hilarious rejections when you approach girls. These things will hurt in the moment, but as long as you keep your eye on the bigger vision – living your dream lifestyle – you'll stay motivated to stick with it. And the cost of "looking stupid" will be well-worth the price. In fact, these failures will be the springboard that propel you to success, as you learn all the ways that "don't work" and figure out what really does.

Most people are not willing to look stupid, though – and this is why they do not succeed. The fear of looking stupid prevents them from starting new things and going for what they actually want. And so, they choose to live an average life where they can always look "okay".

The question for you then becomes:

Are you okay with looking stupid for weeks, months, and maybe even years... if it means attaining the lifestyle you really want?

If your answer is "yes", congratulations – you've got a chance to live an extraordinary life.

If you're still hesitant, though, I'd encourage to take a long-term view instead of a short-term view. In 30 years, which situation would you prefer?

1. An average life where you've done okay, but never really followed your intuition, and have the nagging thought of, "What if?"
2. An extraordinary life that you love, where you can laugh at those first few early years of "looking stupid" when you started the journey?

I'd encourage you to choose the second path, and prepare to embark on a grand adventure. After all, you've only got one shot at this game of life – so you might as well take risks and make the most of it.

Plus, "looking stupid" can actually be a ton of fun – I've got a lot of fond memories from those days!

Harsh Truth #3: You Must Remove Time from Your "Income" Equation

I remember back in college, when I had hopes and dreams of how much money I'd make one day.

I'd calculate it in my head. If I can make X dollars an hour and work for Y hours per week, I'd be able to make \$100,000 a year. This was the dream.

Many people do this same thing. It's an act of limiting the amount of money you can make, by the amount of hours you can realistically work.

But as long as you tie your income to hours worked, it'll be limited. After all, you can only work so many hours.

The way to make it unlimited is to remove time from the equation completely. Once you do this, you can start to see all the potential ways to make more money. For example:

- Buying a real estate property (and hiring a property manager): This can generate hundreds of dollars per month per property, with little to no time commitment.
- Writing a book or creating a product: You create the product once, and sell it hundreds or thousands of times.

- Investing into an index fund that tracks the S&P 500: Your investment continues compounding over time, without you having to do anything.

Throughout this book, you'll learn different ways like these to remove time from your income equation.

This plays an important role in your money mindset, too. Once you know that it's possible to make a lot more money, you'll begin asking yourself "how" to do it. This makes you more creative and is a lot more exciting than the idea of just "working more hours to make more money".

Harsh Truth #4: The Victim Never Wins

For a long time, I saw myself as the victim. I was the shy guy who got bullied, had a stutter and acne, and never had any luck with girls.

Life didn't seem fair. While it seemed so easy for other guys to be popular, make friends, and get girls, there I was with no idea how to do any of it.

I spent a lot of time feeling bad for myself in middle school and high school, and I was surprised that no one else seemed to care or feel bad for me. I began to realize that all this self-pity wouldn't get me anywhere. So, I gave it up, and decided to at least try to make myself better.

I was lucky to have that realization. Many people don't, and spend their lives playing the victim and making excuses. They never realize that the "victimhood" is the very thing that holds them back, and stops them from actually levelling up.

No one is here to save you, and nobody cares that you play the victim – no matter how warranted your excuses may be. They don't matter, and the longer you cling to them, the more of a failure you'll be.

The worst part of excuses and victimhood is that they "let you off the hook." They give you a solid reason to not try. They're your "out". This allows you to go on living a life you're not happy about, while taking no real action to change it.

This is why the victim never wins. You've got to be the hero of your own story, because Superman isn't swooping down to save you.

Harsh Truth #5: Be Wary of Advice from Your Parents

I was scrolling through Twitter the other day and came across a few golden pieces of wisdom. The first from the account **@brutedeforce**:

"The worst advice you'll ever hear is from your parents. Especially if they had you between the 80's and 2000's.

They were lied to worse than any generation. So, just smile and nod. But you must hunt the truth for yourself. The crazier they think you are, the closer to the right path you are on."

This was followed up by a Tweet from **@BitcoinZay**:

"Our parents were wrong about almost everything!

'Don't get in cars with strangers.'

...we have Uber.

'Go to college, get a good job.'

...we have debt and trash jobs.

"Don't eat with your mouth open."

...ASMR doing numbers.

'Save your money.'

...investments popping off.

'Video games are a waste of time.'

...career players making millions.

'Don't stay with strangers.'

...AirBNB just IPO'd.

Like man, they were so misinformed it hurts to talk about!"

While these tweets gave me a good laugh, and may do the same for you, they ring true.

Our parents were raised to believe all these things as fact. While they had the best intentions for us, teaching us these things actually hurt us.

I'd even go so far as to say, if you do everything your parents tell you to do, you've set yourself on the wrong path.

When I decided to skip out on grad school and go the online business route, my parents thought I was crazy. They were in complete disbelief at my decisions.

It wasn't until I started making some good money while traveling the world, that they realized I was on the right track. I still remember my dad laughing, "I think I get it now, Dave."

There's an inherent problem with taking all of your parents' advice, no matter what generation they come from: the advice is usually based on what worked for them when they were coming up. But times are constantly changing, and odds are, what worked for them probably isn't the best route for you.

If you want to be successful, you've got to learn to think for yourself, and you've got to be comfortable going against the grain. Otherwise, you're bound for a life of being a jamoke, and that's no fun for anyone.

Harsh Truth #6: Your Degree Doesn't Determine Your Success

Many people hold themselves back because they think their degree (or lack of one) limits them.

It makes sense - for decades, degrees have been thought of as a professional stamp of approval and competency. A marketing firm would hire somebody with a marketing degree. If you didn't have a degree, you'd be forced to either get a lower wage job, start your own business, or try your hand at sales.

But times are changing, and more and more companies focus on skills and experience over degrees...

"We've never really thought that a college degree was the thing that you had to have to do well. We've always tried to expand our horizons...And so that degree – about half our U.S. employment last year were people that did not have a four-year degree. And we're very proud of that, but we want to go further." – Tim Cook, CEO of Apple

Here's an ever-growing list of big companies that no longer require a college degree:

- Apple
- Google
- IBM
- Hilton
- Ernst & Young
- AirBNB

- Facebook
- Oracle

Laura Lorenzetti, editor at LinkedIn, said, *“The four-year degree isn’t gone altogether, but we’re starting to see a shift in what these companies are looking for. There’s a growing emphasis on skills over school as they compete for top talent. People still see the four-year degree as a signaling factor, but companies are taking experience as seriously as a four-year college degree.”*

Sure, there are careers where a degree still is required, like

- Medicine (doctors, nurses, vets, etc.)
- Engineers
- Accountants
- Scientists

Do your research and figure out if a degree is required for the types of careers you’d like. Typically, it won’t be. Plus, you’ve always got the option to just start your own business.

As a business owner myself, and as someone who is friends with many other small business owners, one thing I can tell you is: most of us don’t even ask if you have a degree when hiring. We care about your skills and how you can help grow the business, rather than a piece of paper saying you did well in classes for four years.

So, what should you do with this harsh truth?

If you’re still considering college, don’t do it just because you “think it’s required.” Remember: you’ve got to think for yourself. Consider whether or not a four-year degree (and all of its accompanying debt and opportunity cost) will actually help you achieve your lifestyle goals, or if it’s unnecessary. I know for me, I went into college without much of a plan or intention, and just hoped things would work out. I’ve never actually used my college degree, though (not once was I asked for it, either, throughout my entire online business journey).

If you’ve already been to college, don’t think you’re limited by your degree. Just because you’ve got an accounting degree doesn’t mean you have to be an accountant! Use this book to figure out your lifestyle goals and start building skills to help you achieve them. You can do this with accounting, but also with something else if it suits you better.

If you don’t have a college degree, don’t let it hold you back. Use this book to help you choose and build a monetizable skill, start getting experience, and start getting paid (you’ll learn more about this in Part 5).

Refining Your Habits

Self-confidence is a key part of a high value lifestyle.

As you master the material in this book, you'll get more reference experience, and this will boost your confidence. Getting your money right, as well as gaining more freedom will help your confidence, too.

However, at the foundation of every confident man are good daily habits. You are what you repeatedly do – and the habits we'll talk about here will strengthen your mental and physical health. They'll get you out of your head, get you feeling healthier, and help you attack every day with your best effort.

10 Minute Morning Meditation

A quick morning meditation helps you achieve peace of mind and take on the day with less anxiety. It allows you to be present in your conversations, which is an attractive quality (most people are deep in their own heads when talking to others).

I like to do this right when I wake up so I get a nice kickstart to the day. I use meditation apps to help me out as well – my two favorites are Calm and Headspace.

My favorite part about meditation is that it helps silence your “monkey mind”. That's the part of you that resists positive change and urges you to give up. You must learn to silence it if you want to reach your potential and achieve a high value lifestyle.

Daily Walk

Meditation is great, but there's nothing like a 10-20 minute morning walk to clear your head and get you ready to attack the day.

I started doing this in 2020, and it became my favorite habit. I wake up, throw on a hoodie and joggers, and hit the streets. I listen to a good podcast, jam out to my favorite music, or even think about life and my current to-do list on that particular day. Then, when I sit down and get ready to work, my head is in the game and I'm far more productive.

Reduce Sugar, Fast Food, and Late-Night Meals

My diet used to be a mess. I'd eat unhealthy late-night meals on most nights, and often have late night snacks like cookies and ice cream.

In my early twenties, this didn't affect me that much. But as I approached my late twenties, I noticed an impact.

Whenever I'd eat a big late-night meal or a snack, I'd have a "hangover" feeling in the morning. I'd sleep poorly, have a ton of brain fog, and my day would pretty much get wasted.

To top it off, this affected my body and made my workouts lower quality. I'd always have a little layer of fat on my abdomen.

Around the time I turned 28, I'd had enough. I needed to make a change.

That's when I decided to eat mostly home-cooked meals, cut out late-night meals, and reduce the sugary snacks to once or twice a week. Now, I eat home-cooked meals around 5-6 times a week, with 1-2 days of takeout or eating at restaurants, along with 1-2 days with a sugary snack (like cookies or gummies). I also make sure to finish eating at least three hours before I go to bed, so I can digest and avoid that groggy "food hangover" in the morning.

This has been a complete game-changer for me. My workouts hit harder, most of the belly fat on my abdomen has disappeared, and I almost never get brain fog. I look better, feel better, and perform better.

I know the fast food and sugary foods are tempting, but by reducing them like this, you'll consume less (and healthier) calories, sleep better, think clearly, and be more productive. This will make it a lot easier for you to achieve a high value lifestyle.

Consistent Weight Training

Hitting the gym and lifting weights is non-negotiable. Not only will it help you look better and improve your physique and health, but it'll make you more confident when you look in the mirror.

All it takes is three hours a week. You may not like it at first, but you'll grow to love it over time as you get consistent.

Just make sure to follow a consistent routine with an eye towards progressive overload (lifting a little more weight each time). For this, I recommend using the [Beastly App](#). It gives you customized workout routines for your goals, tracks your progress throughout the workout and over time, and gives you a catalogue of great recipes.

Nighttime Unwind

Sleep is critical to your success, but too many people look past it and don't get the quality sleep they need.

I noticed myself doing this for weeks at a time throughout 2020. I made a point to change things up and create a "nighttime unwind" routine before I go to bed.

Starting around 930pm, I do the same thing every night:

- Turn off screens.
- Read for 20 minutes.
- Floss, brush my teeth, and do a nighttime face wash.
- Meditate if I'm feeling anxious or my mind is racing.
- Do a "nighttime journal" brain dump, where I write out anything on my mind. This helps me close up the "open loops" in my mind that would otherwise keep me away.

If you don't have a nighttime routine yet, now is the best time to create one.

Map out the last 90 minutes of your night, with an emphasis on clearing your head and reducing screen time. This will dramatically improve the quality of your sleep, and have you feeling healthier and happier to start the next day.

Freestyle Rap for 5-10 Minutes

You might think this one is ridiculous, but it makes a big difference.

Many guys have a problem with taking themselves too seriously. This makes for worse interactions with girls, harsher rejections, less progress, and a less fun life.

Freestyle rapping removes your filter and allows you to laugh at yourself. It also helps you become wittier, which makes you better at flirting.

I've done it for years and it's something I have my students do, too. Even after just a few weeks, it usually has an effect and helps them be more free flowing in conversations.

So, give it a try. Throw on a hip-hop instrumental (there are plenty on YouTube) or do it a cappella. You'll probably notice lots of resistance at first. You'll be able to break through that the more often you do it, and be more comfortable laughing at yourself.

The Weekly Plan

This is less of a daily habit, and more of a weekly one. But it makes a big difference on your day-to-day productivity.

Sit down for a few minutes every Sunday and plan out your big activities for each day of the upcoming week.

For me, this usually amounts to 2-4 big activities each day. Maybe it's writing 2,000 words, editing a YouTube video, going to the gym, and doing some real estate outreach.

Whatever the case, this gives me direction each day. I know exactly what I need to do to make that day a success. This is especially important as you start learning monetizable skills and start working from home; it keeps you on track.

This is also key to help you avoid overwhelm. You may drive yourself crazy if you try to take big action on your lifestyle, dating, social circle, and money goals all at the same time. It's better to have one or two main focuses each week. You can use this habit to plan that out.

Part 2:

The Social Circle Blueprint

Why Most People Have Subpar Social Lives

Do you ever catch yourself thinking, “It’s just so damn hard to make new friends as an adult!”

You’re not alone. It’s one of the most common questions I get from guys, and it’s similar to dating in a lot of ways. It’s something you’re never “taught”, and just expected to know. And when you struggle with it, it makes you feel like you’re falling behind everyone else.

Heck, this was one of my biggest fears when I graduated college. I had good social circle in school (being in a fraternity made this easy). I didn't think I could build a social circle from scratch in the real world... so I wanted to hang on to this friend group for as long as possible. That’s partly why I applied for graduate school, and got my first post-college job at an office nearby my university. I even lived with some college friends in an off-campus house for the first semester after graduation. I was like Van Wilder, trying to keep the college experience going and avoid facing the unknowns of the “real world”.

The more students I’ve had, the more I’ve seen how challenging it is to build a quality social circle as an adult. And although it may be a common problem, it’s a critical problem. After all, you can’t achieve a high value lifestyle with a subpar social life.

Have you ever heard the saying, “You’re the average of the five people you spend the most time with?” If so, you know the importance of a good social circle. It might sound crazy, but the more time I’ve spent with people who level up in big ways, the more I have levelled up. Your friends can show you what’s possible and motivate you to get to heights you wouldn’t have attempted. OR, they can bring you down to new lows (if they’re not quality people).

I’ve been lucky enough to build a thriving social circle that spans the globe, with cool people I can connect with in just about any big city I venture to. I’m going to show you how to do this too.

But before we get there, you need to understand why most people have subpar social lives. This will shine a light on why the conventional ways of making friends just don’t work – and why again, if you want something great, you’ve got to do things differently.

The “Forced Friendship” Cycle

How do most people make friends before they’re 25? It’s mostly through “forced friendships”.

In your early childhood years, you typically hang out with the people from your neighborhood (after all, you can't drive yet!).

As you get to middle school and high school, you start forming friendships with the people in your classes.

Then you go to college, and the cycle continues there. Your friends typically come from classes, groups you're involved in, fraternities, and parties.

Once you graduate, you get an entry level job somewhere and make new friends at the office. These friends come and go as you switch up jobs in your early working years.

It's not that someone is "forcing" you to make all these kinds of friendships – it naturally happens. You end up being friendly with the people you see the most.

All this is fine, and I went through the same cycle. But there are a few big problems with it:

- Childhood and school friends often don't last, or they get distant, as you grow and evolve over time. The type of person you are in your 20s is much different than when you were 10 or 15.
- College friendships often fade as people spread throughout the country or the state.
- Work friends often fall apart when one of you move on and get a new job. The "same workplace" commonality is no longer there, and that was the "glue" of the relationship.
- Most of these friendships require little to no effort or intention. Since you always have a base commonality, the friendships are relatively easy to develop.

So, what are you left with?

...A bunch of "distanced friendships" with people you don't quite gel with anymore. Or perhaps some ongoing friendships with people who are negative influences on your life. For example, little Tommy from the neighborhood was a great friend. But now that he's 27, unemployed, and plays video games all day, he's probably not a guy you should hang out with.

Even worse, though – because you haven't been intentional about building friendships from scratch (without base commonalities like living nearby, going to school together, or working together)... you don't know how to do it now.

As the temporary friendships from your early years fade, your social life suffers, and your social circle shrinks. And that's when you catch yourself thinking, "Why is it so damn hard to make new friends as an adult?!"

What Does a Thriving Social Life Look Like?

A thriving social life is crucial to a high value lifestyle – the two are not mutually exclusive.

To understand why that's the case, we must contrast an average social life against a thriving social life.

You'll see that it's just about impossible to achieve a high value lifestyle with low quality people around you... while it's almost inevitable that you WILL achieve a high value lifestyle with high quality people around you.

What Does an Average Social Life Look Like?

Remember: most people are jamokes, and only about 10% are truly PLAYERS in the game of life. And so, most people have average or below average social circles. Let's analyze how this looks, and see if you can relate to it...

Negative Friends that Bring You Down

One of the most common things I hear from guys is, "My friend told me [X reason why I can't get the girls I want]." (i.e. "My friend told me that it's stupid to approach girls in the street and I'd just be bothering them.")

Or, "My friends make fun of me for taking [X type of action]." (i.e. "My friends make fun of me when I get rejected by girls at the club.")

The first thing I ask them is, "Do these 'friends' get consistent results with the women they want?"

The answer is always "Well, no." This is when I stress that you need to be careful who you listen to. If you listen to loser guys who don't get results, then that'll be your path, too. But if you listen to guys who take action and get results, you're a lot more likely to get results.

Whenever you try to improve your life (which I assume is what you're doing now if you're reading this book), the jamokes will be there to tell you why you CAN'T do something.

Now I can sit here and tell you, "The jamokes will ALWAYS say it can't be done, but this is a reflection of THEIR limitations, and not the reality of your situation." I can even tell you, "You should never hang out with people who make you feel bad about yourself." BUT, if you have

enough jamokes around you projecting their limitations and insecurities, it's going to seep into your level of self-belief.

This is the danger of having negative people in your life. They don't encourage you to explore and expand your possibilities... they remind you of your limits and what can go wrong. Before you know it, you're no longer trying to fulfill your potential, but settling for what the jamokes think you're capable of (which is usually not much).

Misaligned Values

Even if they're not explicitly negative, your values are misaligned.

For example, maybe you're focused on self-improvement and getting the most out of life... while they're focused on their favorite sports team, getting back together with their ex, and binge drinking every weekend.

You still might have a fun time hanging out, but it's not a beneficial relationship. These people are a bad influence in your life and will hold you back.

For example, back when I first started improving by dating life (19-20 years old), there were a couple guys I'd go out with every weekend.

While the guys were fun to go out with, I noticed how misaligned our values were. After leaving the club, they'd always want to drunkenly wreak havoc on the surrounding neighborhood. They'd go around flipping trash cans, knocking things over, and being jerks. All the while, I'd walk behind them and shake my head, failing to persuade them to chill out.

Plus, their main concern was getting as drunk as possible, rather than trying to improve with girls.

I was a little too lenient then, though, and let these guys stay in my life for too long. It's no surprise that one of those guys went behind my back to hook up with a girl I was seeing. Lesson learned.

Complacent People

Most people have a complacent approach to life. They never shoot too high or dream too big, but are instead content to "settle for their lot".

That's fine – society needs its cogs in order to function. But there will never be a shortage of cogs, so there is no reason that you have to be one or associate yourself with one.

The danger of having these types of people in your friend group is that the complacency becomes contagious. The less your friends care, the less you're going to care, and the less you're going to try to level up. This is the exact opposite of where you want to be.

All of these types of relationships are most often formed during the “forced-friendship phase”. That's when you had something in common, like school or work. The trouble is, because you haven't learned how to intentionally build a social circle, you end up clinging to these relationships. Otherwise, who would you hang out with?

Here's some good news, though: That ends today.

Once you learn how to intentionally build quality relationships, you' won't need to cling to these negative friendships. In fact, you won't have any urge to keep them going.

What Does a Thriving Social Life Look Like?

Over the past 7-8 years, I've been lucky enough to have a thriving social life, filled with smart, motivated people.

My success over this time is directly correlated to the quality of this friend group. They've shown me what was possible in life, pushed me to expand my own limitations, and connected me with even more awesome friends around the world.

Before I started building this social life, I had an inkling of what I wanted to do and what kind of lifestyle I wanted to live. But meeting these people allowed me to expand and crystallize my vision. It dramatically accelerated my progress along the path.

So, let's now talk about what a thriving social life looks like. As you read through, be honest with yourself about your own social circle. Does it have these qualities? Does it look more like the subpar social life we just discussed?

Odds are you probably have some good friends, and some negative ones. This will shine a light on where you need to improve things, and the next chapter will give you the building blocks to do so.

Aligned Values

Aligned values are perhaps the most important element of a good friendship.

All of your values don't need to be aligned. For example, it's fine if you don't share the same political beliefs as somebody else – that doesn't mean you need to “unfriend them”. (When you see people doing that, it means they've gone “full jamoke”. And you never go full jamoke.)

But you should have at least some important aligned values. For example:

- You aim to level up your career and finances, and they do as well.
- You both value personal growth and self-development.
- You both enjoying going out and improving with women.
- You're aiming for (or have already achieved) similar types of lifestyle goals.
- You both have strong integrity.
- You're both more apt to solve a problem, rather than play the victim.
- You both enjoy working out, eating healthy, and taking care of your body.

Let's say all of the above are important for you. Maybe some of them are non-negotiable... like having strong integrity, valuing personal growth, and being a problem solver instead of a victim. In that case, you shouldn't be friends with people who lack those qualities. But with others, you can be more lenient. It's probably okay if they're not trying to improve with women (maybe they already have a girlfriend) or don't absolutely love the gym. Not every single one of your friends needs to be great with girls and a gym rat.

But this does mean you should take a careful stock of your values. What types of qualities are important to you in a friendship? Do you relate to any of the above? Are there any others you would add or subtract? What are your non-negotiables? Write them down (or add them to the **companion website workbook**).

The point is, when you hang out with people with similar values, you can grow together and help each other. And heck, you might even be able to partner with a few of them on business ideas. I've formed several profitable and successful partnerships with friends.

And instead of “taking away” and leeching value, you end up hanging with people who add value and push you to be better. That makes the path far easier, more enjoyable, and fun.

Quality Friends Who Support You

If your friends have aligned values, they're a lot more likely to be quality people.

Where your negative friends bring you down and say, “you can't do that!”, quality friends push you to think bigger.

They'll never make fun of you for taking action and attempting to level up your life, because they're doing the same. This way, you remove the negative influence from past friends that caused you to second-guess yourself.... and replace it with positive influence from quality

friends. This encourages you to have faith in yourself, rather than doubt your abilities.

Instead of jealousy, these quality friends show you appreciation and gratitude when you do well. This creates a positive upward spiral where you're all winning together.

That's one thing negative friends never understand. Many people see success as a "zero-sum" game – so if you're successful, there's less chance they'll be successful. This causes them to see themselves in a negative light (like maybe they're not good enough). That's why you might have guys try to undermine you when you talk to a hot girl and it's going well. They'll jump in and sabotage it, because they can't handle the thought of their friend getting a better girl than them.

Positive people understand that if their friends win, it's good for them, too. Their friend will be happier, which will make their lives better too. Again, everyone wins.

You're already starting to see why the saying, "You're the average of the 5 people you spend the most time with," has so much merit!

People Who Are Where You Want to Be

To stretch your idea of what is possible, and help you to expand the idea of your dream lifestyle, you need to be friends with people who are where you want to be.

So for example:

- People making more money than you (sometimes A LOT more).
- Guys who are better with girls than you.
- Guys who have amazing lifestyles in general.
- Guys who are in happy relationships.
- People who are further along in a similar career path/ business than you.

I've aimed to have friendships with all of these types of people, and it's changed everything for me.

I thought \$5k/month was a lot... until I met someone making \$50k/month.

I thought I was decent with girls... until I hung out with guys who consistently brought home the highest quality girls in the club, or approached and attracted girls during the day.

I thought I had a good lifestyle... until I met guys who worked 4 hours per week, stayed at penthouses all the time, and did whatever they wanted.

I thought I had a thriving YouTube channel... until I met guys with 1 million + subscribers.

These types of friendships have helped me to level up and shoot for the moon, instead of limiting myself to an imaginary ceiling. They've also humbled me and helped me keep my ego check, which is key to continued growth. After all, if you're the smartest guy in the room, then you're probably in the wrong room.

I'll show you how to make these kinds of friendships in the next chapter. But one important thing to note is that you must refrain from getting jealous of these people. Instead, be thankful that they've shown you new possibilities and helped you to expand your goals.

People You Can Lift Up

It's great to have friends that are not quite as far along the path as you, too. Though again, aligned values are key; if they're not as far along but are trying to get there, that's great. If they have no interest in improving (or have little integrity), then they're not people you should spend time with.

The benefit here is that you can add a ton of value to these friends. You've walked in their shoes and can help them get to where they want to go, and have fun along the way.

On the other hand, they add value to you by keeping you fresh and helping you stay grounded in the fundamentals.

People on Your Same Level

These are the friends you'll be able to relate with most. Maybe you're at the same level with girls, money, lifestyle, career, or some other important metric.

The fun thing here is this can create a healthy and fun competition between you, where you challenge each other to level up. But again, you both see it as a win-win, so even if one of you "pulls ahead", the other is happy about it.

People That Motivate You

Quality friends will motivate you in many ways.

They'll challenge you to be better and reach for the next level both with their words, and with their actions.

For example, a great friendship I've had is with David De Las Morenas, who runs the YouTube channel "How to Beast". We've challenged each other to level up in a lot of ways over the years, with everything from dating to business.

At this point, he's been a big reason behind many of my successes. He's motivated me to start writing books, create a YouTube channel, and create online courses. All of these forced me to grow, gave me new sources of income, and helped me achieve a high value lifestyle.

When you have people in your corner to motivate you, it's a lot easier to walk the path.

How to Build Your Social Life from Scratch

At this point, you're probably pretty excited about building a thriving social life. You've seen how important it is to a high value lifestyle, and you're chomping at the bit to start building your own.

Well, get ready. That's what we'll talk about in this chapter. This will be one you want to refer back to again and again, as you build more and more great friendships. It's your "social life gameplan".

So, let's get into it!

Ask Yourself, "What types of people do I want to meet?"

To answer this question, you should revisit the answers to your ideal lifestyle questions from part 1.

There, I asked you what types of friends you would like to have, and what qualities you are looking for.

If you didn't answer those questions yet, do so now – or at least spend some time thinking about it. Once you know the types of people you want to meet, you can work backwards from there. Otherwise, though, you'll have a tough time just "stumbling" into the right friendships. Remember: we're trying to be intentional about this, and not rely on luck.

Be More Social in Your Day-to-Day

It's easy to have a "going through the motions" attitude about your day-to-day routine. If you're like most people, you're not that social with the different people you interact with on a daily basis.

Whether it be the coffee barista, the grocery store cashier, the restaurant hostess, or whoever it is that you run into to. Maybe you say a half-hearted, "How's it going?" and that's about it.

But if you want to grow your social life, you've got to be more social, and it starts with these types of interactions.

You can start with a simple but more genuine, “How’s your day going?”, with a smile and eye contact. Then you can relate back to their response with a quick follow-up question, or a genuine answer of how your day is going. It doesn’t have to be a long conversation. The point is you acknowledge the other person and speak and listen with some intention, rather than “go through the motions”.

The power of being more social in your day-to-day life is that it gets you used to stepping out of your comfort zone. It helps you see that people are more open than you think. This makes it easier to start conversations in other environments where opportunities might present themselves. We'll talk about that next.

Put Yourself in Position

Great friendships won’t just fall into your lap, especially if you spend most of your nights sitting at home and watching Netflix.

To meet more people, you’ve got to start putting yourself in position to run into them. You also have to bridge the gap and introduce yourself when you see opportunities. This is easier said than done, as most people are quick to brush off these kinds of opportunities.

However, the reason people tend to brush them off is because:

- **They aren’t aware of them in the first place.** Sure, they might be “in position” but they don’t realize there’s an actual opportunity in front of them. This boils down to a lack of intention when it comes to their social life.
- **They don’t know where to go.** Because they go to the wrong places (or aren’t expecting opportunities even when they’re in the right places), they don’t meet people.
- **They don’t know what to say.** Even if they are aware AND in the right place, it seems awkward to approach somebody "random". They don’t have any go-to line to start things off, and they fear it could be awkward when they do try to start something.

As far as lack of awareness goes, there’s a simple perspective shift that can help you fix that: **every time you walk out your front door, see it as an adventure.** You could meet someone awesome, flirt with a pretty girl, or stumble into a new opportunity. That’s the fun of life – you never know what’s going to happen.

This perspective-shift increases your awareness of any such opportunities that come your way. Suddenly, that trip to the grocery store becomes more exciting because you could meet a sexy girl in the cereal aisle.

Now as far as where to go and what to say, that's a thing people have more trouble with. So, let's get that fixed as well. I'll lay out some of the best places where you can meet quality people. I'll also provide you with different ways to start the conversation, so you don't feel like you're coming up empty when you approach them. And finally, I'll show you how to close the conversation and follow up, so you can transform these chance meetings into real friendships.

As you read through these places, make a mental note of at least 2-3 that you want to try first. This will be a good starting point, and you can decide if you want to add more places over time.

The Gym

On one of my first days in Europe (before my other friends had arrived), I found a gym and got a workout in. During the workout, I noticed another American-looking guy there, and I started a conversation with him. We mused about what brought us to the city and what we thought about it so far. Turns out he was in town for the weekend by himself – he'd come to the city for a little weekend adventure.

It was a Saturday, so I asked him what his plan was for later that night. He told me about a cool food festival going on and mentioned there should be lots of sexy girls there. That sounded fun to me, so I suggested we check it out together. We swapped contact info and I met him out later that night.

We had a great time at the food festival, and an even better time at the nightlife venue we went to afterward (there were indeed plenty of attractive women). We went out again the next night, and more great times ensued. In fact, it turned out to be one of the most legendary wingman adventures I've had.

If I never started the conversation at the gym, though, none of it would have happened. That's the power of seeing an opportunity, seizing it, and going along for the adventure.

Now, I know it seems challenging to have a conversation at the gym. After all, everyone is working out and "in their zone." But actually, people at the gym are a lot more open than you might think.

The types of people you'll meet:

If you go to the gym, it's fair to say you care about working out and taking care of your body. The other gym goers have this same trait, so you've got a base commonality there for which you can build off.

And so, you'll meet people who take care of their bodies, at different levels of fitness. Some will be super jacked, others will be in good shape, and still others will be starting their fitness journey.

How to start the conversation:

The easiest approach is usually with someone you've seen around a couple times... if you go to the gym around similar times and days each week, you'll run into some of the same people.

To start the conversation, you could say, "Hey bro, I noticed you're always working out around the same times here. I'm Dave," and go for the handshake or fist bump. Then you can say, "What muscle groups are you working out today?"

You can riff on that for a minute and maybe even ask where they're from and what brought them to the city. Then you can tell them to enjoy the workout and get back to yours.

You've now built some familiarity, so it's easier to start a conversation the next time around. This asserts you as a social guy throughout your gym, which makes it easier to approach girls, too.

Recreational and Pickup Sports

This is one of my favorite ways to meet new people. I've made tons of friends through random games of pickup sports, as well as more organized recreational sports leagues. Most big cities also have something called, "Social sports" which are co-ed sports leagues where you go out and grab drinks after the game. This is a great option too.

Sports have helped me build social circles everywhere from Budapest, to Mexico City, to my hometown of Cranston, Rhode Island. I'm confident I can do the same for you.

In fact, I've used flag football to help me build a great social circle here in Mexico City. In the next chapter, I'll outline how you can replicate this in your city, too.

The types of people you'll meet:

People who are in at least relatively good shape and enjoy fun competition. The base commonality of the sport makes it easy to connect.

How to start the conversation:

Starting the conversation is easy. Unlike a place like the gym (where you may have never talked to them before), you've probably talked with them during the game. So all you have to do is continue that conversation, and then go for the close and follow up. We'll talk about that at the end of this chapter.

Quality Nightlife Venues

Nightlife venues are a great practice ground, not just for meeting women, but also for making friends. There's no other place where you'll find such a concentrated amount of people looking to be social.

That said, you want to opt for more quality places – that's where you're more likely to run into other high value people. Depending on your area, this could be a hotel lounge, a fun sports bar, a cool "pre-game" spot, or something else. Do some research in your area, both online as well as in person, and experiment to figure out the venues where you most enjoy the vibe.

The important thing, especially if you go out alone, is that you commit to getting social yourself. This makes the difference between a mediocre night where you sit and drink alone at the bar... and an adventurous night where you meet cool people and have tons of fun.

This means you should stay off your phone, look for opportunities to meet new people, and be ready to take action. Also, be prepared to be social right away, especially if you're going out solo.

The types of people you'll meet:

Of course, you'll have the chance to meet sexy girls at these venues, too (more on that later). Aside from that though, quality nightlife venues are a great place to meet potential wingmen. The value of a good wingman is huge; it makes the night more fun and makes it easier to approach bigger groups of girls.

It's easy to spot the guys who are good with girls. They'll be in and out of interactions with girls throughout the night, and appear as some of the most social guys in the venue.

But whether you're talking with a potential wingman or not, it's best to be social throughout. Say hi to as many people as possible and give people "cheers". You want to give off the vibe that you're enjoying yourself (and you should be having fun as you do all this!). The more you do this, the easier it'll be to meet people.

How to start the conversation:

One of the easiest ways to start conversations is by the bar. When you get your drink (or just before), you can turn to the guys beside you and ask, "What's up guys, how's your night going?"

You'll be able to tell pretty quickly who is open to having a conversation, and who's more closed off. For those that are closed off, don't feel pressure to force a conversation. It's better to move on to others who are more open (and there will be plenty at most venues).

Hip cafés

More and more people are working remotely. If you've got the opportunity to work from home (or study at home, if you're in school), consider an alternative: working from a hip café with good wifi.

Do some research, find cool cafes near you, and go give them a try. Once you settle on your favorite one or two cafes, commit to working from them for at least two days a week. This will give you an opportunity to meet more people, and also become "a regular" at these places. You'll get to know the staff and the other regulars, and it'll be easier and easier to get social there.

Cafes have been one of my biggest assets for building social circles around the world. When I was first getting into online business in Vietnam, cafes helped me fill my social circle with other entrepreneurs. This led to me getting some of my first online jobs. Cafes helped me to meet cool people everywhere from Mexico City to Bangkok and Colombia. I can't recommend them enough.

The types of people you'll meet:

It'll usually be a mix of other people working remotely, as well as students, and people who are just chilling and taking a break from work. Usually, these people are somewhat open to being social... otherwise they'd be couped up and working from home every day. So, that tells you there's an opportunity to meet people.

How to start the conversation:

There's a right and wrong time to start conversations at a café. The wrong time is when someone is on a call, or very obviously deep into their work. If you attempt to start a conversation then, you'll look like you have low social awareness.

What's better is to wait until they appear to be taking a break, or at least not so zoned in. From here, you can start the conversation in a variety of different ways, like:

- Ask them for the wifi password
- Ask what their favorite food is on the menu
- Make a comment about something they're working on (perhaps it's similar to something you do), like "Hey, I couldn't help noticing you're working on a blog post too."
- Make a comment about a perceived similarity (maybe you both speak Spanish, ordered something similar, have similar style, etc.)

Coworking Spaces

Coworking spaces are designed to be social. They're a great place to meet people working on interesting things, who are open to having conversations.

The types of people you'll meet:

The crowd here will be much more slanted towards people who work remotely. After all, that's the main reason to go to a coworking space. The cool thing is, unlike a café, you're going to get a similar crowd at the coworking space on a daily basis.

This means there will be a lot more regulars you can connect with and get to know over time. This makes it one of the best environments for building a social circle when you get to a new city.

How to start the conversation:

The way you start a conversation here is similar to how you'd do it in a café – except, it's a bit easier because there are more opportunities. For example, you can start up a conversation with:

- The other people at your table.
- People clearly taking breaks from work.
- Groups who are talking, and you can chime in.
- People by the coffee machine.

And you can use conversation starters like,

- "What brings you to Austin?"
- "What types of things are you working on?"
- "How long have you been working remotely?"
- "Where are you originally from?"

Facebook Groups and Online Forums

Every friendship doesn't have to start in-person. Some of my best friendships actually began online. In fact, the reason I'm even in a position to teach guys how to improve is a result of these online connections.

As I mentioned, when I first started improving with women, I found a forum in Boston with a bunch of guys who were working on their dating lives. I drove up to Boston that one weekend, went out with the group, and formed some great friendships that I still have to this day.

The point is to transition the friendships from online to in-person.

The types of people you'll meet:

This of course depends on the Facebook group or online forum. But at the very least, the people will be interested in the subject matter of the Facebook group or forum.

Let's say you want to improve with dating and confidence. You could join a Facebook group like mine, The Confident Casanovas. I started the group specifically for that reason – so it could be a resource for motivated guys to make friends and link up and improve their dating lives together. The group has grown to over 1,600 guys, many of them very active (and it's free to join). This has led to like-minded guys meeting up all over the world.

Now, let's say you want to grow relationships with people who are in real estate in your city. You could join an online forum like BiggerPockets.com and find others in the real estate field. I can vouch for BiggerPockets, as I've used it myself to connect with many real estate professionals. This helped me get my first property.

Let's even say you want to connect with some entrepreneurs in your city. A quick search for "entrepreneurs in [city]" should bring you some good results of potential Facebook groups you can join.

Heck, I like to occasionally play video games – specifically, sports games. So, I found an online Facebook group for the Madden NFL football game. That's helped me meet some other cool guys and get some fun games in.

For just about any interest you have, there are groups out there with people that have it too. It's just a matter of searching for the groups, joining them, and trying to link up with people nearby!

How to start the conversation:

There are a few different strategies you can use here.

- You can add value to people by commenting on their posts and offering help, insight, or connections.
- You can make your own post and let people know where you're from and what kind of people you want to meet.
- You can share your journey with the group's subject matter (for example, posting in Confident Casanovas and talking about the biggest mistakes you've made with women).

In-Person Classes

Similar to online groups, you can find classes that fit many different interests that you have.

I've taken all types of classes, from salsa, to yoga, to improv, and I've met great people in all of them.

The types of people you'll meet:

This depends on the class. If you want to connect with people who enjoy cooking, then take a cooking class. If you want to get into the salsa dancing community in your city, take a salsa class.

Salsa is one of my favorite types of classes, because it forces you to get out of your comfort zone and be in the moment. It allows you to "plug into" the salsa community and start going to salsa events and meet the people who take part. It's worked for me in places like Sevilla, Spain and Medellin, Colombia, but also in US cities like Providence, Rhode Island. (And I'm far from a salsa dancing expert!)

Improv is another one I love. It forces you to get out of your comfort zone as well. Plus it's designed for you to be social with the other people in the class.

How to start the conversation:

The conversations will be based on the type of class you attend. But the go-to will be to see if people want to hang out after the class is over. For example, after a salsa class, you can see if people want to check out a nearby salsa club. After an improv class, you can see if people want to go to the nearby improv show (sometimes they're in the same place).

The group get-togethers after the classes are what build the camaraderie and solidify the friendships.

Networking Events and Conferences

These are great for bringing together hundreds or even thousands of people with similar interests. The topics are widespread... but I've had some great experiences particularly at business conferences.

The types of people you'll meet:

This depends on your interests and goals. If you're trying to elevate your copywriting career, it might make sense to attend a marketing conference, to connect with fellow copywriters and potential new clients. But, if you're getting started with real estate, it might make sense to start small and go to your city's local real estate investors meet up.

How to start the conversation:

Remember, at these types of events, everyone is there to connect. That's the main point – otherwise, they'd just listen to a podcast or something!

With that in mind, you want to be friendly and social throughout. This means:

- Talking to the person sitting beside you.
- Sitting in the lobby and being open to conversation.
- Participating in at least a few events throughout that will expose you to different people.

And here are some conversation starters you can use:

- So what brought you here today?
- How'd you hear about this event?
- Which speaker are you most excited for?
- Do you know any great restaurants in the area?

Dog-walk Parks

I've never had a dog myself (aside from a few dog-sitting stints for my friends' dogs!), so this didn't come onto my radar until recently.

I was at a dog park in Austin with a buddy, and I was surprised at how easy it was to start up conversations and meet people there. A lot of the interactions come along organically, too. The dogs make it easy. We must have gotten into five or six casual conversations in a thirty-minute span.

If you've got a dog, or you're watching a friend's dog like I sometimes do, dog parks are great for building a social circle.

The types of people you'll meet:

This one is easy – other people with dogs! So right away, you'll have a base commonality for which to build the conversation.

How to start the conversation:

This is another easy one. Usually, the dogs do most of the work. Perhaps you play fetch with your dog, and someone else's dog joins in on the fun. Right there is an easy "in" to start a conversation with the other owner.

Here are some things you can talk about:

- Their dog (how old it is, the breed, its name, etc.).

- Where they're from.
- What brings them to the city.
- What kinds of things they like to do for fun.

Close and Follow Up

You now have plenty of options for which to find potential friends that suit your lifestyle.

Finding people and starting conversations is awesome. But if you want to convert those encounters into friendships, you've got to close and follow up. The goal here is to move things from the original activity, like the gym, to a new activity, like getting food, drinks, or something else. This is key – if you only see John at the gym, John will only see you as “the gym guy”. But when you do a new activity with John, the friendship grows, and is no longer tied to a singular activity.

Luckily, closing and following up are pretty simple.

First, you've got to get into the habit of transitioning the conversation towards a “close”. This is where you swap contact info and make tentative plans. How and when you do this will vary depending on your location.

If it's a guy you see all the time at the gym, the coworking space, or the basketball court, you don't need to “close” the conversation on the first encounter. You know you'll see them again. But maybe after the second or third time you talk, you can go for the close.

If it's a guy you've met somewhere more random, like a nightclub or a networking event, you should go for the close then and there in the first interaction. Odds are low that you'll run into them again, so it's now or never.

As for how to close it, there's 4 easy ways you can do it:

1) Connect on Another Common Activity

Let's say you meet John at the gym. After a couple interactions, you get the sense he's a cool dude and you want to build the friendship.

Throughout your conversations, “going out” has been a common theme. Sure, you've swapped some workout tips and other small talk, but it's clear that you both like to go out and talk to girls (as it was with my friend from the gym in Europe).

(By the way, this will be an easy “common activity” to connect on with most single guys that you talk to. It can be one of your go-to's.)

An easy way to close the conversation would be to say, “By the way man, we should go out sometime this weekend or next. Got a few new bars I’ve been meaning to check out, supposed to be pretty fun.”

The reason to keep it a bit tentative and open-ended (i.e. “this weekend or next”) is that it makes it an easy request to say yes to. By not getting into the specific time and date of the hangout, you make it easy for him to go along with your suggestion.

When he agrees, say, “Cool, let me take your number and we’ll figure out the plan.”

Then, within a few days, you follow up and text him with something, like, “Hey man, what’s your weekend looking like? I’m pretty flexible – down to go out either Friday or Saturday.”

The point is, you look for an activity that you’ve both shown interest in throughout your conversations, and use that as the easy transition for hanging out. Then, you follow up and actually make the hang out happen.

2) Do Something Related

Let’s say you meet Matt at your weekly pickup basketball game at the park. During game breaks, you talk about what brought him to the city, what he does for work, and what types of things you guys like to do for fun.

It turns out that you both enjoy watching NFL football, which is no surprise, as you both enjoy sports. It’s related to the current activity you’re doing.

An easy way to close the conversation would be to connect and close on that related activity. You could say, “By the way man, sometimes I go to McCarthy’s Pub to check out the NFL games on Sundays. You want to roll through and catch a game with me sometime this week or next?”

This is an easy ask. Not only is it something he’s shown interest in, but it’s also related to sports which is the base commonality you share. So, it’s easy for him to go along with.

Again, when he agrees, grab his number and tell him “we’ll figure out the plan.”

Then, within a few days, follow up with something like, “Hey man, how’s your Sunday looking? You wanna hit the Pub at 12:30pm to grab a drink and catch some football?”

3) Invite Them for Something New

We’ll talk more about this in the next chapter, but it’s helpful to have a go-to activity that you already do every week or two.

Perhaps it's a pickup basketball game or football game, going out to the bar/club, and/or watching a sport.

Whatever it is, it's an established thing you do somewhat consistently.

If you don't have an immediate connected or related activity in mind to invite them to, you can use this option. It's something I've done many times with success here in Mexico City, and it's helped my friends and I expand our social circle quite a bit.

To close the conversation with this, you could say "By the way man, a few friends and I play football every Saturday in a nearby park. You should come through one of these days."

4) The "Value Invite"

Let's say you meet Josh early on during a night out. You start up the conversation at the bar, and as you get talking, you find out he works an office job, but he's trying to learn sales.

As it happens, you're one of the top guys on your sales team. You could close things by saying, "I'm actually in sales myself. If you'd like, I can show you some of the things that helped me level up my game." From there, you can swap contact info and plan to do so over a beer or coffee.

The same goes for if he is familiar and/or has an experience with something you're interested in. You can tell him, "Actually I'd love to hear more about your experience with it. I'm trying to get involved with sales myself – let's grab a drink sometime and discuss."

How to Solidify and Expand Your Social Circle

You now know how to bring new friends into your social circle – but how do you make sure that solidify and expand that social circle?

That's what we'll talk about here. You'll learn the key steps needed to create a "snowball effect," where your social circle grows exponentially (with less and less work on your part).

Yes – if you follow these strategies, it can happen organically. This is how I've built a worldwide social circle, where I'm always introduced to new quality people. Usually I get introduced to a friend of a friend, so they know they can vibe with me, and I know I can vibe with them. This makes it much easier for a friendship to start.

You'll learn how to do that in this chapter. Let's get into the first and perhaps most important step: building personal momentum.

Step 1: Build Personal Momentum

Let's be real: If you're going nowhere in life, quality people won't want to spend time with you. More specifically, if you:

- Tend to play the victim instead of looking for solutions.
- Rely on excuses to rationalize any lack of success.
- Get jealous of other people's successes.
- Constantly complain.
- Waste your time.
- Lack self-reliance.

Why? High level people don't associate with people who bring them down (at least, not for long). They don't want any part of it.

They aim to create a positive upward spiral towards success, rather than a downward spiral into negativity.

It doesn't matter how much work you put in to growing your social circle – if you lack personal momentum, your social life won't sustainably grow. However, if you're reading this book, that tells me you're trying to create personal momentum for yourself, and that's great. Remember though... just reading something like this won't get you anywhere. You need to take action on

the material and make it a reality in your life.

But there's one thing I can promise you. When you're:

- Improving your dating life.
- Improving your financial life.
- Building your social circle.
- Practicing healthy habits.
- Building a high value lifestyle.

...you will become magnetic. People will want to spend time with you, and you'll be a positive influence on those that you hang out with. This will make it easy to build your social circle, and you'll constantly get connected to new people. The friendships you make will be much more likely to stick instead of fade away.

Step 2: Communicate Confidently and Effectively

It's great to get socially active and put yourself in position to meet all these kinds of people. But you won't become close friends with everyone you meet, and that's okay.

There are some people you'll have chemistry with, and others where it always seems to "feel awkward". The way to discover that chemistry, as well as to build it over time (where possible), is to communicate confidently.

This will help you figure out who you mesh with and who should have a bigger role in your circle. It'll also help you to solidify friendships so that when you enjoy spending time with someone, the feeling is more likely to be mutual.

So, let's look at some ways you can communicate confidently and effectively...

Ask Open-Ended Questions

This is the process of finding out what's important to the other person and connecting on those things. If you've done the exercises so far in this book, you know what's important to you – both in terms of what kind of lifestyle you want to live, and what qualities you want in the people around you.

So, open-ended questions help you find any common ground and build the relationship.

When asking open-ended questions, you want to focus on the other person's story, motivations, and passions.

So for example...

Here are some open-ended questions you can use to discover their story:

- Where are you from?
- What brings you here?
- What do you do?
- How did you get into that?

Here are some to discover their motivations:

- What made you get into that?
- Why did this city appeal to you?

And here are some to discover their passions:

- What do you like about your job?
- What do you do for fun here?
- Where are your favorite places to go?
- How do you like to spend your free time?

Of course, you shouldn't ask these questions back-to-back – it's not an interview! But you should sprinkle a few of them into your conversations.

Relate Back

In the same way you're trying to see if they're a person you vibe with, they're trying to assess you, too (even if it's at a subconscious level) – based on your values, your vibe, and your beliefs.

And so, it's important that you relate back to them and show that you understand where they're coming from. Otherwise, they'll just be answering your questions and there won't be much of a connection.

To relate, you can tell stories, mention your experiences, and talk about some of your own passions.

Here are some examples of relating based on the above questions.

You: *What brings you to Austin?*

Them: *I love how there's a bunch of young, ambitious people here. It's super motivating. I wanted a place with good nightlife too. So, it checks a lot of boxes.*

You (relating): *That's awesome. Yeah, I love the motivated crowd here. Makes it easy for spontaneous connections to happen, which is a lot harder in the small town I come from. Here, you can run into someone interesting at a random Starbucks. The nightlife is great too, I love going out on West 6th Street!*

You: *So, what do you like to do for fun here?*

Them: *I love surfing, the waves here are unbelievable!*

You (relating): *I've gone a few times, but I always get my ass kicked by the waves! I want to get better, though. How did you learn?*

Have a Sense of Humor

Far too many people take themselves too seriously. This makes it difficult to live a fun life and even harder for other people to vibe with you. When you have a good sense of humor, though, it makes you a lot more fun to be around.

Developing a great sense of humor takes time, but it CAN be learned. Here are some ways you can start improving yours:

- Practice the freestyle rap habit; this will help you be wittier and less filtered, as well as judge yourself less harshly.
- Be sarcastic; add some fun over exaggeration occasionally in your conversations.

Here are some other ways to improve your sense of humor:

- Listen to good, conversational podcasts; some of my favorites with great humor include *The Joe Rogan Experience* and *Pardon My Take*.
- Watch stand up comedy; guys like Bill Burr, Kevin Hart, Dave Chapelle, and John Mulaney are all great, among many others.
- Watch funny movies; some of my favorite comedies are *The Hangover*, *Happy Gilmore*, *Anchorman*, *Superbad*, *Dodgeball*, *Wedding Crashers*, and *Pineapple Express*.
- Take an improv class; this will help you to be wittier on the fly

Step 3: Don't be "The Pick-Up Guy"

There's a weird thing that happens to some guys when they start improving with women: Their entire world starts to revolve around it.

I won't lie, I was one of these guys – at least, at first. No matter my audience, I'd always find a way to steer the conversation towards one thing: picking up women. A lot of guys are interested in this too, so it's not like it's a terrible subject. But when it's all you talk about, it becomes annoying, and other people start to label you as "the pick-up guy".

In fact, I did this so much that one friend used to refer to me as "Dating Dave"! I had a painful lack of self-awareness.

You may get the urge to do the same, though, especially as you embark on your journey of improving with women. But I encourage you not to become "the pick-up guy". Sure, it's a subject you can go to, but it shouldn't be your "go-to" in every conversation. You don't want to become a "one-trick pony".

Your aim should be to become a more well-rounded guy. Sure, you can be good with girls, but you should also understand how to keep a good conversation going and tweak your messaging based on your audience. This allows you to have a well-rounded social circle as well, with different types of people.

Step 4: Be the Leader

Most people aren't willing to take the reins and lead. Instead, they hope things just sort of fall into place. Sometimes they do, but often they don't.

I've always preferred to be in control, and that's why I like being the leader. When it comes to friend groups, being the leader has distinct advantages, like:

- You add value to the group in a clear way (by leading and creating the plans).
- You can set things up the way you see fit (and determine what might be best for the group).
- You don't have to rely on other people as much, since you're taking responsibility.
- You can be "the connector" – i.e. you can create plans to connect different groups of friends, who otherwise would've never met.

You don't always need to be the leader, but you should look for opportunities where you can step up and take the lead. This helps make your friend group more cohesive, too.

I'll give you an example where I've taken the lead, how it's helped grow my social circle, and how you can replicate it.

I took the lead on creating a weekly flag football game in Mexico City...

Two friends and I wanted to start up a weekly flag football game, but we were struggling to get 5-6 people or more to attend. Sometimes our other friends would commit, but then bail out at the last second. It was hard to get a solid game going.

There wasn't enough momentum behind it. So, we asked each other, "How can we build that momentum and make this into a real thing every week?"

We decided to take the lead and commit to a 4-pronged approach:

- 1) No matter what, all 3 of us show up at the field at the same time and day each week. That way, people know it's happening even if they don't show up.
- 2) Post it across various Mexico City expat Facebook groups (like Americans in Mexico City, Expats in Mexico City, Foreigners in Mexico City, etc.).



- 3) Invite any new guys we meet to it (who might be a good fit).
- 4) Add any potential new guys to a "CDMX Football" Facebook chat, which we use to coordinate the games.

Over the next few weeks, there was some slow and steady growth. We'd have one or two new guys show up, sometimes three...

And we always aimed to do something together after the game, too. Sometimes we'd get tacos, other times we'd grab beers, and other times we'd hang at one of our apartments.

Then something interesting happened. The new guys who showed up started telling guys that they met, too. After about a month, our modest football game grew to consistently 6-10 guys,

sometimes even more. Lucky for us, one of those guys had a connect that helped us find a legitimate football field to play on, which made things even better (we originally played on a patchy grass field in the park, which had divots and was less than ideal. You'd be shocked at how difficult it is to find a big flat patch of grass in Mexico City!).

From there, it's continued to expand. Now we've got 15+ guys, and the crew doesn't just go for tacos after the game – we've started linking up to go out to bars and clubs and do other things around the city, too.

It's become a living, breathing thing and has helped everyone involved to expand their social circle, and have a fun activity to look forward to every single week. Plus, it's a cool thing that we can invite new guys that we meet to. The snowball effect is, well, in full effect! And it all started with 3 guys committing to making it happen, sticking to a simple plan, and spreading the word.

The beautiful thing is, this is very easy for you to replicate with an activity in your city. All you have to do is:

- 1) Get a friend or two together and create something fun (i.e. a sport game or some other type of fun meet up).
- 2) Be consistent with it (commit to showing up at a time and place every single week, even if nobody else shows up at first).
- 3) Spread the word (post it across Facebook groups and tell people you meet, even if they're just acquaintances).
- 4) Organize something simple after the game (like drinks or food nearby).

Wrapping Up How to Build a Thriving Social Life

You now have a complete gameplan to go out there, meet quality people, and build friendships. As you can see, it takes some work – that's why you'll hear most people complain that "it's so hard to meet new friends as an adult". They're not willing to figure out what it takes, and definitely not willing to put in the work even if they did.

But, if you follow these steps and you're intentional about it, you really can have a thriving social life. I encourage you to put this knowledge into action, as it'll play a big part in your high value lifestyle.

Part 3:

The Dating Blueprint

The 7 “Game-Changers” That Make You a High-Value Man

Friends are a key piece to the lifestyle puzzle, but if you’re not happy with your dating life, then your lifestyle won’t be complete.

And when I say, “happy with your dating life,” I don’t mean settling for the first semi-attractive girl that meets your lowest standards. I mean being intentional about what you want, going after it, and embracing the failures and successes along the way.

For many guys, being genuinely “happy with their dating life” seems unlikely. They’ve gone through their whole lives with minimal dating success. They’ve never seen a high quality, attractive girl and thought, “I can walk right up to her and get her attracted.” On the contrary, they avoid the interaction, or worse, completely tune out the opportunity from their awareness in the first place.

Maybe you can relate. I know I can, because I used to feel that way too.

If you’re not sure where you stand on the spectrum of dating success, revisit those lifestyle questions from the beginning of this book (or from the companion website *here*). Specifically, what does your ideal dating life look like, and why?

If it’s not close to your current reality, and if your results aren’t consistent (a couple random hook ups don’t constitute a quality dating life), then you need to silence the rationalizations and excuses and be honest with yourself. You’ve got work to do in this area, and that’s completely okay. Most men do. Acknowledging this is the first step to improving – but, it’s a step that most men never take because they can’t let their ego accept it. And so, sadly, they never improve... or they end up settling.

Now you might be wondering – why is it that so many guys struggle to find the dating success they want? Is it because of the lies Hollywood tells us about romance? The lack of dating insight passed down by our parents? Sure, those things may play a part (for some more than others), but there’s more to it.

You see, most guys play the dating game with a handicap, and they don’t even realize it. At the same time, they see other guys play it at “full strength” and consistently attract high quality girls...

...and all the limiting beliefs swirl through their heads:

“I’m not attractive enough...”

“I don’t make enough money...”

“I’m not tall enough...”

And the deepest one that we’ve all felt:

“I’m not good enough.”

The list goes on and on. The truth is, the guys you see playing it at “full strength” do have an advantage – but it’s an advantage that you can create for yourself, too.

What's the advantage? Well, there are certain “game-changers” when it comes to dating. If you have these working in your favor, it’ll feel far easier to attract quality women. You’ll feel like one of the guys who “gets it”. But if these “game-changers” are working against you, you’ll feel like NOTHING you try works. You’ll always feel behind, and the girls you really want will always feel out of reach.

Of course, to live a high value lifestyle, you’ve got to stack the game-changers in your favor. And that’s what this chapter is all about.

You’ll discover what these game-changers are and how exactly you can get them working for you. That way, you become one of the guys with a big advantage in the dating game, and you no longer have to play with a handicap.

Game-changer #1: Your Logistics

Your logistics boil down to where you live and how convenient it is for your dating life. As you’ll see, if you’ve got bad logistics, you play the game on hard mode by default.

Small town < Big city

“I live in a small town. How can I attract high quality girls?” This is a question I hear far too often from guys, and my answer is always the same: move!

Yes – moving should be right at the very top of your priority list, because make no mistake – it IS holding you back.

(The same is true if you still live at home with your parents. This stalls your dating success because you have less independence and can’t take girls home. Make it a priority to get out and start living on your own/with roommates.)

Here's the problem with small towns (less than 100,000 people): quality girls, for the most part, won't stay there. Think about it... Why would a high quality, attractive, single woman stay in a small town, when she'll have better career, dating, and lifestyle opportunities in a bigger city?

She won't! And on the off chance she does, she'll likely lack motivation to maintain the things that make her a quality girl (fitness, ambition, overall attractiveness, personal growth)...

Because there's less social pressure for her to "stay hot". If you don't believe me, check the social medias of some of the most quality girls from your high school and college, after just a few years post-graduation. Compare the girls who stayed in their small towns, to the ones that moved to bigger cities, and I guarantee you'll notice a big difference. The ones who stay will usually be out of shape, have multiple kids, and have jamoke partners. Harsh, but true.

Can you still find quality girls in a small town? Sure you can, but they're rare, and most of them are already in relationships. And the ones who aren't get scooped up quickly (unless they've got some big red flags).

I recognized this phenomenon early on, and that's why I've always aimed to live in or nearby bigger cities (especially during my bachelor days).

If you break down the dating opportunities in a small town vs a big city, they look like this:

Small town:

- Less than 1,000 quality, available women (usually even less than 100, depending on the town).
- Online dating opportunities are sparse. At best, you swipe through them all within the first couple of days, or you expand your swipe zone to include the other nearby small towns.
- It's difficult to casually date, because you'll constantly run into the same people.
- Limited date ideas (there's not much to do).
- Nightlife is typically non-existent or not conducive to picking up girls (i.e. the hometown sports bar where your high school friends hang out).

Bigger city:

- Depending on the city, there can be anywhere from 20,000 to 70,000+ quality, available women. For example, there are around 730,000 single, never married women between 20 and 34 in NYC. If even 10% of those are quality girls that you'd date, that's 73,000! Sure, there is more competition – but in most cases, it's better to be a small fish in a big

pond than a big fish in a small pond.

- Online dating opportunities are basically limitless. New girls are always starting profiles or visiting the city, and you can swipe for as long as you want.
- Date ideas are unlimited, as you have tons of different things you can do.
- Nightlife is vast, and you can meet women at a variety of different types of venues throughout the city.

The point is, if you live in a small town, then you're playing the game on hard mode. If you really want a quality, abundant dating life, you're better off relocating. Otherwise you'll waste a lot of effort. At the very least, you should drive from your small town to the closest big city to expand your dating opportunities. I used to drive an hour and back from my small town to Boston every weekend, and it dramatically boosted my dating life.

Now if you're thinking... "But Dave, I don't have enough money to move from my small town," or "My job is in a small town," or whatever other excuse may pop into your head...

...I get it. I was the same way. For a while, it felt impossible for me to get out of my small town of Cranston, Rhode Island (population: 81,000).

The good news is, in Part 5, I lay out a path to financial and location freedom. So, even if you feel trapped now, it doesn't have to stay that way. Remember: we're trying to be intentional about what we get out of life, rather than just take what we can get. There is a way out, and I'll help you find it.

Note: Just because you're in a small town now doesn't mean you should "give up" on improving your dating life. You can still work on it and get better, with any eye on moving up and out of the small town. Never be a victim, always be solution oriented.

Here are some ways you can still work on your dating life in the meantime:

- Follow the advice in this book and make the most out of your small town.
- Take trips and mini-vacations to bigger cities when you can.
- If you've got a bigger city in driving distance, try to go there as much as you can.

Bad part of the city < Good part of the city

It's easier to attract girls when you live in a good part of the city rather than a bad part of the city.

For example, a good part of the city offers at least a few of the following:

- Good nightlife options nearby.
- Good date options nearby (preferably in walking distance).
- Beautiful parks.
- Walking streets and shopping centers.
- Quality restaurants.
- Quality grocery stores.

A bad part of the city will have very few of the above. So, if you're in a good part of the city, you have a big advantage.

Logistically, it's easier for you to bring girls home from the club and on dates. It's also easier for you to meet girls who hang out at those quality places like walking streets, parks, and grocery stores. The closer you are, the easier your dating life will be.

So, make sure to do your research when selecting apartments and Airbnbs. The location makes a big difference and you need to be intentional about where you stay.

Low sexual market value < High sexual market value

Your sexual market value (SMV) is the personal value you have in the sexual marketplace.

A man's SMV factors in things like his communication skills, access to resources, personality, looks, age, and status.

The weight of these factors differs in the eyes of women looking for short-term mates (looks and communication skills matter more) versus women looking for long-term mates (resources, personality, and status matter more).

Your SMV is not fixed, either. You can significantly increase it through self-development (you can improve your attractiveness, accumulate wealth, and become more confident and socially savvy). Your SMV also varies greatly depending on what city and country you're in.

Why is SMV important, though? Well, you'll typically go for and attract women who have a similar SMV as you. If you increase your SMV, you'll get higher quality women. If it decreases, you're more likely to settle for lower quality women.

You'll want to increase your SMV as much as possible, and put yourself in locations where it's higher than others... and where there are lots of other high SMV girls. This is also why you want to leave small towns. Even if you have a high SMV, it won't matter much if the only girls around have a lower SMV. You'll be forced to settle.

In the USA, your SMV won't change too wildly from city to city. It'll vary mostly based on the gender ratio (so pick cities with a more favorable one) and the competition from other men. For example, there's more competition from quality guys in a city like Los Angeles, than a city like Sacramento.

However, when you start traveling, you'll notice that your SMV can fluctuate quite a bit. For example, going from a richer country (like the USA) to a more third-world country (like Mexico, Colombia, or Brazil) can dramatically increase your SMV. In this example, the difference is two-fold: you look "more exotic" than the normal guy and it's assumed that you have more access to resources than a local. This can present some interesting situations. For example, the time where my friends and I had a table in the middle of a nightclub in Mazatlan, Mexico, and every girl in the club checked us out.

It's also easy to stand out in many Asian countries as a black, white, or Latino man, because again, you look more exotic. However, even as an American Asian man, you can stand out quite a bit in Asia, too. You have the exoticness of being from the west, while understanding and relating to the Asian culture. This is why Asian-American guys can do awesome with women in Asia.

A fun way to test out your SMV in different cities and countries is to try Tinder Premium for a week, and swipe in those locations. I remember doing this before a visit to Bangkok - I amassed 500 likes on my profile in a matter of hours. This led to multiple dates a day when I was there (I went a bit overboard!).

A country's culture will also impact your SMV. When I first started traveling and moved to Vietnam in 2014, I learned the country was in the middle of a sexual revolution. Young people were becoming independent from their parents, women were getting more into the "hook up culture," and the traditional conservative norms were fading. I found myself in the right place at the right time!

The point to all this is: You should be aware of your SMV and look to increase it. This book – and these game-changers - will help with that in a big way. And when possible, you should aim to put yourself in locations where your SMV is higher (make sure to do your research when setting up travel plans).

Game-changer #2: Your Look

If only I had a dollar for every time a YouTube commenter said, "He only gets girls because he's good looking!"; or "Step 1: be good looking; step 2: be tall." Again, there are a lot of jamokes in this world who love to play the victim.

The truth is, looks do matter quite a bit and they play a big factor in your SMV... Especially with girls looking for short-term partners/one-night-stands).

But here's the good news: you have a large amount of control over your looks. Sure, you may not be able to manipulate your height much (though posture and higher heeled shoes can help with that)... But there's a lot of other things you CAN do.

Just take me, for example. I used to be scrawny guy with lots of acne, terrible style, and a bad buzzcut. Girls wouldn't take a second glance at me. But I gradually transformed into a fit, stylish, well-groomed guy, and now I get "checked out" by girls anytime I walk through a venue. I could've sat back, pouted, and done nothing about my situation. Instead, I vowed to improve and that made all the difference.

And when it comes to height, I've got a lot of friends who are 5'6 and below who absolutely crush it with girls. Meanwhile, I know guys who are 6 feet+ and can't talk to a girl to save their life.

I've got no sympathy for guys who say they can't get girls because they're bad looking. The real reason they can't get girls is because they play the victim.

So, let's talk about how to optimize your look so you can play the hand you've been dealt in the best way possible.

Out of Shape < Fit

When you're a fit guy, you'll naturally have better posture and more confidence when you look in the mirror. You'll also have a more dominant presence around women. Plus, you'll fill out your clothes better, so you'll have an easier time looking stylish.

One more added bonus: You'll get a lot more "approach invitations" from women (more on that later).

But when you're an out of shape guy (whether you're too fat, too skinny, or just have a "dad bod"), you won't get as much attention from women... Especially those girls who keep themselves in good shape.

So, how can you become more fit?

At a bare minimum, you should hit the gym and lift weights 3 times a week (going for "runs" doesn't count). If you can't go to a gym because of the next "pandemic lockdown", then learn calisthenics. These are at-home workouts you can do either at home or in the park.

You should also track your calories and macros, as this plays a big part in your muscle growth, as well as whether you gain weight or lose weight.

The best resource I recommend for getting and staying fit is the **Beastly App**. I use it every day to track my calories and macros, as well as my workout routines and progress in the gym. (You can find this app on the app store and Google Play.)

I also recommend checking out these fitness YouTubers:

- **How to Beast:** <https://www.youtube.com/user/how2beast> (helps build your workout routine and adapt the fitness lifestyle)
- **Athlean-X:** <https://www.youtube.com/user/JDCav24> (helps you avoid mistakes and improve your workout technique)
- **Austin Dunham:** <https://www.youtube.com/user/GeekAMD/featured> (great for calisthenics workout routines tips and tricks. I used his routines for 6 months when gyms closed)

Now, here's one quick diet hack, especially if you're trying to burn fat...

For the past few years, my daily meals look like this:

- Breakfast (200-500 calories)
- Lunch: Protein shake (200-300 calories)
- Big dinner (1400-1600 calories)

This gives me a big meal to look forward to at the end of the day, while still keeping my calories on point. It also makes lunch easy – I know I'm having a quick protein shake, and I don't even need to think about it. It only takes a couple of minutes to make + drink it. This allows me to focus throughout the day and get work done, with less of the afternoon post-lunch drowsiness.

Now, if you're trying to put on weight, you can have a bigger breakfast and perhaps even add a meal to your protein shake at lunch. As I mentioned, I'd use the Beastly app to figure out your calorie/macro goals and properly track them.

Average or sub-par style < Good style

Back in high school, I used to wear super baggy clothes and had no style sense whatsoever. It's no surprise that dating wasn't my strong suit.

Since then, I've learned a lot more about what it means to have good style. And like most things, I like to keep it simple.

If you want to “80/20” good style, here’s the biggest thing you need to know: get the right fit! If your clothes fit well, you’re automatically ahead of the game and will look good.

Here are some other rules to follow, especially when starting out:

- Go for plain clothes rather than graphics, logos, and prints.
- Solid colors are your friend.
- Get a nice pair of white sneakers – just about everything will match with these.
- Go for quality over cheap – the cheaper the clothing, generally the less time it will last.
- Casual is generally better, especially for first dates.

Here are some of my favorite brands and sites to get clothing:

- EDGE clothing (great gym and casual wear): <https://shopedge.co/>
- Alphalete clothing (great gym and casual wear): <https://alphaleteathletics.com/>
- ESNTLs (great casual wear): <https://www.esntls.co/password>
- Asos (marketplace with wide range of clothing): <https://www.asos.com/men/>

You don’t need to break the bank here. But start with two or three outfits and you can add to your wardrobe over time.

From coaching hundreds of guys, I’m still surprised at the huge difference a style upgrade makes. It improves everything from your online dating profile pics, to your social media, to your first impression with women. So, start seeing your style as an investment in yourself – because that’s exactly what it is.

Bad grooming < Attractive grooming

Your grooming is another thing that significantly affects your attractiveness.

Good grooming means:

- Getting a quality haircut from a good hair stylist.
- Keeping your beard trimmed and clean.
- Trimming your neck hair daily/every other day.
- Taking a few minutes to style your hair before leaving the house.

When it comes to your hairstyle, try experimenting with a few different ones. Check out some hairstyles from celebrities and athletes (soccer players tend to have great hairstyles), and show your hair stylist a picture. Try to replicate them.

Some hairstyles match better with certain face shapes, so if you don’t know your face shape, search “How to know your face shape,” on YouTube. You’ll see a myriad of results showing you

how to figure it out, as well as match those face shapes with good hairstyles.

Note: if you're balding, it's usually better to shave your head clean.

Game-changer #3: Your Impression

When you go up and talk to a girl, she knows – within the first five seconds – if she's open to sleeping with you. It doesn't mean she for sure will – but she's at least open to the idea.

This is why your first impression is so key. So, how do you optimize it?

Improving your look is one way – the other key is to tweak your non-verbal cues (i.e. your vibe and your body language). These play a much bigger factor than you might think.

Bad Eye contact < Good eye contact

As a kid, I shied away from eye contact all the time. I was scared of it. This made my communication skills weak, which led to me getting picked on and bullied.

I learned the lesson early on: if you want to come across confidently, you've got to make good eye contact. I worked to improve this skill, and it led to better friendships and better results with women.

So, how do you make good eye contact? Here are some general rules to follow:

- Make sure to hold eye contact during the first few seconds when you meet someone new. This makes a far more confident impression.
- Don't try to maintain eye contact 100% of the time. Instead, try and make eye contact around 70% of the time while talking and listening.
- Make relaxed eye contact (having a softer focus) rather than tense eye contact (the way a policeman might view the world while on the job, with a constant sense of alert). This eye contact will be confident and welcoming, instead of laser focused and creepy.
- Focus on one eye, instead of both eyes.
- When breaking eye contact, look to the side instead of looking down (which makes you seem anxious).
- When talking to a group, glance throughout the group and make eye contact, instead of focusing only on one person.

- If you meet eyes with a girl from across the venue or the sidewalk, don't be the first one to break eye contact.

I often give new students an "eye contact" challenge. The challenge is to make eye contact (and smile) with at least five people walking by. The power of this exercise is it gets you in the "approach mindset" and you look for more opportunities. Plus, you get a chance to practice your eye contact and see how open others are to making eye contact with you!

Weak tone of voice < Strong tone of voice

Do you ever catch yourself speaking in a higher pitch when talking to a boss or someone else you perceive to be more powerful than you?

You're not alone. A study by the University of Stirling found that people "tend to change the pitch of their voice depending on who they are talking to, and how dominant they feel" **(1)**.

The study notes that when people perceive someone as higher status, they tend to talk in a higher pitch.

Here's the problem: Men often do this with women they find attractive. They perceive the girl as higher status and raise the pitch of their voice without even realizing it (usually towards the ends of their sentences), as well as mumble out their words at a faster pace.

This makes them seem weaker and less dominant, especially compared to men who speak in a lower pitch. It's like they're trying to win the woman's approval by sounding "more inviting" but they end up sounding like a joke.

Here's how you can avoid this, and strengthen the tone of your voice

- Instead of speaking from your throat (which will sound higher pitched), practice speaking from your chest. When doing this, you should feel a stronger vibration in your chest, and notice that your voice comes across more deeply. You can place your hand on your ribs to practice this.
- Slow down the pace of your speech. Instead of speeding through and using fillers like, "Um" and "uh", be more purposeful with your words. Use pauses and speak like every word you say matters. This will be a stark contrast to how most guys speak to attractive girls, where they speed through it hoping they can keep her attention.

Your voice volume is important too – especially if you're in a loud venue like a bar or nightclub.

It's better to be on the side of speaking too loudly rather than too softly. If a girl has to say, "What?" and can't hear you, especially in your initial approach, you'll probably get rejected.

Speaking a bit louder also commands more attention.

Weak posture < Strong posture

Your posture is a subtle thing you may rarely think about – but it has a huge effect on the way women perceive you. When you’ve got good posture, women will check you out more, react better to your approaches, and be more attractive.

The problem is, so many guys have bad posture. Not only does this cause pain in your neck and back, but it makes you seem less confident and can even make you look shorter (especially if you tend to hunch over).

So, how can you improve your posture? Here are some quick tips:

- If you work at a desk, stand up and walk away from your desk every 20-30 minutes. This helps decrease stress on the discs and joints that determine your posture.
- Get a foam roller to ease out tension in your neck, shoulders, and back.
- When standing, keep your feet shoulder width apart and lift your chest and shoulders so they don’t feel hunched over or “rolled”. Make sure your chin is level and not tilted up or down.
- To test your posture, use the wall test: stand up against a wall. Your head, shoulders, back, and butt should touch the wall, while your heels should be 2-4 inches away from it. Then, walk away from the wall while maintaining this posture. This is how you should aim to walk around.

Low social momentum < High social momentum

Social momentum refers to the “social energy” you’ve built up before entering an interaction. The more social you’ve been, the easier it is to bring good energy to future interactions.

Most guys aren’t very social throughout their day, so they lack social momentum there. And when it comes to nightlife venues, guys will typically approach 1 or 2 girls in a night, and lack social momentum there, too.

When you lack social momentum, you can come across as more “flat”, and it feels more difficult to start conversations.

But when you’ve got social momentum, every interaction feels easy. You’ve got a more positive disposition and it feels easier to be self-amused and build conversations. This makes a big difference when you talk to girls.

In the chapter on meeting women at night, you'll learn exactly how to build tons of social momentum on an average night out and quickly set yourself apart from average guys.

As for building social momentum during the day, it helps to be social throughout your day (as we talked about in Part 2). So, having short but genuine conversations with people you run into, like the barista, the cashier, and other service people, as well as making eye contact with people as they walk by. That way, you naturally feel more social.

Then, when you see a girl you really want to talk to, make it a habit to approach her (you'll learn how to do this in the next chapter). Just making one approach will give you a rush, as you push out of your comfort zone and meet someone new. After you get the first one out of the way, the next ones get easier and easier.

Game-changer #4: Your Crew

Women will judge you by the people around you, just as you'll judge them based on their friends. So, you want your crew to shed a positive light on you.

I've lost many a girl because I had a bad crew on a particular night out. If you have to make the choice between going out alone and going out with a crew that'll bring you down, go out alone. You'll have a lot more fun and won't get sabotaged by jamokes.

Low quality social circle < High-quality social circle

We've already talked about how to build and maintain a high value social circle. If you need a recap, turn back to Part 2.

Just know that a high-quality social circle makes your dating life much easier and more fun.

When you're surrounded by guys who do well with women, that becomes a normal thing for you. But if you're surrounded by jamokes, then doing well with women will seem like a pipedream.

Bad wingmen < Good wingmen

In the coming nightlife chapter, I'll give you an in-depth guide on how to find good wingmen and be a good wingman yourself.

Stay tuned for that, and for now, just know that good wingmen will make your nights out a lot more seamless and fun.

Game-changer #5: Your “Default Mode of Action”

By your “default mode of action,” I mean, what you do during pivotal, decisive moments. Over time, this compounds to make a huge difference in the quality of your life and the results you get.

Do nothing < Approach

When you see a pretty girl you want to talk to, what is your default mode of action? For most guys, it’s “do nothing.” Most aren’t even aware of the opportunity, and the rest that are, are too afraid to do anything about it.

But doing nothing compounds. As you get used to doing nothing, it becomes easier and easier to do nothing every time you see a girl. Before you know it, opportunities to approach don’t even register, because you never take advantage. And so, your dating skills plateau, you struggle to improve, and you miss out on lots of girls you might have clicked with. This is the real danger and opportunity cost.

On the other hand, if your default mode of action is to approach, that compounds too. This doesn’t mean you approach every single girl that walks by – just that when you see a girl you want to talk to, you generally make an effort to go say something. Your awareness becomes much higher than the average guy’s, and you see life as more of an adventure. This leads you to start more conversations, improve your communication skills, and boost your confidence when talking to women. Your dating skills consistently increase, and you expose yourself to far more opportunities to meet girls you click with.

While the “do nothing” guy plateaus and struggles, the “approach” guy constantly grows and gets better.

Overthinking < Decisiveness

It’s easy to overthink. For example:

- *You see a girl you want to talk to, and you think, “What if she has a boyfriend?” “What if she doesn’t like me?” “What if the people around her judge me?”*
- *You text with a girl and she’s responsive, but you’re not sure if it’s the “right time” to ask her out. You think, “What if I screw this up?” “What if she says no?” “What if it’s too soon?”*

There’s lots of opportunities to overthink things in dating and in life. Most people seize every opportunity to do so, and it drives them crazy with anxiety.

Here are the big problems with overthinking, though...

It creates massive self-doubt: the lack of faith in yourself compounds. Instead of thinking, “What can go right?”, you think, “What can go wrong?” every time, and let your mind run wild. This leads to more and more anxiety, and more difficulty with decision-making

It prevents progress: As you lose more faith in yourself, you stop taking the risks that are necessary to expand your comfort zone and grow as a person. Instead of making logical, empowering decisions, you make decisions out of fear based on your past conditioning... i.e. you let the girl walk by instead of approaching her.

On the other hand, decisiveness is powerful. Instead of overthinking out of fear, you assess if something is right for you, and move in confidently. Not only is this attractive, but it breeds more and more faith in yourself, and helps you grow over time.

So, how can you stop overthinking and be more decisive? Let’s go over a few things you can do to prevent it from happening in the first place, as well as overcome it in the moment when it pops up.

Preventing it:

Map it out – create a list of the things that you consistently overthink. Maybe it’s approaching girls, betting on yourself, or something else. Write them out, then, for each one, consider what can go right if you take action and do it, as well as what can go wrong. When you write them out, one thing you’ll notice is there’s typically a lot more that can go right than wrong.

Morning walks + 5-minute journal – with all those thoughts swirling through your head, it’s easy to overthink. Going for a 15-20-minute morning walk can help clear your head – and even better if you can finish it off with a few minutes of journaling. That way, instead of getting stuck in your head, those anxious thoughts are on paper and you can see them objectively. This exercise has been one of the best additions to my day since I’ve practiced it.

Overcoming it in the moment:

- A pros and cons list – map out the pros and cons of the decision so you can see the logical reasoning behind it.
- The “jamoke test” – Ask yourself: “Is there any real danger here, or am I just being a jamoke right now?” This is good for quick decisions, like whether or not you should approach a girl.
- When in doubt, play to win – When you’re stuck between two decisions, ere on the side that forces you to expand your comfort zone and have faith in yourself. It’s better to

play the game of life to win, than not to lose.

- The 5-second rule – Quickly countdown in your head, “5, 4, 3, 2, 1,” and move in when you’ve hit “1”.

The real reason you overthink is usually because you’re avoiding action. These exercises help you to move in and stop using “thinking” as an excuse.

Game-changer #6: Your Assumptions

Your assumptions and beliefs about yourself and the world around you reflect your reality. They directly influence how you feel and behave.

If you think a girl is “out of your league”, you’ll act like she’s out of your league. You’ll put her on a pedestal, and even if you do try to talk to her, you’ll likely get rejected.

Let’s take a look at some common negative assumptions guys make, and see how you can tip them into your favor instead...

She doesn’t like me < She likes me

If you assume a girl DOESN’T like you (as most guys do) until she proves otherwise, here’s what typically happens:

- You avoid approaching unless she makes it obvious that she wants to talk to you. Even then, you may not do it.
- You don’t make a move until she makes it obvious she wants it.
- You “play it safe” and she loses any attraction she had for you.
- You overthink every little thing.

In other words, you play a losing game, and you’re guaranteed to miss good opportunities.

But, if you assume girls like you until proven otherwise, here’s how things change:

- You’ll approach with confidence and get excited about opportunities.
- You’ll make moves and lead when you want to (and reassess based on her reaction).

- You'll take risks and push the interaction forward, rather than seeing it fizzle out.

Will every girl "like" you? Of course not. It wouldn't have worked out with the girls who don't like you anyway. But by assuming all girls like you at the outset, you give yourself the best chance with girls who *are* open to you (even if they're not quite sold on you at the beginning).

I'm bothering her < I'm making her day

This is an assumption I struggled with for a long time, and it makes sense. As a guy, the only time you usually get approached during the day is by someone who *wants something* from you. Maybe a homeless person or somebody trying to sell you something. Whatever the case, it's annoying and bothersome.

So for me, I always felt like I'd bother girls if I approached them, especially during the day. As a result, I struggled to "commit" to conversations, and I had the constant urge to walk away if it didn't feel perfect from the start.

I know a lot of guys share the same assumption. If you want to meet more high-quality girls, it's one you have to change.

So, when you see a girl you want to approach, instead of thinking, "I'm bothering her," reframe it to, "I'm making her day!"

And why wouldn't she want to talk to a guy like you? You're improving yourself and working on becoming a high-quality guy. Give yourself some credit!

This assumption will take some time to internalize. But the more you take action and throw yourself into conversations, the more positive reference experiences you'll get (especially if you use the conversation structures you'll learn in the next chapters). Over time, you'll start to believe it. Until then, you may have to remind yourself when you see a girl you want to talk to – and that's fine.

She's better than me < She's hot, but is she cool?

We've all put girls on pedestals before. You see the super sexy girl walking by, and the thoughts creep in...

"She's too hot for me"; "Why would she want to talk to a guy like me?"...

In other words, you assume she's "above you" before you even meet her. You won't attract girls with this assumption.

So, let's take the girl off the pedestal. Instead of assuming she's better than you (or even, a "catch"), ask yourself this question:

"She's hot, but is she cool?"

This removes her from the pedestal, positions you as the "buyer", and creates a challenge for yourself: finding out if she's cool. And to do that, you've got to go up and start a conversation!

Rejection is bad < Rejection is a learning experience

The average guy is terrified of rejection. He has a picture in his mind of the girl shooing him away, maybe even slapping him in the face, and everyone laughing at him. Or at the very least, running out of things to say and enduring an extremely awkward moment with the girl.

Rejection, in reality, is almost never actually that bad. Hell, I've approached thousands of girls and the worst I've gotten is a weird look, followed by the girl walking away!

But the average guy hasn't approached enough girls to soften the sting of rejection, so it still feels like the big bad monster lurking behind any imperfect approach or conversation. And when he does feel it, even if it's subtle, it still feels a lot worse than it actually is – and perhaps gets the guy thinking that he's "not good enough".

As long as you fear rejection and let it affect your mood and self-image when it happens, you'll struggle with women. You won't have the courage to put yourself out there and start enough conversations to overcome it. So let's see if we can flip this assumption and change your perspective on rejection...

First, you must reframe rejection in your mind.

Instead of seeing it as bad and painful, see it for exactly what it is: a learning experience. In fact, the very reason I got "good" with women is because I was willing to get rejected far more than other guys. I put my ego aside and constantly threw myself into challenging situations. As a result, I learned and improved at a far faster rate than other guys.

This new perspective changes what it means for you to take action. Instead of winning (getting the girl) or losing (getting rejected), every single approach becomes a win. You either win by getting the girl/making progress with her... Or you win by collecting a new reference experience, challenging yourself, and learning. So basically, you win or learn. The only way you can lose is if you do nothing!

Then, you must train yourself to separate what happens, from the emotions you associate with it.

When most guys get rejected, they see it as bad, and immediately tie negative emotions to it. “I wasn’t good enough for her,” “She doesn’t like me,” “I’m a piece of crap,” and so on.

To avoid this, you’ve got to step back and look at what *actually* happened. To do this, let’s look at a typical rejection:

You approach a girl and tell her you think she’s cute. She says, “Thanks, but I have a boyfriend,” and walks away. Total interaction time: 30 seconds.

This is what *actually* happened. But the average guy takes this and ties a bunch of emotions to it. He has those thoughts of “not being good enough.” He feels he doesn’t measure up to the girl and there’s nothing he can do about it.

This is NOT what happened, though. What happened is a 30 second interaction that stalled out and ended. Then, those thoughts came up.

But do those thoughts make any sense? Of course not.

The girl doesn’t even know you yet. She can’t judge you based on who you are, only by the way you approached her. The difference is you can change your approach and improve it for the next time.

I encourage you do this thought exercise now, or the next time you face a rejection. As you train yourself to separate the actual events from the negative emotions, rejection stops feeling so scary. You might even start laughing it off!

And third, get rejected on purpose.

You read that right. Go out and intend to get rejected by girls! This is powerful because it trains you to be independent of the outcome. Since you’re trying to get rejected, it doesn’t actually matter what happens. Plus, it gives you real reference experiences of rejection. That way, you can see for yourself that it’s not actually that bad.

One of my favorite ways to do this is to go and use funny pick-up lines that you know won’t work. I actually went out and did this in a video with How to Beast – you can check it out here: <https://youtu.be/roeeLkgNpE8> and get some awful pick-up line ideas!

The other bonus to this: it’ll get you more comfortable in conversations with women.

Game-changer #7: Your Dating Gameplan

To have success with dating, it helps to have a gameplan. This will give you a structure and strategy for how you’ll meet women and get them attracted.

Your gameplan should include:

- How you'll get the gamechangers working in your favor (so you give yourself the best chance of getting girls attracted).
- How you'll meet women (there should be a mix between meeting them during the day, at night, and through online dating).
- What you're looking for (hook ups, casual dating, or an exclusive serious relationship?).
- What types of girls you want to meet (this will vary based on whether you're looking for something short-term or long-term).

A good gameplan will help you avoid or at least limit "dry spells" where you struggle with women for long periods of time.

You don't need to write this gameplan out each week, but it's helpful to do so.

A sample weekly gameplan might look like this:

Game-changers: This week, I'll lay the foundation for improving my look. So, I'll sign up for a gym membership, choose a workout, and go three times. I'll also make an appointment with a good hair stylist.

How I'll meet women: I'll approach at least 3 girls during my day-to-day. I'll also go out on Friday night and talk to more girls. Finally, I'll spend 15 minutes each day swiping on dating apps – and I'll try to push those conversations to dates.

What I'm looking for: casual dating, but also open to something exclusive if I meet a really cool girl.

What types of girls I want to meet: adventurous, open-minded, and fun girls who I have good chemistry with

And boom – just like that, you've got a quick and easy weekly gameplan to go out there and actively improve your dating life!

Wrapping Up the Dating Game-changers

Dating isn't as simple as, "He's attractive, so he gets the girl, and he's unattractive, so he doesn't". As you've seen from these game-changers, there's much more that goes into it. The beauty of it is, though, that you do indeed have control.

It's on you to decide whether you want these game-changers to work for you, and get the dating life you want, or against you, and play the victim. But I encourage you to work on these (even one at a time, if you have to) so you can stack the odds in your favor. I even suggest re-reading this chapter multiple times. You want to internalize these concepts.

Life is a lot more fun when you work on yourself and have an abundance mentality. It can be scary to take control and responsibility of your life, but it's the most worth it thing you can do, and essential to achieve a high value lifestyle.

Sources:

1. High pitch vs low pitch <https://www.sciencedaily.com/releases/2017/06/170629101721.htm>

Meeting Women in Your Everyday Life

“Let’s get out of here and go explore,” I told Brian.

We’d both just arrived in Medellin, Colombia – him, by way of Britain, and I, by way of Boston, MA. We met at our shared Airbnb and decided to take a walk around Laureles, the neighborhood we were staying in.

“Alright, let’s do it,” Brian replied.

As we paced through the streets talking about business and travel, the city buzzed. Restaurants were busy with lunchtime patrons, people filled the sidewalks, and we were excited. It was our first time in South America.

We stopped at an intersection next to a restaurant with outdoor seating, and a girl caught my eye. She had shortish black hair, light skin, and an innocent look. She glanced over at me and a small smile came across her lips. She looked away, then glanced at me again shyly. I knew I had to make a move.

“Hey bro, give me one second. I gotta go say hi to this girl,” I told Brian.

I walked over to the restaurant patio and attempted to introduce myself through broken Spanish (I’d just started learning the week before).

“Hola... Soy David. Hablas Ingles?” (In English: “Hey, I’m Dave. Do you speak English?”)

She laughed. “Yes, I do. Hi, I’m Isabella.”

“Hey Isabella. Thank God, my Spanish isn’t that good yet. Anyway, I was walking by and I saw you looking over. I had to come say hi.”

“Oh my God do you always approach girls randomly like that? You’re crazy!” She giggled.

“Only the cute ones,” I smirked. “What are you up to? On your lunchbreak?”

“Yes, I have a break in between classes at the University. Where are you from?”

“I’m from Colombia...en mi Corazon (in my heart)... but really I’m from the USA. I just moved here – this is my second day!”

“Ah cool. And what are you doing here?”

We talked for a couple of minutes, then I pointed to my friend and told her I had to leave.

“Look Isabella, I’ve got to get back to my friend over there. But you seem like fun. Do you want to hang out sometime?”

“This is so crazy, I can’t believe we’re randomly talking. I don’t even know you!” she mused.

“Yeah, well life’s an adventure. Sometimes you gotta take a chance. So what do you think – you up for it?”

“Okay we can try,” she smiled.

“Cool, give me your number and I’ll send you a text.”

We went out later that weekend, danced salsa, and had a great time.

From then, we casually dated for a month or so. She showed me some awesome places throughout Medellin and helped me improve my Spanish. The crazy part, though, is it never would’ve happened if I didn’t go up and say hi!

Life is full of opportunities just like that one with Isabella. Chance encounters that give you an opportunity to meet a great girl you click with. When you have the game-changers working on your side, and you’re aware of your surroundings, you can take advantage.

It really is a skill – and it’s one that’s helped me to meet beautiful girls in cities all over the world. In this chapter, you’ll learn how to develop the skill of meeting women during your everyday life, so you can, too. That way, every time you leave your house, you truly do embark on a new adventure.

The “formula” boils down to this:

- Know where to go and restructure your weekly activities to follow suit
- Approach the right way
- Drive the conversation
- Close the conversation

Where to Meet Women During the Day (and Restructuring Your Activities)

“I don’t have time to go out and meet women.”

I've heard this excuse many times before. In reality, we've all got 24 hours in a day and if you want something bad enough, you'll make time for it.

But meeting women in your everyday life cuts right through the heart of this excuse. That's because, with a few tweaks in your schedule, you can make it easy to come across more women during the day – and at that point, all you've got to do is spare a few minutes to approach them.

It starts with figuring out where quality women hang out:

Upscale Shopping Areas

Every big city - and many small ones - have some type of upscale shopping area or walking street. Women flock to these, and typically aren't in a rush when they're there.

The best times/days to go: Weekend afternoons (12 – 5pm) and weekday evenings (5-8pm)

Mid-Tier Gyms

Though there are certainly quality girls in higher-tier gyms like Equinox, you'll find more girls (who are more approachable) in mid-tier gyms, like Gold's Gym. These gyms are more affordable and accessible for many people.

The best times/days to go: This depends on the gym as well as your city. Experiment with different times (you'll see very different crowds at different times and days).

Parks

Parks are great for meeting women. Most of the girls you meet there will be super chill and open to conversation. They won't be in a rush, so they'll have some time to talk too.

One thing you want to be mindful of, though, is not overstaying your welcome (i.e. forcing a conversation for 10+ minutes when she doesn't really want to talk). Just be aware of this in your conversations, and be ready to bounce out after a few minutes if it seems she wants to get back to her original activity (like reading or listening to music).

You can see me approach a girl at the park in Berlin in this video, right around the 5:20 mark: <https://youtu.be/pU8r-GDCw70?t=320>.

The best times/days to go: Weekday early evenings (4-7pm) and weekend afternoons (12-7pm)

Tourist Attractions

Tourist attractions are typically filled with, well, tourists! So, it's more likely that you'll meet girls who are visiting the city. This is fine, especially if you're open to short-term dating and flings – many of these girls will be open to that as well, and feel adventurous because they're in the middle of a trip.

The best times/days to go: Depends on the attraction. For a more chill atmosphere with less people, try during the week. For a little more hectic atmosphere (but with more potential to meet girls), try the weekend.

Cafes

The great part about cafes is that most people are open to conversation, otherwise they'd just drink a coffee at their house. You'll find everything from entrepreneurial girls working, to girls hanging out and chilling with friends.

The best times/days to go: There's never a bad time to go to a café – you'll just meet different types of people. During the week from 9am-7pm, you're more likely to meet girls working from their laptops. During the weekend at the same times, you're more likely to meet small groups of girls that are hanging out and having coffee/lunch.

Quality Grocery Stores

Just about every time I've walked into a Trader Joes or Whole Foods grocery store, no matter where I was in the USA, there was at least one attractive girl.

Quality grocery stores attract higher quality girls because these girls care about their health and want the best quality food. That's part of what makes them quality girls!

If you don't have a Trader Joes or Whole Foods, do some research to figure out the highest quality grocery stores in your area, and give them a try. This makes every grocery trip an adventure.

The best times/days to go: Weekdays from 5pm-8pm; weekends from 11am-6pm

Restructuring Your Weekly Activities

Maybe you go to some of these places now, but you just haven't been very aware of your surroundings. Maybe you don't go to any of them and you need to get out more.

Either way, it's easy to add more of these into your weekly schedule...

For example:

- Instead of working/studying from home every day, pick 2-3 days and do it from a café.

- Try and pick a café that's nearby an upscale shopping area. Take a walk through it after work or on your lunch break.
- Skip out on the lower quality grocery store and try out Whole Foods or Trader Joes once or twice a week to get your groceries.
- Instead of reading a book or listening to a podcast from home, go take a walk in the park. You can also cut through the park when you go outside for your lunch break.
- Not a lot of girls at your gym? Try switching up the day/time that you go, and even consider going to a more popular gym that'll give you more opportunities to meet people (and beautiful women)
- Feeling bored on a Saturday? Go and check out a local tourist attraction and start some conversations.

Just by making one of these “activity switches”, you’ll have the chance to meet more girls in your daily life. So – no excuses – let’s add a few of these in and start making it happen!

How to Approach Women During the Day

It’s great to “put yourself in position” to meet beautiful girls. But how do you start the conversation, and where do you take it from there? This is where it usually falls apart...

Again, most guys don’t have a gameplan so they steer clear of any opportunities. That ends today though. Here, I’ll give you a plan to drive any conversation, so you can go from “Hello” to a first date in no time.

So to start, you need some ways to start the conversation. There are lots of good ways to do that, and it depends on just how much context you have.

If you’ve got no context – maybe you see her on the sidewalk or walking through a shopping mall, then there are a couple “go-to’s” you can use.

First, you can go direct and state your intention from the start. This is a bit more ballsy: “Hey, I know this is random, but I saw you walking by, thought you were cute, and I had to say hi.” You can also go the easier route, and ask for directions, then cut her off. “Hey, do you know where the nearest Starbucks is?” Then, right when she starts answering, you cut her off and say, “Actually, I gotta be honest. I just thought you were cute and I wanted to say hi.”

The above allows you to test out the vibe before stating your intention, and also get an up-close view of her so you know for sure if it’s a girl you’re attracted to. I’ve used both hundreds of times – they’re simple, allow you to make a good first impression, and get the ball rolling.

Have both of these in mind anytime you go for a walk. That way, if you do see a cute girl, you won’t have to hesitate and think of what to say – you can just go and start the conversation.

Often, though, you'll be in an environment that provides you with context, like many of the environments we mentioned above. If that's the case, it's best to use that to your advantage to start the conversation.

Let's look at some examples:

- **The grocery store:** Use something from the aisle; i.e. if you're in the cereal aisle, "You can't go wrong with fruit loops," or, "Cookie crisp is so overrated."
- **The gym:** Make a comment about her workout, i.e. "I see you're crushing legs over here, and I'm trying to add some more leg exercises to my routine. Do you have any recommendations?"
- **The café:** "Do you know the wifi password here?" or, "What's good on the menu here?"

As you can see, you don't need any crazy magic line. You're simply opening a dialogue that allows you to make a good impression and push things along. What you say at the beginning doesn't matter all that much – it's just important that you say something and don't let the opportunity slip.

How to Drive the Conversation

Conversation starters are great – but you need to move things along. That's where the conversation bridge comes into play.

The bridge allows you to move the interaction from an introduction to a real conversation.

Here are some potential conversation bridges you can use:

- *"What are you up to?"* This tells her your logistics (whether or not she's in a rush) and gives you more fodder for conversation.
- *"You seem like a New York/LA/Southern girl"* – You make an assumption about where she's from. This is a great way to make it flirty (i.e. she might reply, "Why do you think I'm from NYC?" and you could smile and say, "You give off those city girl vibes.")
- You seem like a fun/creative/energetic type of girl – You make an assumption about what type of girl she is.

From there, you can ask open-ended questions to keep leading the conversation:

- What brought you to this city?
- What do you like to do for fun here?
- [If she's with a friend] How do you guys know each other?
- [If she was listening to headphones] What kind of music were you jamming out to?

Look for opportunities to relate back. For example, if she says she came to NYC to get her law degree, you could say, “I’ll have to remember not to argue with you then [tease]; I came here because I love the big city and I always wanted to live in NYC. How’s it been going for you so far?”

How to Close the Conversation

You don’t need to have a super long conversation. Generally, the conversation structure should be:

- Conversation starter
- Bridge
- Light banter/flirting
- 1-2 open-ended questions sprinkled in, while listening and relating
- The close

The whole interaction can take place in as little as a minute. If there is strong off the bat, you can try to push it a little longer. But then it’s time to go for the close.

As far as how to close, there’s a few scenarios you should account for:

1. You or her have somewhere to be, and can’t lead the conversation anywhere:

Maybe she’s got somewhere to be soon or she’s just generally in a rush. In this case, go for the number. It’s better to do this in a few minutes, rather than try to drag the interaction on for 20 minutes. That’s because things will start to get stale since you can’t switch locations and lead her. So, by going for the number at a high point before things stale out, you give yourself the best chance.

How to do it: *“I gotta run, but you seem cool. Do you want to hang out sometime?”*

When she says yes, say, *“Cool, give me your number and I’ll send you a text.”*

2. There’s good chemistry and you both have time:

Let’s say you meet her at the park, and ask, “What are you up to?”. She responds, “Just hanging out here!”. In this case, there’s an opportunity to go to a new location with her for a little “instant date”, as she isn’t busy.

If there’s good chemistry, you can offer to lead things along after a few minutes. “You seem like fun – I’m actually going to run and get a coffee at this cool café nearby. You want to join?”

Just like that, you transition from a chance meetup in the park, to date.

3. The vibe isn't great, and the conversation feels weak:

This will sometimes happen – you won't have chemistry and the conversation feels like a chore.

Sure, you can say, "Well, it was good to meet you," and be on your way. There's nothing wrong with that. BUT, I like to build the habit of going for the close, especially when you're just starting your journey of improving with women.

To do this, you can't simply use the close from #1 above. She'll often say no, but sometimes she'll surprise you with a yes. Either way, you get used to going for the close, and this alone will give you more opportunities with women.

How to Meet Women at Night

Meeting women during the day is great – but I'll be honest: I love meeting women at night.

People are out to be social, there's good music, and every venue has tons of opportunities to approach beautiful girls. There's also a higher chance to bring the girl home and close the deal that same night.

There are lots of reasons why nightlife is great for meeting women – still, though, many guys shy away from it. They've got excuses like:

"I don't drink."

"The music is too loud."

"I don't like to dance."

"You can't meet quality girls there."

And a ton of others. Here's the thing though: You don't need to drink to have a fun night out and pick up girls. And if you don't like the music, then you can pick a venue where you vibe more with the music (or one where the music isn't so loud). Don't like to dance? That's fine too – you can find a more loungey venue that's right for you.

There's plenty of quality girls to be found as well, so that last excuse is BS. In fact, some of the most quality girls I've met have been at nightlife venues.

If you still find yourself hesitant to try nightlife, though, here's a perspective shift for you.

Instead of seeing it as a "night out", see it as a practice ground. You've got hundreds of attractive girls at any given venue – and unlike the daytime, they're all in one place. So, you can get tons of practice in, in a very short amount of time.

If you do it the right way, nightlife can be the best place to rapidly improve your communication and dating skills.

In this chapter, you'll learn how to master nightlife so you can meet girls, find wingmen, and have a great time. This is not theory – everything here has been meticulously put together and tested over thousands of nights out, so that you can pick it up and have a roadmap.

How to Choose the Right Venues

When you think of nightlife, what do you picture?

If it's a giant club with super loud music and packed to the brim with people, there's a good chance you've been choosing the wrong kinds of venues.

Why? Well sure, you can have a great time at these types of venues...

...but, they're not the most conducive to meeting women. Unless you're a seasoned nightlife veteran, you'll probably have the hardest time (and the least amount of fun) at these kinds of places.

Think about it: there's tons of stimulation (loud music, lots of people) so it's more difficult to have a focused conversation; usually girls go out in huge groups so it can be harder to get alone time; it's easier to "lose girls" in the crowd unless the two of you are super locked in.

You'll probably have better luck at the following venues and types of events...

Loungey Bars

Think a hotel lounge or a cool bar. The music is loud enough to vibe to, but not so loud that you have to yell. These are some of my favorite kinds of venues, and they can have the highest quality girls.

Venues with Variety

Think a club or bar that has several different areas and rooms. Maybe a chill area, a dance floor, and an outdoor area. This makes it easy to lead girls around. Plus, if the music is loud in one room, you can use it to dance and get physical, then take the girl to the outdoor part to have a conversation. So, it helps add some depth to your interactions.

Dive Bars

Yes, even the chill dive bar in the outskirts of the city can be a good place to meet girls. The right dive bar will have a small crowd during the week, where it's super low pressure to talk to girls and very minimal competition. These can be great places to dip your toe into nightlife if you're just getting started.

Music Festivals

These are a bit more on the challenging side, as there are thousands (maybe even tens of thousands) of people and a lot going on. But people are generally very open and there are lots

of different ways to lead (i.e. between different bands in the festival, to the bar, to get food, etc.). Most girls at festivals are generally a bit more open to adventure than they'd usually be, too.

All of this can make for some fun and quick hook ups. Plus, because it's so big and open, you can jump around and see what areas you vibe with the best. The possibilities are endless.

Singles Events and Networking Events

You can throw language exchanges in here too, which are great especially if you're travelling outside of the US (lots of people are looking to learn English, and you'll often find high quality girls at these exchanges).

People go to these types of events expecting to meet people and be social, so they'll all be open to getting approached. When it comes to singles events, though, you need to act fast. The sexiest girls often get scooped up and into conversations the fastest – so, if you wait to make your move, you might not get another chance.

Beer Gardens

Depending on the city, these can either be a great “pre-game” option for people socializing early in the night, or even make for a full night out.

The music isn't too loud, the drinks are good, and people are generally open, so it's easy to start conversations.

Finding the Perfect Venues for You

Do some research – both online and in-person – to find the best of these venues in your city. Don't just look at Yelp or TripAdvisor – usually those ratings aren't very accurate for nightlife (just a bunch of butthurt dudes who got rejected, posting about how the place sucks).

Instead, look for blog write-ups, where people give you an honest take of the best venues and tell you what you can expect. This can be as simple as Googling, “What are the best nightlife venues in NYC?” and navigating to the blogs that pop up. Use this strategy to get your “nightlife venue” list started and figure out the first places you'll try out in-person.

Then, when you meet cool people, ask them what venues they like the best. This can give you insight into cool places you haven't heard about yet, as well as places that might be under the radar and not on the web.

Know Your Logistics

“I hope I get lucky tonight!”

Have you ever heard the term “getting lucky” in reference to bringing a girl home from the club? It’s a common term, and it’s no surprise – because most guys truly do have to “get lucky” if they have any chance of bringing home a lady.

That’s because they have no gameplan and no idea of their logistics. That’s good for you though, because it means it’s easy to get ahead of the game.

Whenever you go out, you should know your own logistics. This means:

- Where you’re staying, and whether or not you can take a girl back there.
- How far away you’re staying from the venue.
- Who you’re going with (and whether or not you can take a girl to their place).
- How you’re getting home.
- When you have to wake up in the morning.

This gives you a lot better chance of taking a girl home, because you know what you have to do.

For example, if you’re staying at your parents’ house for the night, you probably can’t take a random girl back there. So, if you want to bring a girl home, you need to find a girl who has her own place somewhere close by the venue, so you can go there.

On the other hand, if you’re staying a 5-minute walk away, then you know you’ve got a lot more flexibility. You don’t even need an uber to bring a girl home, you can just go outside and walk over.

The awareness of your logistics will help you prevent things falling apart with a girl at the last minute, as it does for so many guys. For you, it won’t be about “getting lucky”, because you’ll have intention behind your actions and an actual gameplan.

Master the Venue

You know the venue you’re going to, and you know your own logistics. Now it’s time to head out and master the venue!

This means 1) making an entrance and 2) getting to know the layout of the venue (if it’s your first time there).

So, what does it mean to “make an entrance”?

Quite simply, it’s walking through the venue like you own the place. You walk slow and intentionally, using good posture, and attempt to make eye contact with different women as you walk in (like the way James Bond would walk into a party). Have a slight smile on your face when you do this (a smirk is fine, you don’t need to show any teeth). Mentally, you’re thinking, “This is my night. Every girl in here wants me.”

This shows you where some of the hottest girls are hanging out, while also making them easier to approach later (since they’ve already seen you and you appear confident). Plus, you look like more of a badass than the average guy, who meekly walks in and darts right to the bar for his first drink.

From there, you want to get to know the layout of the venue. So if there’s a few different rooms, check them all out and get a sense of what the vibe is like, as well as where the different bars and bathrooms are located. This will give you a mental roadmap of how and where you can lead girls that you talk to.

Build Social Momentum

Now it’s time to build social momentum, which is one of the biggest keys to a successful night out.

Social momentum is like the “progress bar” of your energy level. With every conversation you have, you’ll feel more social and free flowing, and build a little more momentum.

The more social momentum you have, the easier the next conversation is. But the more stagnant you are, the harder it is to start a conversation in the first place.

That’s why it’s key to get social from the start and be social with everyone. Chat up the bouncers on the way in, make a joke with the bartender, and talk to other people beside you if you’re getting a drink at the bar. If you’ve got a drink, cheers some of the people around you. All of this builds your momentum.

Then, when you see sexy girls you want to talk to, it doesn’t feel like climbing a mountain to do so. It’s just another conversation and it feels easy. What’s more, she’ll feel your positive vibes when you approach her, and the interaction will usually go a lot better (and you can just laugh it off if it goes badly – you’re feeling good and you’re not going to let one girl’s reaction ruin your night!).

Manage Your Drinking

It's easy to get carried away with drinking. You have your first drink, then a second, and then a third, then things start to get hazy.

Lots of guys using drinking as "social courage", but it's a slippery slope. Soon enough – after about the third drink – your social awareness declines and you become less calibrated. This weakens your communication skills and compounds a little more with every drink.

Plus, if you're drinking with a girl, then the both of you get too drunk to do anything afterwards (like go home and hook up).

You've also got a terrible hangover the next day, which hinders your ability to do work, think clearly, and push your lifestyle in the right direction.

So, it's far better to manage your drinking. Here's how I like to do this on my nights out:

- Alcoholic drink 1
- Soda water
- Alcoholic drink 2
- Soda water
- Alcoholic drink 3
- Stop drinking and switch to soda water

I cut myself off after 3 drinks, and I've had plenty of water along the way so I don't get a hangover. If I'm with a girl, I try to maintain the same pace with her so at most we get a light buzz, but remain coherent and don't get sloppy.

(Side note: if the girl you're with is drunk, don't try taking her home or making a move. That's not cool. Better to get her number, take her back to her friends, and move on with your night.)

Not only does this make for better nights out, but it makes your nightlife habit more sustainable. You don't sacrifice a full day of a hangover as a result (or sometimes, even two!). I learned this lesson the hard way after many big nights out, and they hit me harder as I got older.

Get "Approach Invitations"

The ability to get and recognize approach invitations will set you apart from 99% of guys. And when you've got the game-changers on your side, and you make an entrance, you should get lots of approach invitations on any night out.

An approach invitation is when a girl makes a subtle (or sometimes obvious) gesture that she wants you to talk to her. The reason she makes a gesture rather than approaches you is because it's too socially risky for her to approach a guy. She doesn't want to risk rejection – she

feels that's the man's job. So, she makes the gesture in hopes that you recognize it and make a move to talk to her.

Here are some common approach invitations girls will give you:

- She'll look at you and smile.
- She'll look in your general direction multiple times for no reason.
- She'll pass close by you and maybe even brush against you.
- She'll position herself nearby you for no reason.
- She'll ask you an innocent question, like if you have any drink recommendations, or even for directions.

The crazy part is, guys overlook even some of the obvious ones. They'll think, "She's probably not looking at me," or, "I'm not sure what to say to her anyway," and do nothing. Don't be one of these guys!

These approach invitations don't just happen at nightlife venues, either. They can happen everywhere from restaurants, to cafes, to a busy sidewalk! That's why you've got to be aware and ready to take action.

Heck, I remember one specific time in Europe, where I was walking through a street of crowded restaurant patios. A sexy girl caught my eye from about 15 feet away, and I saw her smile. I walked through the restaurant, approached her table, and started a quick conversation. I invited her and her friends to come out with us later that night – they agreed, met us out, and we all had a great time.

Approach invitations are powerful because they allow you to make a "warm approach" (i.e. like you already have some familiarity) rather than a "cold approach" (i.e. where the two of you haven't acknowledged each other yet). There's already an expected and assumed level of attraction (especially if you've both made eye contact and smiled). This makes things easier for you.

Now, you won't always get these invitations from girls you want to talk to. Often, and especially as you get started improving, you won't. So, you've got to be prepared to start conversations from scratch. And that's fine – some of your best conversations will happen this way. I've dated many girls who never gave me an approach invitation at the start.

Note: Just because she hasn't given you an approach invitation doesn't mean she hasn't noticed you (some girls just shy away from giving these invitations).

The Best Conversation Structure

What do you say when you approach girls at night, and how do you build the conversation?

Let's start with the beginning – the conversation starter.

When it comes to nightlife conversation starters, there are a few that work really well:

- *The “easy intro”*: “Hey, you guys look like fun. How’s your night going?”
- *The observation*: “That drink looks awesome, what is it?”

These are my go-to’s. The first is pretty much my default and works well. It removes “thinking” from the equation. You know you can just go up, drop that line, and get some sort of conversation started.

Here are some other options to start things off:

- *The “dance floor hip bump”*: You playfully “hip bump” a girl while dancing close by her. When she looks at you, smile, take her hand, spin her around, and start dancing. This takes some courage, but works very well if you do it confidently (and a lot better than trying to yell on the dancefloor!).
- *The tease*: “I saw you checking me out over there and I had to come say hi. How’s your night going?” (this is riskier, but can work very well if she’s given you an obvious approach invitation).

Once you start things off, though, where do you go next? That’s where the nightlife conversation bridge comes into play. Remember, the bridge is what moves things from an introduction to a real conversation.

Here are some easy bridges you can use:

- *The assumption*: “You seem like an X girl.” – i.e. you seem like a New York girl, a trouble maker, a fun girl, etc. By making a guess about her, you elicit a more emotional response from her (whether you’re right or wrong) that builds the conversation and helps get her attracted.
- *The group dynamic*: Most of your nightlife conversations will be with groups of girls. This gives you two easy bridges: 1) Look at the girls and say, “You guys are best friends, aren’t you?” or 2) “How do ya’ll know each other?”

When it comes to group approaches, the biggest key is getting the whole group engaged and “won over” from the start. That’s why those two above questions work so well. They tell you about the relationship dynamic and show that you have the social savvy to get the group involved, rather than just talk to the girl you like.

How to Lead

Now you might be wondering, “Okay, I can start and move conversations, but how do I close the deal?”

That’s where leading comes into play. By leading, I mean moving the interaction forward both verbally and physically, towards a desired destination. This destination could be taking her home for a hook up, or even getting her number and moving on with your night. Either way, though, you’ve got to lead things towards that. Otherwise, you’ll rely on luck and that’s not why you’re reading this book!

The more you lead her, the more she gets comfortable following you, and the more invested she gets in the interaction. This builds trust and makes it easier for you to “close” the conversation, whether that means getting her number or bringing her home.

Leading also allows you to test for “compliance”. Compliance is the level at which she’s willing to follow your lead, and it tells you how much she likes you at a given moment. For example, though she might be willing to go to a different room at the bar with you, she might not be ready to go home with you yet. Her level of compliance isn’t high enough, and you’ve got to lead her more.

Here are some ways you can physically lead her:

- *Move around to different places within the venue*, like to the dance floor, then back to the bar, then to the outdoor loungey area. To do this, you can simply say, “Let’s go to the dancefloor,” then put your hand out, let her take it, and lead her there.
- *Dance with her*: Dancing is an easy way to get physical – just be sure to vary between dancing close with your bodies touching, and dancing a few feet away. This way, you keep her wanting more and don’t come across as overbearing.
- *The “quick hug”*: When she says something you like, give her a playful hug. This will help you get a sense of how comfortable she is with you. If she stiffens up, it means she’s not bought in yet, but if she welcomes it, then you’re on the right track.
- *The “quick kiss”*: Instead of going for a 5-minute makeout session like most guys do (and ruining the tension), go for a quick 5-10 second kiss, then pull away. You can do this multiple times throughout the night. It’s better to hold off on the make out until you’re in a private place where a full hook up can happen.

And here are some ways you can verbally lead her:

- *“Make it real”*: After you’ve talked for a bit, dive deeper and ask her open-ended questions like, “What brings you to NYC?”; “What kinds of things are you passionate about?”; “Where have you always wanted to travel?”
- *Relate back with stories from your own life*, to show her you understand her and are on the same wavelength. For example, if she tells you she loves Paris, you can say, “I’ve always wanted to go to Paris. The French cheese and the Eiffel Tower have been calling me for years, but I haven’t made it there yet. What’s it like there?”
- *Open up her mind*: You want her feeling as open and adventurous as possible, because that makes her more likely to want to go on adventures with you. To do this, get her talking about her biggest adventures.
- *Go for the close*: When you’re ready to invite her home (and she’s showed compliance throughout the night), you can say, “Let’s get out of here.” When she asks where, you can say, “Adventure, c’mon.” If you’ve followed everything we’ve talked about so far, she’ll often be surprisingly likely to follow along... And if she’s not, you can lead her a little more and try again.

A note on going for the number: You don’t need to have led her much to get her number. Especially if it’s early on in the night, you can do “quick closes”, where you talk to a girl for 5-10 minutes, then ask for her number and bounce out to your next conversation. The way you “lead” is by correctly asking for her number. To do this, say, “I’m gonna check the rest of this place out, but you seem like fun. Do you want to hang out sometime?” Then, when she says yes, give her your phone and tell her to put her number in. Then, drop her a text with your name and the place you met, and then text her the next day with some “callback humor” from the conversation (i.e. “Hey Daniel, my hips are still sore from all that salsa dance last night. You gotta go easy on me next time!”).

How to Find (and Be) a Good Wingman

It’s hard to find a good wingman – so I figured this would be a good place to give you some practical advice on how to do so.

First, let’s define what a wingman is: it’s a guy you go out with to talk to girls. You are there to support each other on that goal and have a lot of fun along the way. You don’t *need* a wingman and it’s perfectly fine to roll solo if you want to. It’s actually better to roll solo than go out with a bad wingman, because a bad wingman will sabotage your night. But, a good wingman can make your night more fun and make it easier for you to have success, especially with groups of girls.

Now, contrary to popular belief, there’s more to being a wingman than drunkenly patting your buddy on the shoulder and saying, “You’re the man bro!” as you walk by. There’s some

sacrifices and selflessness involved (in support of the greater good), and it should be a lot more subtle than saying, “Brian is an AMAZING guy!”.

Now, in order to find a good wingman, you’ve got to know what it takes to be a good wingman yourself. So, what *does* it take?

Honor the Ratio

There only needs to be one guy for every girl in the group. Once there are more guys than girls, it throws things off and creates competition. So, if two of your friends are chatting with two girls, there’s no need for you to enter the conversation – let them do their thing. But if there’s two guys and three or more girls, then by all means hop in and contribute.

Give It Time

A common mistake guys make is to walk up and start the conversation together with their wingman, like a team. But this, again, is unnecessary and actually creates more discomfort for the girls. Instead of one random guy talking to them, they’ve got two, and it’s a lot to handle.

A similar mistake is when one guy approaches, then his wingman jumps in a minute or two later. This actually undermines the whole situation, because the girls still aren’t yet comfortable with the first guy yet.

What’s far better is to give it time. Let your wing hang in there for 5-10 minutes and win the girls over. Then, when you hop in, he can properly introduce you and help you make a good first impression, rather than you interrupting things a minute into the conversation.

Don’t Step on His Toes

When a wingman hops into a conversation and tries to “one up” his friend, it’s the worst. For a short time in my early twenties, I had a wing who’d always do this. He’d hop into the conversation and say things like, “You know he still lives with his parents, right?” To make it worse, he’d often get a little flirty with the girl I was talking to.

This completely screwed up the vibe and made us both look bad. Remember, you’re there to support each other, not undermine each other.

What’s far better is to assess the situation (i.e. which girl your friend is going for, his energy level, and the group dynamic), and see how you can help out. Maybe there are two girls, and one of them could use some “warming up”. Maybe there’s a couple of attractive girls in the group that you’re also interested in. Whatever it is, be aware of the situation and try to add some type of value. And whatever you do, don’t try to swoop in and “steal” the girl your friend is talking to – that’s a weak move.

Point Out Your Wing's "Type"

One of my favorite wingmen was a guy named Kevin, back in my Boston days. He always had my back, but one of the best things he'd do is point out girls who seemed like "my type."

You see, as you go out with a guy more and more, you get a sense for what types of girls he tends to go for. Some guys like fit blonde girls, others like curvy Latinas, and others love brunettes. Every guy has his type.

Kevin's hit rate was amazing though. It felt like 90% of the time where he'd point out "my type" of girl, he was right – I'd approach her, it'd go super well, and we'd have a great time. So, try to do this for your wingmen as you get more familiar with what they like, too. They'll start doing the same for you, and it'll make everyone's night more fun.

Don't Force a "Group Convo"

One of the best ways you can support your wingman is to help him get some "alone time" with his girl. This might mean hopping into the group and having a 5-minute conversation with the girl's friend (even if you may not be all that interested in her). If you like the friend, it might mean keeping the interaction going and pushing things forward with your wing (more on that next).

Either way, you shouldn't constantly try to interact with your wingman. Again, your purpose is not to moderate a group discussion – it's to help him get some alone time with his girl, and possibly you too as a result. Extended group interactions actually makes this more difficult.

Lead Together

This one applies mainly if you like the other girl (or girls) in your wingman's group. If not, you probably shouldn't stick with them all night, just aim to give your wingman some time alone to connect with his girl.

But if you do like the other girl(s), then it's best to lead together with your wingman. For example, take them both to the dancefloor, then back to the bar, then outside for some fresh air. Eventually, suggest the "pull", where you try to take them home together (i.e. "Let's get out of here for an after party!").

And once you're all back in a private place, you need to make moves. If you all just sit in the living room for an hour, nothing will happen. An easy way to separate is to tell your girl, "Let me give you the house tour," or "Let's go check out the rooftop view." That'll give your buddy enough time to make a move, and you can make a move as you go about the house tour or make your way to the roof. Obviously be cognizant of what the girls want – if the girls aren't comfortable with the situation, don't try to keep moving things forward. Be respectful.

Anyway, these things will make you a great wingman. And when assessing a friend's "wingman abilities" you should keep these things in mind. Not every friend is going to make a great wingman, and that's fine.

Here are the qualities you should look for in a good wingman:

Similar or above skill level with women – they should either be around your level of social ability, or a bit better. This will make sure they don't bring you down or sabotage you, and you can grow together. Just make sure to avoid getting jealous if they're better than you with girls – observe what they do and use it as a learning experience.

Socially aware – You want your wingman to understand and be able to adapt to different social situations. He should be able to walk up to a group and understand the dynamic, avoid badly-timed and over-the-top jokes that kill the vibe, and be able to add to the vibe of an interaction. You want him to make you look good, and you want to make him look good, too.

Self-Reliant – He doesn't have the "victim mentality." He takes responsibility for his own success, and doesn't blame you, the girl, or anyone else if things don't go his way.

Loyal – You want a guy who isn't going to screw you over. He won't try to steal your girl, undermine an interaction, or get jealous. He'll also have your back in case things do go wrong.

A positive disposition – Not every night out will be amazing. Sometimes you'll face lots of rejections and the venue won't be that great. You want your wingman to be positive through even the tough times, so the vibe is maintained, and you pick each other up (instead of falling into a negative spiral).

Wrapping Up How to Meet Girls at Night

You now have a gameplan for going out at night and meeting women. This easily puts you far ahead of the majority of other guys – now, it's on you to go out there and apply what you've learned!

If you do this, nightlife will transform from a hectic place where you've got a lot of fear and negative beliefs, to an adventurous playground where you meet tons of beautiful women, improve your skills, and seize control of your nights.

You'll soon see why I've always loved nightlife so much, and you'll come to enjoy it a lot yourself. Get ready for an exciting journey!

Meeting Women Online

You're now equipped with the tools and strategies to meet women both at night and in your everyday life. Start utilizing these strategies, and you'll not only come across more women, but be able to attract and date them.

However, there's still one more piece to the puzzle when it comes to meeting women – and it's a piece that's gotten significantly bigger over the past few years:

Meeting women online!

This means meeting women through dating apps, as well as social media apps like Instagram.

You never know when the next pandemic or health crisis could be around the corner, and if/when it does pop up, online dating may have to be your main dating source (sure, you can still meet girls in person, it just becomes harder).

Either way, though, you should develop your online dating skills. It's an easy way to funnel in more dates to your week, especially if your daytime/nighttime efforts aren't quite hitting. Just by setting aside 15-20 minutes a day to swipe and message on apps, you can easily get 1-2 dates a week and supplement your in-person efforts.

This gives you more dating experience, which helps you gain comfort around women – this will actually help you meet more girls in person, too, so it really is a win-win.

The problem is, most guys haven't optimized their online dating efforts. They have weak profiles, weak messages, and are often forced to lower their standards to get dates.

This chapter will help you solve that problem, so you can make the most of online dating and use it to add quality girls into your lifestyle.

How to Get Quality Photos

Let's be honest: your photos are the most important part of your online dating profile, and it's not close. A picture really is worth a thousand words, and if done right, you can convey an attractive profile with photos alone.

So, what kind of pictures should you have, and what separates a quality photo from a poor photo?

Let's first talk about what NOT to do. These are alarmingly common mistakes guys make (as in, I see at least one of these in 90% of guys' profiles):

- Selfies: these make your life seem boring, like you don't have many friends. They've got no place in your dating profile.
- Blurry photos: these show that you lack attention to detail and can't even put the effort in to get a good photo. Remove these.
- Big group photos: if you've got one photo with a couple friends, that's fine. The problem is when it's either 1) your main photo (because then she can't immediately figure out who you are) or 2) you've got multiple group photos (this is just overkill).
- "Night out" photos: the drunken fun night out you had last weekend doesn't make for a good online dating photo. It just makes you look sloppy.

The above photos are the "default" for most guys. They require little to no effort, and also provide plausible deniability (i.e. "My photos aren't that good, so if I don't get matches, it's not my fault"). Putting in zero effort doesn't make you cool, though, it just assures you won't have online dating success.

A good online dating profile should have a variety of quality photos, like the following:

- 1-2 photos doing something your passionate about (playing music, throwing a football, building something, etc.) – these show personality depth and give her a sense of who you are.
- 1-2 stylish photos, where you pose in a basic environment with stylish clothing (go to Instagram and "steal" poses from accounts like Magic_Fox and HowToBeast). These show that you clean up nice.
- A dog photo (i.e. a photo with your dog or a friend's dog) – women love dog photos!
- A shirtless photo by the beach – this shows off your body and gives you a reason to be shirtless rather than posing for a bathroom selfie (note: probably better to leave this pic out if you're not in great shape yet).
- A travel/adventurous photos – this shows your adventurous side (can be a in a foreign country, or even just going for a hike).

Note: You don't need a crazy good camera – your smart phone camera works just fine.

These photos will put you in the top 5% of dating profiles. So, aim to get these, but even once you have them, keep taking more and tweaking. You may find that some profile iterations work better than others. Don't think of your dating profile as a "static" thing, but continuously optimize it, and take new photos whenever you get an opportunity.

For example, if you go to the beach with a friend, snap a few good photos of each other. Even if you don't use them for your dating profile, you can post them on Instagram later.

By the way, here are some quick photo-taking tips:

- Basic backgrounds are better. Think a city skyline, a wall, a building, or even the sky. You easily stand out against these backgrounds.
- Avoid “noisy” backgrounds. Think a forest, a colorful room, or any background that takes too much of the focus off of you.
- Lower angles are better.
- Look away from the camera – this makes it seem like a snapshot of your life, rather than a staged pose.
- If you don’t have a friend to help, get a cheap tripod, set it up in your desired location, and take the pictures yourself.

How to Optimize Your Bio

While not as important as your pictures, your bio still plays an important role. It gives the girl a little glimpse into your personality, and shows her what she can expect by messaging you. It’s also a place where you can make it easy for her to message you, if you use the profile questions.

You want to aim for something short, punchy, and fun.

For example, lines like these:

I’d live life on the edge even if I was scared of heights.

I’m a huge advocate of French Toast for breakfast. It’s just something I believe in.

Not to brag, but I complete 60% of my passes in my flag football league.

You can also describe yourself in a fun way, like:

Accountant by day. Struggling break-dancer by night.

Engineer by day. Salsa dancing, football throwing, freestyle rapper by night. Catch me on the dancefloor.

Then, follow it up with a question, like:

Apples or bananas? (Hint: There’s only ONE correct answer)

If you had one superpower, what would it be? (Hint: There’s only ONE correct answer)

As for apps that give you profile prompts, like Bumble and Hinge, you again want to make it short, punchy, and fun. For example:

Bumble asks you for: “Unusual skills...”

“I once won 10 games of scrabble in a row.”

“I haven’t lost a snowball fight since I was 7.”

“Rock paper scissors shoot. But only best-of-3 games – need that leeway.”

Hinge prompts you: “Believe it or not, I...”

“Came in third place in my 8th grade spelling bee.”

“Think Domino’s pizza is actually underrated.”

Bumble prompts you, “We’re the same type of weird if...”

“You like tacos for breakfast more than lunch or dinner.”

“You like going to the gym more than hanging on the couch.”

“Mezcal is your favorite type of liquor.”

Don’t steal these, as I’m sure many people who read this book will try to put them in their profiles. Come up with your own that suit your personality. By being short, punchy, and fun though, you appear as a more intriguing guy, especially when compared to most. See, most guys have super cliché profiles like, “Looking for an honest and adventurous girl” or “I’m a fun, intelligent guy looking for a long-term relationship”.

Plus, asking a question in your profile (like, “If you had one superpower, what would it be?”) gives the girl an easy way to start or build the conversation, especially on Bumble where women are required to send the first message.

If you don’t have a prompt, fewer girls will message you, and those that do will usually have boring first messages (like “Hey!”). But with the question, things can get flirty from the start.

Easy Opening Messages

I’ve seen hundreds if not thousands of opening online messages from guys, and most of them are horribly bad. There’s not a lot of competition here, so it’s easy to stand out.

First off, you want to avoid all the cliché messages like, “Hey”, and “What’s up?” These are boring and won’t get a response.

Instead, it's better to use something from her pictures or her bio, and again keep it short and punchy.

Let's go through some examples (I've take some actual girl's bios and pic examples from Google) ...

1. Her bio says, *"Just moved to New York!"*

Your first message: *"Hey Cindy, so let's be honest: how many times have you gotten lost on the metro so far :P"*

2. Her bio says, *"sunrise > sunset"*

Your first message: *"So you're either a party girl who stays up all night, or a good girl who wakes up before the crack of dawn. I think I know which."*

3. Her bio says, *"I'm a blue-eyed, beer loving and cocktail-making gal"*

Your first message: *"So what kind of drink will you make us on the first date? (This may or may not be a deal-breaker)"*

4. She's got a picture at a famous tourist attraction, like Machu Picchu.

Your first message: *"I dig your Machu Picchu photo. I hope the llamas went easy on you out there."*

5. She's got a picture by the beach.

Your first message: *"I dig your beach photo. I'm guessing you're the type of girl that likes to swim more than sit on the beach chair and tan."*

Flirty Vs Boring Messages

One big key to successful online messaging is to be flirty instead of boring. Girls don't want to hang out with boring guys, so if that's the way you message, you'll be out of luck.

Being flirty and fun is simple, though. It comes down to saying something unexpected with a fun twist.

Let's look at some examples:

She asks, "How are you?"

Boring follow up: "Good, how's your weekend?"

This leads to more boring conversation.

Fun follow-ups:

- *"Walking through the park, blasting Kanye in my AirPods, and just saw a cute dog. The day is off to a good start!"*
- *"Just had a little too much pre-workout on my way to the gym, but I think I'll manage."*
- *"Just finished watching The Office. Steve Carrell is my spirit animal. How you doing?"*

She says, "My weekend was good. Procrastinated studying."

Boring follow up: "Lol what are you studying?"

Again, this is logical and boring. She doesn't want to talk about her studies with a guy she just started messaging online. This is her escape from that.

Here's a fun follow-up:

"You stayed out partying all weekend, didn't you? Such a bad girl :p"

This turns something boring, like "procrastinating studying," and turns it into a fun tease where you accuse her of being bad.

She says, "I want to work in politics, but don't want to run for any sort of political office."

Boring follow up: "Why not?"

Fun follow-up:

"So are you too good of a girl to be a politician, or so bad that you'd corrupt the whole system?"

This takes practice, but train yourself to be more fun and flirty throughout your conversations. You'll get better over time, your conversations will move faster, and you'll get more dates.

When to “Push” for the Next Step

The whole point of online dating is to get the girl to meet you in person. It's not to start a 3-week back-and-forth conversation that leads nowhere. But somehow, that's where guys often find themselves on these dating apps.

So, how can you avoid the ‘texting buddy’ trap and get to the point more quickly? Here are a few steps to follow:

Step 1: Fun/flirty first message (like you saw earlier).

Step 2: 3-4 messages MAX to build rapport and familiarity.

Step 3: Tell her she seems fun, and ask if she wants to hang out sometime.

Step 4: When she says yes, say, “Cool, give me your number so we don't have to message on here.”

Step 5: Set up and schedule the day through text.

Here are a few important things to note:

- It's better to do this in one conversation, rather than extend this through multiple conversations and days. With every passing day you talk to her online, you have a significantly lower chance of hanging out in person.
- The whole interaction doesn't need to be more than 8-12 messages back and forth.
- The flake rate is high with online dating, so don't sweat it. Just keep tweaking and improving your strategy.
- Every message should have a purpose. If it doesn't help you build rapport or push things closer to a hang out, don't send it. If it's boring where you could instead add fun, don't send it. Be intentional.
- If she doesn't have a bikini pic or a pic that clearly shows what type of body she has (no weird angles), then beware: she's probably hiding something (and odds are, it's something you DON'T want to discover). Getting cat-fished is no fun.

How to Meet Girls on Instagram

Instagram is not a dating app, but it is an easy place where you can meet women if you use the right approach. The added benefit to this is when you meet girls from IG, they inherently have

more trust with you. They've seen your profile, determined that you're a cool guy, and decided to take the leap and meet you out. So, you've already got a nice start in the interaction.

The other benefit: many girls you connect with online AND in person will dig and find your IG profile – and they'll judge you based on the quality (for better or worse). So, consider your IG page as your “dating resume” – if it's not done well, it will cause you to lose girls; but if it's done right, it'll help you get more girls (including those who otherwise might have looked past you). Put simply, you no longer have an excuse to NOT build out a good IG page.

I've personally used IG to connect with beautiful women all over the world, everywhere from Bangkok to Mexico. Contrary to popular belief, you don't need a bunch of followers or “the perfect line” to do so, either.

What you do need is:

- An optimized IG page and bio
- A simple outreach formula + closing strategy

That's it! I'll help you get both of those things down right now...

Optimizing Your IG Page

Your IG pictures should be similar to what you post in your dating profile. As a reminder, you want to focus on pics that add depth to your personality, showcase your passions, show off your style, and show off your body. You should also throw in pictures that showcase your sense of humor, too.

Here are some good examples:

- My IG: @dave.perrotta
- @HowToBeast
- @MaxxChewning

Your Instagram bio should be on point, too.

Your bio is where you give a text snapshot of who you are and what you do (you should mix some good emojis in, too). For example, some good bios might be:

Mexico-based (from Boston)
25 countries and counting
Fitness, travel, and photography

Or
I work online
Location-independent

*From the USA
Currently in Austin*

Or

*Underrated flag-football quarterback
Chasing my next adventure
Boston born, LA based*

Reaching Out to Girls

Instagram is not the same as a dating app. Specifically, the primary reason people use it is not for dating – so, you shouldn't treat it that way. That, however, is where many guys screw up when "sliding into the DMs". They go for it right away.

It's better to be more subtle and ease your way in. This will make it more likely that you'll get a response, then you can lead the conversation from there.

First, though, before you ever send a message, you've got to make contact. She's got to know your profile exists.

That means you've got to 1) find attractive girls and 2) somehow connect with their profile.

As for finding attractive girls, here are some ways you can do that:

- Check the IG story of quality nightlife venues. This will show you the girls that tagged stories there.
- Check the IG tags of those quality nightlife venues, as well as other cool areas in the city (parks, boardwalks, walking streets, restaurants, and gyms). Many high quality girls will post and tag these places.

As for connecting with them and getting them to notice you:

- Like 1-2 of their pictures.
- 1-2 comments with a fun emoji on their pics.
- Follow them.
- Keep in mind: the higher her follower count, the less likely she is to see your message. It's easier to connect with a girl who has 2k followers than 200k.

If they see your profile and follow you back, that's ideal, because then your DM will go to their inbox, rather than their "message request" folder where she won't usually see it. Keep in mind, the higher quality your profile (with those pics+bio we talked about before), the more likely she is to follow you back or at least like one or two of your posts.

Once you do this, you can reach out with your first DM.

This is where you want to do something subtle, like ask for recommendations or mention something about one of her photos. All you're trying to do here is get a response and get her engaged.

So for example:

- *"Hey Ally, you seem like you've got great taste and know Austin well. I just moved here – can you recommend me some good nightlife venues with good music?"*
- *"Hey Ally, I saw you just hiked up X mountain. How was it? I've planning to give it a try in a few months!"*
- *"Hey Ally, you seem like you know what you're doing in the gym. I live in Mexico City too – any great gyms you'd recommend I try?"*

From there, you want to build a little rapport. Let's look at a sample convo to see how this works:

You: *"Hey Ally, you seem like you've got great taste and know Austin well. I just moved here – can you recommend me some good nightlife venues with good music?"*

Her: *"Thanks yeah I love Austin. Check out any of the bars on West 6th Street. Greenlight is my fave!"*

You: *"Cool, I'll give them a try! Are you from here or are you a transplant like me :p? I'm still getting the hang of the Texas life ha"*

Her: *"I moved here from Boston a couple years ago. I love it down here, it's so much fun! You're gonna have a great time."*

You: *"Ah a Northeast girl. I knew you seemed a little too "city" to be from Texas! What brought you from Boston? Tired of the cold weather?"*

Basically, you sprinkle in some innocent flirting and keep it going. Then, you start steering the convo towards a subtle close.

Going for the Close

When it comes to closing on Instagram, you should do it subtly as well.

Something like, "Well Ally, you seem like good vibes. Would be fun to grab a drink and hang out sometime this week. You up for it?"

Then, when she says yes, suggest the specific plan.

“Cool. Let’s grab a drink on West 6th street. You can show me the ropes out there!”

And boom, just like that you’ve got a date. Even though the interaction is more “innocent”, it’s still a date, and you’ve got some good things working in your favor:

- She’s seen your profile and liked it, so you’ve already partially won her over.
- It’s a lot more info than is in an online dating app, so there’s less uncertainty about whether or not she’ll like you.

Then, once you’re out with her, just follow the first date gameplan in the next chapter and you’ll be golden!

Wrapping Up How to Meet Women Online

You’ve now got a template to meet women on any online platform.

The biggest thing to remember is to push your conversations. Don’t be one of the many guys who gets “stuck” in 2-week long text convos that lead to nowhere. Be the guy who moves fast, goes for the date, and/or moves on if it doesn’t work out.

This will help you meet girls efficiently and effectively. And heck, you just might meet your next girlfriend this way!

Your Go-To First Date Strategy

If you're bad at first dates, you'll struggle to consistently close the deal with girls as well as build any sort of relationships.

This is another area, though, where guys have A LOT of misconceptions that lead them astray. That's why so many guys struggle to get to the second date and beyond. In this chapter, we'll break through those misconceptions and give you an easy first date strategy you can follow.

This strategy has been tested, tweaked, and built through thousands of first dates between my friends, my students, and I. It allows you to move fast, consistently close the deal, and get the girl wanting to see you again.

The Best First Date Ideas

When it comes to first dates, casual and cheap is the name of the game. This means that most of what you've been told about first dates is horribly wrong and will actually set you back.

I learned this lesson the hard way, after a few too many dinner and movie dates. After failing over and over, I figured out a better strategy that actually worked, and that's what I'll give you here.

So, what are the best ideas? First, we've got to rule out the worst ideas...

Avoid formal and cliché dates

- Dinner: You sit across from each other, interview-style, and are forced to stay there while the restaurant prepares the food, and while you both eat the food. This can easily turn into a 2-3 hour endeavor that you can't just easily leave. Plus, there's the awkward moment of the pricy bill, and whether or not you should pay the whole thing.
- Movie: You sit in the movie, unable to have real conversation, and suffer through the awkward dilemma of, "Do I uncomfortably put my arm around her, or not?" It's just an awful idea and makes it hard to connect and lead the girl.
- Other high-pressure environments: In other words, environments you can't easily leave and/or may come with a high price tag. This could be a super long hike (where you have to commit 2-3 hours) or an expensive event (like a big show).

The higher the pressure, the less conducive it is for easy flirting and conversation, and also the less likely the girl will say yes. She doesn't want to be stuck at an awkward dinner table for two hours, either.

Not just that, though – these dates are also not sustainable. If you’ve got a good casual dating life, you might go on anywhere from 1-3 dates a week. If you go out for dinner every night, not only will you burn a hole in your wallet, but you’ll probably pack on a few unwanted pounds, too. It’s a losing battle! I’ve talked to guys who spend upwards of \$300/week on dates – it blows my mind and it’s just not necessary.

Stick with cheap, simple and casual first dates:

Cheap, simple, and casual first dates are far better. Why? Keep in mind, the whole point of the first date is to vet the girl and get a sense of if you want to see her again. You don’t need a fancy atmosphere for this, when it can be achieved over a quick drink or a walk in the park.

In fact, the more casual, the better, because it puts more of a focus on the connection (or lack thereof) between the two of you, rather than the activity you’re doing.

- Walk in the park or through the city: this doesn’t cost a dime, gets you in nature, and can lead to some cool mini-adventures.
- Ice cream: this is a cheap, fun date and you can finish it off with a walk through the city as well.
- Drinks at a bar: this is my go-to; bars are social, fun places where it’s easy to have good conversation and get physical (just make sure to sit next to her at the bar, rather than across from her at a table)

Your “Pre-Date” Routine

As you go on more dates, you’ll get more comfortable with them and your nerves will go away. But, especially at first, it’s helpful to calm yourself down and feel some “good vibes”. That’s where your pre-date routine can come into play.

You can do things like:

- Call and talk to a friend for a few minutes.
- Watch standup comedy or a funny tv show.
- Listen to your favorite music.
- Meditate.

These things will get you out of your head and help you feel good, and those good feelings can transfer over to the date.

You should also make sure your place is clean, just in case you bring your date home at the end of the night. That way, she feels comfortable when she comes back with you. It also helps to have a beer and/or some liquor handy, in case the two of you want to have a nightcap.

Remember: Be Aware of the Logistics!

We talked about leading and knowing your logistics in the nightlife section, but this is also key for first dates.

You need to get a good sense of the girl's logistics, too. Here are some questions you can ask to do so:

- "What part of town do you live in?" – tells you where she lives so you know if it's easier to go back to her place or yours.
- "Are you any early bird or a night owl?" – tells you if she typically wakes up early (like for work) and may need to go up home early, which means you need to lead her a little faster.
- "What brought you to this city?" – tells you if she's from there (and may live with her parents) or if she moved here (which means she probably lives alone or with roommates).
- "What are you up to tomorrow?" – tells you if she has any early plans the next day, which might again mean you need to move faster.

Conversation Topics to Focus On

We've talked about some conversational topics you can use already, so let's quickly recap those and add a few more in that are good for first dates:

- Adventurous stories: the more adventurous she feels, the more down she'll be to go on adventures with you.
- Music and dancing: these provide an easy excuse to invite her home later (i.e. "Let's go back to my place and you can show me some of those salsa dance moves").
- Where she wants to travel: this provides her with good emotions, and gives you an easy chance to future project (i.e. "Mexico? That settles it – we're hopping on a flight tomorrow. We'll be sipping coronas on the beach in no time").
- Her favorite foods: this gives you an easy way to future project dates (i.e. "Pizza? I can make an awesome pizza. You might have to try it sometime!").
- What you're looking for: for me, I know I like a girl who enjoys working out, likes to cook, and is adventurous. So I'll ask her questions like, "What's your favorite meal to cook?" and, "Are you into fitness?" Her answers tell me just how good of a match we may or may not be, and allow her to "win me over".

Throughout the conversation, you want to make sure you're getting physical with her, too. For help with that, refer back to the physical ways to lead her in the nightlife section. You can use those on the first dates.

You can also:

- Sit next to her instead of across from her (allows for more seamless physical contact).
- Hug her when you first see her (establishes physicality from the very beginning).
- Put your arm around her intermittently at the bar, and see how she reacts.
- Make strong eye contact throughout (roughly 70% of the time).

Leading and Taking Her Home

As for leading her home, you can again follow what you learned in the nightlife section.

At the bar, you can do this after the first or second drink. If you're going for a walk, go for it after the first hour/hour and a half.

You can simply say, "Let's get out of here." Then, when you're outside the venue or the park, tell her, "Let's go back to my place/your place. You can show me some of that music/dance moves/etc. that we talked about."

This gives her an easy excuse to rationalize why she's going home with you. Then, if you do hook up, she can tell herself that "one thing led to another" and it just sort of happened (even though, in the back of her mind, she knows the real reason why she's going home with you).

Some General Rules to Keep in Mind:

- Moving too fast is better than too slow: you can always slow down if you need to. But this shows initiative and dominance. For example, it's better to try to bring her home after the first drink than the fourth.
- Quick kisses are better than full on make outs: The quick 3-5 second kiss builds sexual tension and keeps her wanting more. The long 3-5 minute make out kills the sexual tension and makes it less likely you'll bring her home. Save the make out until you're at home in private, where things can escalate to the next level.
- Try to "seed the pull": In other words, hint at hanging out later in private. You can do this by saying things like, "I'll have to show you some of those dance moves later," or, "You'll have to show me that video later," and gauge her response. This tells you how open she is to continuing the date and going in private with you.
- Ask yourself, "Is she cool?": Most guys go into first dates hoping that they're cool enough for the girl. Instead, flip the script and ask yourself if this is a girl that you actually like. This positions you as the prize – she's the one trying to win you over rather than the other way around.

Wrapping Up Your Go-To First Date Strategy

You now have all the tools you need to not only land more first dates, but have a great time on those dates and even close the deal.

If you follow this strategy, you won't struggle to get second dates. She'll want the second date, it'll just be a matter of whether you want to see her again.

Still though, you need to know what to do after the first date, otherwise even your casual hook ups may come crashing down. That's what we'll talk about next.

How to Build Healthy Relationships

As you meet more women, you'll have more dates and more repeat dates. You'll get to know certain women better, and some of them will want to take the next steps with you.

Relationships are a whole game in themselves, so you've got to have a strategy. Without one, you'll end up progressing further than you should with the wrong girls,

And when I say relationship, I don't necessarily mean something long-term and exclusive. Sure, that can be part of it if that's what you're looking for, but it can also mean a quick hook up, or something short-term and casual.

Either way, you've got to know how to build it the right way or it'll fall apart... Or worse, grow into something bigger than you wanted it to.

Why You Should NOT Get a Girlfriend...Yet

First, though, let's talk about why you might not want to get a girlfriend...yet. For many guys, "getting a girlfriend" feels like a grandiose goal. Sort of the "finish line" of their dating progress. This is a big misconception, though. In fact, rushing into a relationship can screw up your dating life. Again, like with everything else, it's better to be intentional about it rather than just "falling into" something that you don't want.

So, here's why you should NOT get a girlfriend yet...

You've Never Experienced "Abundance"

If you've never known what it's like to be "good with girls", you'll always wonder what could've been. And when I say abundance, I mean:

- You have the ability to confidently approach girls anytime, anywhere, and have a good chance of getting them attracted.
- You get multiple weekly dates and can consistently close the deal on them.
- You consistently turn first dates into second dates, third dates, and beyond.

Every guy should experience abundance at some point, and if you don't, you'll always wonder, "What if?"

Once you have experienced abundance, though, you can get your fill of the single life and move on to something more committed. You won't have that "FOMO" (fear of missing out) about all the girls you never had a chance to talk to.

You Don't Know What You Actually Want

If you don't date from a place of abundance, it's hard to evaluate what you actually want, because you're too busy operating in scarcity. In other words, you're more worried about losing the girl than finding one that suits you, and this is blinding. Most guys don't have abundance figured out, which plays into why there are so many failed relationships.

For example, back in my high school and early college days, I had a long-term relationship of over two years. My girlfriend was a nice girl, but she was also the first girl I ever dated.

Things were going well and at one point, I had thoughts of marriage. I didn't know any better, and this seemed like the correct and easy path.

We hit a rough patch when I went to college. I was exposed to thousands of new girls - it was my first time living outside my small town, and I had no idea what I was missing out on. Before that, though, I was completely hooked on her. We had a mini breakup at one point and it destroyed me.

Fast forward to now and in hindsight, I was lucky it didn't work out. I would've been stuck with a girl who had very different values and this would've hindered my growth and life experience. Once I experienced abundance, it became clear how much of my "love" for this girl was a result of scarcity... If I lost her, I didn't know what I would do.

You Haven't Hit Your Stride

If you're not making the money you want or enjoying the lifestyle freedom you want... You're probably not exposing yourself to many high-quality girls. If you leave "the game" now for a girlfriend, you might settle for a girl well below your standards without realizing it.

You see, as you level up, you'll have more exposure and ability to attract higher quality girls. These opportunities increase as you level up your freedom, finances, and social circle.

Nothing against the girls I dated in college and in my early twenties, but if I'd settled for one of those girls, I would've missed out on a lot. The women I went on to date were higher quality not just in terms of looks, but also in terms of how we matched up personality and value-wise. I began to attract women that I'd never thought I'd have a chance with before – but in my new reality, it felt normal. This will happen for you, too, as you improve in the areas that this book helps you.

You Feel High Social Pressure

Just because your peers are getting girlfriends or getting married doesn't mean that you have to. But I've seen this sentiment time and again with guys. They're friends get hitched, and they

feel the pressure to do the same or they'll be "missing out".

First off, understand that people go through different phases at different times. You've also got to remember that most people are, well, jamokes. Chances are, the average guy hasn't gone through anything close to the transformation you're about to embark on. Plus, the average guy's self-awareness level is low; he probably hasn't experienced abundance, nor does he know what he actually wants. What's worse, he doesn't even know that he doesn't know. So, it makes zero sense to follow in his footsteps or feel even the slightest bit of social pressure due to his relationship choices.

You're on your own journey, and you'll progress based on your timeline. That's completely fine and right for you. Other people can do their thing. You may get distanced from old friends and meet new ones as you progress, and that's fine too. It's all part of growing and transforming as a man.

She's Pushing Hard for It (But You're Uncertain)

Finally, let's say you've been hanging out with a girl for a bit and you like her, but you're not *that* excited about her. Still, you enjoy casually dating her.

But she starts pushing for the relationship. You think, "Well, even though I'm not that excited about her, I don't want to lose her. So, I guess we can give it a try."

This thought process can cause you to slip into a relationship. Before you know it, you're settling for a life-long thing with a girl that you never should've dated in the first place. That's how you get into all sorts of messiness, like divorce and child support down the road.

It's also the result of scarcity mentality. When you know you can choose the women in your life, you won't get worried about losing one, especially one that you're not that sold on.

What you should do in the meantime...

There are two big things you should do in the meantime, as you get these things handled and understood...

First, you should casually date girls. This means hanging out with multiple girls once or twice a week and hooking up. The power of this is it helps you build abundance, as well as shows you what qualities you like and don't like in women. You get real data and experience, instead of theories in your head. It also makes you better in bed, as you grow comfort levels with particular girls, and figure out what they like and don't like in the bedroom.

Second, you should cycle new girls into your dating "rotation." For example, if you casually date one girl, you should have one night a week where you go out and meet new girls, and one night saved for dates with those new girls. You're basically "auditioning" new girls for the open spots

in your weekly line up. This helps reinforce your abundance mentality, keeps your game sharp, and allows you to build more connections.

Pacing the Relationship

“She’s staying at my place all next weekend,” he told me.

My student - let’s call him Drew - just had a great date with a girl. They had drinks, then she came back to his place for a nightcap, where they closed things off with a hook up. She stayed the night and left in the morning, and they planned to hang out again the following weekend.

“Wait, so she’s staying the entire weekend?” I asked.

“Yup, it’s going to be fun!” he told me.

“Let me ask you this,” I said, “Is this a girl you can see yourself being with?”

“I’m not sure, but she seems cool so far. We’ll see where it goes,” Drew replied.

Drew was making the mistake that so many guys (including myself) have made in the past: failing to pace the relationship.

You see, whether you want something casual and short-term, or exclusive and long-term, you’ve got to pace the relationship. Otherwise, it’ll burn fast and flame out quickly, with a lot of unnecessary pain along the way.

By pacing the relationship, I mean slowly building it up so it can naturally grow, so it isn’t forced. And yes, this is important even if you “really like” her.

Let’s look at where guys go wrong when it comes to pacing things:

- They try to hang out with a girl as much as possible from the outset (3-4 times a week).
- They invite her to sleep over the first night they sleep together.
- They try to force the start of a relationship before the girl brings it up.
- They remove themselves from dating apps right away.

This gets things off to a hot and heavy start. The problem is this sets the expectation that the two of you are not just “a thing”, but you’ll also be hanging out A LOT. Once this expectation is set, it’s tough to change things. If you go from hanging out four times a week to hanging out twice a week, it’ll feel like things are fading. What’s worse, it’s hard to “build” from hanging out four times a week. To do that, you’ve basically got to hang out every night or it feels like it’s stagnating.

It's much better to pace the relationship, by doing the following:

- Limit hangouts to 1-2 times a week for the first month or two.
- Let her be the first to bring up any relationship talk, and aim to keep things open-ended at least for the first few months.
- Keep casually dating other girls until if and when the two of you decide to become exclusive.
- Don't have her stay over for the first few weeks.

Not only does this make her miss you more and appreciate the time you spend together – it also allows you to build things slowly and vet her for potential relationship material. You've got time to spot any red flags that might be a deal-breaker (so you can avoid bad relationships) and make any relationship decisions from a healthy place. If she's not good relationship material, then you can maintain the slow "once a week hang-out" pace and casually date, then fade things out over time.

This is far better than rushing into something you may not be ready for, with a girl that you're not all that excited about. Plus, it gives you the best chance to have a relationship that works, rather than one that's built on a flimsy foundation. And finally, it allows you to build a rotation of 2-3 quality girls, where you can pick the one that best suits you... Or continue meeting more women and move on to another.

Now one thing you might be wondering is, "Why is it better to let her bring up the relationship talk first?" Well, you should value your relationship freedom.

As a man building your value, your relationship freedom is a valuable thing, especially as you level up. You shouldn't be willing to give it up to just any girl. See it as a prize that she has to work for. If at some point you decide to give it up in favor of dating a girl exclusively, make her fight for it rather than present it to her on a silver platter. And she will fight for it, too – you can expect her to bring up the "relationship talk" sometime around the 3-month mark. It's at that point where you must decide if you want to keep things going and escalate to the next level with her, push back to keep it casual, or move on.

Is She the Right Girl for You?

After a month or two of dating, you should have a pretty good idea of whether or not you can see yourself dating a girl long-term. However, you need to factor in the right things when making this decision.

Here are some factors you should consider when judging if she's the right girl for you:

- Do you have matching sex drives? This won't always be apparent at the outset – sex happens more frequently then because you're both still new to each other. After the first month or two, though, you should have an idea of how much and how often she wants it, and how that matches up with your desires. If there's a big disparity (i.e. she wants it every four days and you want it every two days), this will cause trouble in the relationship down the road.
- Is the chemistry there? If you've got strong chemistry, that's great, but if it's starting to fade already, then it probably won't work.
- Does she care about improving herself long-term, or is she stagnant? For example, if you love to work out, and she hasn't hit the gym in years, that'll cause issues. If you're super goal-oriented, but she wants to make you the main focus of her life, that probably won't work either.

If you evaluate things and decide you do potentially have a future and you'd like to keep hanging out, that's when you can increase the hang-out frequency slowly... perhaps from once a week to 2-3 times a week. However, if you decide it's better to keep it casual, then keep the hang-out frequency low (once a week) and casual as well (Netflix and chill instead of more elaborate dates).

Wrapping Up How to Build Healthy Relationships

As you can see, there's a lot that goes into building a healthy relationship, whether it be a casual one or a more serious one.

When you factor in that most people are jamokes, it's no surprise that most marriages end in divorce. People get into them for the wrong reasons, don't pace them, and don't properly evaluate the "fit" before jumping in.

Instead, when you're intentional about it, you've got a much higher chance of having successful, fun, and fulfilling relationships (both casual and serious). Plus, you'll learn more about yourself and what you like, as well as how you can be a good partner.

Now, zooming out a bit to the big picture... You now have a complete gameplan for how to be a more attractive man (mastering the game-changers) meet women (online, during the day, and at night), and turn those interactions into casual or serious relationships.

If you put in the work and follow these strategies, you'll have a great dating life, and this will play a big part in achieving your high value lifestyle. But even if you have great friends and a great dating life, you'll still feel like there's "something missing" if you have don't have your money right. That's what we'll cover next in Part 4, so keep reading!

Part 4: The Money Blueprint

Note: This is not financial advice. I'm just telling you what worked best for me and my wealthiest friends.

Reshaping Your Money Mind

The year was 2012 and I was in the tail end of my senior year of college.

“Dave!” my mom exclaimed. “You just got \$5,000 deposited into your checking account!”

I couldn’t believe it. I’d won a small lawsuit a few months prior, due to some light injuries I incurred from a car accident. And the money had finally hit.

At that point, \$5,000 was the most money I’d ever received. Immediately, thoughts flooded my mind on how I could spend it.

I needed to do some clothes shopping – after all, I couldn’t keep dressing like a college guy! My friends were also trying to convince me to rent a house with them the next year. At only \$1,100/month in rent, that’d be no problem! Plus, I had an opportunity to invest in one of my friends’ shows – he was putting on a Big Sean concert. Even though I knew nothing about the industry, I put a few thousand dollars into that too.

Things were great for a few months as I enjoyed this new influx of cash. But very quickly, things began to turn for the worst...

I immediately increased my spending rate, which started draining the funds. I also agreed to rent the house with friends, which financially handicapped me for months. I couldn’t actually afford it, but I wanted to fit in, so I just did it anyway. And that concert investment turned out to be a flop – I lost over 70% of the money.

This all put me in a tough situation – and eventually led me to have basically \$0 in my bank account. I felt trapped.

That was my first inkling that there was something flawed with the way I viewed money. I had the opposite of a wealth mindset – I had a broke consumer mindset.

My first urge with new money was to spend it or to throw it into bad investments. Like most people, I had no idea what I was doing and I viewed money in an unhelpful way.

Fast forward to now, though, and that’s all changed dramatically...

Money is perhaps that biggest factor that will make or break your lifestyle. If you don’t have enough, it’ll restrict your lifestyle, flexibility, and freedom (along with your peace of mind!). This can tear apart relationships and friendships. It’s no surprise that money issues are the leading

cause of divorce.

Having struggled with money for years (sometimes with only hundreds of dollars in the bank), I know how painful and suffocating the lack of funds can feel.

But yet, most people manage their money the wrong way. Even those who earn a lot often struggle to keep their head above water. There are people who make a \$200k income, but spend \$200k each year and live paycheck to paycheck!

It pains me when I hop on calls with guys, and hear that they have less than a few thousand dollars in the bank. But I know how common this is... According to Forbes, nearly half of Americans said they expected to live paycheck to paycheck through 2020, and 53% of Americans said they don't have an emergency fund that covers at least three months of expenses.

The crazy part? That was before the pandemic caused worldwide lockdowns and job loss. But according to an October 2020 survey, that "paycheck-to-paycheck" number increased to 63%. This is dangerous.

So there's no doubt in my mind that "money" is a necessary topic in this book. Not just how to make more of it, but also how to change your perspective on it and make it work for you. All are key for the long-term sustainability and freedom within your lifestyle.

So, let's look at some ways to redefine your perspective on money, so you can earn, save, and spend it more wisely... And use more of it to maintain and build your freedom for the long haul.

Creating Your "Runway"

Tynan (of [Tynan.com](https://tynan.com)) has been one of my favorite bloggers for years. He's a great thinker, and has tons of worthwhile posts on his blog, covering everything from finance to travel gear, and beyond. I recommend checking him out.

In one of his posts, titled, "[Getting to Unlimited Runway](#)", he brings up a great point:

"The two factors I always think about are runway and quality of life. If those numbers are high, then nothing else matters. They are a complete picture."

While I don't necessarily agree that they are the *whole* picture (I'll talk more about what makes up that whole picture later), I do agree they are critically important factors. Reading this post years ago changed the way I view money.

According to Tynan, your financial runway is, “*how many months you can live your current lifestyle based only on savings. If you spend \$2000 per month and have \$20,000 in the bank or other liquid assets, that's a 10-month runway. That's pretty good.*”

At the time I read this, I had around \$36,000 in the bank, and my average monthly expenses were around \$3,000 a month. This gave me a very high quality of life in Medellin, Colombia, with roughly twelve months of runway. I'd just left my last copywriting job to focus on my dating blog, and I felt good about making something concrete happen within those twelve months... And that's exactly what I did. Plus, if I failed to make tangible progress after a few months, I could cut my monthly expenses down from \$3k to \$2k/month and still have a high quality of life there. This would extend my runway by roughly 33%, if I had to do it.

From that point, every dollar I earned served to increase my runway. Thankfully, that runway is still growing and building.

The bigger your runway, the more freedom and security you have. If you knew you could maintain the same quality of life for the next 20 years even if you didn't work at all, that'd be pretty freeing, right? And every extra dollar you earn would be gravy.

Here's another angle on this, though. If and when you can build a passive income stream that is larger than your monthly expenses (i.e. if you can make \$3,000/month from renting out real estate property, and your average expenses are just \$2,500), then you are financially free and your runway becomes unlimited. In other words, your expenses are covered without you having to work.

This passive income can come in a number of ways which we'll talk about in the next chapters. But the way you look at financial freedom and retirement is about to change in a big way.

Geographical Arbitrage: The Secret to Growing Your Runway and Net Worth

Geographical arbitrage is the practice of taking advantage of lower costs of living in different parts of the country or the world. If and when you decide to make money online OR negotiate a remote-work agreement with your employer, this becomes an option for you. That's because you no longer have to live in the place where you generate money.

For example, let's say you work remotely for a company in Los Angeles. Your salary in LA is \$150,000, but for a similar job in the up-and-coming city of Columbus, Ohio, the salary is just \$85,000.

Living expenses in Columbus are much lower, which leads to a lower local salary. But because you work remotely for the LA company, you can take your \$150,000 salary and work from

Columbus.

Instead of \$8k/month of living expenses in LA, you now incur just \$4,000 of living expenses in Columbus for a similar (or even elevated) quality of life. You save \$4,000 a month, just by being in a different location!

We can take this even further. Let's say you build a monetizable skill and land a couple different gigs that pay you a total of \$8,000 a month, all online. Then, you pick up and move to Mexico City, where you can have a great quality of life for \$2k-\$3k a month.

In Mexico City, you can get an awesome apartment in a great location (\$1,000 - \$1,400/month), go out for nice dinners a few times a week as well as big nights out at the club, Uber around wherever you want, and still spend less than \$3k a month.

You "live it up" while still easily saving over half of your monthly income. Plus, with every month you work, you add almost 1.5 months to your financial runway. Not to mention, you get to flirt and date some sexy Latina girls along the way! Sounds pretty good, right?

This is the power of geographical arbitrage, and it's how I've been able to live a high quality of life in places like Mexico City, Bangkok, Vietnam, Colombia, and more, while saving thousands of dollars per month and dating beautiful women.

Once you realize it's power, it completely changes the game.

The key, of course, is generating income in a place where you don't have to be, and spending in a place where that money is more valued. You'll learn how to generate more of this income in Part 5.

Money = Your Freedom Tool

A big reason why people are bad with money is because they spend it on the wrong things and view it in the wrong way.

Specifically, many people view money as a tool to get them validation and impress others. This is a short-term view.

For example, a guy with a \$50,000 salary will go out and buy a \$40,000 car with financing. Then, he'll post a picture of it on Instagram, and the likes and comments will flood in.

"Congratulations!" "That's amazing!" His Facebook and Instagram followers will be impressed.

What he neglects to post, though, is the \$500 in monthly payments the car will incur, draining his ability to save and causing him to fall into debt. The crazy part? If he invested that same

\$40,000 in assets that generated 6-8% yearly, it could be worth \$86,000 in just ten years. Instead, he has a depreciating asset that will be worth less than half its purchase value.

Similarly, a guy with a \$30,000 salary will go out and drop \$300 on a table at the club, because he wants to impress his friends and avoid feeling “left out.” He’ll do this once or twice a month and throw it on a credit card, and the interest will rack up month after month.

This, as one of my favorite guys on Money Twitter, Chris Johnson (@CJ_Johnson17th), likes to say, is “hustling backwards”.

Another money pitfall is lifestyle inflation. Lifestyle inflation is when you increase your spending as your income goes up.

So, if you make \$90k/year and get a \$5k raise, you’ll spend \$95k. This is a dangerous but all too common trap that people fall into. It’s how people make \$100k+ a year but still live paycheck to paycheck, often in an effort to “keep up with the Joneses”.

I did this exact thing early on, with my \$35k/year job out of college. I quickly got a \$1k monthly rent payment, and spent a bunch on partying. I couldn’t afford any of it (but I wanted to keep up with my friends) and I went broke shortly thereafter.

Now, though, my living expenses rarely exceed \$3k in a single month. Even if I make \$20,000 in a month, I’ll still spend that same \$3k. That’s all I really need for a high-quality life in Mexico City right now, so I don’t have the desire to spend anymore. I’d rather make that money work for me, than blow it on unnecessary things that I don’t need.

You see, every dollar I make I view as a “freedom unit”.

For me, the nightmare is losing my freedom and having to return to a place where I don’t control my time or my income. A place where I have to work 40-60 hours a week doing something I can’t stand, and being told when I can leave and “take vacations”.

Every dollar or “freedom unit” I earn makes sure this unsavory reality is more and more unlikely, and gives me more control. What’s more, every freedom unit works for me and generates even more freedom units, through compound interest.

This causes me to spend and invest more wisely, in an effort to preserve and even grow those freedom units. It also motivates me to invest in myself. Even though this requires spending freedom units in the short run, it allows me to enjoy a higher quality of life and make exponentially more freedom units in the long run.

Managing and Growing Your Money

No matter how much money you make (whether it be in your 9-5 job or a new business you start)... It won't give you freedom UNLESS you learn how to manage and grow it correctly. This lack of this knowledge is how professional athletes can make tens of millions of dollars, yet still go bankrupt within a few years of retirement. Money management is a key skill that unlocks the doors to your freedom if you do it right, but robs you of your freedom if you do it wrong.

It took me years to realize this. You see, for a long time, I chose saving money instead of investing.

This is another mindset that was passed down from my parents, and maybe it was passed down from yours, too.

When I was younger, my parents had a real estate property that generated some good monthly rental income. But it also came with a lot of headaches (they didn't manage it efficiently). Even though they went on to sell it for a good profit, which helped pay for my college expenses, they never recommended I get a property. They had such a sour taste in their mouth from it and they never wanted to go through the process again. So, for many years, I shared this same sentiment: real estate isn't worth the headaches.

When it came to the stock market, my parents had also made the common mistake of buying high and selling low. In other words, they bought during the "good times", but then panic-sold during the bad times. I still remember hearing my mom talk about just how bad of a decision it was to invest. And so for years, I thought the stock market was a bad idea and would only cause you to lose money. That said, I actually dabbled in some investing in my early twenties, but of course, I panic sold too and lost money. So this sentiment was reinforced.

This isn't a detriment against my parents – they advised me and taught me what worked (and didn't work) for them. They had good intentions. But again, this is why you need to be cautious when listening to your parents. What worked for them will often not work for you, and times are always changing.

Instead of real estate and stocks, I thought it best to save as much as possible. The more savings I had, the more secure I'd be. And making investments would just risk big losses and incur big headaches. It wasn't worth it, at least, so it seemed.

So, I chose a high interest savings account from Ally Bank (which provided a 2% interest rate at the time). What I didn't realize, though, is that 2% doesn't even beat the rate of inflation most years. I was actually losing money, even by keeping it in a "high interest savings account" (and Ally had one of the highest interest rates on the market)!

While I *was* saving, my money wasn't working for me. This provided a negative incentive when it came to making money. If it's just going to be sitting there losing to inflation anyway, what's the point?

Then, my "high interest" savings rate started to decline. It went from 2%, to 1.8%, all the way down to 0.6% over the course of two years. As it climbed lower, an alarm bell went off in my head. This was not efficient.

That's when I began learning many of the money managing and money making strategies I'll share with you in this chapter.

Whether you're making \$20k a year or \$200k a year, you can implement these strategies for yourself and start growing wealth and gaining freedom... Instead of losing money in a savings account, or living paycheck to paycheck.

Keep Tabs on Your Net Worth

Up until last year, I'd never tracked my net worth.

(Your net worth is your total assets minus your total liabilities.)

I always had a rough idea just how much I had, but never knew the exact number. And although I wanted to make more money, it was hard to see how much certain ventures would increase my net worth on a monthly basis.

I wanted to change that. So I made a simple Excel spreadsheet to track it. On the left column, I set the date (the first of each month) and on the overhead rows, I listed my assets and liabilities.

I then inputted the amounts and calculated my net worth at that point in time. Then, I went back on the same day each month, made the calculations again, and saw how much it increased (or decreased).

(You can find the spreadsheet on the companion website.)

The result? In just the first five months, my net worth has increased by 55%, and I expect this upward trend to continue. It adds a level of excitement for me as the "tracking day" comes each month. The beauty of it is it forces me to think of new ideas to expand my current sources of income, and even to come up with brand new sources of income. It also gets me excited about investing.

Then, I can see the direct impact those things have on my net worth. In a way, it sort of “gamifies” it.

Consider tracking your net worth as well, and see how it affects things for you. If you notice that it’s often coming across as negative, or it’s not increasing as much as you’d like, it’s a sign that your expenses are too high. Track those too, and consider how you can be more efficient. That way, you can tackle it from both sides of the equation; both increasing your income, and decreasing your outgoing expenses.

Invest in Yourself

Before we dive into the investing strategies, I want to highlight one of the most important and lucrative investments you can make: investing in yourself.

“The most important investment you can make is in yourself.” – Warren Buffet

What’s crazy is that people will hesitate when investing in themselves and their future, but make quick decisions when spending in the short-term in an effort to get that sweet dopamine hit... like those nice comments when you post your new car on Instagram.

It’s not sexy to make your money work for you. It’s a consistent thing you do over time, as you make smart financial decisions.

Meanwhile, your friend might have that \$50k car that’s financed with a \$50k salary (and get that dopamine hit despite being financially broken). This is not your goal, though. If you’re still reading by this point, my guess is you want sustained freedom along with a quality life.

The best way to achieve this is to make your money work for you – and there are several ways you can do it.

One of the best ways to make your money work for you is to invest it in yourself and your growth.

You see, if you want to reach your goals as quickly as possible, you’ve got two choices...

1. Figure out the path on your own.
2. Pay a mentor or coach (or buy courses/books) to help you accelerate the process and cut years off your learning curve.

Let’s look at this through the lens of business.

I spent years trying to “figure it out on my own” when it came to building a profitable dating advice business. I made some progress and had some successes, but it was slow and I wasn’t satisfied with it. Through these years of struggle, I likely lost hundreds of thousands of dollars in potential income.

Then I came across a business coach that had worked with some of my friends, and who I knew got good results. Not only that, but he’d had success himself building a similar type of business.

I was faced with those two choices.

I could try to figure it out on my own, which clearly hadn’t worked well up to that point (and didn’t seem like it’d change anytime soon).

OR...

I could pay the coach, who’d already figured it out, implement his processes and fast-track my way to success.

This was an uncomfortable choice – after all, investing in yourself is hard and there are no guarantees. But in the end, I decided to give up some money in the short term and bet on myself, rather than give into my fears – and I moved forward.

The result? With his help, I built my dating business to six-figures. The decision worked out extremely well.

And now, whenever I’ve got a chance to pay a coach or mentor to help me “shortcut” a process and reach my goals, I just about always move forward and make that bet on myself. Heck, I spent more than \$25k last year alone on coaching. Why try to reinvent the wheel, when others have already figured it out and can show me the way? Time is something you can never get back.

Let’s turn the lens back over to you...

You’ve already chosen to invest in yourself by buying this book – that’s awesome. But don’t let this be the last investment you make into yourself.

Do your research and look for coaches, mentors, courses, and books that can help you reach the next level. The time it can shave off from reaching your goals can be life changing, and help you gain far more in the long-term than you give up in the short-term (even if the benefits aren’t directly monetary).

Caveat: Make sure to do your research, though. Look for testimonials, inquire about past results, and make sure you know what you’re getting into before you pay for coaching or mentorship. There are scams out there, and plenty of people who DON’T have your best interest in mind.

Keep THIS in Mind Before Investing

Investing in yourself is a great way to grow your experience and net worth, as well as reach your goals. Often this will have the highest “bang for your buck” in terms of interest.

However, investing in assets is also a great way to grow your money and make sure you’re set up for the long run.

Before we cover some potential assets to consider, let’s cover some things to keep in mind when you invest, so you can make the most out of those investments:

Make Your Money Go Further

We tend to buy a lot of things we don’t need.

Maybe you have a closet full of extra clothes you haven’t worn in months, you go out to dinner a few too many times a week, or you make too many frivolous purchases.

It’s time to start challenging your monthly expenses. A good question to ask when considering an expense is, “Will this give me lasting happiness?” What you might find is, that \$12 cheeseburger doesn’t make you happier than a healthy home cooked meal (and you feel a lot better after the latter).... Or that HBO Go subscription isn’t all that necessary, especially when you’re already subscribed to Amazon Prime and Netflix.

The interesting thing is, as you cut down your monthly living expenses, it has a two-sided effect. Not only does it add to your savings, but it cuts down on your “freedom number” (more on that in a minute), which allows you to reach financial freedom even faster.

Pay Down Your High-Interest Debt

You should start paying down any high-interest debt that you have. Depending on the interest rate of the debt, this might actually be a smarter financial decision for you in the short term. For example, if you’ve got credit card debt with a 20% interest rate, it makes a lot more sense to pay that down BEFORE you start investing in assets (as most assets won’t net you 20%).

If you don’t have any high interest debt, do your best to keep it that way. Avoid paying for consumer goods on credit, unless you pay off the card in full at the end of each month.

Maintain a Low Time Preference

When it comes to investing and decision-making, it’s generally better to have a low time preference than a high time preference.

Those who have a high time preference value their current self more and spend money faster. A guy with a high time preference is more likely to buy the expensive car now, rather than go for a lower cost car and put the difference into an appreciating asset – he’s not thinking that far ahead, nor does he particularly care. When you invest with a high time preference – say, you invest \$10,000 that you need to use for something in the near future – then you risk a lot. If that \$10,000 goes down even a little bit, you’ll sweat, because you NEED that money in the short term. Don’t put yourself in this position – it’s how you end up panic selling and losing big.

On the other hand, those who have a low time preference will make sacrifices to ensure a better outcome for their future self. They’re more likely to save and invest for the future. When you invest with a low time preference – say, you invest \$10,000 that you don’t expect to touch for the next ten or twenty years – you’re more likely to make an informed decision, and a lot less likely to panic sell if your investment goes down a little in the short term.

Always Have an Emergency Fund

No matter how much you choose to invest, you should always have an emergency fund. This is your cash on hand in the case that things go wrong (i.e. a lost income source, medical emergency, car accident, home repairs, etc.).

If you’re worried about not getting an ROI on your emergency fund, don’t be. Here’s how Morgan Housel, author of *The Psychology of Money*, put it:

“What is the return on cash in the bank that gives you the option of changing careers, or retiring early, or freedom from worry? I’d say it’s incalculable. It’s incalculable in two ways. It’s so large and important that we can’t put a price on it. But it’s also literally incalculable – we can’t measure it like we measure interest rates – and what we can’t measure we tend to overlook. When you don’t have control over your time, you’re forced to accept whatever bad luck is thrown your way. But if you have flexibility you have time to wait for no-brainer opportunities to fall into your lap. This is a hidden return on your savings.”

Without an emergency fund, you’re completely at the mercy of “surprise events”. Getting fired from your job, a big dip in the market, a health emergency, etc. This creates untold stress and a lack of flexibility. You fear your boss because he has the power to rob you of this security; you panic at the slightest dip in the market because you don’t have many other reserves; you live in fear of accidents that could extend you past your capabilities. With an emergency fund, though, these fears dissipate. You have more flexibility. For example, if you lose your job, you can take six months off to find another one without going broke, or build a profitable skill instead.

So, how much should you have in your emergency fund?

As a general rule, you should have at least 3-6 months of living expenses in your emergency fund. I’m a bit more conservative, and keep around a year’s worth of cash in my emergency

fund – for me, the security is worth the price. If you're a business owner or have a side hustle, you should also allocate a separate portion of cash to account for paying taxes.

Your emergency fund and tax allocation cover any needs that may pop up, and ensure that you can maintain a low time preference when investing.

Here are some quick saving tips:

- Aim to save at least 20% of your income. The more you save, the faster you can become financially free.
- If you can't get to 20% out of the gate, start small. Even \$10 - \$20 a week is better than nothing. As you get accustomed to that, keep increasing it.
- Remember to challenge your expenses – "Will this give me lasting happiness?"
- Cook at home and pack a lunch instead of eating out. This alone can save you tons of money each month.
- Don't spend unexpected income (like raises, bonuses, etc.) – toss them right into your savings, or use them to pay off debt (this is how you avoid lifestyle inflation).
- Cut out unnecessary monthly subscriptions (there might be a lot of things you don't use or need anymore, that you just forgot about).

Keep Extra Cash on Hand for Investing

Don't just have an emergency fund, though. You want to have some cash on hand to take advantage of investing opportunities as well.

If you're fully invested at any given point, you'll miss out on these opportunities. So, if the market dips, you won't be able to grab a slice of the pie.

I always keep some cash on hand in my brokerage accounts, which helps me to go in a bit bigger if I want to at any given point. Plus, it adds even more security in case my plans don't go as planned, which is always a possibility.

Don't Invest What You Can't Afford to Lose

All investments, including the most seemingly safe ones, have risk attached. If there was no risk, there'd be no upside!

Here's the good news: once you've funded at least 3 months of an emergency fund and put money aside for taxes, you'll have some good financial security.

But in general, and especially in the short term, if you're not okay with the investment going badly, you shouldn't do it.

Consider Dollar-Cost Averaging

When it comes to investing, one big thing you need to understand is:

Time in the market beats timing the market.

Many investors have lost big sums of money by trying to "time" the market. For example, they think: "It's at it's high point right now, so I'll sell!", or "It's at the low point, so I should buy."

Nobody can consistently accurately predict the highs and lows of the market. Attempting to is how you lose money fast, or miss out on big potential gains (and it leads to more panic-sells and panic-buys). Instead, it's better to invest over time and let your money continue working for you.

And that's where dollar-cost averaging comes into play...

Dollar-cost averaging (DCA) is an investment strategy where you divide up the total amount to be invested across periodic purchases of an asset. In other words, you "average in" to an asset over time, allowing you to take advantage of any dips and "smoothing" your purchase price over time.

For example, you set aside \$2,000 each month and invest it into an index fund on the 30th of the month.

This also removes your emotions from the equation. You know, whatever happens, you'll put \$2,000 in at the end of the month, whether the price increases or decreases.

When you do this over a period of multiple years and decades, it can have a huge compound effect and grow your wealth.

Choose the Right Brokerages

When it comes to investing in stocks and equities, you want to make sure to use a quality brokerage. Ideally, you choose one that allows you to purchase fractional shares (i.e. so you can invest \$100 into a stock priced at \$1,000, and get a 10% share).

Here are some quality brokerages to consider:

- **Vanguard** – not great for active traders, but great for passive long-term investing and ROTH IRAs.
- **Fidelity** - \$0 account minimums, great mobile app, and zero-expense-ratio index and mutual funds.
- **TD Ameritrade** - no account minimums, and just flat out one of, if not the best brokerages out there.
- **Robinhood** – good for beginners, though they’ve had some controversies. Can be good for small investments and trading, but I wouldn’t put the bulk of your investment account here.

Just doing these things alone will make you financially savvier than 95% of people. Again, there’s a reason most people live paycheck to paycheck. These things help make sure you WON’T be one of them.

And once you start stacking some cash, you can make it work for you. That’s the beautiful part and what we’ll cover now.

Assets to Consider Investing In

Again, this is not financial advice – I’m just telling you what has worked for me. It took me a long time to figure this stuff out and I wish I’d started earlier. My hope is you can take this knowledge, do your own research, and figure out what makes the most sense for you to invest in... So you can start making your money work for you as soon as possible.

I’ll give you my take on some popular assets, and tell you why they might make a good place in your investment portfolio.

Index Funds

I like to do things as efficiently and easily as possible, and that’s why I love index funds. If you’re anything like me and you don’t have time to do in-depth research on individual stocks, then you might come to love index funds too.

Now if you’ve ever watched the financial news, you know what a stock index is. The S&P 500, the Dow Jones, and Nasdaq – these are all indexes. An index fund creates a portfolio of stocks that mirror a specific index.

You can buy an index fund that tracks the S&P 500, and you'll get exposure to all the companies within it. You can also buy an index fund that tracks dividend paying stocks, tech companies stocks, and just about any other industry or type of stock you can think of. The benefit here is that if one company goes down, another will likely go up, so you somewhat limit your risk.

The bulk of my index fund investing goes into index funds that track the S&P 500. Index funds that track the S&P 500 have seen an average return of about 10% yearly since 1926. But keep in mind – returns don't usually fall into that "average" range – usually they're much higher or lower.

For example, between 1926 and 2014, returns were in the "average" range of 8-12% just six times. This, again, is why you should have a long-time preference when investing.

It's best to "set it and forget it" – have a portion of your income or salary go straight into an index fund, and let your portfolio grow over time. Be careful not to panic sell just because the market has a down year or two – you're in it for the long-term.

The beautiful thing, though, is that index funds have historically beaten actively managed, high fee mutual funds. So in this case, choosing the "lazy route" is arguably the better option.

Stocks

Of course, you can't have index fund without stocks.

I'm far from an expert on choosing individual stocks to invest in – that's why I recommend checking the resources I list out on the companion website.

You've got everything from high growth (and high risk) stocks, to dividend stocks, to big tech stocks, and more.

Most of my stock investments go straight into index funds that track the S&P 500, but I do set aside 15-20% to "gamble" on individual stocks. Usually, I go with companies that I actively use, have solid financials, and that I anticipate will have a bright future.

For example, I often hire gig-workers on Fiverr and Upwork, which I also invest in. I run my mentorship calls on Zoom, and I invest in that too. This has allowed me to make some good "gambles" on company's before the market really understood their value.

But remember: whenever you invest in an individual stock, you run the risk that something goes wrong with the company or with its market, and you can lose a large portion of your investment. So, be careful if this is the route you decide to take, or if you do allocate a portion of your portfolio to it.

And as Warren Buffet says, “If you are not willing to own a stock for ten years, do not even think about owning it for ten minutes.”

Like with indexes, every time I buy an individual stock, I expect to hold it for the long-term.

Real Estate

Real estate is a deep rabbit hole, and one that I’ve gone down over the past 3 months.

As you build up your assets and savings, this is an asset class that you may want as part of your portfolio, as it can provide great cash on cash returns. Plus, it’s somewhat passive if you decide to hire a property manager (which I highly recommend). It’s also possible to do long-distance investing, which is the route I’ve taken. I’ve been putting in offers on properties in the mid-west USA while I live in Mexico City, and just got an offer approved last week.

Before you do this, though, make sure to check out David Greene’s book, *Long-Distance Real Estate Investing: How to Buy, Rehab, and Manage Out-of-State Rental Properties*. This gives you a primer for everything you need to know so that you can make informed real estate investment decisions. I took it one step further and hired a real estate coach, who helped speed up my learning process, make tons of connections, and find great deals. Shout out to Justin from [@wealthnextgen](#) on Twitter. He’s an amazing real estate coach!

Done right, you can make anywhere from \$200 - \$500 or more per month per unit, depending on the property and area you buy in. For example, I just put in an offer on a property today that would pay me \$322 in net profit per month, after accounting for the mortgage payment and monthly operating expenses. With a 20% down payment of \$21,980, I’d get a yearly cash return of 16.25%.

\$322 may not seem like much, but it compounds quickly. If invested each month at an 8% interest rate, it can be worth \$60k in ten years. As you get more properties under your belt, this grows even bigger.... Especially if you keep investing that cash flow; your money keeps making you more money and builds wealth. It can be your fast track to freedom, too. If your monthly living expenses are \$3k, you can cover that with less than ten properties. Plus, you benefit from any appreciation on the property price. Real estate is a great wealth builder.

Cryptocurrency

As of 2021, the average person still doesn’t know much about how cryptocurrency works. If you’re one of those people, start doing your research.

I personally hold Bitcoin, as I see it as a great store of value (similar to gold) and a hedge against inflation. Big corporations are beginning to come around, too, as companies like Square and MicroStrategy have invested hundreds of millions of dollars of their balance sheet into Bitcoin.

Keep in mind – cryptocurrencies are very volatile assets. I hold Bitcoin with an eye to the future and an extremely low time preference. I'm fine with leaving 5-10% of my net worth there, and letting it sit for the next thirty years.

If you do decide to invest into cryptocurrency, avoid seeing it as a “get-rich-quick” scheme. That's how you'll lose big, and get anxiety with every volatile swing (and that's how I lost big when I first got into crypto during the 2017 boom). Maintain a low time preference and only invest what you can afford to lose. I'm fine with my 5-10% going all the way to zero. That's a gamble I'm willing to make – but I wouldn't make that gamble with 40-50% of my net worth.

Bonds

Bonds are basically a way for an organization to raise money. The Motley Fool has a good example here:

“Let's say your town asks you for a certain investment of money. In exchange, your town promises to pay you back that investment, plus interest, over a specified period of time.

For example, you might buy a 10-year, \$10,000 bond paying 3% interest. Your town, in exchange, will promise to pay you interest on that \$10,000 every six months, and then return your \$10,000 after 10 years.”

It's not just towns and municipalities though – businesses will issue bonds to raise money, too.

When it comes to the risk-scale, bonds carry a lower risk than other investments, but they also come with a lower potential ROI. That's why it's good to have a portion of bonds in your investment portfolio. They help you hedge against the risk of potential drops in the market.

Note: Bonds also have varying levels of risk, depending on the credit worthiness of the borrower. You can see their credit worthiness by looking at the credit scores on a ratings agency like Standard & Poor's. AAA is the best rating, with very low likelihood of default, while C ratings are on the lower end and have a higher chance of default. Anything above BBB is considered investment grade, and anything below is considered a “junk bond”). As always, do your research before investing in any bond.

Rethinking Financial Freedom: The 4% rule

If you're like most people, you might have a conception of retiring around the age of 65. This idea has been baked into you from your parents and from society. Retiring at 65 doesn't have to be the case for you, though.

You can realistically retire A LOT sooner and achieve complete freedom if you manage your money the right way.

Key note: retiring doesn't mean you never work again. Instead, it means your investment income and/or passive income streams cover your yearly expenses. At that point, you no longer NEED to work on things you don't want to. You can still build up new income streams for yourself, but they're not necessary for your survival. This is what I plan to do.

What is Your "Freedom Number"?

Your freedom number is the number you need to stop working and have your investments cover your living expenses.

To calculate this, take your average yearly living expenses and multiply it by 25. I'll let Mr. Money Mustache (check his blog in the resources section of the companion website) explain the reason for this:

"At the most basic level, you can think of it like this: imagine you have your 'stash of retirement savings invested in stocks or other assets. They pay dividends and appreciate in price at a total rate of 7% per year, before inflation. Inflation eats 3% on average, leaving you with 4% to spend reliably, forever." – Mr. Money Mustache

This 4% number was created through the Trinity Study, a 1998 study that attempted to determine the "safe withdrawal rates" from retirement portfolios that contain stocks, and thus grow or shrink irregularly over time.

The study, however, basically assumes that you'll never make or inherit another \$1 or after you retire. It also doesn't account for taxes on withdrawals nor any future "black swan" events (i.e. things that have never happened before and we can't predict) in the market. That's why I lean more towards 3% instead of 4%, to again be conservative. This would mean you withdraw 3% of your savings in retirement, which would make your more conservative freedom number 33.3X your yearly expenses.

But let's be real for a second. If you're able to hit your "freedom number" by age 45 or even 55, chances are you won't sit on the couch and watch TV for the rest of your life. Especially if you apply what you learn in this book.

If so, you'll have plenty of low-stress ways to keep earning even after you leave your traditional career (or your online business). Even just earning a few thousand dollars a year at that point should be enough to extend through your years of "retirement" and well beyond (in case of any craziness in the market). But you won't be forced to do something you don't want for 40 or 50 hours a week – those days will be gone.

Even still, the Trinity study shows that you won't run out of money if you follow the 4% rule. You can even get more aggressive with it if you want.

With this in mind, let's do some calculations.

If you're like me, and on average you spend \$36,000 a year, your freedom number ($\$36,000 * 25$) is \$900,000.

Let's say you want to get a little more conservative, though, and cut your living expenses to \$30,000. This is entirely possible in most cities throughout the world. Then, your freedom number would be ($\$30,000 * 25$) \$750,000.

If you want to get even more conservative, you can cut your expenses down AND decrease your withdrawal rate from 4% to 3%. Your freedom number would be ($30 * 33.33$) right about one million dollars (\$999,900 to be specific).

These numbers may seem big – but they're a lot smaller than the number most people might think of when they consider retirement. I know for me, I envisioned needing at least \$5 million in the bank. But as you can see, the real number is five times less than that.

What's more, although \$750,000, \$900,000, or even a million may seem like a lot, you can get there a lot faster than you think.

Let's run some more numbers here...

Let's say you're 20 and want to earn a full-time income until you're 60, and then officially retire. At a 10% average annual return, you could retire a millionaire by investing just \$179 a month! At a more conservative 6% return, you just need to save \$522 a month. That's a minimum yearly savings of \$2,148 and a maximum yearly savings of \$6,264.

Let's say you're 30 years old and you want to retire when you're 60. At an average annual return of 10%, you need to invest \$481 per month to hit a million. At 6%, that increases to \$1,021 per month.

Let's say you want to completely retire within 20 years, though, and you don't have anything saved up or invested. At an average annual return of 10%, you need to invest \$1,382 per month to hit a million. Assuming a 6% return, you need to invest \$2,195 per month.

As you can see, it's better to start investing earlier, but these numbers are still very doable (especially if you build a side hustle).

The Key to the Equation: Get to Your First \$100,000

Saving and investing feels difficult at the beginning. You take small chunks of your paycheck and profit, put them into assets, and watch them slowly grow.

But the more you make and invest, the more your money compounds. You really notice this after you hit your first \$100,000 invested.

Charlie Munger, famed investor and vice-chairman of Berkshire Hathaway, said this:

“The first \$100,000 is a bitch, but you gotta do it. I don’t care what you have to do – if it means walking everywhere and not eating anything that wasn’t purchased with a coupon, find a way to get your hands on \$100,000. After that, you can ease off the gas a little bit.”

There’s something special about the first \$100,000 saved up. It gives you lots of security, but it also presents amazing opportunities for compound interest.

For me, it was a huge game-changer. Once I crossed the \$100,000 mark, I nearly doubled it within four months. Those small chunks I invested turned into big gains. If I saw a 2% daily increase on the market, that was \$2,000. And it kept compounding. That’s when it really gets exciting.

But, how do you get to your first \$100,000? Like Charlie Munger said, it’s going to take some work and a bit of sacrifice. Specifically, there are two things you MUST do.

The first thing you can do is save more. The more you cut down on your expenses, the more you can invest and get closer to that \$100,000 number. Remember: challenge those expenses!

Second, and more importantly, make more. If you’ve got a \$30,000 salary, you can figure out a way to live on \$25,000/year and invest the other \$5k. But it’s a lot easier if you get a higher paying job and/or create a side hustle that brings in extra income.

Since your salary covers your living expenses, you can put every additional dollar you make to work for you. That’s powerful and adds up fast. And that’s what the next few chapters are about.

Part 5: The Location and Financial Freedom Blueprint

The Paths to Location and Financial Freedom (And Maximizing Your Income)

At this point, I'm sure you've heard of all the "get rich quick" schemes out there when it comes to online business and obtaining more freedom in your life.

Plenty of charlatans make big claims like, "Go from 0 to 7 figures in one year!" or, "Just take this one course and you'll have EVERYTHING figured out."

That's not what I'm going to do here. The truth is, the path to freedom is one that takes work, intention, and grit. It's not an overnight process. There's a reason why so many people who embark on the journey give up before they ever make real progress. Hell, I almost gave up after my first go at it.

What I will do, though, is lay out a few "paths" to freedom that anyone can figure out. From there, you can choose the path that makes the most sense for you, and move forward with confidence.

There's one thing I can promise you: The journey to freedom is one of the most worthwhile journeys you'll ever embark on.

Most people live their entire lives trapped. They're caged in by their salaries, spending habits, hometowns, and degrees. Those things, though, don't have to trap you. There is a path to freedom for everyone (although the path will vary in difficulty from one person to the next).

The 9-5 Freedom Path

Believe it or not, there is a path to freedom with the traditional 9-5 job. It's not the path I chose, and it will probably take longer, but it's a path that many go with. If you love your current job and you're happy with your pay, this may be a route you consider.

That being said, I don't recommend it.

As @EdLatimore put it in a tweet: *"Once you feel your income rise in direct proportion to the work you put in – or more – you can never go back to salary or hourly."*

No matter how much money you make in a job, your company makes a profit on you. I'm not a fan of this, and as you learn what other possibilities are available to you, you probably won't be a fan either.

However, I know it's a path that some will still want to take. So, I'll outline how you can use it to attain freedom...

Save a Big Portion of Your Salary (40-50%)

A big key along this route, though, is saving money. The more money you save and invest, the quicker you can get "out of the game". Every dollar saved is like a little "recruiter" that can go out and recruit more dollars, that can recruit more dollars, and so on. That's the beauty of compound interest, and it's how a guy like Mr. Money Mustache was able to retire at 30 years old from a typical engineering salary.

It's also how a guy like Ronald Read, a janitor, was able to amass an \$8 million fortune by the time he retired. Saving makes a big difference, and its effect grows the longer you do it.

Negotiate a Remote Work Arrangement

2020 was crazy. Millions of people temporarily switched from office to remote work (and lots of Zoom meetings). As a result, it's easier than ever to negotiate a remote work agreement.

It's also necessary if you want to achieve location independence. After all, if you want to be able to live anywhere, you can't be expected to go back and forth to an office five times a week!

I won't get into the specifics of how to negotiate this here. It's a bit out of my wheelhouse, as I've never had to do it and haven't had a "normal" job in ten years. But there are plenty of resources online that show you some actionable ways to do so. Search Google for, "how to negotiate a remote work arrangement" and get started.

Avoid Long Commutes (25 minutes +)

Long commutes won't just eat into your sanity – they'll eat away at your salary, too.

Let's say your commute is 40 minutes to and from your workplace. That extra 80 minutes a day actually adds up to almost an entire extra work day each week. That's time and money that you lose with every single trip.

When you factor in the costs of your car, the equation is even worse. Long commutes aren't worth it, and they will delay your freedom.

So, if you absolutely have to commute back and forth from a job, you should cut the commute down to as little as possible. Move closer to your job, or find a job closer to where you live.

Negotiate a Higher Salary

Making a higher salary will put you on a faster track to freedom IF you spend it correctly and don't fall into lifestyle inflation. Again, though, I haven't had a "real job" in years and I've never tried to negotiate a higher salary. So, I'm not your best resource to go to for that.

What you can do, though, is search Google to find resources and strategies to negotiate a higher salary.

It starts by putting a higher value on yourself and realizing that you're worth more. Then, you've got to be assertive when making the ask.

Put some thought and strategy into this and you just might be able to bump your salary by 10-15% or more, and get that much closer to your "freedom number".

Combine Your Salary with a Side-Hustle

You don't just have to rely on your salary – in fact, you shouldn't. You can add to it with a profitable side hustle.

Most people salivate over salary increases of a couple thousand dollars a year. You don't have to be one of those people.

Even if you generate \$500 - \$1,000 a month with a side hustle, you'll greatly accelerate your path to freedom. In fact, an extra \$500/month invested at an average 8% interest rate will be \$165,000 in fifteen years. An extra \$1,000/month will be \$329,000. When you combine this with your savings from your salary, you'd already be well on the way to retirement within those fifteen years! The crazy part: after 20 years, this will be worth \$554,00!

The Entrepreneurial Freedom Path

This is the path that I chose. It's a tumultuous one, but it's not as risky as you may think.

You've surely heard the oft thrown around fact that "95% of business fail." Remember though, that most people are jamokes, and likely follow a very wrong path when starting a business.

Besides, what's actually more risky? Starting a business where you have control... Or leaving your fate up to an employer, who can let you go at any time (even if you perform well)?

I don't know about you, but I don't like others controlling my income and well-being.

Plus, if you do it the right way and learn monetizable skills along your journey, you actually kill two birds with one stone. Not only will your skill help you with your own business, but it can help you get paid from freelance clients. So, if you put in the work, you should always be able to generate a source of income. We'll talk about that next.

But the great part about the entrepreneurial freedom path is it's much quicker. That's how I was able to go from living in my parents' house, to moving to Vietnam in a matter of 5-6 months.

As soon as you can generate enough online cashflow to live abroad or in other US cities, you become location independent. The cashflow number may vary for you, but as you'll see in the chapter on location independence, many cities are cheaper than you think... And you can have a good quality of life there for less than \$2k/month in living expenses.

The Best Monetizable Skills to Learn

If I wanted to be super corny, I'd say that monetizable skills are like the train tickets on your railroad to freedom.

A monetizable skill is any skill that can make you money online. These skills don't require a college degree, loads of experience, or years of intense study. On the contrary, you can get proficient enough with a monetizable skill to get paid by clients within 1-2 months.... And hence, completely change your life and transform your income potential.

As the power of the college degree declines, the importance of monetizable skills increases. Those who develop monetizable skills will have the tools to get clients, develop profitable businesses, and achieve new levels of freedom. Those who don't will be at the mercy of their employers – and as we saw in 2020, this is NOT a position you want to be in.

Monetizable skills give you control of your life. They're the best "security blanket" you can have in the constantly evolving digital world. If you use them to create a side hustle, then lose your job, you can fall back on the income from your monetizable skills. Or, like I did, you can turn your monetizable skill income into your full time income, and never work a "real job" again.

In order to do this, though, you've got to know which monetizable skills to learn and choose one to start with.

Remember the part about investing in yourself? That'll come in handy here...

There's lots of free online content on the monetizable skills I'll present. But to really become proficient at any one of the skills, odds are you'll need to spend a little money on a few books and courses. The investment doesn't need to be big (in most cases it's less than \$100). Plus, if you follow through with the skill, it'll have a huge return on investment, and maybe even give you life-long freedom, which is priceless.

With that in mind, here's the way I'd approach this:

1. Read through the skills and how to learn them. Pick 2-3 that you vibe with and/or think you may be good at.
2. Do your research and learn more about those 2-3 skills. Find blog posts and YouTube videos that allow you to dive deeper and assess which skill might be best for you to start with.
3. Start by choosing one skill. Once you've chosen the skill, dive even deeper. Find resources to help you master the skill (this might mean reading a couple books or courses) as well as how to find and pitch clients with the skill.

4. Spend 2-3 weeks diving deep and learning the skill. Remember: even learning the skill at a beginner level can still get you clients. As long as you know more than your client, you can offer value and get paid.

5. Once you've learned and practiced the skill, start finding and pitching clients. Working with clients is the best way to learn, plus you get paid to do it.

6. Keep building and making connections, and do good work.

Now let's get to the monetizable skills!

The Best Monetizable Skills to Learn

Copywriting

Copywriting is the skill of getting people to take action through the written word. That action could be to buy a product or service, or simply to read all the way to the end of an article (or a book like this one!).

Every time you read an email newsletter, a sales page, a product description, or even a blog post, you're reading copywriting. Heck, you're reading copywriting right now!

You don't need to be a seasoned academic writer to be a good copywriter. In fact, the simpler you write, the better. If you can write and communicate in basic English – hell, if you can write an email - you can master the skill of copywriting and get paid to do it.

This is the skill I chose to begin my online business journey, and it's the skill I most often recommend to others who want to get started with online business.

Here's why you should consider learning copywriting:

- It's the backbone of every business. Every business must sell something, and this skill will help you do that.
- It's easily "combinable". You can pair it with another skill or expertise to grow a thriving business.
- It shows you how to spread a message that's engaging – which is the complete opposite of the type of writing you learned in high school and college.
- Because every business needs it, you can quickly find clients and get paid for the skill.

As far as how to learn, there are a myriad of ways you can do it, such as:

- Find profitable sales letters and emails, and hand copy them. This helps you internalize the writing patterns and makes you a better writer. If you do this, aim to handwrite at least one piece of copy (i.e. an article, sales letter, or email) every day for at least 30 days.
- Read books on copywriting and marketing, such as *Cashvertising*, *The Boron Letters*, and *Influence*.
- Write your own ads on a site like Craigslist. Try selling your couch, your TV, or something else, and write an enticing description. This is great practice (and bonus points if you make a sale).
- Once you've done some of the above, start reaching out to potential clients (more on that in a minute). Doing paid work is a great way to improve your skill, as it allows you to get real feedback.

If you decide copywriting is the skill you want to go with, and you want to fast-track your results and income, I recommend working with my friend Carlos Redlich.

Carlos has a copywriting mentorship that's helped hundreds of people (including some of my former students) kickstart their copywriting careers and generate thousands of dollars a month.

You can learn more about his copywriting mentorship program here: [TryThisBiz.com/Dave](https://trythisbiz.com/Dave)

(Full transparency: I get a small commission if you decide to work with him. But he really is the best resource out there – I wouldn't include him in this section otherwise.)

Social Media Ads / Management

A lot of businesses need Facebook, Instagram, or YouTube ads, but have no idea how to create them or run them well. And so, many of them are either not currently running them, or running them poorly.

This presents a big opportunity for you to step in and help them out. If you can learn how to create ads that convert, businesses will pay you well for that.

On the other hand, many businesses need help with their social media content, too. Consistent and daily Instagram posts, Tweets, and Facebook posts – all this may seem simple, but businesses need this and will pay you for it.

That said, it'd be helpful to have some copywriting knowledge under your belt before you get started. This will help you create better and higher converting ads and content, so you can level

up faster with the skill.

Search Engine Optimization (SEO)

SEO is the art of getting things to rank on top pages of Google for certain key terms.

For example, if you had a dating advice blog, you might want to rank on top pages of Google for key terms like, “Dating advice for men” and “how to beat approach anxiety”.

The higher you rank for a certain key term, the more people will click on your website. More website traffic leads to more sales and profit. But the ranking process truly is an art - and a very valuable skill to have in business.

You can use this skill for your own businesses, to increase the value of websites (and potentially sell them later on), make affiliate sales, or even to work with clients and help them with their SEO.

Whether you decide to get into SEO or not, though, you should at least learn the basics. This will make you a better entrepreneur, and give you a better understanding of the businesses you work with (if you do client work).

Keep in mind: SEO is a constantly-changing industry. With every new update from Google, you have to tweak your SEO strategy and learn a bit more about the skill.

As far as how to learn, one of my favorite websites is [Moz.com](https://moz.com). It'll give you a great understanding of SEO, and help you decide if it's a skill you want to develop in-depth.

Affiliate Marketing

As an affiliate marketer, you earn a commission for marketing another person's or company's products.

Here's how it works:

1. You show an ad or link for a store on your website, blog, an email, or social media to ABC ecommerce store
2. A customer clicks on that ad or link
3. The customer gets sent to ABC ecommerce store through your tracking link
4. The customer buys something on the store

5. The affiliate network records the purchase and details of the transaction, and confirms it as a valid sale
6. You get credited for the transaction, and paid a commission

This is a simplified version of the process, but you can get paid per sale, per lead, or even per click, and you can do this for tons of different products and services.

For example, I promote a supplement company in the description of my YouTube videos, called Transparent Labs. I recommend my favorite Transparent Labs supplements with the corresponding tracking link. Whenever someone buys supplements through that link, I get a percentage of the sale.

The cool part of affiliate marketing is you don't need any inventory and typically don't need to hire any employees, but you're still basically setting up an online business. So you can see some good upside, with less risk.

You may have realized, though, that to be a good affiliate marketer, it helps to have a basic understanding of copywriting, social media ads, and SEO. All of these things will help you generate more sales as an affiliate. So, you may want to consider learning this skill after one of those above skills.

Photo / Video Editing

Do you enjoy designing and being creative? If so, photo and video editing may be a good fit for you.

I personally pay someone \$70/month to create YouTube thumbnails for me, and have considered paying much more to have someone edit my YouTube videos.

There's a big market for photo and video editors, especially as the social media platforms keep expanding. Influencers need their Instagram photos edited, guys need their dating profile photos edited, and YouTubers need help with their video editing. Plus, with TikTok growing, there's even more people out there looking for video editors.

Photo and video is the new social currency – and the demand for both will increase. If you develop these skills, you won't have a difficult time finding work.

To start, I recommend learning the ins and outs of Adobe Photoshop; and if you want to be a video editor, start learning the ins and outs of either Adobe Premiere Pro or Final Cut Pro, which are the two most popular video editing programs.

Building / Managing Online Stores

Ecommerce is a rapidly growing industry.

Lots of successful ecommerce stores are exploding onto the scene, and it's never been easier to create your own store (especially with platforms like Shopify and Amazon FBA).

Plus, there's opportunity to help manage and optimize current ecommerce stores.

That said, this is another skill where you'd benefit by learning copywriting, SEO, and social media marketing first. These will give you a solid foundation to build your store and write awesome product descriptions that entice customers to buy.

Plus, those other skills can help you generate the capital you can use to build your store and pay for inventory.

Programming

Programming isn't for everyone – but it can be a lucrative skill if it's your thing.

There are plenty of free resources online that can teach you how to program and code.

Not only can this be a lucrative skill that you can do from anywhere, but it shows you how software works and can help you create your next business idea.

Teaching Languages

Over the past year and a half, my Mexican girlfriend built a side hustle of \$1,000/month just by teaching Spanish lessons on Italki (Italki is a language learning platform).

She teaches a few lessons a day for around \$15/hour, and it's a perfect way for her to supplement her regular job's income. I'm trying to get her to raise her prices too, because she's a great teacher and deserves a lot more!

There's lots of demand for language learning. You can do it online, but you can also have it be your "escape" to a foreign country. I've met many English teachers in Asia and Latin America who get paid more than enough to have a quality life in these foreign countries.

The crazy part is, you don't even need to speak a second language to be an English teacher.

All this said – if you do decide to become an English teacher in a foreign country, don't let that be the only thing you do. Either choose to grow your own business from it, or use it to leverage your way into other skills. I've got a few friends who were English teachers in Vietnam, then leveraged that to connect with entrepreneurs in the area. They leveraged those connections to

get apprenticeships, learn new skills, and become entrepreneurs themselves.

Real Estate Investing

As I mentioned earlier, I've been diving heavily into the real estate world. I started in October, and I got an offer accepted on a property just two and a half months later. And I did it all long-distance while living in Mexico City. That's right – I never even had to go visit the property.

As far as how I paid for it - I took some of the money I've earned from copywriting and from my business, and used that as the down payment. After all expenses, this rental property will be pay hundreds of dollars a month, which I'll then use to keep investing and growing my money. I plan to purchase 2-3 more properties in the next year, generating more passive real estate income. The goal is to have that monthly income cover all of my monthly expenses within a few years.

If I purchase 2-3 properties a year for the next 3-4 years, I should be able to achieve this.

Now let's turn this back over to you. If you've already got some money in the bank from your 9-5, you may want to jump into real estate and look into getting your first property. If you're still saving money, it may be better to go with one of the other monetizable skills and bank some cash first.

Keep in mind: You don't need a ton of cash to get started. If you choose to house hack, you can buy a duplex, triplex, or quadplex for just 3.5% down (instead of the usual 20-25%). So if the property is \$250,000, your down payment will be just \$8,750. To do this, you must live in the property for 12-24 months, but the beautiful thing is that your tenant's rent will cover all or most of your mortgage and other expenses. This will allow you to save even more cash and get you closer to your next property investment. Plus, when you move out and another tenant moves in, you'll make money on it every month.

Here's a process you can use for getting your first property:

- **Consider hiring a real estate coach to help with the process.** I hired Justin Franklin ([@WealthNextGen](#) on Twitter). He showed me the ropes and helped me go from complete real estate newbie to an official real estate investor (with a property under my belt) in less than three months. I highly recommend working with him – drop him a DM on Twitter and let him know I sent you!
- **Set your goals.** You should know what type of property you want (single family, multi-family, commercial, etc.), what price range you're looking for, what you want to do with it (flip, cash flow, appreciate, etc.), what type of neighborhood, how much (if any) rehab you want to do, and a few different cities you want to buy in. For example, I initially wanted a cash flowing single family or duplex somewhere in the Midwest, in the price

range of \$80 - \$110k.

- **Make connections.** Once you've identified your goals, start making connections and building out your team in the different cities. Look for realtors, property managers, and contractors. Use Bigger Pockets real estate forum to start building your network.

Putting Your Skills to Work

Most people who want to get into online business underestimate the importance of monetizable skills. They try to wrap their head around online business as a whole, proceed to get confused, and then typically give up quickly.

So, just by choosing a monetizable skill and committing to it for a few months, you've already put yourself ahead of the pack. It's the savvy way to start your journey.

Still though, there's an importance piece missing: getting PAID for the skill!

Let's talk about that now...

When to Look for Clients

You don't need to be an expert to get paid.

After spending a month learning copywriting, I landed my first gig for \$200. After three months, I landed my first recurring gig of \$2,000/month. I had no idea what I was doing – I threw things against the wall and hoped something would stick, and they did.

That said, I know of many others who had faster success than me – and were able to land \$10k/month gigs within a few months.

So, don't get caught up in thinking you need years to master the skill before looking for clients. Start fast and look for clients within 1-2 months. This will be a great learning experience for you, and getting paid for the skill will make the opportunity real in your mind.

Finding Your First Client

Of course, this will depend on the skill for which you want to find clients. However, there are some simple things you can do to find clients for any skill:

- **Use freelance job boards like Upwork, Guru, and Fiverr.** You can find job postings and submit applications for different types of work. In fact, I hired someone from Fiverr to help me format this book and edit the Audiobook!

- **Send cold emails to companies.** Reach out to online and brick & mortar businesses with a cold email. Maybe you noticed their email marketing could be improved, or their videos could use better editing. Let them know! The conversion rate on these emails will be low, especially at first, but they can land you some great business over time (especially with local businesses who don't have a great online presence yet!).
- **Ask for referrals.** Let people in your network know that you've developed your new skill and you're looking to help businesses. You can post about it on social media, discuss it when you meet up with friends, and talk to people in the industry you want to use your skill in. For example, if you want to help online stores, meet up with a friend who runs an online store, or try to connect with any friends of friends who have experience with e-commerce.
- **Join relevant Facebook groups.** I found my highest paying copywriting job from a copywriting job board on Facebook. There are different groups that fit different skills – find one that fits yours and get active. A good group will give you daily opportunities to apply for online jobs and get paid.
- **Go to coworking spaces and cafes.** **Not** only is this a great way to build your social circle – it's also great for finding work. I've gotten several copywriting jobs from networking in coworking spaces and cafes. Don't rush into pitching your services, though – just ask what they're working on, build rapport, and if there's any help you can provide, let them know.

How Much Should You Charge?

This again varies by skill and industry. Network with others and figure out the typical rates in your field.

It's okay to charge a little less when you first start out. This can help you rack up testimonials from happy clients, which will help you get more. It also gives you more experience and helps you improve with your skill.

As a general rule, though, if a potential client doesn't push back on your price, it means you're not charging enough!

It can be scary to charge more at first, but clients who are willing to pay more usually make for better clients anyway. Consider this as another way to expand your comfort zone and grow both as a person and an entrepreneur.

Doing the Work

Most people are unreliable, so this makes it easy for you to stand out. If you do the work within the timeframe you promised and it's quality, your clients will love you.

I can't tell you how many times I've hired gig workers, only for them to be super unreliable and deliver something subpar. Go above and beyond.

If you do this, you'll get repeat business from your clients and you'll even get referrals. As word spreads, it'll be easier and easier to find new clients.

It may help to create a weekly plan on Sunday. Basically, map out your work activities for each day of the upcoming week. That way, you know the big tasks you need to do and can stay on track.

This is the Tip of the Iceberg...

All of these things will help you find and pitch clients, but this just scratches the surface.

Dive in and do your research on the skills. Once you pick one and start learning, connect with others with the skill and start networking. Read blogs and join communities on the skill. Figure out how people are pitching clients and how much they're charging. Get familiar with it – you may be surprised at just how many opportunities are all around you.

The Big Pitfall You Must Avoid: Becoming a Coconut Cowboy

There's a term in the online business world called, "coconut cowboy". It sounds a bit ridiculous, but there's a dark and harsh reality behind it.

To understand it, you must first understand the meaning of "coconut cash", which Elisa Doucette explains here:

"[Coconut cash] is the demotivating effect of it being so easy to live so well on so little; e.g., a person moving to Thailand with a modicum of keyboard skills can earn \$1,000 to \$3,000 USD monthly, which is enough to live a life of relative luxury. This almost insta-"success" can be demotivating and hurt ones chances of getting to the "next level" in their business and personal wealth."

Basically, because you can learn monetizable skills to make \$1k - \$3k a month and live well through geographical arbitrage, you can lose motivation to make more money. It doesn't feel like you *need* it.

Coconut cash led to the rise of the “coconut cowboy”... AKA the location-independent entrepreneur who makes the bare minimum to get by in these foreign countries, but never tries to level up. He survives and sustains with his coconut cash and gets complacent.

Here’s the problem: That coconut cash is great until you hit a snag in your business or lose a client or two, and a big portion of your income takes a hit. Suddenly, you don’t have enough income to sustain your coconut cowboy lifestyle and the foundation falls out from underneath you.

You’re forced to return home, with your tail between your legs, and get a “real job” again.

I’ve seen this very thing happen to many guys. Hell, I used to have recurring nightmares of it happening to me, where I had to give up and return to my job as a door-to-door salesman. Just because you get started on your location-independent journey doesn’t mean you’ll be able to stick with it. That takes a bit more grit and forward planning.

And so, you must avoid falling into the coconut cowboy trap.

Stick to the habits we discussed in Part 1, continue levelling up, and continue building your skills and/or your business. The longer you stick with it, the more resourceful you’ll become and the more money you’ll make IF you can stay motivated and keep building.

And keep your freedom number in mind. You shouldn’t be satisfied with making the bare minimum to have a luxurious lifestyle in a foreign country. You should aim to make several multiples of that, so you can save and invest that money and get closer and closer to your freedom number. This will give you a safety net in case things do go wrong, which they often can in business.

Play the Long Game

Playing the long game is the best way to avoid the coconut cowboy trap. To see how this works, let’s take a skill and see how it extrapolated out along my journey.

From an outsider perspective in 2014, you might have seen me as a guy just writing copy and getting paid from gig to gig. But I saw it as so much more, because I was playing the long game.

I knew that the quick cash I made in copywriting would be nice in the short-term... But also that the skill would provide more and more opportunities the longer I stuck with it and improved.

For example:

- Higher paying one-time and recurring gigs.

- Opportunities to partner with other entrepreneurs on business ventures.
- The skills needed to build out my own business.

These things began happening for me one-by-one. Within a year of getting my first online copy job, I was able to land another that paid over double and required fewer working hours. This helped me level up my skills even more, and showed me the insides of an 8-figure ecommerce business.

As I networked and became friends with more entrepreneurs, I began partnering with them and helping them build out their offers. This led to even more money.

But the biggest transformation happened when I combined my copywriting skill with my dating business. I used it to:

- Build my own information products.
- Create my own sales pages.
- Write dramatically better blog posts.
- Plan and orchestrate multiple best-selling book launches (such as with my book *Conversation Casanova* and hopefully with this one).
- Outline and film YouTube videos to build up my channel and audience.

All this had a huge impact on my business and helped me grow it to six figures.

When I first started learning copywriting, I knew it was necessary for a thriving business, and that's exactly how it turned out for me.

Understand the Levels to the Game

I played the long game, and I'm still playing it and trying to level up. But now it's not just with my business, it's with real estate and investing.

I recommend you play the long game too, with whichever monetizable skill you decide to learn. Look into the future and ask yourself how the skill might extrapolate for you. What will it lead to? Not only does this provide extra motivation to learn the skill, but it makes you feel like you have a purpose. For me, this transformed *writing words on a page* into the *building blocks of my future*, and that was the most exciting endeavor I'd ever dared to embark on... Again, to be intentional about my future rather than hope things would fall into place.

And that brings to me to the next point: there are levels to the game, and you can decide which path you want to take.

One level is to combine your skill with an expertise. I combined copywriting with dating. I know many others who've combined copywriting with another expertise, like building a LinkedIn network, getting in great shape, making money online, etc. I know guys who used their SEO knowledge to build a portfolio of websites worth seven figures.

Another level is to get to the top of the field of your chosen skill, and turn it into a thriving business. In other words, learn all the ins and outs of your skill, but also learn the business side of it. Remember: just because you have a skill doesn't mean people will pay you for it – you have to find your clients and sell yourself; that's the business side.

You can do either one; hell, you can do both! It's your journey.

The point is to keep levelling up, though. You don't want to stay at the novice level; you won't make much money there and it's not sustainable. See the bigger picture for yourself, and work towards it. It truly is fun to build your life intentionally.

How to Live Anywhere and CRUSH It

As you've seen, there are a few different paths to "location independence," where you can live anywhere in the world while still generating income:

- Negotiating a remote-work arrangement.
- Learning monetizable skills and getting clients.
- Building a business.

It might be hard to imagine now, but if you put everything you've learned into action, a location-independent lifestyle is very possible.

You've also discovered the power of geographical arbitrage. When you can live anywhere, it's better to relocate to lower-cost destinations. Those might be overseas (like Mexico or Southeast Asia), or they might even be in your own country (up and coming cities like Columbus, Kansas City, or Boise).

Even if you don't want to do it long-term, you've got the freedom to go live somewhere new for a few months, or even just do a little world tour... All while making money along the way. Random trips to Japan, a summer in Europe, a winter on the Argentinian ski slopes – the world can be your oyster.

Note: This flexibility is more necessary now than ever before. We've seen just how crazy things can get during a pandemic, and how some cities and countries can be far more locked down than others. My guess is we'll feel the lingering effects of the 2020 pandemic for years, and future pandemics and lockdowns are likely sometime in the next decade or two. But when you have location independence you don't need to confine yourself in a place with intense lockdown restrictions. You can leave, and head to a place with more freedom. This is what I and many of my friends have managed to do through the 2020 pandemic. Just make sure to adhere to the safety regulations of any place you go to, and be respectful to the locals and their businesses.

I've lived a location-independent lifestyle since 2014. I've gone through the ups and downs that come with it, and learned how to optimize it. I also know just how confusing it can all be to get started for a beginner, and I get questions all the time from prospective location-independent travelers.

So, in this chapter, I'll share what I've learned so you can fully embrace location independence for yourself and have the most fun with it.

This is a chapter you'll want to reference again and again as you begin your journey.

The Necessities for Travel

Before you start planning any international trip – and especially before planning to live abroad – you should get the following necessities handled.

Passport

This is the most obvious one. You can't travel without it.

Just search "how to apply for a passport in..." and then input your country.

A Debit Card with No ATM or Foreign Transaction Fees

Now let's talk about the not-so-obvious travel necessities – the first of which, is a debit card with no ATM or foreign transaction fees.

ATM fees are one of the most annoying parts of travel, and they can be high depending on the country, the bank, and the ATM you use. If you want to swipe at the cash register and buy goods, that'll cost you an international transaction fee, too. This makes it annoying and costly every time you need to pull money out or buy something without cash.

The best way to avoid this headache is to get a debit card with no ATM or foreign transactions fees.

My favorite debit card comes from Charles Schwab Bank. Their card reimburses all ATM fees at the end of each month – even the ones in foreign countries. Plus, it doesn't charge any foreign transaction fees.

Their customer service is great, too. I've had a couple bonehead moments with my card – like leaving it in an ATM on a busy street in Bangkok, Thailand, or in an ATM in downtown Ho Chi Minh City, Vietnam. Every time I've lost my card, Charles Schwab has sent me another within a week or two max, no matter where I was in the world. It's saved me a ton of headaches.

It's easy to set up a checking account with Schwab. There are no monthly fees associated with it and there isn't even a minimum opening deposit requirement.

I'd advise setting up an account with Charles Schwab before you leave the USA, as it's harder to do once you're abroad.

A Credit Card with No Transaction Fees (and with Points!)

You want a credit card with no foreign transaction fees, too.

Here in Mexico City, I use my credit card for almost all my purchases (unless I'm buying tacos from the local taco stand – then I use cash!). If you're anything like me, you don't love having a bunch of cash on hand.

Either way, it's good to have a card with no foreign transaction fees. Those fees can rack up quickly, and they're a big waste. It's great to have a card that gives you travel points, too – and even better if they have a hefty bonus (i.e. you get X amount of points if you spend \$Y in the first 6 months).

Points are far superior to “cash back rewards”. That's because you can transfer points to major hotel and airline programs, then use those points to do things you could otherwise could not afford, such as fly business class across the ocean or stay in 5-star hotels. By doing this you can get far more value for your points. For example, 60,000 Chase or American Express Points would only be equal to a \$600-\$800 statement credit, but you could use those same 60,000 points for a \$3,000 business class plane ticket by transferring to an airline!

I've used credit card travel points to book first class and business class plane tickets to Europe, Asia, and Mexico, with almost no money out of pocket. Plus, I've gotten a ton of free flights in economy class. That's the benefit of using a card with a good points structure.

Note: Credit to my friend, Freddy Lansky of PointsPanda.com for helping me highlight these credit cards and write this section. Travel hacking with points can get complicated, and Points Panda is my favorite resource for help. Freddy and his team have helped me maximize my points and book awesome trips all around the world, and he does the same for others for a small yearly fee. If you want to use his service, I've added it to the resources section of this chapter (you can download the book resources here) along with a big discount for my book readers.

Here are some cards to consider with no foreign transaction fees and some cool bonuses:

Chase Sapphire Reserve. Although it comes with a \$550 yearly fee, they give you a \$300 travel credit that can be used for travel, so it's more like a \$250 fee. There's a nice bonus: As of 2021, you get 50,000 points after you spend \$4k in the first three months. Most importantly, you get access to the “Priority Pass”, which gets you plus two guests into thousands of airport lounges free of charge, even if you're flying economy. The card gives you 3x points on hotels, airlines, restaurants, and takeout, so the points add up fast. You can redeem the points in a travel portal at 1.5c per point, or transfer to many partners such as United or Southwest to get even more value per point.

American Express Green Card. This one has a significantly lower annual fee, coming in at only \$150. You get 30,000 bonus points when you sign up (as of 2021). It gives you 3x on all restaurants and travel, essentially the same as the Chase Sapphire Reserve. The card also doesn't have any foreign transaction fees. It doesn't come with a priority pass but it does come

with a \$100 lounge buddy credit, so if you don't fly a lot you can use that credit to get into a lounge once or twice a year. If you are a bit on a budget but want to get into the points game this may be a better entry level card.

Capital One Venture Card. This is another great card with only a \$95 annual fee (sometimes waived the first year depending on the current promotion). The "killer feature" of this card is that it gives you 2x on ALL spend. The other two cards I mention only give you 3x on bonus categories such as restaurants and dining, but only 1x on other categories. You can strategize by putting all restaurants and travel spend on one of the cards above, and all other spending on this card to maximize the amount of points you get for your spend. Plus, Capital One has many airline and hotel transfer partners that overlap with Chase and Amex, so you can pool your points to hit that dream redemption. This card also doesn't have foreign transaction fees. This is my favorite card for everyday non-bonus spend - things like groceries, getting your haircut, amazon purchase etc.

Note: Avoid racking up big credit card bills. It's best to pay off your entire credit card balance at the end of each month, so you don't get hit with hefty interest rates on consumer goods. That's just a waste!

A Google Fi Sim Card

First off, call your phone company make sure your smart phone is unlocked before you travel. This will save you a lot of frustration. Once it's unlocked, you'll be able to put international SIM cards in it, or even a Google Fi sim card.

Got that done? Great.

Getting a sim card in a new country is annoying – that's just the truth.

You get off the plane, go through immigration, and then you've either got to go to a mobile store/stand to buy a sim card in the airport, or find a place to get one nearby where you stay.

That's not always easy, either. Heck, I remember trying to refill a sim card I bought in Japan. I went to the mobile store and bought the data. The cashier proceeded to give me a list of instructions in Japanese, and basically said, "Good luck!" It took me over an hour of asking for help to finally figure it out.

If you've got to do this for one country, that's annoying, but if you've got multiple countries on your trip, it become a nuisance and a big waste of time.

That's where Google Fi comes into play. Google Fi is a sim card from Google that gives you global data. The sim card works in over 200 countries.

That means you could fly from the USA to Berlin, and as soon as you land and take your phone off airplane mode, you've got data.

They've got plenty of flexible plans, which you can check out at: <https://fi.google.com/about/>.

Similar to your debit and credit cards, you'll want to get Google Fi set up before you leave the US, as it can only be activated in the US. You'll thank me later though – it's a huge time saver and makes your travel life much easier.

An Airbnb Account

As of 2021, Airbnb is the best way to book long-term accommodations (1 month+) in foreign countries. It's far cheaper than a hotel, gives you more of a local feel, and also gives you access to a full house or apartment. You can choose to stay in a shared place, or get the whole house/apartment to yourself.

So, get your Airbnb account set up and ready to go. It's nice to get some reviews if you can, too (you can do this by staying at friends' Airbnbs or booking different places around the USA)... But it's not the end of the world if you don't have any reviews yet.

Note: When choosing an Airbnb, especially for a longer-term stay, you should always ask what the internet speed is. You don't want your business/work to get crippled because of weak internet for a month.

Do Your Research

Speaking of finding the right place to stay, you'll want to do your research on the different areas of your prospective cities.

You should find where the good nightlife is, where the cool cafes and parks are, and figure out the good and bad parts of the city. Narrow down your housing search to 1-3 potential areas that are safe and have good logistics.

This will help you avoid any bad mistakes when choosing a place to live, and make sure your logistics are on point (and remember, logistics are a game-changer!).

For example, when I first went to Medellin, I stayed in a neighborhood called Laureles. It's a great area, but it's within a 20-25 minute walk of an area called, "El Centro."

My friend and I decided to walk to a museum in El Centro one evening, as the sun was about to set. As we got closer, the area seemed to get worse and felt more dangerous. The streets were filled with broken down auto-repair shops and an uneasy energy.

We arrived in the big plaza in the middle of El Centro. The sun began to set, and although the plaza was crowded, we were the only gringos there. People turned their heads and stared as we walked by. As my friend and I shuffled through, we got the feeling that we should NOT be there.

I remember turning to him and saying, “We need to get the f**k out of here.” We high-tailed it to the nearest metro and got back to Laureles.

As it turns out, El Centro can be safe during the day, but can be a very dangerous area at night, especially for tourists. We’re lucky we recognized the situation and got out.

Had we done a little research before, though, we could’ve avoided the situation altogether, and just gone to the museum early in the day!

A Basic Understanding of the Language

This one is only necessary if you plan to stay in a place longer term. Otherwise, you can usually get by in most countries with just English, though it may be more painful in some places than others (like Japan!).

Assuming you are staying longer, or you’re planning to use the language in the future, it’s a good idea to learn a bit of the language.

If this sounds crazy to you, I don’t blame you. I never had any plans to learn a foreign language. But then I found myself in Medellin, Colombia. I fell in love with the Latin culture, along with all the beautiful Latinas, and decided I’d like to spend more time between Mexico and South America.

So, I started taking lessons. I met with an instructor one-on-one three times a week (for about \$10/hour). I used the new vocab I learned to go out and flirt with girls in Spanish. It was a great time. Within 3-4 months, I was conversationally fluent and kept improving from there.

The process to learn a language is simple (though some languages are harder than others):

- Take one-on-one lessons (you can do this with an in-person instructor, or through a site like iTalki).
- Flirt with girls with your newly learned vocab (be okay with making mistakes, they’ll think it’s cute if you just own it).
- Date girls who speak the language. This will force you to have more in-depth conversations.

Knowledge of the Foreign Earned Income Exclusion (for US citizens)

If you plan to stay outside of the USA for the majority of the year, you should do your research and talk to an accountant about the foreign earned income exclusion (FEIE).

This is the largest tax advantage available to you as a US expat. If you work full-time in a foreign country for an entire calendar year, or live outside the US for at least 330 days of any 365 day period, you may be eligible for it. If you use it, you'll get your first \$100,000 in yearly income exempt from taxes. This can save you tons of money, so it's worth looking into and considering when you make your travel plans.

How to Make the Most of Your Location-Independent Lifestyle

Now that you've got the necessities down, let's talk about the fun stuff: how to make the most of your new location-independent lifestyle.

Expect Some Culture Shock

At first, you may get "culture shocked" when visiting a foreign country... Especially if you go to a place that's far different than what you're used to, like Vietnam (when compared to the USA).

This happened to me in Vietnam. If you remember, that was the first country I moved to at the start of my location-independent journey. I'd only ever been in the USA, aside from a week for Spring Break in a Mexican beach town, and a weekend in Canada.

My first couple weeks in Vietnam were rough. I missed the USA and I was not used to the craziness of a big Southeast Asian city. There was a KFC around the corner from where I stayed – I went there at least six times! The fried chicken calmed me down.

I was so culture shocked that I considered leaving. But I refused to give up so early on in the journey, and I vowed to stick it out for at least a few months.

This turned out to be a great decision. I grew to love Vietnam and built a great social circle there. I also met tons of other entrepreneurs who helped me achieve success in those early days of my entrepreneurial life. The trip itself opened up my world, created a passion for travelling, and led to a fully location-independent life.

Leverage Your Network

If you're just starting out on your journey, you may not have a very big network yet. That'll be something you keep building out over time.

However, if you do have friends in any potential country you go to, you should use that to your advantage. All it takes is one person.

For example, when I went to Vietnam, I knew a guy named Derek. We were friends from Boston, and he'd moved to Vietnam the previous year. He'd been encouraging me to check it out.

He offered to let me stay at his house for the first week while I looked for a place. He also introduced me to his social circle of entrepreneurs there. This made my life much easier, and provided me with momentum - I didn't have to figure it all out on my own.

Something similar happened when I moved to Medellin, Colombia. The guy I worked with out there showed me around the city and introduced me to his social circle. Just like that, I had another big head start, and this made my time in Colombia a lot more fun.

If you don't know anybody in your prospective country, though, there's a few things you can do:

- Post on social media something like, "Moving to Mexico City for a few months! Do I know anyone in the area?" – you might be surprised at what you find. One night I was out at a club in Osaka, Japan, and I got a tap on my shoulder. It was a former fraternity brother who'd been living out there! Had I posted on social media, I could've made this connect sooner.
- Meet people there, using the tactics you've already learned in this book and that you'll learn throughout the rest of this chapter!

Use Local Expat Facebook Groups

When travelling, local expat Facebook groups are great. You can post and ask for recommendations, introduce yourself, or even look for local events on the page.

One thing to note: for some reason, these groups tend to have lots of social justice warriors. There are a lot of broke expats with shitty lifestyles, that are angry about life. So, watch out for those and pay them no mind if they hate on your posts. But there's plenty of cool people in these groups as well. In fact, we used these groups to build up our Mexico City football crew (and yes, people hated on my football post, too!).

To find groups in your prospective city/country, hop on Facebook and search things like:

"Expats in Mexico City"

"Americans in Mexico City"

“Foreigners in Mexico City”

“Digital Nomads in Mexico City”

Several groups should pop up. Join them and start looking for opportunities to connect. If all goes well, you might even find someone that can show you the ropes when you get there, like how my friend Derek did.

Language Exchanges

Language exchanges are events filled with locals who want to learn English, and expats who want to learn the local language.

These are amazing events for building friendships, meeting girls, and making connections, especially when you’re new to a country. In fact, I’ve got more than a few friends who’ve met their girlfriends at language exchanges.

You don’t need to have crazy in-depth conversations – most of the people there are still trying to learn and improve on the basics. This makes conversation easy and fun. Plus, the events often take places at bars, which add even more to the already social atmosphere.

The Temporary “Hostel Stay”

I wouldn’t advise staying in a hostel for more than a couple nights – it’ll kill your productivity and the conditions aren’t usually amazing.

But, when you’re new to a city, it’s not a bad idea to stay at a hostel for a few days. You’ll meet other travelers, some of which may be trying to live in the city long-term as well. You’ll also get exposed to social events and other cool opportunities to meet people.

It’s a good way to kickstart things.

Date the Locals

One of the most fun parts about the location-independent lifestyle is dating in different countries.

This is the best way to learn about the culture and get familiar with the language. It’s always fun when a local girl can show you around her city.

For example, back in my Medellin days, I went back to El Centro during the day with a Colombian girl. She showed me around and it was a lot more fun. Local girls will often be eager to show you their culture and will be happy that you show interest in it.

My Go-To Countries for Location-Independent Travel

You've now got the tools and knowledge to start your location-independent journey and make the most out of it. But you're probably wondering, "Where should I even go?"

So here, I'll give you some recommendations. We'll separate these into two categories.

Category 1: Home Base

"Home bases" are cities/countries where you could post up for months and the lifestyle is well-balanced. It's relatively safe, you can find good wifi and housing, the girls are sexy, and the nightlife is at least pretty good. You can get work done while enjoying yourself.

So for example, maybe you live in a "home base" for 8 months of the year, and then travel around to different places for 3-4 months of the year.

Category 2: Pure Fun

These are places where you'll have an awesome time, but may not get a lot of work done. They can be a little more dangerous (though they aren't always), the wifi is more shotty, and the lifestyle isn't quite as well-balanced.

Keep in mind: what some people might see as a home base, others might see as pure fun, and vice versa. So, when assessing potential cities throughout the world, you should reference the lifestyle questions that you answered at the beginning of this book.

The recommendations I'll give you are based on my experiences and those of my well-traveled friends.

When assessing these cities, make sure to check out <https://nomadlist.com/>. This site gives a relatively accurate estimate of the cost of living of thousands of cities around the world.

Here are some potential home bases along with their average monthly cost of living (according to Nomad List as of 2021):

(Note: The cost of living is a bit bare bones. You may want to add around \$500 each to be conservative)

- Mexico City, Mexico - \$1,467
- Playa Del Carmen, Mexico - \$1,839
- Medellin, Colombia - \$1,122
- Ho Chi Minh City, Vietnam - \$968
- Bangkok, Thailand - \$1,482

- Bali, Indonesia - \$1,387
- Taipei, Taiwan - \$2,749
- Austin, Texas USA - \$3,439
- Kiev, Ukraine - \$1,503
- Berlin, Germany - \$3,181
- Seville, Spain - \$2,472
- Valencia, Spain - \$2,660
- Lisbon, Portugal - \$2,198

Here are some potential cities for pure fun along with their average monthly cost of living (according to Nomad List as of 2021):

- Rio Di Janeiro, Brazil - \$2,234
- Budapest, Hungary - \$1,569
- Manila, Philippines - \$1,465
- Buenos Aires, Argentina - \$807
- Miami, Florida USA - \$4,102
- Osaka, Japan - \$2,576
- Tokyo, Japan - \$3,560
- Seoul, Korea - \$2,352
- Mykonos, Greece - \$6,112

For me, the best balance has been 7-9 months in a home base like Mexico City, followed by 3-4 months in a pure fun place, like Budapest or Osaka.

Epilogue

Most men lead lives of quiet desperation. For many years, I did too.

It ate away at me while I dreamt of bigger things. Mainly freedom, wealth, impact, and an awesome dating life. For a long time, all these things seemed like a stretch.

But as I grew my social circle, took action, and expanded my idea of what was possible, these dreams began to creep into my reality. They were no longer dreams, but realistic goals. And now, I've managed to go a long way towards achieving them (though the journey never really ends).

I learned to stop aiming small, and start thinking big.

Over the past seven years, this journey has led me all over the world. I've dated beautiful women of all different cultures, failed and succeeded with businesses, learned a language, and achieved a level of freedom most people still don't realize is possible. It's been a wild ride and I wouldn't trade it for the world.

Now, I sit here writing in my Mexico City home office, in December of 2020. It's been one of the craziest years any of us have had. Somehow, though, it's been my most successful year in business. I've learned to pivot, adjust, and maintain control of the ship even through all the craziness. That's the power you have when you put this book into action and take control of your life.

I don't know for sure where I'll be in five years. Maybe I'll still be here in Mexico City, quarterbacking my flag football team to its fifth straight championship. Maybe I'll be raising a family in the USA, or kicking back on a beach in Brazil. The world and the future are open and flexible, and that's how I like it.

But one of the big reasons I wrote this book is because, through years of dating coaching, I realized that just getting good with girls wasn't enough. It's one piece of a great lifestyle, but it's not the whole thing. So, I wanted to create a blueprint that any guy could pick up and use to design an awesome lifestyle for himself.

It's my hope that you do exactly that. That this book opens your mind to what's possible when you decide to live intentionally, think different, and build a life that you actually want... Rather than follow society's generic blueprint that leaves so many people unhappy.

And hey, maybe we'll link up around the world one day, as we cross paths on our own freedom journeys.

So, good luck, and may this book help you to transform your life into an awesome adventure.

Your Next Step

If you apply what you learn in this book, you can go out there and achieve a high value lifestyle.

But some of you may want more help and even to fast-track your success. After all, going at it alone isn't easy, even if you have the right tools and knowledge.

That's why I've teamed up with my good friend, How to Beast, to create the Beastly Lifestyle Mentorship program.

It's a group coaching program where we personally mentor you, answer your questions, hold you accountable, and help accelerate your road to an awesome lifestyle. We've been running it for nearly a year, and guys have gotten great results from it.

If that sounds like something you're interested in, just click the link below to fill out a quick application.

Fill out your application for the Beastly Lifestyle Mentorship Program

If you seem like a good fit, we'll email you to schedule a call and give you more details.

I look forward to chatting with you and helping you further accelerate your lifestyle goals!

Can You Do Me a Favor?

Thanks for checking out my book.

I'm confident you will master these fundamentals and create a high value lifestyle for yourself if you follow what's written inside. But before you go, I have one small favor to ask...

Would you take 60 seconds and write a quick blurb about this book on Amazon?

Reviews are the best way for independent authors (like me) to get noticed, sell more books, and spread our message to as many people as possible. I also read every review and use the feedback to write future revisions – and future books, even.

[Click here to leave a review on Amazon.com](#)

Note: The above link may not work on certain Kindle devices. If that's the case, please manually navigate to the book's page on Amazon in order to leave a review.

Thank you – I really appreciate your support!

How to Reach Me

If you've got a question about the book or how to apply any of the concepts, the best way to reach me is either through an Instagram DM or an email.

- Instagram: <https://www.instagram.com/dave.perrotta/>
- Email: Dave@postgradcasanova.com

I love chatting with readers, so feel free to reach out and I'll get back to you as soon as I can! And if you're in Mexico City, let me know, and maybe you can come out to our weekly football game!

If you'd like to see more of my content on video, check out my YouTube channel:

<https://www.youtube.com/daveperrotta>

I post new videos here every single week to help you level up your lifestyle and dating life. If you like the content, be sure to subscribe and drop a comment – again, I love hearing from readers, and I reply to every comment.

About the Author

Dave Perrotta is a best-selling author, entrepreneur, and YouTuber – on his channel, he shows men how to get the girls they want and achieve a high value lifestyle.

His other best-selling books include:

[*Conversation Casanova: How to Effortlessly Start Conversations and Flirt Like a Pro*](#)

Struggling to start and keep conversations going with women? Not able to flirt and get them attracted consistently? This book will show you how to do it, and give you an exact gameplan for success.

[*The Hook Up Handbook: 28 Fundamentals to Keep Her Coming Back for More*](#)

Struggling to close the deal with girls and give them the types of hook ups they crave? Want to be able to blow them out of the water with every hook up, and have them saying you're the "best they've ever had"? This book is your answer.

A Parting Gift

If you haven't already, make sure to check out the free companion website that goes along with the book.

On the website, you'll get:

- A full list of resources for the entire book.
- Action steps so you can implement what you learn.
- A workbook where you can answer the questions throughout the book and create the foundation for your high value lifestyle
- Bonus videos to help you apply what you've learned.