

**Brad P. Presents**

# **The Forbidden Truth Part 2**

***“Just Another Casualty of the Information Age”***

**Inside this new report:**

***=> Find out the exact numbers on what methods and forums are getting students laid.***

***=> Timeless Success Formulas that can transform your results with women forever.***

***=> Radically change the path of your development with 1 simple adjustment.***

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## Introduction, by Jake P.

When I first met Brad P., it was at his workshop in Las Vegas in 2008. I was scared to death at the time, but Brad put my mind at ease and then proceeded to transform my game and my entire life into something out of a dream.

Since then, we've become good friends, and I've seen first hand that not only does Brad have the greatest game I've ever seen, but he also cares more about helping students than anything else in the world.

A few weeks ago, Brad emailed me the statistics in this report, and he said that he was worried about putting this information out into the public. When *The Forbidden Truth Part 1* came out, it caused a tidal wave of emotion. On the one hand, many people were happy that they finally had it spelled out to them why they weren't improving at pickup. On the other hand, a lot of people in the business got hurt feelings and there were a few lost friendships.

Surely this was going to happen again, but this time even worse.

I had a heart to heart talk with Brad, and we decided that this information should be released anyway, and let the chips fall where they may.

Read on and in these pages you will find out

-Why Brad's 30/30 students are getting laid 7-10 times more than students on free public forums.

-How the seduction community has fostered a culture of delusion and confusion on many internet forums.

-How Brad and the UDS coaches invented a system for learning pickup that really works, and isn't just a bunch of hype and marketing. While many other gurus and coaches are able to pickup women themselves, only Brad P. and Neil Strauss have succeeded in getting a large percentage of students laid **purely by studying over the internet.**

- Why Brad is now sharing the nuts and bolts of this system with everyone else, and hoping that the entire seduction world will rip off our system and use it on their forum.

-Although they mean well, the various attempts at teaching seduction via forums have proved largely unsuccessful. Read on and you will see the EXACT NUMBERS. You will see actual proof that un-coached pickup forums are failing miserably when it comes to getting people laid.

-How the culture of Pickup Forums could be stopping you from succeeding with women, and what you can do to change this.

-How un-coached pickup forums are drawing you into a land of make believe. The longer you read them, the more delusional and confused you will become.

-Why Brad is truly the guru you should put your trust in. His curriculum is getting a higher percentage of students laid than workshops of other companies. That's something you should pay attention to. It's not hype, it's real numbers and real results.

-Why Brad has been called #1 PUA in the world over and over again. After 10 years of people learning pickup on the Internet, Brad has clearly emerged as the most effective teacher in the history of the seduction community. Although Brad stays away from any kind of publicity, for years he has been known as the "Secret Weapon" of the pickup community, and lives up to that reputation to this day.

After knowing Brad for 3 years now, I can tell you he's a pretty humble guy. Until he springs into action picking up hotties and teaching students, you'd never suspect he was the best in the world. But there are things in his past that give him a distinct advantage over anyone else teaching today.

-Brad has been studying psychology and philosophy for close to 2 decades now, and holds degrees in both subjects. He draws on a massive database of experimental results and psychological theories when teaching people

-He was a basketball coach for 3 years, after playing on a championship winning NCAA college basketball team under an elite group of coaches, one of whom went on to coach in the NBA. If you've never been around a group of "winners" and learned the winning mentality, Brad will teach it to you.

-Brad spent 2 years working with the mentally ill. He taught basic life skills to adults with Obsessive Compulsive Disorder, Schizophrenia, and a variety of learning disabilities. This kind of experience will teach you to get through to anyone, no matter what their level of comprehension.

-Brad spent 4 years as a social worker. He worked in a youth center running substance abuse prevention programs for at-risk urban teens in Queens, New York City. This taught him to deal with highly resistant individuals from a wide range of backgrounds.

I hope you enjoy reading this report.

Even if you end up hating this report, I hope it makes a huge impact on you, and results in you taking action and chasing the dreams you have had for years. If you've had a dream of massive success with women, but never had the guts to start chasing that dream with everything you've got, this one is for you. This will be the turning point.

Hope to see you soon,

**-Jake P.**

Supervisor and Head Coach  
[Pickup Mansion](#)  
Hollywood, CA

# **The Forbidden Truth**

## **Part 2**

***“Just Another Casualty of the Information Age”***

## Section 1: Meet Brad P.

I'm Brad P. and I want you to succeed with women.

The purpose of this report is to help you succeed and prevent you from wasting your time.

I am sick and tired of guys spending thousands of dollars and thousands of hours on Pickup and not getting anywhere.

Please read this report carefully and try to follow the instructions as closely as you can.

My goal, my mission, and my life's work is to get you results. I hope you will use this information as a springboard to get success beyond your wildest dreams.

For the sake of those who have never heard of me before, I will re-print some background information about me from the original Forbidden Truth report. If you've already read this report, please skip to section 2.

## About Me

I am a dating expert with a degree in psychology and philosophy. Before becoming a dating coach, I had several careers in "helping professions" where I learned how to teach people who are in difficult situations or are having trouble learning. Consider my background before you consider my theories on learning.

I was a basketball coach for 3 years, after playing on a championship winning NCAA college basketball team under an elite group of coaches, one of whom went on to coach in the NBA. This instilled in me the ability to push people, to get the most out of them, and how to impart a "winning mentality" to all the students I encounter.

I spent 2 years working with the mentally ill. I taught basic life skills to adults with Obsessive Compulsive Disorder, Schizophrenia, and a variety of learning disabilities. This is where I learned how to communicate ideas and skills in a way that is calibrated and customized for the listener's level of comprehension.

I spent 4 years as a social worker. I worked in a youth center running substance abuse prevention programs for at-risk urban teens in Queens, New York City. This taught me to deal with resistant populations and multicultural settings.

I spent the first 26 years of my life as a nerd who had no ability to deal with women or attract women. I have a real understanding of the deep loneliness and fearfulness that men go through when they fail with women.

I spent my first 8 months of learning cold approaching women every single day. That's 7 days a week. I continued approaching and dating lots of women for the next 4 years and I still am active to this day. Everything I teach comes from true life experience. There is no speculation, no guessing. It's all things I've done myself.

I spent 2 years [learning from naturals](#). I've learned from one natural who seduces women in

ten minutes, another who has out-gamed Tommy Lee, and a third who approaches 20+ women every day of his life.

I've spent the last 4 years doing a mixture of cold approach pickup and long term open relationships, and I have an intimate knowledge of what it takes to get a woman, and what it takes to keep a woman. Anything you've ever wanted to do, chances are I've done it and I can teach it.

Since 2005, I've been running seminars and in-field workshops. I helped men from every walk of life, from the most socially inept to the highly accomplished professional. My students have had great success. A few high points include:

- 4 out of 6 students scoring from same day cold approaches in my 2008 Chicago Workshop
- Helping a 32 year old virgin lose his virginity despite his severe learning disabilities.
- Helping a number of older men (some in their 50s) score on the same day with women half their age.

## **My Seduction Community Experience**

When I began teaching in March of 2005, the students I had were brand new the idea of studying dating and seduction and we did a lot of rudimentary work on their identity and skill set. After learning the simple fundamentals I was teaching, my first group of students had such a high success rate that my class quickly grew in popularity and attendance, and by 2006, men were contacting me from all over the world to learn from me.

During that first year, my success seemed to me to be an isolated phenomenon, but there was a worldwide movement going on that I wasn't aware of, the Seduction Community.

I remember the first time I heard about the seduction community. I was teaching a seminar in 2005, and I asked if there were any questions. A young IT consultant raised his hand and said "I'm having a little trouble with A3." I had no idea what he was talking about, and I felt a little silly being stumped at my own seminar. I told him "I'll have to go home and look that one up."

I spoke to this student and his friend after class, and I was floored by the amount of information they were able to repeat to me. They had about ten times more information than me. At the time, I thought they had large amounts of knowledge, but I found out later they didn't. They only had information. There's a big difference between having knowledge and having information.

When you have "information," you can tell it to other people, you can pass a multiple choice quiz, you might even be able to impress a few people by convincing them that you have knowledge.

Truly having "knowledge" is when you are able to understand the relationships between different types of information. You'll know when certain principles apply, and when they don't. It's very different. Having "knowledge" allows you to build skill and get results. Having information is just a prerequisite to obtaining knowledge.

So how did I find out that these guys only had information?

They signed up for one of my in-field trainings, and I went out to a few bars with them to meet women. Keep in mind these guys seemed to know ten times more than me. I had only been teaching for 6 months. I thought they were gonna mop the floor with me and demand a

refund.

During the course of the night, I took five phone numbers and brought home a hot burlesque dancer. I had a great night. My know-it-all students, on the other hand, had a rough time. I gave them my standard lessons and did a few approaches for them to watch. Then I asked them to approach a pair of women at the bar so I could watch and critique them. They both looked at me with a panicked expression on their face. "Brad, I think we're gonna just observe tonight," they said.

I tried a few more times to get them to approach, but they were just too scared. They didn't do one single approach.

As a new teacher, this was really confusing to me. How was it that these guys knew so much about seduction, but were unable to do even one single approach, even with the help of a coach?

## **They were keyboard jockeys. That's how.**

As I continued meeting more and more community guys, I would find out that many of them were keyboard jockeys. They have the information. They can spit it back to you, they can type it out on a computer screen, but they aren't able to actually use ANY of the information they have. It's a condition that's widespread and rampant.

In 2006, I was a speaker at the "Cliff's List" Convention, which was the largest gathering of seduction students in North America that year. After I did that, the community guys slowly took over my trainings and seminars until by 2007, there were no "regular guys" left, only community guys.

I continued my teaching, and I had many similar experiences that all lead to the same few conclusions.

1. There's no shortage of information, the students already have tons of info.
2. About 80% of the information out there in the seduction community is of very high quality. Some of the techniques are so innovative and psychologically sound that it must have taken a genius to come up with them.
3. There's a huge disconnect in the quality of the information and the ability of the students to utilize the information.
4. Most of this disconnect stems from inefficient teaching techniques, fearfulness, confusion, poor information timing, and the occasional bit of bad information.

If I could only get these guys to use the information they already had, they'd be getting great results.

## Section 2: Background Information

### Background

The original “Forbidden Truth” report was released in 2008. It was an investigation into the teaching methods used in the Pickup Community and included a number of suggestions to improve the overall success of the students and the movement overall.

If you haven't already read “The Forbidden Truth,” you might want to [download it here](#).

This report, “The Forbidden Truth, Part 2” will investigate the progress made in the Pickup world since 2008, and will include a comparative analysis of the various forums and systems people are using to become proficient in seduction.

All of the research for this article was done by me, along with my 3 research assistants (Rajin, Nick W, and Rockstarr).

If you are interested in seeing the massive amount of raw data behind this study, you can view it yourself [here](#).

Although it was a time consuming process to compile this data, it's something anyone could have done. If you would like to verify the accuracy of the data, you are welcome to visit the same forums I visited and see for yourself.

**This information is publicly available to anyone with internet access. All we did was compile it all into one place.**

**The information in this study is 100% verifiable.**

Furthermore, if anyone reading finds any statistical mistakes in the data, just email me, and I will correct the mistakes and re-distribute this report.

## The goals of this study:

1- To finally answer the question:

### Which pickup system is getting the highest percentage of students laid?

2- To revisit some of the theories from the original "Forbidden Truth" report, and evaluate their effects on student success from 2008 to 2011.

3- To share the most effective ideas from "The Forbidden Truth" and The 30/30 Club with the rest of the community, and make some recommendations on a system of best practices for online PUA forums.

4- To help the student navigate the internet PUA scene with focus and discipline.

5- To improve the overall effectiveness of pickup methods.

6- To determine which forum can help YOU the most.

7- To determine which forums are most likely to be a waste of your time.

It's not easy to figure out the answer to these questions. If you know me and you've read what I wrote in Part 1, you'll know I'm a guy who likes **science and numbers**. I want to see statistical evidence before I believe something. I want to see data, and I want that data to be as reliable as possible.

We live in a world permeated by persuasive marketing and sloppy science. Everyone who has a seduction system or a seduction forum is always going to want to tell you that their method is the best.

One thing I can tell you for sure is that **numbers don't lie**.

Before we go on to the numbers, I should disclose the fact that I personally like the people who created many of these forums. I'm a fan of guys trying to help each other. I'm a supporter of the people who dedicate their time to building and maintaining these forums. Some of the people who run these forums are friends of mine. I've done my best not to let my friendships interfere with this report.

Ultimately, this study is not about my opinion on any of the forums or the people that run them, it's about the real numbers. It's about the real results that the students are getting (or not getting).

If we're ever going to move forward, we have to know the real facts about what's going on, and not let our friendships and business affiliations prevent us from acknowledging what's

happening.

### **Section 3: The Lay Report Leader Boards**

What you are about to read is the product of an 11 month, top-secret research project.

Before this project, no one has ever attempted to do an investigation of this scale into the success rate of the Seduction Community.

I knew it would be risky to do a report of this scale. Half of my friends in the industry may get very angry at me when they see that I have spied on their forum and released the results. By printing this report, I risk industry-wide blacklisting and massive internet smear campaigns....but it's worth the risk.

It's worth the 11 months of research, and the risk of being blacklisted for one reason. The truth must be known. That's what this report is ultimately about. The students deserve to know if anyone is getting laid in this movement, how much, and what systems are creating success.

As it turns out, there are a lot of people wasting their time in the seduction community, and it's not increasing their success one bit....but we'll get into that later.

On the bright side, there are a few hundred guys who are increasing their chances of success in a big way....more about that later.

Before we get into the results, I want to give you a short explanation of what question was being investigated, and how this research was conducted.

The question is simple:

### **Which pickup system is getting the highest percentage of students laid?**

This is the question that has been on people's minds for years. If students only knew what worked best, they could stop floating from one system to another, and just stick with what works.

But the question has been clouded by layers of confusion and hearsay.

Of course, every teacher would like to believe he has the best system. And every marketing guy who gets hired thinks of ingenious ways of putting this message out there.

Even systems who have no "leader" or "guru" make claims of being the best.

It's hard to know who to believe.

I am an extremely skeptical person, and I usually don't believe anyone. One thing I do believe is numbers. I believe students' results can be studied and quantified. That is what I did during the course of this research project.

By now you're probably dying to know which system came out on top of this study, but please be patient and read on. It's important to understand how we arrived at these numbers.

## **Method of Study**

The method of the study was very simple.

First we determined how many "active users" were on each seduction forum. The term "active users" is defined as any forum member who posted 5 or more times between Jan 1<sup>st</sup>, 2010 and June 30<sup>th</sup>, 2010.

Then we determined how many lay reports were on that forum. For lay reports, we followed traditional community doctrine: a BJ or better= lay report. Most forums have these reports marked as "LR" so it's pretty easy to spot them. In some cases, we included "FR" reports where the poster got laid, even if he did not mark the report "LR."

If a forum member had multiple LRs, we counted him as 1 active poster getting laid.

Then we used the following formula to determine what percentage of active members are getting laid:

$$\text{members getting laid} \div \text{total active members} = \%$$

For example, if a forum had 100 active posters, and 10 guys with at least 1 LR, that forum would be at a 10% success rate.

### **Limitations of this study**

There are some of things that can't be accounted for, like people who get laid but don't post, or people who write fake LRs just to impress the other members. So it's not possible to figure out every little nuance of what's going on.

However, I believe this study gives us the most accurate picture possible.

We can't put a spy camera into every bedroom, club bathroom, and back seat in the world. So we will never know with 100% certainty who's getting laid and who is not.

But this study gives us a pretty good idea, because it was done in secrecy. Men have a tendency to lie about how much they are getting laid if they know they are being observed.

None of the data in this study came from people who thought they were being observed. They were just logging the information in their "natural habitat."

What it comes down to, is that this is the most reliable set of data in existence at the present time. Maybe there will be better studies some day. As for now, this is the best study you can get.

And now, the moment you have all been waiting for....the Lay Report Leader Boards.

## Highest Percentage of Active Members Getting Laid

If you want the best system out there, go with the one that has a proven track record of success. Here is the Leader Board on which forum and system gets the highest % of students laid.

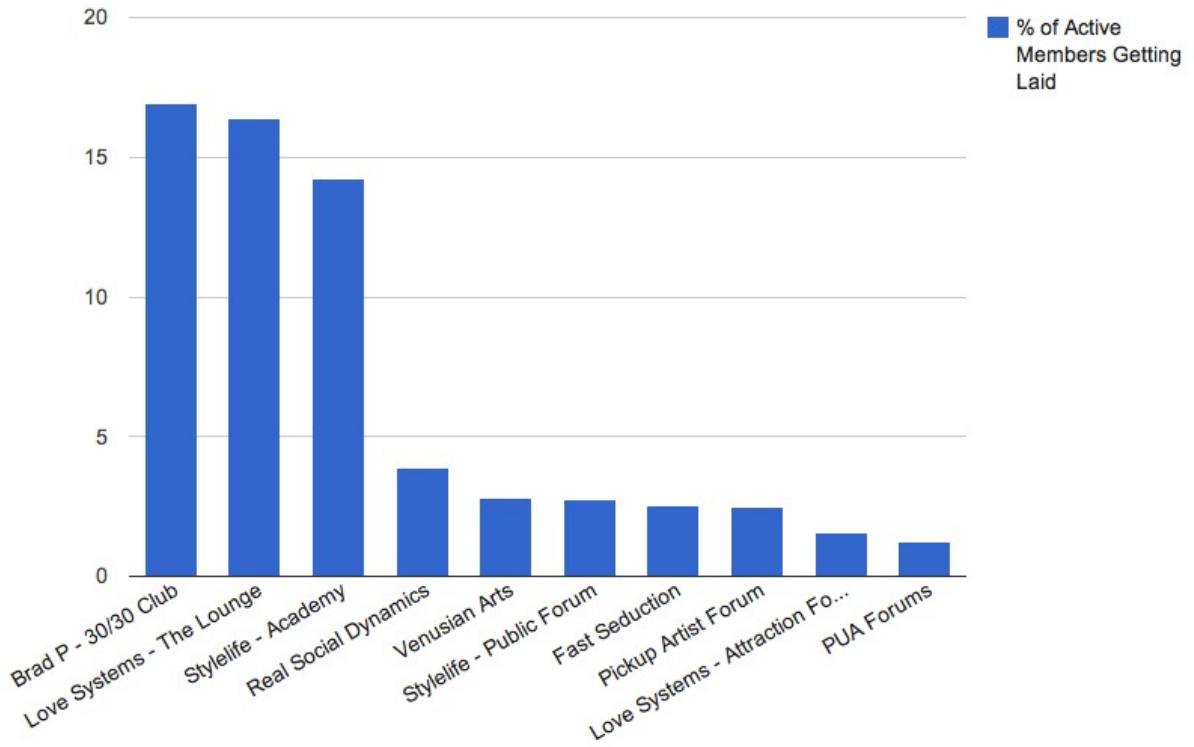
- 1. The 30/30 Club (BradP.com) 16.93 %**
- 2. Love Systems Lounge (Love Systems workshop students only) 16.40%**
- 3. StyleLife Academy (Neil Strauss aka Style, paid private forum) 14.29%**
- 4. Real Social Dynamics 3.87%**
- 5. Venusian Arts (Mystery from VH1's "The Pickup Artist") 2.83%**
- 6. StyleLife (Neil Strauss, free public forum) 2.73%**
- 7. FastSeduction.com (LearnTheSkills) 2.56%**
- 8. Pick-up-Artist-Forum (PUA Training) 2.49%**
- 9. The Attraction Forums (Love Systems) 1.57%**
- 10. PUAforums.com 1.25%**

If you want to know more about these forums or you want to see the actual data, including URLs of every lay report, you can [view the data here](#). It's all laid out for you on our webpage. You can view the forum for every url in our report.

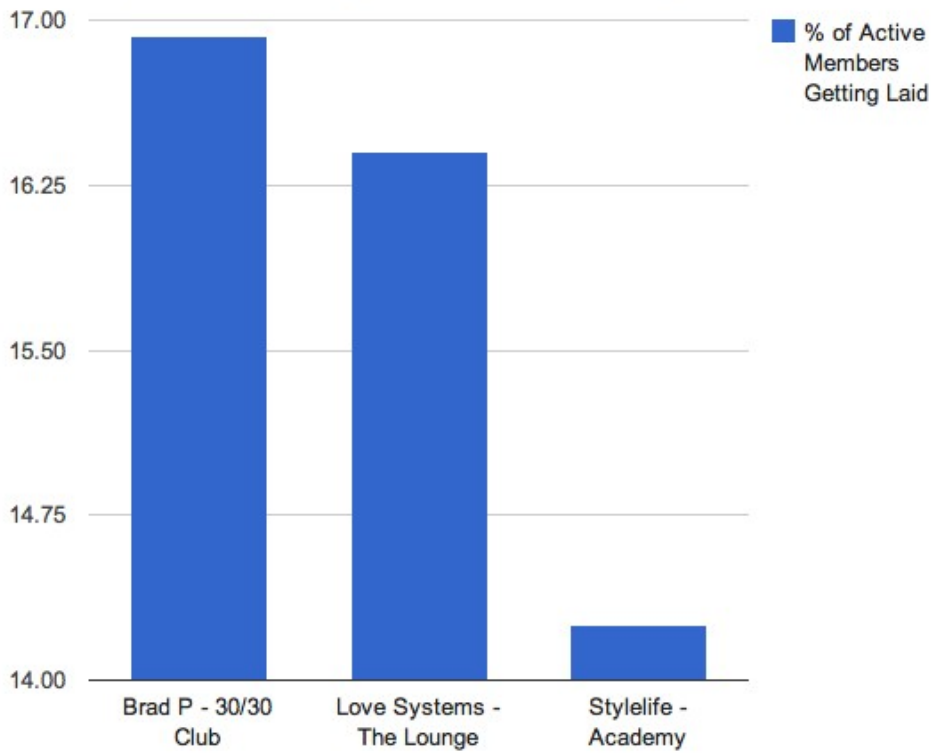
If you are skeptical of these numbers, I encourage you to view raw data, which includes every post by every active member. **Remember, every part of this report is backed up by real data that is publicly available to anyone who wants to take the time to go through it.**

Here are some more leader boards you might find interesting.

Percentage of Active Members Getting Laid



Top 3 Forums: Percentage of Active Members Getting Laid



## Total Active Members

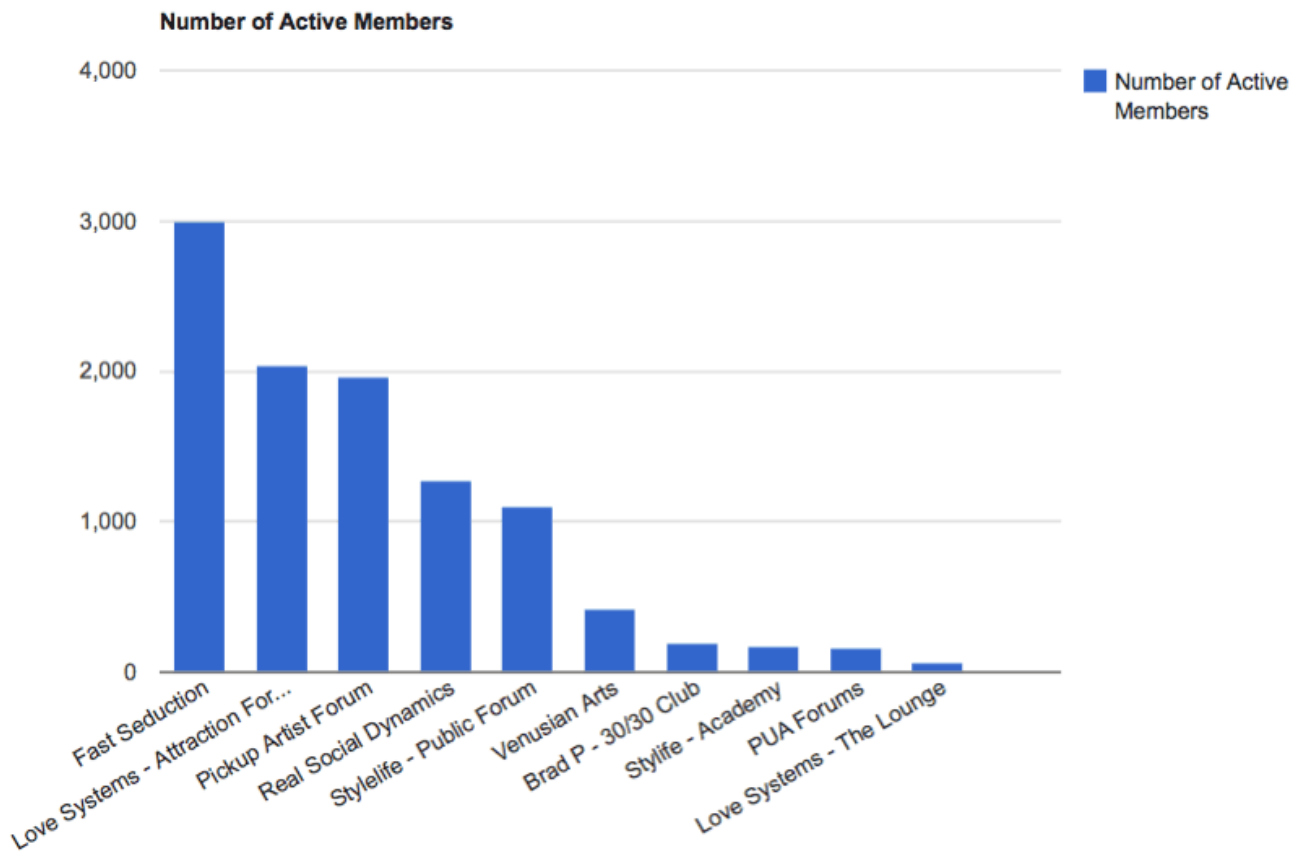
For some folks, bigger is better. Other guys would rather be on a smaller more intimate forum where you can get to know people. If you're curious about how many active members are on a forum, read on and this Leader Board will tell you.

### Forum Name / Success Rate / Active Members

Forum Name	Company	Success Rate	# of Members
1. FastSeduction.com (LearnTheSkills)		2.56%	<b>3,000 Active Members (estimated by Formhandle)*</b>
2. The Attraction Forums (Love Systems)		1.57%	<b>2033 Active Members</b>
3. Pick-up-Artist-Forum (PUA Training)		2.49%	<b>1965 Active Members</b>
4. Real Social Dynamics		3.87%	<b>1267 Active Members</b>
5. StyleLife (Neil Strauss, free forum)		2.73%	<b>1098 Active Members</b>
6. Venusian Arts (Mystery from VH1's "The Pickup Artist")		2.83%	<b>424 Active Members</b>
7. The 30/30 Club (BradP.com)		16.93 %	<b>189 active members</b>
8. StyleLife Academy (Neil Strauss aka Style)		14.29%	<b>168 Active Members</b>
9. PuaForums.com		1.25%	<b>160 Active Members</b>
10. Love Systems Lounge (Love Systems workshop students only)		16.40%	<b>67 Active Members</b>

\* All figured have been verified by data examination except FastSeduction.com Their forum is set up in a way that makes it impossible to download and analyze 6 months worth of posts. I have reason to believe Formhandle's estimate to be very close to accurate.

There are other forums on the internet, but we only studied forums with 50+ active members.



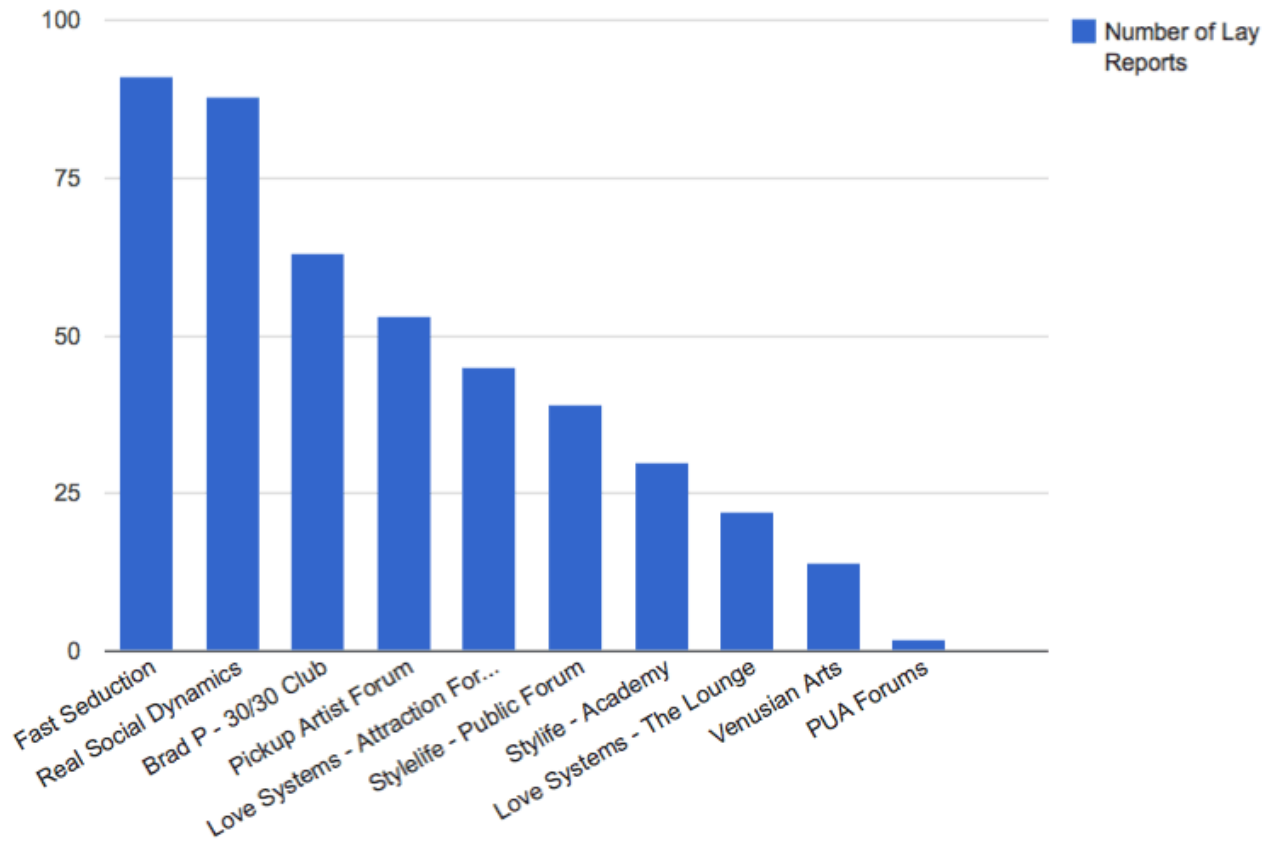
## Total Lay Reports

Let's give credit where credit is due. These are the forums that have gotten the most people laid.

### Forum Name / Success Rate / Total LRs

1. FastSeduction.com (LearnTheSkills) 2.56%  
**91 members got laid**
2. Real Social Dynamics 3.87%  
**88 members got laid**
3. The 30/30 Club (BradP.com) 16.93 %  
**63 members got laid**
4. Pick-up-Artist-Forum (PUA Training) 2.49%  
**53 members got laid**
5. The Attraction Forums (Love Systems) 1.57%  
**45 members got laid**
6. StyleLife (Neil Strauss, free forum) 2.73%  
**39 members got laid**
7. StyleLife Academy (Neil Strauss aka Style) 14.29%  
**30 members got laid**
8. Love Systems Lounge (Love Systems workshop students) 16.40%  
**22 members got laid**
9. Venusian Arts (Mystery from VH1's "The Pickup Artist") 2.83%  
**14 members got laid**
10. PuaForums.com 1.25%  
**2 members got laid**

### Total Lay Reports



## Cost of Forum

Some forums are free, others are not. If you're looking to get the most bang for your buck, take a close look at this Leader Board.

If you look closely, you'll notice the percentages of people getting laid are about 6 times higher on paid forums. Free forums don't get past a 2% or 3% success rate.

It's yet another case of “**you get what you pay for.**” The free forums can't get anywhere near the success rate of the paid forums.

1. The 30/30 Club (BradP.com) 16.93 % **\$67 per month**
2. Love Systems Lounge (Love Systems workshop students) 16.40% **\$2997 for Lifetime Membership**
3. StyleLife Academy (Neil Strauss aka Style) 14.29% **\$85.50 per month and \$50 initiation**
4. Real Social Dynamics 3.87% **Free**
5. Venusian Arts (Mystery from VH1's “The Pickup Artist”)2.83% **Free**
6. StyleLife (Neil Strauss, free forum) 2.73% **Free**
7. FastSeduction.com (LearnTheSkills) 2.56% **Free**
8. Pick-up-Artist-Forum (PUA Training) 2.49% **Free**
9. The Attraction Forums (Love Systems) 1.57% **Free**
10. PuaForums.com 1.25% **Free**

## Posts by the Original Visionary

One thing that can make the online forum experience really cool is talking to the founder who invented the system you are using. Guru participation shows that someone cares about the forum and is steering the ship. But whoa...hold on a second there! Not all the gurus post on their own forums. Read this Leader Board to find out who does.

### Forum Name / Success Rate / Posts by Founder

1. FastSeduction.com (LearnTheSkills) 2.56% **8245 by Formhandle**
2. Real Social Dynamics 3.87% **3937 by Tyler**
3. The 30/30 Club (BradP.com) 16.93 % **1615 posts by Brad P.**
4. The Attraction Forums (Love Systems) 1.57% **925 posts by Savoy. 10 posts by Mystery\***
4. PuaForums.com 1.25% **659 by Bill Preston**
5. StyleLife (Neil Strauss, free forum) 2.73% **380 posts by Style**
6. StyleLife Academy (Neil Strauss aka Style) 14.29% **122 posts by Style**
7. Pick-up-Artist-Forum (PUA Training) 2.49% **64 by Gambler**
8. Love Systems Lounge (Love Systems workshop students) 16.40% **10 posts by Savoy**
9. Venusian Arts (Mystery from VH1's "The Pickup Artist") 2.83% **5 posts by Mystery**

\*The Attraction Forums is a forum that was originally started by Mystery Method Corp., a company owned by both Mystery and Savoy. Both are original visionaries of this forum.

## Section 4: Confusing Ourselves to Death

Why is this chapter called “Confusing Ourselves to Death”?

Well it's simple.

Picking up women and fucking them is a matter of life and death. If you can't figure out how to do it, you will have no offspring and you will die alone. Period.

Over the past ten years, a self help movement called “the seduction community” has appeared on the planet earth, and it is giving hope to men who would have had little hope otherwise.

The goals of this movement are grandiose. As coaches, we hope to bring personal growth, sex, love, and happiness to men who are struggling with all of the above.

This is a goal that can be accomplished. I have seen men who have never even talked to a woman go from a nervous stuttering mess to the kind of guy who gets laid regularly. It can take place in a matter of months. A transformation like this is truly amazing to behold.

However, this self help movement is currently in jeopardy of disappearing due to lack of results. If it does disappear, so do the hopes and dreams of the hundreds of thousands of men who have found themselves unable to attract a mate.

If the students don't get laid, the movement will eventually cease to exist. It's that simple.

You may be wondering why our movement is in jeopardy. To put it simply, it is on the brink of collapsing under it's own weight.

Over the last ten years, we have witnessed an avalanche of information, some of which is highly effective when applied in the real world.

However, without a structure in place to help people utilize this information, men are ending up worse than they were before. Men are going through a strange process of information addiction which is preventing them from getting success even before they can talk to a single woman.

While there are a few bright spots in the seduction community where people are actually succeeding, the majority of the men who are studying pickup on the internet are moving backwards. They are not getting laid. They are not growing as people. They are not gaining any social skills. All they are doing is amassing a vault of useless information and trivia.

They will never translate this information into results. It will only make them more confused.

**They are Confusing Themselves To Death.**

I have concrete scientific proof that about 95% of the men reading pickup forums are not getting laid. All they are doing is sitting around and speculating on the internet and wasting their time.

Please, judge for yourself.

Here's some cumulative stats:

**TOTAL ACTIVE POSTERS ON ALL FORUMS: 10,371**

**TOTAL PEOPLE GETTING LAID ON ALL FORUMS: 447**

**TOTAL SUCCESS RATE: 4.3%**

Again, [read the data](#) if you are skeptical.

4.3% is pretty bad.

When I first went on the internet and saw all these forums, I figured the success rate would be way higher than that. The techniques they are teaching seem to be effective and well thought out if you just go out and do it.

I went and tried some of the techniques out myself, and I found that the results were truly amazing. This material is genius level stuff! If you go out and use it all the time, you will get results for certain.

Therein lies the problem. Most of the guys on the forums haven't gone out and done anything.

In the next few sections, I will propose my theory on why no one is using what they are reading, why 95% of the students are not getting laid, and what can be done to change this.

Everything I am proposing has already been tested and I can prove that it works better than what is currently being done.

## Section 5: Case Study: GoGoRomeo564

Let's consider the case of GoGoRomeo56. He's a new member of the Pickup Community. Let's follow him through his path and see where things are going right and where things are going wrong. Romeo's path is typical, and the majority of Pickup students go through the same issues.

Romeo hears about the Pickup Community through a friend and decides to look into it. He's 32 years old and has never had much success with women. Romeo is a talented IT professional, with tremendous analytical skills.

As he begins reading newsletters and free forums, he sees that he will finally be able to use his analytical talents to get himself some ladies. What an exciting prospect!

It's all so exciting at first. The coaches and gurus are getting tremendous results. Romeo hopes one day he can get similar results and live a life filled with great women. Maybe he could even become a coach some day. Now that would be something!

After a few weeks, Romeo has spent about 30 hours reading and studying. He starts thinking maybe it might be a good idea to talk to some girls and try this stuff out. He goes out into the park on his lunch break with an opener ready to go.

But the first girl he sees seems too snobby. The next one is too chubby. The third girl is too hot and it's scary to even think about talking to her. Romeo finally works up the nerve to talk to a girl on a park bench, but there's an old man sitting next to her and Romeo is afraid of what he might say.

So back to work he goes. Lunch hour is over.

Romeo spends 10 more hours reading up on "approach anxiety" and buys a few DVD sets, hoping this will spring him into action. He spends a few weeks watching the DVDs and figuring out a new game plan.

Romeo decides to go out to a bar and try the openers from the DVD set. When he arrives, he feels that everyone is watching him and wondering why he is there alone. Romeo tries to get his thoughts organized, but there's just too many ideas in his head.

He's already planned an opener, a few attraction routines, and how to take the girl home, but suddenly all the things he's studied just start feeling unnatural. He thinks back on a newsletter where one of the coaches was saying to never use rehearsed scripts, just be natural.

Romeo decides to have a couple of drinks and collect his thoughts. Then he will be able to naturally attract women, he thinks. He ends up drinking more than he intended to and taking a cab home. Romeo felt that he was just too tipsy to do any approaches.

Romeo decides to study up on “natural game” so he won't have that weird feeling again. He attends a seminar on natural game and is impressed with the charisma of the speaker. It must have been those damn routines that were making him feel so weird.

Romeo begins posting on the forum he has been reading. By now 4 months have gone by, and he's done enough reading and studying to sound very knowledgeable. The guys on the forum are complimenting Romeo's advice posts.

With the new confidence he has gained from these compliments, Romeo makes a 2<sup>nd</sup> attempt at lunch time gaming in the park. He's planning to say hi to some girls and then say whatever comes naturally.

As he's walking, he quietly says hi to a passing woman. She walks right by him without even looking at him. This rejection hits Romeo like a kick in the nuts. He feels all his confidence quickly disappearing. He has a knot in his stomach and a sinking feeling in his chest. Maybe it's time to sit down for a second.

Romeo spends the rest of his lunch break trying to remember all the natural techniques he studied, but when you're feeling so nervous and downtrodden, it's hard to remember anything. He heads back to work and quickly jumps back on to his PUA forum for a quick ego boost.

One of the guys on the forum reads Romeo's post and suggests he do some inner game work. That must be the problem.

Romeo quickly downloads an intense inner game seminar and gets to work filling out the workbook. He implements the Abundance Mentality, does some Visualization Exercises, and signs up for yoga classes and salsa dancing.

For the next 3 months, Romeo continues these activities.

He's now been in the game for 11 months. He knows everything there is to know about routines, canned openers, natural game, inner game, and he's developed his ability to salsa dance and increased his flexibility by doing yoga.

Romeo starts attending meetings at a Seduction Lair. He goes out to dinner with some of the lair guys. They debate the pros and cons of Old Skool Mystery Method and Speed Seduction. The lair guys tell him secrets about the real life of David DeAngelo. Romeo finds out David D's real name. Wow, what an informative and exciting night!

The lair guys have a lot of respect for Romeo. They want to hear all about yoga and salsa dancing. Romeo makes some great friends and revels in the feeling that he finally has a place where he belongs.

For the next 3 months, he attends every lair meeting.

Now 14 months have passed and Romeo has not gotten laid yet.

**14 months with no results. This is a disaster.**

What's happened here?

Wasn't the plan to meet girls and get laid?

Wasn't Romeo going to learn all the brilliant techniques of the gurus and create a rock star lifestyle for himself?

Why is he in a 14 month dry spell, after thousands of hours of studying?

## **What went wrong?**

- 1- Substituting male community validation for female companionship
- 2- Internet validation
- 3- Hero worship
- 4- Information overload
- 5- Lack of a plan
- 6- Lack of human interaction in real life
- 7- No one held him accountable
- 8- No one gave him any good advice

Unfortunately, this story is all too common. I would estimate that this plight affects more than 90% of Pickup students. I call these folks who are affected by these issues the KJ Nation.

KJ stands for keyboard jockey. A keyboard jockey is a person who studies and reads pickup information, but does not use it in real life.

The good news is that hope is not lost for the KJ Nation.

I've developed a system of education that prevents these problems before they start in newbies. It also functions to rehabilitate KJs. They may come in as KJs, but they are quickly transformed into a true Pickup Artist who lives an action packed life and is no longer a passive observer.

I've implemented all of these preventive measures into the [30/30 Club](#), both in the forum and in the curriculum. I'd like to share these with you, because even if you are not a member of the [30/30 Club](#), perhaps you can benefit from implementing some of these ideas.

## Section 6: From Newbie to KJ in just 12 months!

Now that you've heard Romeo's story, maybe you know people like him or maybe you are like him yourself. Let me get more specific about what's going on here.

Here's are the stages of newbie development, as it often plays out across the world.

**1- "Discovery"**- This is when your first discover that you can read books about how to get laid. During this phase you are excited to have found it. You are ecstatic that the literature is available. Some newbies start to see themselves as superior to others, and start to see the world as "enlightened" guys who study PU, and "the rest of the world," poor uninformed idiots. There is no field time for most people in this stage.

**2- "Guru Role Model"**- When you're a teenager, you pick your favorite music/movie/band/sport and that becomes a large part of your identity. When you're new to Pickup, you pick your favorite guru and that becomes a part of your identity. (It doesn't have to be a well known guru, it can be anyone who's writing on the internet). This seems to be a normal part of the development, and not necessarily a bad thing. It's only a problem if there is still no field time.

**3- "Surrogate activities"**- This is the part where you are scared to go into the field, so you join a lair or take salsa lessons instead, so you can feel like you're moving forward. For many people, still no field time.

**4- "Acceptance and involvement in surrogate activities"**- You start to get really involved in the lair, or salsa, or you start talking all the time on an online forum. You become a "known guy" and this is exciting. Still no field time. But you can speak with authority, since you're a known guy, sometimes you start giving your opinion, or even giving advice.

**5- "Small attempt #1"**- This is that part where you get frustrated and you say "DAMN I'VE GOTTA GET THIS HANDLED! THIS IS BULLSHIT!!" At this point you sign up for something where other people will pressure you to do approaches. Maybe a workshop, or group lair outing, or something like that.

At this point, the student will expect this training to solve everything, and result in being able to approach all the time. But since it's only a few days, it's not a long enough change in behavior to result in a permanent difference.

A truly decisive action would be to sarge every day for 6 months. Not sarge 1-3 times in a weekend. Going in field a few times is a "small attempt" at improving.

Out of everything in these stages, 'decisive action' is the thing which works best, and is a turning point for many people. Some guys (the winning 5%) go on to huge successes. They take their first decisive action and from there they just keep rolling and rolling. But if it doesn't work, we get to the next stage.

**6- "Disillusionment"**- Student gets angry at himself, or angry at the coaches, or angry at the

forum, or angry at the world. He wants to blame someone or something for his lack of results.

The reality of the situation is that his first attempt was just not enough. It's that simple.

But since the student was overly-optimistic about the process, and underestimated the work involved, he feels disillusioned.

**7- "Sticking with it"**- The student still wants success in this area more than anything, so he sticks with it. He fluctuates through surrogate activities, small attempts at decisive action, and continues to be a "known guy" on a forum or in salsa and enjoys that sense of belonging. For most people, there is little to no field time in the future.

**8- "Point of no return"**- This is the point where you've spent so much time not going into the field, that it just becomes normal. You've accepted that you are not going to take action, but you cling to the hope that maybe someday some external force or event will happen where you are spurred into learning.

Nothing ever happens. You are a KJ for life.

## Section 5: The Illness and the Cure

In this section we will examine the systematic forces which have created the KJ Nation.

Remember, there's no one person out there who is intentionally trying to turn you from an ambitious beginner to a Keyboard Jockey. The problem is **systematic**. It's a complex situation. Keep in mind the following facts-

- Free Forums get paid by advertisers, who pay according to how much traffic the forum gets. It's in the forum owner's best interest to keep you coming back every day, whether you're going in the field or not.
- Info-Marketing Professionals make money when you buy a product. They use sophisticated persuasion techniques and ingenious sales letters to get you to buy products, and to keep you coming back for more.

Info-Marketers are doing you a service by delivering life-changing information to you in a palatable way that can jump start your journey. However, in most cases, Info-Marketers don't concern themselves with how much you're going into the field.

There is no incentive for Info-Marketers to get you in field. In fact, even if they wanted to, there would be nothing they could do to get you off your ass. Their area of expertise is how to sell, not how to motivate you to work on something which is difficult at first.

- The Internet itself is a black hole of infinite time wasting options. Every time you think you have enough information to take action, the Internet will serve up better and more alluring forms of information. Each seems to hold the promise of some magic tidbit which will solve all your problems.

As it turns out, the Internet can indeed give you powerful, life changing information. It can also seduce you into sitting in a chair until your best opportunity to use this information has slipped past you.

- When you are new, you have a golden opportunity to get in the field before information overload starts to set in, the longer you wait, the harder it will be.
- When you are new, you have a choice. You can sit in a comfortable chair studying, clinging to the false belief that the studying is actually helping, or you can go in the field and confront a myriad of uncomfortable situations and difficult personal growth.

Most people choose the first option because it is easier. But it is the second option that actually helps you improve.

Remember, no one is going to help you if you don't help yourself. You must be **vigilant** in order to avoid uncontrolled time wasting. You must be **vigilant** against your own tendency to

take the easy road.

## **Vigilance \Vig"i\*lance\, n. [L. vigilantia: cf. F. vigilance.]-**

### **Watchfulness in respect of danger; care; caution; circumspection**

Here's a system of best practices for students who hope to achieve success-

1- Make sure you go in the field ALL THE TIME. 3-7 times a week is good.

2- Keep track of what info you are taking in. Don't do any aimless reading, only read material that pertains directly to what you are working on in your game. Make sure you are spending 2 hours in the field for every 1 hour you spend studying. (when I say "the field," that includes phone/text game, going on dates, hanging with women you've been fucking, and of course cold approaching).

3- Choose ONLY ONE METHOD and give it a chance for a while. Give it 6-12 months before you try something else. When you mix methods together, you slow your learning process down. You will eventually still learn, but I assume you would rather learn fast than slow.

The fastest way is to take a method from a legit teacher and do it in its purest form for a while. Commit to the method completely. Don't whine or complain or nitpick it, just do it exactly as it's explained.

When I say "legit teacher" I mean a teacher who is field tested. It doesn't have to be a commercial guru, but it does have to be someone with real results in the field.

Coaches who have taught live workshops in front of real students for years are the sure thing. If they were bullshitting, there would be bad reviews everywhere.

People who are "writers" and don't do pickup in front of live students will always be questionable. Could be good, could be bad, no one really knows.

4- Don't be unrealistic. Accept the fact that this will take a long time, and will be a lot of work. Enjoy the process. Don't whine about it. Don't be a pussy. Just take your lumps and realize it will toughen you up. Plan on investing 6-18 months before you see consistent results. Then when you get there, the results last a lifetime, so it's totally worth it.

5- Don't take shortcuts! Take your time and learn stuff the right way. It is way faster to learn right the first time.

If you take shortcuts, you will just have to learn it again later.

Learning 2 or 3 or 4 times takes much longer. That's why guys become lifers and they are still here trying to learn 7 years later. Do not rush the learning process.

**Do not let your brain get out of control and start saying "HOW LONG UNTIL I GET GOOD??!!??" every 5 minutes.**

Asking yourself that question is what makes the learning take longer.

**The question is "How long will it take to get good?"**

**The answer is "It will take as long as it takes."**

Here's a system of best practices for forums who want students to succeed, and put student success above the pursuit of traffic and advertising dollars-

- Give every student 1-2 months to read up and choose a system to follow, at which point he must begin a regiment of meeting women and taking action to implement what he's learning. Abolish the 12 month "reading up" period.
- Have every student keep track of hours in the field and hours spent studying. Add this info to his signature on the forum. This will force students to pay attention to the fact that their field time to study time ratio might be completely out of whack.
- Discourage people from giving advice if they are not getting laid yet. On my 30/30 forum, I have a rule prohibiting advice from students who aren't getting laid. We simply delete the advice or ban the user if he continues violating the rules. On larger forums, it may not be possible to enforce a rule like this, but it is possible to create an atmosphere that discourages advice from KJs.
- Have each student keep track of how many approaches he's done that month, how many number closes, full closes, and dates. Have students list this information in their signature. This creates a culture of accountability.

A culture of accountability makes a big difference. If you're a student, and you're the only guy on a forum without any approaches this month, you will want to go out and do some in order to catch up with the others.

Here's a signature format that could help:

**Hours studying: 3 this week**

**Hours in field: 7 this week**

**A=43 B=7 #=3 K=1 D=1 F=1**

(approach, blowout, number closes, kiss, date, full close)

## **Section 7: On the Brink of Greatness**

I think by this point I've made my point about what's going on in the existing system for Learning Pickup on the Internet.

- 1- It's not working. A very small percentage of readers are getting success.
- 2- It's actually preventing people from succeeding in many cases.

However, there is good news.

For the people who do manage to avoid KJ syndrome, the results are magnificent.

Although the system is broken at the present time, it still contains all the ingredients needed for a huge breakthrough.

Right now, with a few small tweaks, we could possibly get that 5% number up to 25% or maybe even 50%.

The material is truly powerful. Women love this stuff. If you don't believe me, go and try some of it out. The techniques in the seduction community work like gangbusters.

Let's take a moment to hear some of the amazing stories from guys who took action and applied what they were studying. These success stories are truly amazing, and I know for a fact that they are 100% true, since I've known these guys personally for a long time.

## **Success Story #1**

### **StylishChaos**

### **30/30 Club**

I want to give some inspiration to the new guys who just joined up and tell you what 30/30 has done for me personally. Before 30/30 I had a hard time approaching women and getting really good results. I have bounced in and out of some pretty cool social circles and have been around some really hot women. During that time I picked up the occasional lay, fuck buddy and girlfriend but it always seemed like it was by chance. After getting played by a summer fling I decided to get my shit together. I had 12 months left of school and 12 months to get a handle on my dating life before moving to a new city and starting out fresh.

I'm not gonna lie the first couple months were rough. I remember going out by myself (which was enough of a challenge) but also approaching just about every hottie I ran into. I would get blown out a lot, say shit that backfired, and get denied when asking for a number. During that time I developed something that 90% of the guys that walk the earth don't have.... its called confidence. I learned that it doesn't matter what the results were with any girl I encountered, I was making progress in my game. The more times I got shot down and blown out, the more mistakes I corrected.

That confidence allowed me to overcome my approach anxiety and meet a girl that has literally rocked my world. I met this girl back in September and pulled her number. She had a boyfriend at the time so I had a hard time getting her to meet up. During the time that we were chatting/texting I was doing my approaches, learning and perfecting my game. In the beginning of December she asked me if I wanted to meet up after work. I took her out to the bars (she isn't 21 so this was a huge display of value) and then took her home and fucked her. Later she admitted that she was too drunk to remember which explains why the next night she got a hold of me to hang out and fuck me again.. this time while she was sober. I remember after we first hooked up we were watching "the pickup artist" on VH1 and she made a comment about how that stuff doesn't work. In my mind I was thinking its that type of strategy that got me laid last night.

Some guys would stop pursuing if they knew she had a boyfriend.. I didn't. Most guys would fail her shit tests.. I passed them all. Lots of guys would get needy after landing a girl like this.. I just gave her the impression that it was no big deal and it happens all the time. Keep in mind this girl looks like she walked right off a Maxim cover. So we continued to talk and I later found out that I was the 2nd guy she has ever slept with. This girl did everything for her boyfriend. She picked up after him. She bought him food all the time. She basically was the perfect girl and this douchebag was walking all over her. I spent about 4 weeks trying to convince her to dump him and then one week before V-day she did. We instantly started hanging out all the time. I spent V-day with her. Her birthday was right after and I did the meet and greet with her parents. We are going on spring break together here in a couple weeks. Needless to say things are perfect.

I guess the point I'm trying to make is that the 30/30 club has given me the confidence to pickup 9s and 10s as well as strategies to get numbers, get them on dates, get them into bed, and develop the mindset to keep them interested for the long haul. If you put in the time you will be amazed at the results.

## **Success Story #2**

### **Strelok**

### **30/30 Club**

Hey everyone, I am currently in Month 9 and I had 20 cold approach lays since joining the 30/30 Club.

I am currently 33, and I have been learning pickup since Feb 2008 (in the 30/30 since July 2008, so I just started Month 10). Prior to stumbling on PU at the age of 32, I was a typical clueless loser, probably even below average.

I lost my virginity at 21 ... with a hooker. I fucked the first non-hooker girl at 23. Then I had a couple of long term relationships (about a year long each) which got me confused and disillusioned in women. After that I had a 4 year period when I was fucking lots of hot hookers because I believed that I just could not attract a hot woman if I didn't pay her. So, by the age of 30 I was very much fucked up in the head about my worthiness as a man.

Then, I met my Dream Girl. She was all I ever wanted in a girl - model looks, ambitious and exceptionally successful in her career, smart, great sense of humor. I managed to start dating her (meeting and making out at most) and was completely smitten. I wanted to marry this girl ASAP! So, I became needy, and as you know, neediness is instant death in this game. I did not know anything about pickup at the time, so when she stopped talking to me, I was in shock. BTW, I never fucked her. So, I lost sleep imagining some other guy(s) fucking "my" girl. I was in emotional pain and it sucked, but on the other hand, it was that "kick in the ass" that forces you to start moving in the right direction. I got a strong urge of "I wanna figure this dating thing out!" but I didn't know where to start.

#### **Discovering the PU community**

When I stumbled upon PU community, I was very skeptical. I didn't believe that it was possible to learn to pick-up women. My self-limiting belief was that guys either can do it naturally, or they can't at all (no matter how much they tried).

Luckily, I explored this topic a bit on the internet and a new world opened to me! I still couldn't believe that it was possible for ME to learn this stuff, but I was hooked and decided to play with it anyway (because it couldn't get any worse, hehe!).

#### **Learning PU pre-30/30**

My learning started in Feb 2008 and consisted of typical devouring of any information I could get. I could have become a victim of "information glut" which happens to so many guys, but escaped it by managing to get my ass into the field (night clubs) in March 2008. Honestly, at first I was scared shitless to go out. I hadn't been to night clubs for 10 years!

Anyway, I went out and got lucky! The first night in the field I cold approached a girl (20 y.o. 8) and fucked her a week later on Day 3! That was definitely an eye opener for me. I got first hand proof that this pickup stuff works for me.

For the next three months I continued going into the field twice a week but did not get any new cold approach lays. Something was not working. I started believing that this pickup stuff was probably not for me and was about to quit. Then, luckily, I discovered the 30/30 Club.

#### **30/30 Experience**

July 2008 was my Month 1 in the Club. Upon joining the Club I already had 4 months of field experience and also knew bits and pieces of pickup theory. However, that combination still did not work well.

But once I got exposed to 30/30 material and started learning things in the correct order, my game took off immediately. It was a wild ride! I fucked 4 new girls off cold approach in Month 1 alone! I couldn't fucking believe it, haha! Then I got 2 new lays in Month 2 (both were ONSs), 4 new lays in Month 3 and 4 new lays in Month 4. Then I fucked 2 new girls in Month 5 and by that time collected a rotation of 7 fuck buddies (mostly 8s).

I went from having next to zero girls in my life to having so many that I couldn't physically fuck them on a regular basis. So I started FLAKING on girls, haha!

Getting so many new girls so quickly also killed my motivation to learn and approach. I had massive difficulties getting my ass into the cold winter nights to go sarge Moscow clubs. It got so bad that in Month 6 I did not get any new lays. That was unacceptable for me, so I immediately ditched my whole rotation and became sex-hungry again.

That ditching had positive results, as I got 1 new lay in Month 7 and Month 8 and 2 new lays in Month 9. Also, in Month 9 I f-closed my first 9.

As of today, I fucked 20 new girls while in the 30/30 Club (all of these are cold approaches). Starting from Lay#7 I started posting detailed lay reports in a separate thread:

<http://forum.bradp.com/showthread.php?t=575>

These may be considered "The Adventures of Strelak in the 30/30 Club", haha!

#### Identity Development

One area that I am very content with is identity development. I realize now that the 30/30 Club gave me the courage to dream and to act on these dreams. One of my dreams is to see many countries in the world, the other one is to learn to kite-surf at an advanced level. These are the things that I REALLY want to do. At first, I did not know how to proceed in pursuing them. Then in Month 4 I probably grew enough balls and realized - to achieve my dreams I have to take a long vacation (about a year long). So, that's what I plan to do. In February or March 2010 I will quit my job and go for a year long "Follow The Wind" trip (visiting all major kite surfing spots in the world). These will include Vietnam, Brazil, Mauritius and Venezuela among others. Also, I plan to game a lot in this trip (all across the world). So, 2010 will be the year of "sex, kite surfing and rock'n'roll"!

## Success Story #3

### Quantum

### 30/30 Club

I've had sex with a different girl every month since I joined the 30/30 club. They were ALL from cold approaches. Who will be the lucky winner this month?

Three main highlights:

- 1) I picked up 2 separate girls one night and gave one to my friend. We both got laid 😊
- 2) I have a high quality PhD student who I'm having sex with a couple of times a week.
- 3) I got a hand job from an Ivy league chick in literally 7 minutes...that was some crazy shit.

## **Success Story #4**

### **SFlamingo**

#### **30/30 Club**

Since last seeing Brad on May 24th.....I made a written goal, to nail 30 women in 12 months. It's now been 6 months. Since then i have 15 new lays, and 3 blow jobs in my car in 10 minutes or less!

He definitely helped refocus my mind-set! The guy is a great teacher!

## **Success Story #5**

### **Shine**

#### **30/30 Club**

I am going to keep this short and sweet. The longer story is in the graduate board and the sex and escalation month.

I got a blow job from a girl I was escalating on Facebook and had met at a party. She looked me up and befriended me. The blow job was given in a local MALL BATHROOM. People walking in and out and no one knew.

Just letting you all know, it works!

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OK by now I think you get the idea. These guys are having amazing results because they applied the material. Their dreams are coming true.

This is going on across the world, not only in 30/30, but with people using other methods as well.

**These results are typical for those who go in field and apply themselves.**

**It's time to make my recommendations on what you should do to increase your chances of success.**

It would be nice if all the forums took my suggestions and made radical changes in the KJ culture they are fostering.

But let's face it, the system is probably going to stay the way it is now. The people who run it will probably continue catering to the KJs, lurkers, and toe-dippers in order to keep their web traffic flowing.

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**Quick run down of terms:**

**KJ- Keyboard Jockey**

**This is a guy who is always reading and typing on the computer, but doesn't meet any women in real life.**

**Lurker-**

**A lurker is someone who reads a forum all the time, but does not post or talk to anyone.**

**Toe-dipper**

**This is someone who just "dips his toe in the water" to see what it will be like.**

**In the pickup world, a toe dipper may take a workshop here and there, or do an approach here and there, but does not take action on a consistent basis.**

**Man of Action-**

**This is someone who reads seduction material, and takes action by using it right away.**

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Here's what you can do to make sure you're in the winning 5%, and you don't become just another Casualty of the Information Age.

**1- Do not spend a prolonged period** of time "reading up" and "working on inner game" before you start implementing what you are reading.

The best time to start is the first week you find this material. If you find this material on the internet on a Thursday, by Friday you should buy a book of openers and go out to start trying them.

The absolute maximum time you should spend studying before you begin approaching is 2 months. If you wait longer than 2 months, your window of opportunity will start closing. The longer you wait, the harder it will be.

If you're working on inner game, go in the field at the same time. No need to avoid the field just because you're fixing [inner game](#).

**2- Choose one system** and give it a chance for at least 12 months before you give up and

switch to something else.

During the first year of learning pickup, there are many internal changes that go on beneath the surface. These changes are positive and necessary, but they don't always lead to immediate, obvious results.

Many students will spend 6 months learning, not get laid yet, and blame the guru or methodology that he is working with. This is a mistake. In most cases, this initial effort leads to invisible improvements which will support a lifetime of success. If that student would just stick with it for a full 12 months, the results would be excellent.

By switching to a new method halfway through, a student will significantly slow down the learning process. It is a major setback, and this is why it can often take people 3-4 years to learn.

Most students are constantly chasing their tails, switching methods every few months and combining things that were never designed to work together. If you do this, it will turn your brain into a mess.

Can you learn if you are constantly switching methods and mixing methods? Yes. It will just take a lot longer. When you switch methods, you're adding on 1-3 years to your learning process.

**3- Learn things in the right order.** Start with beginner stuff, and don't move on to harder stuff until you have learned the beginner stuff thoroughly. If you don't know what I mean by "Beginner Stuff," you should [download the 30/30 Workbook. It's free.](#)

**4- Get advice from people who get laid, not KJs.**

If you are going to get advice on a forum, feel free to ask the advisers if they have any cold approach lays. If they do not, then you should disregard their advice.

Taking advice from guys who don't get laid will add an indeterminable amount of time to your learning process. In some cases, they advice can be so damaging that if you listen to it on a consistent basis, you will never succeed.

**5- Do 2 hours in the field for every 1 hour you spend studying.**

"In the field" means approaching, doing phone game, going on dates, and corresponding with girl's you've met.

"Studying" means reading forums, reading eBooks, watching DVDs, writing field reports, and anything where you are taking in information that can be used to succeed with women.

**6- Don't become an "Approach Artist."**

Be careful that you haven't developed into a guy who can approach but can't get laid. Over the last few years, there's been a boom in weak-sauce methodologies that teach guys to approach, but don't teach them to get laid.

The message has become sanitized for the mainstream , and it's become about "building

social skills” and “becoming a better man” etc.

I'm all for building social skills, but if the material is not getting you laid, then there's something wrong with the method.

So if you've been approaching for a year or more, and you can approach but you are showing no progress towards getting laid, it might be time to try a more extreme methodology.

The most important thing is being able to get laid. The amount of blowouts you get along the way doesn't matter, as long as the end result is there.

The importance of being able to approach without getting blown out has been over-emphasized in the seduction community.

Teaching a blowout-proof approach method that doesn't get students laid is the easy way out for both the teachers and the students. It is easier for the teacher to teach, and it caters to the fears of the student. Be careful not to fall into this trap.

### **7- Be a serious student.**

**Clear your schedule** to work on this area of your life. Don't try to work 80 hours a week while you're learning this. It's not gonna work out for you. Cut back your hours to 40 or less.

### **8- Don't become the “seduction consumer.”**

This is a guy who evaluates seminars and products based on

- how many pages were in the book
- how many hours were in the DVD
- how many hours was the seminar
- how many dollars were spent per page/hour

This kind of thinking will lead you down the wrong road.

The only thing that matters is what results you get out of it.

It's not likely you're going to be able to implement everything in a 24 DVD set anytime soon, so all you're doing with that is clogging up your brain.

If you're so worried about “getting your money's worth” that you neglect to identify and implement the lessons that are applicable to you, you're just going to move backwards.

If you're a serious student, you should take one or two tips and run with them. Use them in the field over and over until you perfect the technique.

Nobody needs 24 DVDs all in one day. That stuff is for seduction consumers who are all uptight about the money they just spent. Guys who are constantly thinking about money vs. value are rarely able to apply their energy to learning pickup in the field.

Just grab what techniques you can from anything you buy, and then get into the field and run with it. You don't have to analyze your purchase over and over endlessly trying to justify the

money you just spent.

### **8- If you need help from me....**

Most people don't have the discipline to stick to all the rules I just went over. It can be so easy to just cruise the internet all day and not get anything done.

For anyone who needs help from me, I have designed a curriculum where all of these recommendations are built in. It's called the [30/30 Club](#). It's 12 months of focused learning, with all lessons correctly sorted by me, and advice from coaches who all get laid (no KJs).

You will meet 30 new women per month, and your learning process will be structured and managed by me.

We have the highest rate of success in the world, so I strongly recommend you check it out.

[Click here to join.](#)

## **Section 8: Let Me Give It to You Straight**

If you've been paying attention to what you're reading here, by now you should be scared to death about what could happen if you get sucked into the black vortex of information that's calling to you from the Internet.

So let's just be sure you get the idea here.

**If you stick to a structured plan with good advice, no information overload, well timed information, and you go in the field regularly, you can expect the following results.**

- improved social skills
- lots of sex with hot girls
- successful relationships
- falling in love with the girl of your dreams
- developing a magnetic personality
- increased success in all walks of life

**If you don't start applying what you study right away, you can expect the following results:**

- loneliness
- social isolation
- a life of unhappiness
- no attention from women
- long dry spells where you don't have sex (it could be years)
- anxiety in social situations for the rest of your life
- forming social connections with lots of delusional men who study but don't apply
- you could become an eternal KJ, lurker, or toe-dipper

Maybe you think it's going to be scary to approach women awkwardly for the next few months while you're getting your skills together. Maybe you think bad things might happen or people might make fun of you.

After teaching thousands of students over the last 7 years, my opinion is that most newbie students have fears that are completely unrealistic. For example, I don't have one single student who has gotten punched by a jealous boyfriend. I don't have one single student who has been slapped by a girl. This stuff simply does not happen.

But since many people are frightened of it, I'll grant you that it's a possibility.

Let's take a moment to decide which is more frightening?

**Live your entire life lonely with no women**

**OR**

**Get in a fight, get punched, end up healing 1 week later**

Which is more scary? I think I'd rather be punched in the face a few times than live the rest of my life with no pussy and no love.

How about you? How would you feel about a life sentence of celibacy? Can you imagine what that would be like? Think about it. No sex ever again. EVER!!

**What you are currently scared of:  
Jealous boyfriend whooping your ass.**

**What you should be scared of:  
Your own laptop paralyzing your ass.**

OK let's do another one. Which is more frightening?

**Live your entire life with no women**

**OR**

**Your friends make fun of you for a few weeks because you are doing awkward beginner approaches**

Which is more scary? I think I'd rather have my friends tease me a little then go the rest of my life not getting the women I want.

Take a moment to think about this.

Your whole life you have been thinking about a certain kind of girl, or a certain kind of relationship, or a certain kind of sexual scenario.

You know you want it. You say in your head you would do anything to get it.

But when the chips are down, the short term danger of your friends' disapproval turns you into a complete wuss and it's possible that you might never begin chasing your dream.

If you're ever going to become a Man of Action, you must accept this one fact:

**The long term consequences of not going in the field are way more damaging to you than any fight or any humiliation could ever be.**

If you don't get off your ass ASAP and start applying what you've been studying, you may go your entire life without succeeding with women. It happens to millions of men.

I realize that sometimes your fears can dictate your actions, that's why I'm trying to be real with you here. Getting slapped by a girl or getting blown out a few hundred times is not detrimental to your quality of life.

Spending the next ten years dicking around on the internet, wanting to meet women but never going out to approach....now that's pretty detrimental.

**That** is what you should be afraid of.

Wasting away ten years of your life, with nothing to show for it, now **that** is truly terrifying.

I want you to remember that.

Remember how **dangerous** this is. Remember how **serious** this is.

Please, for your own sake, don't let the next ten years pass you by without chasing your dreams. Start now. Start today.

Make a real step towards getting the women you want.

Stop kidding yourself. Reading on the Internet is not getting you anywhere.

I want to change the entire course of your development, and reading this report has been the first step.

I've changed the lives of thousands of men. Some of them just need to [take my workshop](#), and it gives them the jump start they need to do serious work on their game.

Other guys don't do a workshop, they work within the elegant structure of the [30/30 Club](#). It's a cost effective way to grow your game.

Whether we end up working together or not, I wish you the best of luck in your journey, and I hope you don't end up becoming just another Casualty of the Information Age.