

Transcript for Toolbox | Secrets of Social Value: Value Revisited (Episode 103)

Full show notes found here:

<http://theartofcharm.com/podcast-episodes/aoc-toolbox-secrets-of-social-value-value-revisited-episodes-103-104-105/>

JORDAN: Welcome to The Art of Charm; I'm Jordan Harbinger. The Art of Charm brings together the best coaches in the industry to teach you guys how to crush it in life, love, and at work. Imagine having a mix of experienced mentors teaching you their expertise, packing decades of research, testing, and tough lessons into a concise curriculum. We've created one of the premier men's lifestyle programs available anywhere and it's free. This is the show we wish we had a decade ago. This show is about you, and we're here to help you become the best man you can be in every area of your life.

Make sure to stay up to date with everything going on here and get some killer free ebooks, as well as drills and exercises that'll help you become more charismatic and confident, by signing up for the newsletter at theartofcharm.com. If you're new to the show but you want to know more about what we teach here at The Art of Charm, listen to The Toolbox at theartofcharmpodcast.com/toolbox. That's where you'll get the fundamentals of dating and attraction such as body language, eye contact, vocal tonality, all that stuff that's more important than you might think. We've got boot camps running every single month here in California. Details at theartofcharm.com and I'm looking forward to meeting all of you guys here at The Art of Charm. Enjoy.

JORDAN: Hey guys, welcome back to Pickup Podcast. This is the advanced toolbox value episode and a lot of you guys out here have heard some stuff about this before and this is the real game changing stuff and you guys know I don't usually say that. AJ and I usually stay away from hype and all kinds of drama but this stuff actually will change your game up completely, and we've heard it numerous times, this is people's favorite part --one of people's favorite parts of the entire boot camp that they take here with The Art of Charm, and so we

wanted to give you an introduction to what we call, "value." And I think it's really, really important that guys understand this. Especially what value is with respect to guys.

Charisma is given a rating as opposed to the 6, 7, 8, 9, 10 rating that people give females on their looks, we've sort of switched it up and we rate people's behavior. Basically we rate their charisma level and right now I've got some gin and tonics in studio of course and some vodka Red Bulls because day after Thanksgiving food hangover has got to get cleared up before we make this happen, so cheers to that guys, definitely. And, I'm very excited about the upcoming year.

I mean, I kind of want to take a minute and be thankful here in the Thanksgiving spirit. We are in L.A. now, we've got, sun every day, you can't beat that, especially, you know, AJ and I are from Michigan, Johnny is from Pittsburgh, and Alex is from Jersey. We're used to snow right now, I mean it's November and it's like 70 degrees. So you can't beat that. I'm really thankful for the weather and that we're out here in L.A. but also that we had a chance to expand our business out here and our model out here, and make new friends out here and start networking out here.

Fresh off the plane from Europe last month, which was amazing, for those of you guys who followed a little bit of that. We were in London and Munich, Germany and also in Hungary, for a little sidestep, and then to the Netherlands for you guys, and there's just so much to be thankful for, we don't have all these constraints that a lot of people are worried about in their lives, we don't have the same kinds of pressures that a lot of people -- and we're able to kind of pave our own, our own way, and create our own destiny, and all of us here at The Art of Charm are really thankful for that. Anyway guys, we're in studio here with AJ and Alex and Johnny from The Art of Charm. Say hi guys.

JOHNNY:

Hey.

AJ: Hi.

ALEX: Yo.

JORDAN: Yo. All right.

ALEX: What's up?

JORDAN: I just want to jump right into value --

ALEX: I hope everyone does name to voice all right --

JORDAN: Yeah, yeah exactly. Alex --

ALEX: Yeah, I'm Alex.

JORDAN: That's Alex.

AJ: I'm AJ.

JOHNNY: And I'm Johnny.

JORDAN: All right, now that we've got that out of the way, right? We want to get right into value. I want to talk first though about what value is not. So what value isn't. And I think it's important to note that value is not demonstrating high value through stories and talking about how much crap you guys have, and bragging and making sure people think that you're cool because of the stuff that you have, and it's a huge problem all over the place and it's especially a problem, when guys are starting how to be social, they think they have to impress people, they think they have to convince people to like them at some sort of logical level and it really ends up blowing up in their face.

JOHNNY: Well let's face it, I mean if you're coming from that sixth mentality that we're talking about -- earlier when you're supplicative and you want people to like you, and you want to

be accepted, then, everything that everyone has is cool to you, because you want to be liked.

JORDAN: Right.

JOHNNY: So it's hard to separate it.

JORDAN: Yeah that's a good point, Johnny, and it's important for guys to realize that even if they are doing this and you say, "Oh, no I do that all the time!" Well good, you caught yourself, now stop doing it. And we're going to teach you a little bit more about how to do that in the next hour or so here. Value versus this high value stories that you take versus qualifying is a very fine line. Most people don't recognize the difference. Even when you're telling people, when you're demonstrating high value, when you're telling a story, even if it is 100 percent bullcrap, a lot of people don't realize the difference.

And so that sort of brings up the question, "Why should we then care about having a real value versus just telling people about how high value you are," if no one can really tell. I mean if people can't really tell, if you're such a good liar, or you're such a good storyteller, what's the difference? And why care? But, you know, I think at an elite level, there are people who have things like hot cars, they got jets, they've got tons of money, they've got vacation homes and they don't really talk about it.

JOHNNY: Well, I mean when you start getting good at this and you start meeting people, and you start meeting women, and you have your -- then you start having choices. Then you start looking for high-quality women.

JORDAN: Right.

JOHNNY: So while you're looking for high-quality women, for you to be able to get them, you have to start bumping yourself up to be a high-quality man. So you'll be looking to move forward. When you're just out there looking for anything, then anything will

work, and running around, telling stories, qualifying yourself, that's all fine. It works just fine. But, when you want to start moving up and you want to start creating a quality life for yourself, a quality lifestyle, you have to move up.

JORDAN: Yes that makes sense, because it basically -- if you train yourself to tell awesome stories that are bull**** that you make up in your bedroom or whatever, that you get off the Internet, you're training yourself to not be -- you're training yourself to be mediocre, you're training yourself to not be able to hang out with the upper echelon of people who actually can back their stuff up and don't talk about it. Because when you go around spouting off all of these stories, everyone's bull**** detector is ringing and they don't want to be around you anymore.

JOHNNY: Absolutely.

JORDAN: Yeah that's a good point.

AJ: Well this is what most guys get wrong. I mean the DHV revolutionized things for a lot of guys because they thought, "Okay now if I get to show her that I'm cool, she'll be attracted," but people who are just naturally cool don't go around -- go out of their way to show people that they're cool. So instead of working out ways to show that you have value, it's better just have the value. And you can always find it in yourself, and that's what we're going to show you through the mindsets that we're going to talk about later. But it's much easier to just have the value in yourself than talk about it because, the worst -- and everyone knows this, because you all dealt with that guy, the guy who's full of **** that you just don't even want to be around --

JORDAN: Right.

AJ: -- because all he does is qualify all the time.

JORDAN: Yeah, because you're not sure if you can trust him, and it's also annoying, because you're like, "Dude, we get it, you supposedly have all this cool ****. No one cares."

AJ: Right.

ALEX: My favorite part is like how the cool guy is never the guy that does that stuff.

AJ: No, it's never the guy who does that.

ALEX: He never talks about it. He's just cool.

JORDAN: Johnny always says, "If you're such a badass, why do you keep talking about it?"

ALEX: You wouldn't have to talk about it.

JORDAN: Yeah, you wouldn't have to talk about it.

JOHNNY: You know what? Your friends will do it for you.

AJ: Yeah. Yeah. Or people will just get it.

JOHNNY: Absolutely.

JORDAN: They'll be like, "Woah, something's up with this dude."

AJ: Or, as my mom says, "Actions speak louder than words."

ALEX: Yeah.

AJ: I'm throwing that one out there, right? Exactly yeah. If you are always acting in a high value way, because you just have value, there's no reason to run around spouting your mouth.

ALEX: Well, something Jordan said earlier, was he said, "It can be a game changer for a lot of guys."

AJ: Yeah.

ALEX: This value stuff. But it's really a life-changer too because--

JORDAN: It is.

ALEX: -- it's like, once you start living an interesting life and stuff, you don't have to talk about it and make up stories and stuff anymore. That's just you and you don't even have to think about it because it's just how you are.

JORDAN: Yeah, I think there's a lot to be said for that. It actually changes you at the core level as opposed to putting on another front.

ALEX: Exactly.

JORDAN: And one thing we do here at The Art of Charm, is we always say, this is a subtractive process, the game, it sort of -- a subtractive process, in other words, instead of adding layers on to you, and saying, "Okay you've got to add this to your personality --"

Alex: Like, do this, say that --

JORDAN: "You've got to add this, you've got to do that," we're subtracting the bull**** layers. We're subtracting the fronts that you have. We're subtracting these veneers--

ALEX: Yeah.

JORDAN: -- we're subtracting these social masks that you guys put on, and that we put on as people, and then you become much more authentic and genuine, as opposed to layering your personality up so that no one can get to the real you and maybe disapprove of it.

AJ: I mean, wouldn't it be nice to not have to worry about what to program into your LED Belt buckle the night before you go out --

(laugh)

ALEX: Yeah. That would be really nice for me to not have to worry about that.

JORDAN: You know, you could just go out and be yourself.

AJ: It would be a big time saver too, to have value.

ALEX: I spend at least an hour every time I go out.

AJ: "Bro should I put like "Hate to love me" or should I put like, "Born to ride" on this thing? I don't know man."

ALEX: The worst part about if you keep DHVing, using DHV stories talking about your stripper ex-girlfriend or whatever yeah --

JORDAN: Demonstrating -- high value stories--

ALEX: -- you attract the wrong people with that.

JORDAN: Exactly, you totally do.

ALEX: You know, if you talk about -- if you just mention casually, like offhand, "Oh, I was driving my Ferrari that I just borrowed from my friend the other day," then you're going to attract like gold-digger types.

JORDAN: Yeah. Yeah.

ALEX: You know, the type of people that you don't want in your life at all.

AJ: Right.

JORDAN: Yeah, exactly.

ALEX: It completely backfires.

JORDAN: An example out here --

ALEX: You want people who only like you for those characteristics --

JORDAN: Of Course.

ALEX: -- rather than who you actually are.

JORDAN: A great example out here is, guys in L.A. and New York, really, but now that we're out here in L.A. -- like a lot of guys get value from their possessions and their crap, and people often find, like the normal people who don't do that, pretty refreshing because it's so rare. And one thing I've noticed here is that gold diggers, they're like, they literally make it their job. And there's an article about this on the Pickup podcast blog about how gold diggers literally make it their job to filter in guys who are talking about this type of thing, so --

ALEX: Yeah.

JORDAN: -- telling these kinds of B.S. stories is a great way to filter the wrong people into your life, which is, you know, obviously a problem, because you're trying to get rid of those people! And we'll talk about that later on.

ALEX: While we're on the subject of gold diggers, I just want to mention, that blog post is actually telling you how to prevent gold diggers.

AJ: Yes.

ALEX: Which is good to know.

JORDAN: Yeah.

AJ: Aw, I was hoping it was how to get gold diggers.

AJ: That's easy just tell stories about how much crap you have --

ALEX: You need a lot of money to get gold diggers.

AJ: -- and then spend a lot of money on the girls.

JOHNNY: Jordan, I'm going to add that the girls here are just as bad as the guys, when it comes to demonstrating --

CROSSTALK

JORDAN: Oh, yeah yeah, they are.

JOHNNY: I mean, it's ridiculous.

ALEX: What was that movie, we saw last night?

JORDAN: Spread.

ALEX: Spread? Yeah, that was ridiculous.

AJ: It definitely made me think of that because there are people out here who solely get their value --

ALEX: Exactly.

AJ: From moving up that societal scale.

ALEX: Social ladder.

JORDAN: Yeah it's really -- it's weaksauce.

ALEX: Starf***** I think it is

JORDAN: Starf***** , for example.

ALEX: We do have the mature rating, so I can say that.

JORDAN: Yeah, you can say that. Starf***** for sure, and it's too bad really because, what these people don't realize is that nobody cares. They're all putting on a show for each other and none of

them really care, so you end up with this weird loop, where they have to outdo each other even though they all probably hate doing it. And so, what's great about that is then we can walk in and then guys are like, "Oh, what kind of car do you drive?" and I am like, "Oh, I don't have a car, I'm really new in town." and they're just like, "Woah, you just admitted that? Holy crap."

JOHNNY: Well imagine that all week you have to prepare to go out so you can show so and so how cool you are. That's your job.

JORDAN: Yeah.

JOHNNY To find something awesome to do this week so Sheila will know how awesome you are.

ALEX: Yeah.

JOHNNY I mean, come on -- I mean, that's obviously working for somebody else gratification, yeah.

AJ: Which is funny because celebrities ultimately get really attracted to people who don't know who they are.

JORDAN: Yeah.

AJ: Because they're intrigued again. So it's the flipside of that --

ALEX: Yeah.

AJ: -- being like totally adverse to all that stuff, you're just like, "Ah, I don't even want to talk about it. I don't want to think about that stuff. I just want to live my life. It's really attractive because it's so refreshing out here.

JORDAN Yeah, that's -- it's interesting. That's very interesting. So in other words, if you want to get a celebrity, take a boot camp from The Art of Charm. That's the short -- that's the short answer.

AJ: Actually if you're into that, I could suggest a couple other companies.

JORDAN: Yeah. So now that we've thoroughly covered what value is not, let's talk about what value is. What is value? And as we define it, value is how much you think you're worth. And that bears repeating, value is how much you think you're worth. Not how much some arbitrary scale, how much other people agree with your self perception, how much your, you know, your mom thinks your worth. It has all --everything to do, and only to do with what's going on inside your own head. And we're going to talk a little bit about that later on because that's so important and we really want that to sink in.

AJ: Well it's really hard too because --

JORDAN: It is.

AJ: For most people, high school defines them, and it's that popularity contest. So, in high school, most people get their value externally.

JORDAN: Right.

AJ: It's this huge social pecking order. Everyone's trying to move up the popularity scale, and for most guys listening to this, who went through this, after that they think, "Okay, well my value is what other people think of me, so I have to be concerned about how my hair looks, how I carry myself at all times, who I'm hanging out with, what I'm doing to make other people happy," when really, it's the exact opposite of that. So that's why it's so profound. You've got to think about this again. How much you think you're worth.

JORDAN: That's a good point. I think -- well when I was younger, I didn't think I ever deserved stuff that was good, you know when I was like in middle school and high school? Whenever girls liked me I was like, "No that doesn't make sense," because it doesn't

mesh with my perception of myself, I was like, "That girl, she's just being nice to me or something because -- or maybe this a joke that people are playing --

ALEX: Yeah.

JORDAN: -- on me that I don't get."

ALEX: Dude. yeah, I had this one time that happened to me in High School. This girl who's like, one of the cute girls, you know, she was -- we were in Spanish class and she was like, flirting with me. Admittedly it was a little uncalibrated kind of flirting because it sounded like she was being sarcastic, but maybe that was just what I thought was going on. She was like, "Alex you're cute," and I'm like, "Shut up,"--

JORDAN: You're such a *****, Julissa.

ALEX: -- you know, because I thought she was making fun of me in front of like her friends or something.

AJ: Yeah.

ALEX: But, it -- looking back on it, if I had just been like, "Well thanks," you know, and just totally played it off, it would -- I yeah, I would have been dating a hot girl.

JORDAN: Or you're like, "I know."

ALEX: Yeah I know, yeah, I get that a lot.

AJ: And how much do you think that would have changed your life?

ALEX: Well I mean,

AJ: Radically right?

ALEX: I'm here now so I mean yeah --

AJ: You would have been that guy who dated the hot girl.

ALEX: If I knew back then, heck yeah. Dude, yeah, I would have been like, one of the popular kids who peaks in high school.

JORDAN: Dude I took --

(laugh)

JORDAN: I know right? I totally hear that though, like I went to college and I met up with some -- we went to Canada, like back in Michigan, that was the thing. You go to Canada --

ALEX: Yeah. Eh?

JORDAN: And I went with -- yeah, eh -- and I went with my buddy --

ALEX: You went out?

JORDAN: -- who went out with my buddy who went -- I went out with my buddy -- I went out and about with my buddy --

ALEX: All right.

(laugh)

AJ: We love you, Canada. Keep listening.

JORDAN: Yeah we do, we do. We do we love it. And we're in Windsor obviously, so I saw some random people from high school there, again, this is after we'd been in college for a year or something -- and this girl that I never even knew went to our high school, but that I'd recognized, just vaguely recognized from around town was like, "Oh, hey, yeah, oh, you're Jordan, I remember you from --" and I'm like, "Have we met?" "Oh, no, but, you know this girl, this girl, this girl, and this girl," like she just listed the hottest chicks in my high school, they're like,

"Oh, yeah they always used to talk about you in pottery class," and I was like, "Oh, my gosh," and I felt sick to my stomach.

ALEX: This was in college right?

JORDAN: It was in college. And I felt sick to my stomach because I was like, "Oh, man I can only imagine the mean things they were going to say," like, I'm like, "Oh, I don't want to hear this right now." And they were just -- she was just like, "Yeah, they all had this like crush on you, and you were just so shy."

ALEX: Oh, no.

JORDAN: I was like, "Holy sh**, this sucks man."

ALEX: Of course, yeah.

JORDAN: Had I known. If only I'd known.

ALEX: Right.

JORDAN: And all of it was. The signs were probably all there. Like, I don't remember --

ALEX: Yeah.

JORDAN: -- but they were probably being nice to me and I probably just assumed that they were like --

ALEX: Yeah.

JORDAN: -- just being friendly, or I rationalized it away somehow. Oh, they're just being friendly, or they don't really mean it, or this is a joke from my football buddies who were friends with these chicks.

ALEX: Yeah, well you know this ties back in with the value because it's all about what you believed what was going on --

JORDAN: Right, yeah, I totally believed that --

ALEX: You know, like I believed this girl was making fun of me. You believed these girls were just friends with you or whatever --

JORDAN: Yeah.

ALEX: -- or that you weren't good enough --

AJ: And therefore --

ALEX: -- to be attractive to these girls.

AJ: -- you felt your own worth was lower.

JORDAN: Was much lower.

ALEX: Yeah, was not enough.

JORDAN: Yeah so I ignored it and I assumed that I was probably --

ALEX: Exactly.

JORDAN: -- barely dodging being the butt of a joke.

ALEX: And let me try and tie this up and drink -- drive this point home.

JORDAN: Drink this point home?

ALEX: So if you -- yeah. I'm going to drink this point home. Let me drive this home. If you had thought that you were worthy enough, or you were high-value enough to be getting that girl, you would have got that girl.

JORDAN: Sure.

ALEX: Because you would have been higher value --

JORDAN: Hell yeah.

ALEX: -- since you thought you were high value.

JORDAN: Hell yeah.

ALEX: And it would have been proved by the pudding.

JORDAN: And now --

ALEX: All right.

JORDAN: So right now, it's changed a lot, because now we're all high value dudes, and it's coming from an internal place. So, we don't go out and say, "Yeah, you know, I'm on Pickup podcast, I don't know if you've heard of it. It's basically the most popular thing around."

AJ Well, like the third time I dropped that I realized it really wasn't worth much.

(laugh)

AJ So yeah, I was better off talking about my Lamborghini.

(laugh)

JORDAN: That you don't even have.

ALEX: Well even with like, doing this coaching that we do now, I'm constantly trying to figure out how to talk about it, because it's like, I don't want to lie to girls about what I do --

JORDAN: Yeah.

ALEX: -- but at the same time I don't want to get into a conversation about how I'm a dating coach or something.

JORDAN: I think it's funny that now we have to sort of fib about what we do so that we don't have to talk about our jobs and make it seem less cool.

ALEX: I make it sound boring.

AJ: But come on, semantics are such a turn on.

JORDAN: Like Johnny's like, "I'm a writer," whatever, and girls are like, "Oh, yeah, you and everybody else."

ALEX: Yeah.

JORDAN: Because he doesn't want to be like, "I'm a dating coach," and they're like, "Oh, my god!" Which is what happens.

ALEX: Same with ninja.

JORDAN: Ninja. Ninja cheerleaders.com

ALEX: American Jedi.

JORDAN: In theaters this fall.

JOHNNY: You know, I -- when I talk about value, everyone chases it because everybody wants to feel good. There's not a person, in the world, who doesn't wake up and say, "Somehow today I want to feel good. I want to feel better than I have been." So you go out and you look for value. So, it's the same -- and I compare it to a crack dealer, right? Or the crackhead, in his relations with the dealer. You wake up -- the first thing a crackhead wants in the morning, when he wakes up --

ALEX: Like what do you think that is?

JORDAN: Just one hit.

JOHNNY: He wants crack. He wants to feel good. Crack's going to allow him to feel good. So if you become the guy who's supplying

crack to everybody, with all these crackheads that want it, you become the pied piper. They will constantly be there at your beck and call for you to allow them to feel good. And it's the same thing when you're giving out this value, as we'll talk later about being high value and one of the things that you're doing, is handing it out.

ALEX: You know what it makes -- what it makes me think about when you're talking about that is in like Californication and in all these shows where the guys is like --

JORDAN: Awesome.

ALEX: -- getting with all these different girls --

JORDAN: Yeah.

ALEX: -- and whatever. They're always like, "Why can you do this?" You know? And they always come back to like, "I want to show each woman how she's special," like that kind of thing, like, "I wanted to make them feel good about who they are." And that's kind of what value is about.

JORDAN: He's so bluntly honest too.

ALEX: Yeah.

JORDAN: -- because he's like, "Listen, you're beautiful, don't have sex with that guy. That guy sucks." And that like, when the girl --

ALEX: Oh, yeah, in the last --

JORDAN: -- the girl pulls up with the fat guy in the convertible and he's yelling at this chick, and he's like, "Hey man take it easy over there. I mean come on, you know, you can't do any better, but she can, chill out." And the girls just like, "What?"

ALEX: Yeah.

JORDAN: And they guys like **** you.

AJ: Note, the disclaimer on that is he usually gets decked.

JORDAN: He does get hit in the face a lot.

ALEX: I'm going to say the first part, high value. Second part of that is the Hank Moody demons where he can never quite do it right.

JORDAN: Well he can't control himself.

ALEX: Yeah exactly.

JORDAN: He can't say, "No I'm not having sex with you."

ALEX: Yeah.

JORDAN: Because he just wants it so bad.

Hey guys I want to take a quick break for a second here. You've heard me talk a lot about taking you to the next level in life, at work, and in your relationships. And you've also thought to yourself, "Yeah, I do want to up my game. I want to become a better man, a better boyfriend or a husband, or a better person in general, and my guess is that you've been thinking about this for a long time, am I right?"

Well I'm here to tell you this, stop thinking. You're chance is now. Do you really need more time? More information? More plans for the future? Or do you want to become that guy today? Because the truth is this, you can be the guy who sits around and thinks about becoming better, or you can be the guy who decides that today is the day that he's going to become awesome and take action in that direction, and I want that for you. Why? Because you've already got what it takes. The potential is there even if you don't know it yet. Join me and thousands of guys who've taken action in their lives at theartofcharm.com. All right, let's get back to the show.

Do not mistake The Art of Charm for something you hang on your wall or bid on. The Art of Charm starts in your pants, moves to your brain, and into your gut. It's knowing how to get the girl. Get the girl the right way. The way that works. Jordan and AJ will teach you on Game on, Friday nights 8-10PM each. It's live, it's interactive, and it's all about making the most of your abilities to be yourself and get the girl you want. Get the girl. The Art of Charm presents Game On. Fridays 8pm to 10pm each only on Stars2. Sirius 108 and XM 139 and on the Sirius XM iPhone App.

JORDAN: Why do we care about value Alex? Like who cares, at all? Who gives a ****? I can still get laid by lying to chicks so, you know, like, whatever.

ALEX: Why even bother?

JORDAN: Why even bother? That's the devil's advocate. I obviously know.

ALEX: Let's look at how this works, all right? So we -- the value scale that we're going to talk about later, it was derived from -- okay so, back in the day we would all talk about that girl's a 10, you know, that girl's an 8, whatever. You know, she's not quite a 10, but whatever. The thing is, there's this scale that's associated with that, with 1-10. But it's not really 1-10.

AJ: I like when we added the decimal though.

ALEX: Because when was the last time --

AJ: Seven and a half.

JORDAN: 7.7

ALEX: 9.5, yeah. Yeah, it's really necessary.

JORDAN: We did not really add a decimal. Thank you.

ALEX: That definitely has happened on the Internet but --

AJ: Yeah. It's lame.

JORDAN: People do add that stuff to ours but there's no decimal system

ALEX: Well so what is that? We're judging women on their attractiveness. But usually no one ever rates someone below like a 5. You know, you never run into like, "Dude that was like an HB4." Like, It doesn't -- you start--

JORDAN: HB4?

ALEX: I know right? Hot Babe 4.

AJ: That chick is totally like a 3, man.

ALEX: Yeah.

AJ: You never hear that. It always starts at like -- it starts at 6.

JORDAN: Even the ugliest girls --

ALEX: Because you never want to tell a girl to her face that she's like, ugly, you know? I hope we cut this, anyway. So we have a 6-10 scale.

JORDAN: You never want to but sometime it just has to be done.

ALEX: It's really like 6-10 scale, you know? Sometimes it's just a 6-10. So that's how the women -- that's how we judge women. That's how men used to judge women. You know, attractiveness, 6-10.

JORDAN: Sure. Sure.

ALEX: So we only look at it. Well how do women judge guys? Right? And they would judge them on their personality type.

JORDAN: Okay.

ALEX: Because women are always like, "Well, he has a good personality, it makes up for it a lot. So we're saying --"

JORDAN: So this totally explains why you see, like ***** schlubs with hot girls -- or guys that you perceive to be a schlub.

ALEX: Yeah!

JORDAN: And then you meet him and you're like, "Woah."

ALEX: "That guy's pretty cool."

JORDAN: He's cool.

ALEX: Yeah. Exactly because they have high internal value. We have this scale that we've developed that goes from 6-10 that goes through different "value dynamics" as we call them --

JORDAN: So this is -- basically we're shattering now the myth that women judge men on the same criteria as men judge women. So for example, if we're looking --

ALEX: Consider it shattered.

JORDAN: Shattered it is. So if we're looking at signs of youth and fertility are like she's super outgoing and fun, that type of stuff, we're like this girl is so awesome. She's totally, you know, hot -- high rating whatever, in your own head. She's looking at this guy is fun, charismatic, he's got leadership skills, I mean we'll talk about these channels of value later on.

ALEX: Well here's what I want to say. You know, you were asking me earlier, you said, "So why do I care about value?"

JORDAN: Why do I care?

ALEX: I can just go out and get girls. Well let me ask you this question to counter that. Why not just be rich? Why not just get -- make a ton of money and just be rich?

JORDAN: Well I want to do that too.

ALEX: Well, I mean, yeah.

(laugh)

JORDAN But, for example, when I was working on Wall Street, when I was living with these guys, initially, when I first moved to New York, we met -- or rather I should say, I met a ton of people. A ton of guys, even in my own law firm, who were just loaded to the gills, but they didn't get girls. They were in the same crap as everybody else, if not worse, because they got married to some girl and then she sued him or whatever and he got half. And so there's huge problems with that and a lot of these guys were asking me -- these older like partners at a law firm, "How do you keep girls," and "How do you get girls," you know, and I'm like --

ALEX: It's funny how interested they all are --

JORDAN: It's so interesting.

ALEX: When you tell them what you do now --

JORDAN: And of course they're like,

ALEX: They're like, "Oh, really, you know how to -- you teach people how to get women? That's interesting."

JORDAN: I'll tell you for a million dollars.

AJ: Think about it, for everyone listening, everyone knows this guy, the guy who goes to the club and throws his money around. The guy who gets the bottles and asks to dance on the banquets to show off the bottles.

JORDAN: Goes to the club in a freaking suit.

AJ: And always --

ALEX: My favorite is when they put the sparkler on the bottle, just so you don't miss it.

JORDAN: No that's the point, it's like, "Hey these guys want a bottle."

AJ: Every night when he goes out to get a girls, his pre-req is getting that bottle because his value is based on external factors, having these possessions.

ALEX: Right.

ALEX: Most guys get that wrong. They think that if they have these possessions, it's going to bring girls into their life. Because that's how -- those possessions girls perceive as value and we're going to explain to you that actually girls can see right through that. Especially the girls you want to get with.

JORDAN: True.

ALEX: Yeah.

JORDAN: Yeah, no, that makes perfect sense. I think -- well rather I know, there's something we call the Wall Street fallacy and guys believe that money will make them valuable but the guys -- a lot of the guys at my law firm, and even law school, we knew it back then. They were just going to get that job so they could get the money, so that they could get the girls that they couldn't get in freaking high school. And what they don't know is a lot of the same things that will get you money and get you rich will get you women and you don't need to be rich to get women, so you don't need to waste your time with all that stuff.

ALEX: Yeah.

JORDAN: And of course guys are like, "Waste your time? Being rich? What are you talking about? I got to raise kids," trust me, you don't need to be a workaholic and you know, do a Wall Street gig, and go to school forever to provide for a family.

ALEX: Well it's only the really shallow women that are like, when you ask them what they want in a guy they're like, "Money."

JORDAN: There's -- I haven't even -- I've only heard a few girls who admit to that.

ALEX Most of them are like, "Sense of humor. "

JORDAN: Only girls I know that admit that, are girls who are like, "Yeah but I'm going to cheat on him with somebody that I love, if I can ever find somebody."

Ak Yeah. Which is even worse.

JORDAN: Which is way worse. But that just shows you that basically, if you could introduce her to the guy that she falls in love with before the guy with a lot of money, it's over. She's going to stick with that guy because even she knows that she can respond to her emotions, she just wants to find a guy with money because she feels burned by her last couple of boyfriends or whatever. But, you know, I became aware I wasn't ready to join the real world so I didn't share the mentalities that many of the other lawyers did and I discovered this as I worked and I hung out with the guys there and I thought that was really important because there's a huge difference between a lot of people and their motivations behind starting a career. A lot of guys don't even need to go to college. They just feel like they have to and getting money so that you can provide for a family is one of those things you feel like you have to do, but a lot of guys are thinking, "Well I can't have a family, because I want to open up a clothing store and just make a modest living, so I'm never going to --

ALEX: You know what I'm kind of curious about that relates to this. AJ, you were reading that book about happiness, right? And it talks a lot about focusing on the future, what's going to make you happy next. You know, like, that -- isn't that something to do with, kind of like this investment strategy, where you're like I'm going to work for -- I'll put in my time now, not being happy but -- what is that?

AJ: Well the goal is stability. I mean, most women say, at base level they just want stability. They want stability in their man. So you don't want to be that guy who's going from job to job but you don't have to be rich. Guys get that confused, they think that as long as I'm making millions, I fulfill, you know, her provider, protector role that she has for me and all of a sudden women are going to fall at my feet and it doesn't usually work that way. Because most guys who have that mindset then, end up attracting women that they would rather be pushing away.

JOHNNY: Well besides I mean, if it's taking you 60, 70 hours a week to make that money she's not going to hang out very long or she's definitely going to have a man on the side who can definitely take care of her emotions.

ALEX: Her emotional and physical needs, if you will.

JOHNNY: Yes.

JORDAN: And we will.

ALEX: One thing that I wanted to say though, is like, when you start understanding value, you start seeing people's motivations. Like Johnny was talking about this before with, you know, giving out value, what someone wants to do to make them feel good. Now, when you start seeing that, you start seeing like these different personas start popping up. You see someone is acting in this sort of way so you can kind of predict what they're going to do next.

JORDAN: Yeah it's like the core of the matrix --

ALEX: Sure we always talk about it, yeah --

JORDAN: Like once you learn value --

ALEX: -- seeing the matrix.

JORDAN: You can start to bend stuff. You can dodge bullets and stuff.

AJ: Well the other thing is --

ALEX: Way to steal the great line there, I was totally going for that one.

JORDAN: Were you? You want to do it? We'll cut that out.

ALEX: It's all right. So when people start understand -- when you start understanding the people's motivations, you can tell what they're going to do. You start seeing these different personas pop up and then it's like the matrix, you know. You can see what's going to happen and what's already happening and what's in motion.

JORDAN: Cool. I think I might leave that in --

ALEX: It's fine.

JORDAN: -- because I feel like it's funny that we both had to -- we both grabbed --

ALEX: We both wanted to do it, yeah.

JORDAN: We both wanted it, we both tried to DHV.

ALEX: It was a good -- it was a good line --

AJ: That's solid

ALEX: -- everyone wants this -- but you know, it's a feeling that you can only really understand once it's happened to you.

JORDAN: Yeah.

ALEX: Once you start -- we call it seeing the matrix. You know, and guys always talk about it -- they're out at the bar, a couple of weeks after they take their AOC boot camp, and then they're just like, hanging out, and all of a sudden they start like, "Holy ****, I can tell what's going on. I know why different people are doing different things," and like you just have this feeling of completeness where you can see the whole bar and know what's going on with everyone.

AJ: Which is great because for most guys, that's when the anxiety disappears.

ALEX: Yeah.

AJ: Right? When I feel --

ALEX: It's like you're in that flow state.

AJ: -- myself, when I feel that I'm getting really anxious, is when I feel like so many things are out of my control, and I'm just like, "Oh, my God, I can't take it anymore."

JORDAN: It's the worst feeling ever.

AJ: I need some sort of stability, some sort of control in my life and when you start to see this matrix of value around you and see people's motivations, and see people's emotions more clearly, because now you're not looking simply from your eyes --

JORDAN: Right.

AJ: -- you're going to find that it's much easier to get through the world. There's a lot less stress. It's just a lot more fun.

JORDAN: That's true. I -- in fact, I used value to help, rather to help save my own life once. I won't go into the whole story.

AJ: That was a DHV [0:29:20.6]

JORDAN: No, but that's a -- I got kidnapped --

ALEX: What that was --

AJ: On the next episode --

JORDAN: On the next episode of Young and the Restless --

ALEX: What that was, was an excellent story hook.

JORDAN: It was a story hook, not a DHV [0:29:31:1]. Get your acronyms straight.

AJ: You'll get the rest of that in our advanced toolbox storytelling episode.

ALEX: Which I'm going to guess me and Jordan are going to be doing.

AJ: It's true.

JORDAN: Yeah you're right, I should tell the whole story there but, basically I got kidnapped in Serbia, and one of the reasons that I was able to get away, was because the kidnapper started to like me after a while, because I was using the value stuff that we teach here.

ALEX: No way.

JORDAN: Yeah --

ALEX: Oh, my God.

JORDAN: -- and the guy was like -- and they didn't beat me up when they beat up the other guy. They were like, "We like you, you're a nice guy. You're just in the wrong place at the wrong time." And it was only because of this stuff. I didn't get -- I ended up with cracked ribs anyway.

ALEX: You know, a lot of people don't know about this. A lot of people don't know that Jordan's been, like, kidnapped --

ALEX: -- a couple times.

JORDAN: Twice.

ALEX: And like escaped and like -- overseas --

JORDAN: I have a target on my back.

ALEX: -- like, been in jail and stuff. Like --

JORDAN: That's true, now that you put it that way.

ALEX: Yeah, I mean it wasn't like you did anything illegal, it's just --

JORDAN: No I did. I totally did --

ALEX: (laugh)

Jordan: It was an immigration violation all right? Still illegal.

ALEX: I'm going to have to check with our legal department if you're allowed to say that.

JORDAN: It's still illegal.

ALEX: Jordan --

JORDAN: Okay.

ALEX: Lawyered.

JORDAN: Yeah, you're right we should probably --

AJ: And then our legal department will talk to our editing department and make sure that doesn't make on the show. How about you just have a quick conference call about that?

JORDAN: Duly noted. Duly noted. Awesome.

(laugh)

JORDAN: So okay, we rate women 6-10, like you said. We don't actually do that.

ALEX: Where are you at out here?

JORDAN: Just so you know.

ALEX: Way down here? No.

JORDAN: Just for clarification -- just for the sake of clarity. We don't actually rate women 6-10 but --

ALEX: No.

JORDAN: -- you guys have all heard that before.

ALEX: Yeah. I use pi.

JORDAN: You use pi?

ALEX: 3.14. Yeah.

JORDAN: 2 pi, 2.5 pi.

ALEX: I always like what Johnny says about -- radians. I always like what Johnny says about rating girls, like when you call her a 10. When you call a girl a 10 and that means she's perfect, and that takes all the power away from you --

JORDAN: Oh, when you tell other guys.

ALEX: And that like, now she's up on a pedestal, because she's a 10 --

JOHNNY: Yeah I mean, just, my whole thing, if you're going to rate girls, then go ahead and say that she's unattainable, because you know if you've put her as that number as your demi-god, then you can't have her. So just quit it.

JORDAN: Yeah because these ratings --

ALEX: Part of the problem is, we never go to 10. You never become a 10 in your own mind.

JORDAN: Well right, as far as we're concerned. And like, guys rate guys and they say, "Oh, the girl's like a 6," or whatever right? And basically what they're saying is, "I feel like I would probably be able to get her even we were just drunk and I had no other choice."

AJ: If we were naked I could probably get hard.

JORDAN: Yeah. That's was a 6 --

AJ: And then, "She's like an 8" which means you totally want it but you'd have to work to get it, and you feel like she's at your level.

JOHNNY: I've seen guys call women 10s, and then when they were able to bag her, they were like, "Well she was more like a 7.5." Now oh, so now that you've had her --

AJ: Well, yeah it was her funk toe and all the other things she has going wrong.

JORDAN: Don't hate on the funk toe.

ALEX: Funk toe.

JORDAN: Listen. It's not something I can --

AJ: Jordan, I'm trying to find a girl for you with a funk toe.

JORDAN: If you have a have a funk toe, (917) 720-4104.

ALEX: Oh! You dropped it.

JORDAN: Okay.

ALEX: So anyway.

JORDAN: Let's not talk about that.

AJ: If you have a funk toe, send pictures to
Jordan@theartofcharm.com

JORDAN: I love how the phones are lighting up like crazy right now --

ALEX: Yeah send that Jordan@pickuppodcast.com

JORDAN: The phones are lighting up like crazy right now even though
we're not taking callers.

ALEX: The funk toe.

AJ: Well the only caveat to what Johnny is saying, is I don't want
guys then to go around, you know, looking for negatives in
women and looking for qualities that make her less than a 10,
because then you're doing what a lot of other companies think
is important to building up your self-esteem. All we're saying
is that nobody's perfect, share yourself in a genuine way, and
share that value that you have -- your own self worth -- on a
daily basis, and you're going to reap a lot of rewards.

ALEX: Absolutely.

JOHNNY: You know, one of my favorite sayings, I think I've seen, either
on a t-shirt or on tv or whatever, but -- I always thought it was

funny and I especially -- some of the women that I've dated [0:33:03:4] so it's like, you know, just because she's hot, there's always some dude out there who's sick of her ****. Yeah it's like, that's one of my favorites.

JORDAN: For every hot girl, there's a dude out there who's too sick of her shit.

JOHNNY: Yeah, absolutely, it's one of my faves.

AJ: That's great.

(laugh)

JORDAN: Or sick of shagging her as they say in the UK

ALEX: Yeah.

(laugh)

JORDAN: For every hot -- for every fit bird, there's a lad who's sick of shagging her.

AJ: Taking a piss.

ALEX: Awesome. That's funny. Before we were talking about how you could perceive yourself to have a lot of value if you have a lot of money, you know, that's a common thing. Guys think that like, if they have a lot of money, then they're going to have a lot of value, and then they're going to get the girls. But, that's not the case, right? We already said that. When you have high internal value, that is what makes you take those opportunities and get yourself into the position of fulfilling your life, you know -- feeling fulfilled in your life and making a lot of money. When you have high value internally. When you're leading your life after these principals that we're going to talk about in a little bit, you will take yourself naturally to that point where you're like, "I'm doing the right things that make me fulfilled without

women," and then also, "I'm making money and also I have women." It all comes together.

AJ: Yeah.

ALEX: As a result of value.

AJ: Well the point here is, it's actually -- the most important currency in all of this is fun.

ALEX: Yeah.

AJ: It's giving people a good time, everywhere you go. And guys get confused because they think money is directly linked to fun, so if they have enough money, then they'll be able to supply enough enough fun that everyone will want to be around them. And people who have a lot of money know that's not real.

JOHNNY: Supply enough fun.

JORDAN: Yeah.

JOHNNY: Think about that.

AJ: Instead, if you just have fun and everyone around you is having fun, you're going to be able to get a lot further than those guys who think it's their six pack or it's their apartment, or it's their job, that's rewarding and getting the women.

ALEX: Yeah. I mean, I don't want to go to like, hippie on you here, but I think the fun is just an example of having a good vibe. You know, like if you're vibing with what you're doing, you know. You are enjoying what you're doing on some level. You know, or you feel good about what you're doing. Maybe it's not like fun exactly, but it's like you feel fulfilled by it, you know, it's something that you like and it gives you positive emotions through --

AJ: Well I know when I go

ALEX: -- as long as you follow that stuff.

AJ: -- and I think about people that I want to hang out with, I'm always like, "Oh, man, who did I have a lot of fun with? Who do I know I always have fun around?" That's going to be the people that I usually --

ALEX: Yeah.

AJ: -- reach for and try to hang out with. And it's like that for everyone, I think that's pretty much universal.

ALEX: It's the people who make you feel good.

AJ: Right. So if you can focus on being a provider of feelings, and raising other people's values --

ALEX: Yeah.

AJ: -- and emotions while you're around them, then you're going to get a lot of phone calls.

ALEX: Raising their state, you know? Whenever people are around you, you raise their state. One thing that we talk about and maybe I'll just mention it now, is that, you know something that a high value person is able to do is like, you can take -- if somebody has, like negative emotions, you know, they're feeling bad about something, you can accept that, but you don't have to dwell on that. You don't have to go into that, you know? You can kind of redirect them and help them to feel positive, you know, about their life and what's going on and stuff like that.

AJ: Right, so this is value in the eyes of a woman. It's being a provider of feelings, it's being a leader, when called upon. You know, the last thing you want to do is be the passive guy throughout the rest of your life. You're going to have to take control of something at some point, and the more you can do

that, in group settings, the more attractive you're going to be to the women that are around you.

ALEX: This is what I love about Pickup podcast because it's not like, just about the girls. You know?

AJ: It's not just about the girls, that's for sure.

ALEX: The girls come as a result of having your life together.

AJ: Yeah.

ALEX: You know? And that's what I love about the guys who listen to Pickup podcast. They always usually get that.

JORDAN: I agree with that. I think most of the guys listen, not just to get laid -- and I said not just to get laid.

ALEX: Yeah. Not just to get laid.

JORDAN: They want better jobs, they want more friends, they want to expand their social circle.

ALEX: People a lot of times have stuff that they haven't even thought about with their family that they'd like to get over.

JORDAN: Yeah. A lot of times meeting women is like a lower priority reason for guys --

ALEX: Or like a cover.

JORDAN: Or like a pretense. Like, they're like, "Eh, you know what, everything sucks. Well maybe I'll just get a hot girlfriend." And then they listen to this show.

ALEX: They're just like "Oh, I'll just go chase girls."

AJ: What was really cool for me -- I forget, it was a few weeks ago, I got an email from one of our alums here and he emailed and

basically said that the most surprising part of the week long course for him, was how after the course he was able to deal with his family and get through a lot of family personal things.

ALEX: It's a common story.

AJ: And because of that, he didn't even work on the girl stuff, didn't really get to do much of the, you know, fun exercises that we have after the course. But instead, the transformation, just from the value alone, changed his relationship with his family, and he didn't even think that was possible.

JORDAN: That's awesome.

AJ: And that, that's much stronger to me. That's why I'm sitting here, more than the guy who's trying to notch another bed post or throw it up in his Excel spreadsheet.

ALEX: Do people keep Excel spreadsheets?

AJ: Yeah. People you know.

JOHNNY: Alex, I'm going to need help on my Excel spreadsheet.

JORDAN: He needs double nested paths.

ALEX: You need some graphs going on there? I'll set you up.

AJ: If you could set me up with a macro, that would be great.

ALEX: Pie chart.

JORDAN: Yeah, we need a quick hotkey for the double nested macro -- double nested whatever.

ALEX: Yeah.

JORDAN: We just nerded out there there for a second. With your eyes closed, yeah. This is number 186 plus -- sub three. She had actually three boobs.

AJ: Actually, what I propose is a shared Google document so that we can take notes and compare.

ALEX: Uh-huh.

JOHNNY: Can we put that up on Pickup podcasts forms?

ALEX: We got to put stuff there.

AJ: Then I know if anyone that I post to the spreadsheet matches one of yours, then I should probably get tested.

JORDAN: Ew. Gross.

ALEX: Speaking of which --

JORDAN: Speaking of which --

ALEX: I need to go do that.

JORDAN: Do what?

ALEX: What else we got? I've got to go get tested.

AJ: You've got to go get some more value, yo.

Alex: You know what? I'll talk about this. I'll talk about this. You've got to go get tested. If you are sexually active, you've got to go get tested.

AJ: This is a PSA from Alex.

ALEX: PSA, man.

AJ: The more you know --

ALEX: Yeah, you've got to know and plus when you get that clean bill of health, that thing feels better than knowing. You know?

AJ: Yeah, you shower better. You **** better. You jerk off better.

ALEX: Next time you're with a girl, you know, and she's like, "Oh, well I don't know."

AJ: I'm not sure --

ALEX: You can be like, "Have you been tested?" You can ask her that and she'll be like, "Woah, this guy is sexually responsible." It's totally awesome.

JORDAN: He is safe.

AJ: What my favorite play was, was to frame my test results next to the bed.

ALEX: The thing is, they don't give you the actual thing.

JORDAN: Just make one.

AJ: In the state of California, they give you a letter grade, so you can post the A outside your bedroom.

JORDAN: That is awesome.

ALEX: So for anyone who doesn't know, they do that with all the restaurants here. They put them in the windows as ratings.

AJ: My bedroom bedroom has passed inspection.

JORDAN: I'm totally putting that outside my bedroom.

ALEX: That is so funny.

JORDAN: I'm totally doing that. That's hysterical. Oh, my goodness. All right let's take a quick time out for a sec. Some people think The Art of Charm boot camps and programs are just about picking up girls and honestly, there's some of that. One week with us, and you'll be rocking out in that department, I promise. But as a guy, I know how important it is to be awesome and well rounded, and not just awesome with girls. Awesome at work, awesome at home, awesome with your friends and family.

Guys really need to step it up everywhere. And that's why we call our company The Art of Charm. That special something that gets you results wherever you go. And trust me the results are real. Everyday I get new emails and calls from the guys who decided to take our boot camp and what I hear is simply amazing. Just weeks after graduating, they land a promotion, they form a new wolfpack, start a new business, or even find a partner. They have a new life and it's not an accident. Find out why at theartofcharm.com. All right, let's get back to the good stuff.

JORDAN: All right, so --

ALEX: Where are we going to now? Let's just take another point here and hit it.

JORDAN: Yeah, I think so. A lot of guys, you know, thinking back, when I was in elementary school --

ALEX: Let's just do the value scale. Go ahead, yeah do this.

JORDAN: When I was in elementary school, the guys who were like really popular or whatever, were friends with everybody. They just didn't care. And I thought that was kind of important because around high school it became like, "Oh, is he popular or is this just the in crowd who excludes everyone because they're setting up the social order?"

AJ: Yeah it's funny when I think of like the homecoming king and I think of all the people that were consistently popular in school, they were always just well-liked by everyone.

ALEX: Well check this out, this is perfect because, we always talk about in class how -- or I always talk about it in class how a 7, you know, is the combat of my -- is that what you were going to get into later?

JORDAN: Yeah, a male 7.

ALEX: Male, yeah, a lot of people think of the typical, like, old school alpha male as being a 7 --

AJ: Is actually a 7, which is funny.

ALEX: Yeah. Because he's the guy who's big, he's scary, right? He's aggressive with people.

JORDAN: He's tough to deal with.

ALEX: Exactly. He's not a nice guy to deal with. So everyone's scared of him and he would lead people out of fear, but he would still be a leader. Right? Until, we evolved as a species and now we have, you know, social groups, and people make friends and stuff like that. So you don't just have to be the most dominant anymore. You have to be a lot more subtle than that. And so when we talk about the 9, who's cooperative, you can actually make more people like you. You know what I -- there were -- we were talking about in that movie we -- he's talking about, you know, who would win in a fight? Tom from Myspace or Craig from Craigslist?

JORDAN: Right.

ALEX: Right? You know and he's like, "Well Tom has more friends." That's the first thing he says.

JORDAN: Right.

ALEX: You know, who's going to have more friends? The guy who's really popular, and fun, and everyone likes him, the guy who cooperates, is easy to deal with, and, you know, maybe he makes you feel good when you're around him, or the guy who's scary?

JORDAN? Craig?

ALEX: Yes. Craig.

JORDAN: Is Craig from Craigslist?

ALEX: Craig who's a little bit, you know maybe, big and aggressive and stuff like that. You know so that guy, the guy who's cooperative is actually going to have more friends. He's going to be more of a leader. He's going to be able to lead more people.

JORDAN: Or, you could be like Craig and have more weird -- weirder friends.

ALEX: Yeah or if you have enough money --

AJ: You could take up more space. You can show off your muscles and your fake tan and then you can pour your drinks on unsuspecting fools who are around you.

ALEX: I'm going to drop this and maybe we won't -- well maybe we'll edit it but becomeadouchébag.com isn't that it?

AJ: Yeah. Is that it?

ALEX: We found this website. becomeadouchébag.com

JORDAN: Is that up at all?

ALEX: There's two posts on it.

JORDAN: What does it --

AJ: It's percolating. It's an open loop.

ALEX: Just check it out.

AJ: It's waiting on wordpress multiuser don't --

ALEX: It's this blog that I found that's got articles on how to be a douchebag and pick up chicks.

JORDAN: Sweet.

ALEX: So feel free to check that out.

JORDAN: I like it. Speaking of back in high school or whatever or like back in elementary school. There was one buddy I had and he got injured, he's a football buddy, and he got injured and I was injured too so I didn't play. I just like, became like the film guy, which is so fitting. And, he got injured and he was such a badass athlete in like swimming, football, and a bunch of other stuff, and he got hurt and everyone was like, "Oh, my God I feel so bad," and we were his good friends who were like, "This really sucks, you know, he feels like shit." But what happened was, he decided that he couldn't do sports anymore so he was like not cool anymore.

ALEX: That was where he was getting his value?

JORDAN: Yeah it was all external so he basically just hung out in his room and like didn't hang out anymore and was like depressed and stuff. And even if we tried to cheer him up by hanging out with him --

ALEX: In high school?

JORDAN: Yeah. We were like, "Dude, you know, these girls, now that you have tons of time you don't have to go to practice, you should

start like, banging out all these girls that love you." And he's like, "Oh, they don't like me anymore," you know, whatever.

ALEX: No way. Oh, man.

JORDAN: And I'm like, "This sucks bro," because I'm like, "Dude, every chick likes you, what are you doing?" and he's like, "No, I don't know."

AJ: Well that's the other common fallacy, is that it's looks, right?

JORDAN: Yeah.

AJ: That as long as you have your looks together, that you're going to get the girl.

ALEX: Right.

JORDAN: Well we didn't care about it. He cared about it and he decided in his own mind that he wasn't cool enough.

ALEX: Well I have so many friends who like, if they're not dressed up, they won't go out.

JORDAN: Sure.

ALEX: Now, admittedly, I'm a little bit more loose with this but part of the reason is --

AJ: Berto. Berto

ALEX: Oh, my God, yeah.

AJ: [0:44:21:0]

ALEX: Cheers to you Berto.

JORDAN: Dude I got to shower and do my hair man.

ALEX: You want to do one of these? Here you got a Red Bull? I can't talk and do this at the same time. I got this friend--

JORDAN: 17 hours later.

ALEX: I have this friend, right?

JORDAN: Refill my vodka Redbull.

ALEX: Yeah. I have this friend, my buddy Adam and then we wanted to go out one night but he worked as a painter at the time. So he was in this house painting all day, he has painting jeans on, they're all painted up whatever. And I'm like, "Hey dude --"

JORDAN: Say paint one more time.

ALEX: "-- forget it, let's just go out, you know? I just want to go have some drinks with you, like, I don't care about what anyone else thinks."

AJ: I just want to dance.

ALEX: He's like, "No dude, I need to borrow a pair of pants. Like I can't go out with this pair of pants on, because, you know, I can't let anyone see me like this." And I'm like, "Dude, it doesn't matter." I had this one time I was at Coachella, this festival, out here in California, and every day I was wearing less clothing, and I was worried about it at first.

JORDAN: And eventually you became naked?

ALEX: Well on the last day I was wearing just my shorts --

JORDAN: I was so joking.

ALEX: -- and like flip flops.

AJ: Yeah. You didn't need to get in there Jordan.

JORDAN: Well --

ALEX: Well, we have this nudity thing. Anyway.

JORDAN: Yeah. Nudity.

ALEX: So, I just -- I was worried about it because like, I had only like two accoutrements. I had like my watch on and like a bracelet --

AJ: Accoutrements?

ALEX: -- and then I forgot them, and then I was like, "Oh, no how can anyone tell that I'm cool because I'm only wearing this pair of shorts," which wasn't even mine. You know, how is anyone going to know who I am as a person.

JORDAN: Borrowing shorts. Excuses.

ALEX: And on that day -- well I didn't have any shorts, I forgot to bring them. On that day, I met the hottest girl at that concert and I danced with her all day and we were like hanging out late into the night, and we watched Prince play. It was awesome, and I had a lot of fun. I got her phone number and everything. And I was so concerned about how I looked but then once I stopped caring about it, I had an awesome day.

AJ: Yeah. See, this is actually what just made me think about this but -- really what I find most attractive in women is things that are fun and excite me but at the same time, I try not to be a guy that does things that I'm not attracted to personally. Like, I don't like people who qualify a lot, who brag about stuff, talk about stuff. I also don't like guys, or people in general, who are so concerned about their looks constantly, it's like, oh, my God you can't go anywhere without being absolutely perfect.

So, for me, I find those traits in women very attractive. A girl who can just hang out, no makeup, and kick it and then at the

same time you can go out, get really dressed up and fancy. So, it's funny that's pretty much how I've lived my life and for a lot of guys it's counterintuitive because they're like, "I just have to brag a lot to get a girl," and then I'm like, "Well would you really want a girl that bragged a lot to you? No, you'd be turned off."

JORDAN: You'd be turned off, yeah. Johnny, you know, who chooses your value then? I mean, I think we touched on this before but, what the hell? I mean if other people can't really touch us, then who chooses our value? How do we -- how is that determined?

JOHNNY: Well, we have to figure out what our value is and what we deserve in life. So, you do.

JORDAN: So we choose our own value?

JOHNNY: Yes.

ALEX: Well no one else can choose it for you.

JOHNNY: Nope.

JORDAN: Not even possible. It's not even possible for someone else to choose your value.

JOHNNY: Well, they're going to try to give you value.

ALEX: Check this out --

JORDAN: They'll try and assign you a value?

ALEX: How do --

AJ: Yeah absolutely, of course.

ALEX: How do other people determine your value? Through watching what you do.

AJ: Observation.

JORDAN: Observation.

ALEX: Right? Through seeing it. So the only way that you can show someone your value is by how you react to stuff, how you interact with your environment. So if you're interacting with everyone in a high value way, then there's no way you could be low value.

AJ: Right. You can't see someone's voice, but you can see their actions.

JOHNNY: You're innocent until proven guilty. So if you walk in a venue, doing high value things, you're high value. You walk into a venue --

JORDAN: Yeah.

JOHNNY: -- and you're doing low value behaviors, you're low value.

JORDAN: And that ties into --

AJ: So what are -- well what are some examples? Because right now I'm thinking, "Okay, let's make this applicable." What's an example of walking into a venue high value versus low value?

JOHNNY: Well you're going to move into the venue and you're going to do what you need to do to have a good time. You're going to do the things that you want to do to meet people, have fun, what -- you know, the things that you want to do to have a good time. And if you're going to be standing, you know, rapidly go in a bar, to get your drink so you can stand against a wall and figure out what's going on and figure out who you're going to talk to --

ALEX: Not looking at anyone in the venue --

JOHNNY: Yeah, I mean --

ALEX: -- not smiling.

JOHNNY: That's where you go, "Yeah, I came out here, I was in a great mood. Now, I just, you know, I don't know. Maybe I should have ate earlier. There weren't really any good looking people here."

AJ: Okay so for the guys that are anxious, have anxiety, they don't really know what they want to do when they go in a venue. They don't really know how they want to get started but they still want to go out and have a good time and be high value. What are examples of high value behavior?

ALEX: A couple things you can do, is when you walk in, to look everyone in the eye. You know? Let them know that you see them. Go over to the bar. If you want to chill out at the bar, you know, smile at people. Smile at whoever is near you and say hi. Just introduce yourself to people. You know, do anything that makes you comfortable. If you're not the most comfortable in a social setting, maybe you don't have to talk to anyone the first time you go out there. If it's a loud bar, just hang out. Just get comfortable, but be smiling and try and enjoy yourself. You know? Just try and get comfortable there and move on from there.

AJ: Right, so, the high value individual has the mindset of he's going to do what he wants to do and it's all about him having fun and bringing up the people around him.

ALEX: Right.

AJ: But examples of that are harder when you're getting started because most guys getting started, let's be honest, don't have that high of a self worth, they don't think that there are these women that they're around or these people that are around them are going to like them, or that they're attainable. So how do you start working on this stuff right now?

ALEX: Well, one of my favorite exercises that we have people do is just go around giving high fives to people. Go around being like, "Hey high five! All right." You know? Like, "You guys are

cool." Simple things like that and if you say it with the right attitude, you know, just like you're happy and fun and you're just trying to go out and have a good time, then people are going to give you high fives. And high five usually is like a -- people get excited about that. You know? Whenever you give someone a high five --

JORDAN: They do like high fives.

ALEX: -- it takes you back.

JORDAN: They do. They love it.

ALEX: So you know.

JORDAN: It brings your state up immediately.

ALEX: It does! Because it's a fun thing.

JORDAN: And other people's state up immediately.

ALEX: Right. So when you do that with people then they start having fun with you and, you know, you see that you created this state in someone else. And that's a great way to recognise your own value, or at least start to do that.

JOHNNY: Well, first thing, I mean, you've got to be smiling is one of the biggest things that you can do to help yourself feel good about being there. If you're not smiling, you're going to get into your head and you're not going to feel so hot. So, you've got to make sure that's going on and that's going to allow you to feel good about possibly talking to other people. But if that's not going on and you're not feeling it, your night's over. So --

ALEX: We always talk about that like, mind leads the body, right? You know whatever you believe about a situation is going to influence how you react to it. And then we also talk about the body leads the mind. So there's this book Emotions Revealed,

it's by Paul Ekman. E-k-m-a-n if anyone wants to check that out.

JORDAN: It's the guy from Lie to Me, right?

ALEX: Well it's who it's based on.

Jordan: Right, right.

ALEX: Yeah. And there's actually, you can see videos of him doing microexpression training on Youtube. It's crazy. Anyway, I posted it on the Pickup podcast forum.

JORDAN: Nice.

ALEX: So check it out.

JORDAN: You should throw it up on the blog.

ALEX: Yeah sure. So you -- Paul Ekman, right, did this study of the face, of all the different muscles in your face and what they do, and how they make your face look. So he did this study and he found out that if you create an emotional face -- there were certain emotions that were pretty universal and if you do one of these faces, it makes you feel that emotion. So if you make an angry face, like if anyone that's listening to this right now makes like an angry face, you know stick out your jaw a little bit, you squint your brow at somebody, you know, you really like snarl a little bit, that's going to make -- and clench your fists. That makes you angry. It puts you in an angry state. It actually raises your blood pressure and stuff. So if you make yourself smile, on the other hand -- try it. You know, you make yourself smile and -- ridiculous -- and then you'll probably start giggling because you're doing something stupid but if you fight through that you'll start feeling good.

JORDAN: Even like forcing a plastic, professional smile will work.

ALEX: If you hold it and you try and be genuine with it.

JORDAN: Or how about if you try and hold a pencil in your mouth?

ALEX: If you're just gritting your teeth with your brow still locked --

AJ: No, if you try to hold a pencil in your mouth, you will feel happy.

ALEX: Yeah. Yeah, yeah, that's a good one.

AJ: It's proven. It is definitely --

ALEX: Yeah.

JORDAN: It's science.

ALEX: Or, do it the other way around. You know, think about something that makes you feel good, and then look at what that smile looks like in the mirror, and then replicate that smile.

JORDAN: Yeah, we've got some drills like that actually and -- but we've got some actual --

ALEX: Let's do the numbers. Let's do the value numbers.

JORDAN: Yeah, let's do that right after the jump.

(COMMERCIAL BREAK)

All right, show feedback and guest suggestions. We rely on you guys to help keep our finger on the pulse. So if you know someone who's a good fit for the show, let us know at jordanh@theartofcharm.com. Boot camp details for our live programs also at theartofcharm.com and that's where you're going to find links to us on Twitter, Facebook, and other social media as well. If you're listening to this but you're not subscribed on iTunes or Stitcher or something like that, then

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