

Transcript for Toolbox | Secrets of Social Value: Value Revisited (Episode 104)

Full show notes found here:

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

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AJ: A buddy of mine Max is visiting us, from Germany, actually and when we were in Europe --

ALEX: It's not Germany, it's Bavaria. I'm just kidding.

AJ: He's visiting us from Stuttgart. I don't know if technically, if that's even Bavaria.

ALEX: I don't know if it is either.

AJ: So, he's visiting us. We were -- we visited him when we were out in Germany and I met him in Detroit -- and this is sort of -- goes very well in line with our value talk here. Through a buddy of mine, from high school, was throwing a party at his house and he invited a bunch of coworkers, and his coworkers were German exchange interns, and they brought some of their friends, who were also doing internships from Germany, just local Germans in the Detroit area to this house party. And I started mingling and just chatting people up, just you know, because I was curious and I don't really know much about German so I was learning a little German at the party, having fun with it.

JORDAN: Ya!

AJ: And I met Max --

ALEX: Nein.

JORDAN: Ya.

AJ: -- and we started talking about house music and we got in this really long discussion about house music and a little bit about Detroit techno and how he was excited to be in Detroit because --

(laugh)

AJ: -- it's a huge electronic music scene and I had been going out --

ALEX: Probably like one of the couple hundred people that knows about that over there at that time.

JORDAN: I don't know, actually Detroit techno is huge.

AJ: Detroit techno is enormous, especially in Germany.

ALEX: Oh, yeah.

JORDAN: So huge.

AJ: And we used to have the International Electronic Music Festival in Detroit

JORDAN: They still have that, don't they?

AJ: -- you know, hundreds of thousands of people. So it's pretty well known and Detroit has some really good DJs and so we start talking about the clubs in Detroit, and I basically was like, "Yo you've got to come out with us when we go to the club next time," and he's like, "Yeah," you know, it's just one of those things that we threw out there. And for most people they're like, "Yeah that's cool," and then they leave it at that.

ALEX: Yeah sure whatever.

AJ: Yeah. You know, no big deal. So I'm like, "No this guy's coming to visit, he's from Germany, and he's -- he loves this music, what the hell?" So I give him a call, about two weeks later when I'm going to this show in Detroit, and he was staying about half an hour outside of Detroit. I was staying about half an hour outside of Detroit but we were in somewhat in opposite directions.

ALEX: How far was that, of like a drive for you?

AJ: It was probably close to an hour.

ALEX: Okay.

AJ: So I was just like, "Eh, **** it, why the hell not. Let's go, let's show this guy a real party," because I knew this -- we were going to this underground club, that most people don't know about. It's a pretty cool scene there and I knew he'd really enjoy the music, and I had some connections there. So I give him a call, while we're driving to his house, mind you, and I'm like, "Yo, we're going to this show, would you want to go?" And he's like so excited, he's like, "Hell yea I'd love to go." So I pick him

up like 15 minutes later, he's like, "Dude, it's like an hour drive. How the hell -- ?" And I'm like, "Yeah yeah we called --"

ALEX: "How'd you pull that off?"

AJ: "We figured you'd want to go." So he hops in the car, we go to the show, he has a great time, I drop him back off. He's like, "Oh, my God, I can't believe you picked me up. That was amazing, the best time I've had here in The States. I don't have a car, I don't know very many people, and Americans tend to be a little bit cold."

JORDAN: Which is funny because he's German.

AJ: Yeah

ALEX: Yeah, and he's saying that.

AJ: So --

ALEX: It's all how you think about it.

AJ: So I was like, "Yeah, I know you'll hook it up when I go to France, or you know when I'm out West -- "

ALEX: Whatever, yeah.

AJ: And I had never been to Europe, never really thought about going to Europe. And I was like, "Yeah, don't worry about it, it's no big deal, it's just what I do. I knew you loved the music and I wanted to share it with you. I thought that's really cool to experience that." And what ends up happening is now we visit each other on various continents and every time we visited we've hooked each other up mad, gone to crazy parties, seen stuff that, you know normally, you wouldn't see as a tourist and he's basically like my brother. And this is all from just giving value out. So, it's really cool how this stuff can change the course of your life, and you can meet all these incredible people that you were shutting out, otherwise, because you didn't want

to give out value. You didn't want to go a little extra step to help someone else out.

JORDAN: Yeah, he's an awesome cat.

AJ: Yeah he'll be visiting and we're going to take him out here in L.A. and it's going to be crazy.

JORDAN: Rock out. He -- you know what's awesome is he like, always is smiling and having a good time.

ALEX: Yeah.

JORDAN: And you're like, "Dude what's up man? Like are you ever unhappy, sad, lonely, anything?"

ALEX: Well he makes himself happy.

JORDAN: Totally.

AJ: The best part was when we were driving from Munich to Stuttgart in a ***** small rental car --

(laugh)

AJ: -- and cruising as fast we can to get there. We're cramped in this car, there's six of us. We get there, and he's like "Oh, I knew you guys would be hungry," he had all this food ready for us to eat as soon as we sit down --

JORDAN: He has a full bar.

AJ: -- full bar. He's making us 17 mixed drinks. Then he throws on the TV and the whole time we've been in Europe up until this point we haven't seen an NFL game.

ALEX: Yeah.

AJ: On like, on quality TV, other than like streaming on the Internet.

ALEX: Sure.

AJ: And he has this plasma, so he throws on an NFL game.

JORDAN: He happens to have ESPN America.

AJ: Yeah. And so we're watching the NFL in a warm, comfortable, apartment. Drinks --

JORDAN: Well fed.

AJ: Yeah, and this is a guy I met through, you know, a friend of a friend --

ALEX: Because you took him to a party where you live. Yeah.

JORDAN: So the reach goes on.

ALEX: Yeah man, that stuff comes back.

JOHNNY: He made us feel quite comfortable.

JORDAN: It was awesome. So let's jump in, Alex. I mean what's the value scale, we mentioned this before --

ALEX: Value scale, okay.

JORDAN: 6-10.

ALEX: Yeah, so and I mean we talked about 6-10. How we tend -- ratings, etc. etc. So what are they? We broke it down, right? We'll start with a 6.

JORDAN: Sure.

ALEX: A 6 is usually, we call that suplicative dynamics. Now we say dynamics for each one of these because it's how you interact

with other people, right? So a supplicative dynamic is generally people who have a very low internal value. Supplicate--

(burp) Excuse me.

JORDAN: No problem.

ALEX: Supplicate is derived from -- it's a religious term that means when you're praying to a God, you're like giving things at their altar, that's supplicating to that God, right? So supplicating means basically doing that to people. So you're treating people like their to be revered. You're buying them things, you know, you're giving them gifts, you're going out of your way to do things the way that they want it to. Putting other people's needs above your own wants and desires.

AJ: Always apologizing is a big one that supplicative people do.

ALEX: Yeah. You know it's just putting yourself consistently in this low value state, around people. Just interacting with everyone as if they're better than you, and that's supplicative dynamics. You know, when you talk about -- we give each person like a catchphrase. So the 6, his catchphrase is, "Please like me." You know, he's going around being like, "Please like me. Please like me. Please like me."

JORDAN: Oh, the 6 says mentally, "Please like me."

ALEX: Yeah.

JORDAN: Okay.

AJ: His actions, words, all of that --

ALEX: Like when you recognize someone as a 6, all of the things they're going to be doing are to get validation from another person. Now all of these value dynamics, up until a 9 are searching for external value in one form or another, but the 6 is

very transparent about it. He's just, "I want value. Please like me. Please like me. Please like me."

JOHNNY: He wants -- he needs the -- yeah, to feel accepted. It's a big deal but I mean everybody, at some -- in one way or another, in life, want to be accepted into what group -- or they want to -- they-- it's that sense of belonging.

ALEX: Yeah.

JOHNNY: And if you don't have that growing up, family-oriented wise, then you're screwed, because you're going to continually going to look for in the rest of your life.

ALEX: Well, you're not hopeless --

AJ: Yeah. You're not screwed.

ALEX: -- is one thing I'll say, but yeah you're set up, you know, to feel that way.

JORDAN: You're a lost soul.

AJ: You're set up to constantly seek that.

ALEX: Yeah.

AJ: Which is really, behavior that turns most people off, that they're not going to want to be around.

JORDAN: Yeah, you end up qualifying yourself a lot --

ALEX: Yeah.

JORDAN: -- which is a huge problem and a big turn off and, one thing that we mentioned before, just years ago, I think someone came up with this and it was -- it was like qualifying is like this zen poem where the more you try and raise your own value by qualifying yourself, the lower your value actually becomes, and

the more you try to impress people, the less you're actually impressing people. By the act of trying to impress them. And the external value stuff that we were talking about before, like, the possessions, and all that stuff, it's external -- that stuff is fleeting to other people. And the internal value, you can constantly rejuvenate. So I don't know why I'm thinking of American Psycho but probably because the guy has everything and yet he's totally miserable and like wants to kill people.

(laugh)

JORDAN: You know?

JOHNNY: Well blood lust is a whole other thing.

(laugh)

AJ: That's not on the value scale. That's not--

JOHNNY: There is no blood lust here?

JORDAN: No blood lust.

ALEX: So what I usually do is -- I'm going to go through each of the value dynamics and then we'll talk about how do you deal with each of these people.

AJ: Well I want to relate that to dating because we do talk a little --

ALEX: Yeah.

AJ: -- bit about dating. So what are some behaviors that a guy who's supplicative does in a relationship?

ALEX: "Oh, my God, can I buy you a drink? You're so beautiful, can I buy you a drink?"

JORDAN: Yeah, you can do that but then you have to tell me what supplicative guys do. Because I'm thirsty.

(laugh)

ALEX: That's an example of supplicative behavior, you know? "Oh, my God, you're so beautiful," right? First, you start off with a compliment, looking for approval. "Can I buy you a drink?" Will you allow me to placate you by buying you something --

JORDAN: Girl, oh, girl.

ALEX: Will you allow me to buy your time, please?

(laugh)

JORDAN: You're fine.

(laugh)

ALEX: Yeah there's a --

JORDAN: Fine.

ALEX: The thing is, there's a lot of subtleties here.

AJ: Dude you should search Bobby Light on YouTube.

JORDAN: All right.

AJ: That's pretty ***** up ****.

ALEX: I mean AJ, you were talking about this before. How subtle the differences can be between when you buy someone a drink as a 6, or how you buy someone a drink as a 9.

AJ: Yeah.

ALEX: You know, just being like, --

JORDAN: "Can I buy you a drink?"

ALEX: -- "you're adorable, I'm going to buy you a drink. Come have a drink with me." Like that kind of thing.

JORDAN: William Shatner does it as a 9.

(laugh)

AJ: Well intentions, right?

ALEX: Yeah.

AJL I mean, it always boils down to that and the intention of trying to win over some more time, to spit some game to this girl, trying to keep her around, expecting her to do a favor. You know, it's funny, we went out a couple of weeks ago to this karaoke bar, and I was just sitting there observing and there was this older gentleman at the bar, and he had bought a drink for this girl next to him, this really hot blonde chick next to him. And her girlfriends are trying to pull her away, and he just keeps gesturing at her drink and like trying to pull her back, because he bought her a drink. And finally, our boys go up and they kill it on karaoke and I turn back and he's sitting there, next to a half full drink.

JORDAN: Wah Wah. Womp, womp, womp.

ALEX: So what's the moral of the story?

AJ: Well, obviously that behavior of trying to win over more time with this girl and win over her affections by buying her something thinking that now she has to reward me, she has to give me something back, you know? Constantly seeking something.

JORDAN: Yeah. That sucks.

AJ: It's painful.

JORDAN: Thankfully, Alex and I can rip **** up on karaoke.

(laugh)

JORDAN: We did Ice, Ice, Baby in Europe dude.

ALEX: Pound it. Yeah.

JORDAN: We ***** killed it. We had people --

AJ: Vanilla would be proud.

JORDAN: Dude he -- we killed that ****. Because people rushed the stage man.

ALEX: Oh, my God, that was so much fun.

JORDAN: Granted, they were not native speakers of English but that doesn't matter! It was Awesome.

ALEX: It was so much fun.

AJ: They thought you were Vanilla Ice.

ALEX: Listen, on a side note --

JORDAN: I did push ups on stage.

ALEX: When you do karaoke, here's my recommendations, play to the bar that you're in, right? So if you're in a bar where everyone's playing like classic songs or like rock songs or whatever.

JORDAN: I started a joke.

ALEX: Play to that. Ours was playing some '90s pop kind of stuff and like --

JORDAN: Yeah.

ALEX: -- and I figured we were overseas so it had to be a really solid hit --

JORDAN: Super hit, yeah.

ALEX: -- that people would know.

JORDAN: On super hits.

AJ: Yeah.

ALEX: So we played Ice, Ice, Baby by Vanilla Ice, which I know all the words to and Jordan knows all the words to.

AJ: Of course.

JORDAN: We didn't even need to -- that helped that we didn't even--

ALEX: It really does help. Pick a song you know -- yeah.

JORDAN: -- need to look at the screen.

AJ: Well you looked authentic, you looked the part.

ALEX: And then focus on working the crowd. It's not really about how good of a singer you are --

JORDAN: No.

ALEX: -- it's about engaging the crowd.

JORDAN: Trust me that's definitely not what it is.

ALEX: I think Johnny knows a thing or two about this subject too but you know, he's just chilling out.

JORDAN: If it was a problem, yo I'll solve it. Check out the hook --

(laugh)

ALEX: Yeah so and then I flipped the mic to the crowd and I'm like, "You guys know the words."

JORDAN: Yeah --

ALEX: You know, for the chorus--

JORDAN: -- if you get them to do the chorus.

ALEX: "Ice, ice baby."

AJ: Crowd participation

JORDAN: Especially is enormous. You hold the mic up --

ALEX: Common 6 traits are things like, if somebody is pecking. That's a very common 6 thing. You're leaning into the other person because what they're saying is really important.

JORDAN: Ah, pecking. As in leaning too much.

ALEX: Right? Or because -- or to make it easier for them to hear you. Yeah, right, leaning into somebody on and off while you're talking to them. So you look like one of those birds that just keeps dipping at the water.

JORDAN: I mean, just to be clear you guys, like pecking is not just only -- only 6s do this or this is what makes a 6. Like this is just one --

ALEX: Example.

JORDAN: Example of body language.

ALEX: How it can manifest.

JORDAN: Which is one channel of how you're --

ALEX: Right.

JORDAN: You're six-ness can manifest.

ALEX: Another thing that 6s tend to do. They're always offering to buy people drinks, you know? Always trying to buy someone a drink just as soon as you meet them. It's like well why would you do that?

JORDAN: They want to be -- they want you to like them.

ALEX: Exactly.

JORDAN: Yeah.

ALEX: People searching for your approval like that.

AJ: 6s apologize a lot.

ALEX: Yeah. Oh, I'm sorry. Excuse me.

AJ: Yeah, they're constantly feeling like they're in the way or they've done something wrong or that, in some way, they've offended someone so they always need to be apologising.

ALEX: There's usually a lot of hesitation on the 6s part.

JORDAN: Yeah, that's true.

ALEX: They don't want to affect their environment. You know, they shrink up --

AJ: Yeah.

ALEX: -- and take less space because they don't want to be in anyone's way.

JORDAN: Yeah, you know it's funny when I'm in Eastern Europe, a lot of people point out like, "Oh, people apologize too much in America."

ALEX: Really?

JORDAN: "Guys say they're sorry too much and it doesn't make sense for you to be sorry for the stuff that you're doing. Because, over there -- it's linguistics largely, where it's like you don't say, "Oh, sorry." You only say that when like someone dies in your family.

ALEX: Yeah.

JORDAN: You know what I mean? But like, no one says like, "Oh, sorry," because they happen be near you and startle you or something.

ALEX: Yeah --

JORDAN: I mean, just it doesn't happen.

ALEX: Yeah yeah, to like be in someone's way.

JORDAN: Yeah or like be in someone's way --

ALEX: Oh, I'm sorry

JORDAN: -- just happens.

ALEX: As bad as American men can be for this, I've got to say, in my experience, the worst is English. English dudes are notorious. English culture is all about that -- apologizing to someone. If you get stepped on by somebody, you say, "I'm sorry."

AJ: My apologies, mate.

ALEX: Yeah.

AJ: I'm sorry my foot was in your way.

ALEX: Yeah. Like it's --

AJ: I should have known better.

JORDAN: But then you passively aggressively treat us like crap after.

(laugh)

ALEX: Yeah. Because, that's not what -- that's not in line with their intentions.

AJ: Yeah well it's also very common in Asian cultures --

ALEX: Yeah.

AJ: -- for men to constantly feel like they have to apologise for their actions.

JORDAN: They're raised that way. Culture is --

ALEX: Yeah. Culture is so different over there that it's like, that's in the minority. Here, or especially in The States, it really affects people's perception of you, you know, as being really subservient to everyone else.

JORDAN: You know it happens a lot to guys like myself, who are largely raised by their moms.

ALEX: Yeah.

JORDAN: Because they take on that feminine trait of apologising for everything.

ALEX: Interesting.

JOHNNY: Well it's also being passive so you're not going to be in the way. Alex mentioned a little bit of the body language shrinking. But I mean, I know for myself, in school, I wanted nothing to do with it. So it was like, if I just be really, really quiet, try not to like get in anybody's way, I might be able to just drift through here

without being on the radar and the you know -- and then it's -- then it stems from that as well.

AJ: It's funny because, you know our first example in attraction is blip on the radar.

ALEX: Yeah.

AJ: You know? What's the first thing that you want to do? Is you want to make yourself known.

ALEX: You want to do that.

AJ: So if you're running your life on this constant loop of trying to avoid being seen, you're going to have a lot of trouble attracting people.

COMMERCIAL BREAK

JORDAN: All right, so let's switch over to 7 then. What about a 7?

AJ: Lucky number 7.

JORDAN: What does that mean?

AJ: Lucky number seven.

ALEX: Well a lot of times, I mean what Johnny says is that somebody who's a 7, is somebody who's gotten value, somewhere in their life. You know, somehow, externally, someone's -- they've found that they can get a little bit of value, by like, by making other people have less value around them.

AJ: So they're not necessarily chasing value, they're -- they already feel maybe it's like -- externally?

ALEX: Well they got a taste of it --

AJ: Okay.

ALEX: -- you know? But they don't -- but they still can't create it for themselves. So they are still searching for it externally.

AJ: Okay.

ALEX: You know, up until the very end, you won't be able to create value for yourself.

AJ: Or they're getting value from something external right now.

ALEX: From something else, yeah. Exactly, so a 7 is what we call combative dynamics. That means that your reaction to any sort of a conflict or a problem in your way is to fight it, to fight with that and get rid of it. You know and that doesn't always work.

AJ: Destroy it.

ALEX: Yeah.

JOHNNY: The easiest thing there is to -- I mean most of these people -- I think someone mentioned earlier about being the big tough guy, that used to seem to be like the traditional alpha male --

JORDAN: Yeah.

JOHNNY: But I mean, the more people you can throw under you, the better you're going to feel and it stems from you're being so insecure that you -- it's -- I'm going to **** you before you **** me attitude. So I'm just going to start lashing out at people because I am that scared little dog in the corner so I'm just going to start flipping.

ALEX: The one thing we've also mentioned before Johnny, is like, a 7 is just trying to get bigger. You know, they've like, they've found out that if they can make one person scared of them, then they're bigger than that one person. So they're like trying to make as many -- put as many people beneath them as they can

so that they can just get bigger and bigger and not ever have to deal with the underlying issue that they can't create value for themselves.

AJ: Okay, so in a relationship, how is someone combative? What does a 7 do when he's dating a girl?

ALEX: Oh, when he's dating a girl? Jeez.

AJ: You know, that's what I'm saying. We want to distill this down so that guys listening can be like, "Oh, **** I'm a 7."

JORDAN: Yeah.

JOHNNY: Well he's constantly going to have to have to have everything to say. He wears the pants and in anytime that she has an opinion, or is going to voice how she feels about something, he's going to take offense to that, that she's undermining his authority. So, he's -- it's like, it's a constant rule this with an iron fist.

ALEX: He's got to be right.

JOHNNY: He's got to be right because he can't -- he cannot have that feeling of her showing him up, even to himself. "Are you mocking me?"

ALEX: A lot of it is about control.

JORDAN: Yeah.

JOHNNY: It's all about control.

JORDAN: Yeah, it's true.

AJ: So he's very controlling.

JORDAN: It's weird, if you look carefully at these cases --

ALEX: Trying to be.

JORDAN: -- you'll see all of these throughout the phases -- well actually, not all. You'll see the 7 and 8 phase throughout your ex -- relationships with your exes. You won't see the 6 because she didn't want you when you were a 6. The 7, you started coming into your own, you got this girlfriend, and then 8 you kind of got competitive with this girl that you'll get into and then you'll discarded, and then now hopefully you're a 9 and either your relationship grew or you're done.

ALEX: The 6 gets let's just be friends, that's what the 6 gets.

JORDAN: LJBF

AJ: Where does jealousy fall in here now?

ALEX: As what?

AJ: Is someone who's combative very jealous or is someone who's --

JORDAN: In both.

JOHNNY: You're going to see it in both and it mixes different ways.

ALEX: Jealousy, envy, qualifying, that all kind of works together.

AJ: Okay, so explain.

(laugh)

JOHNNY: Well jealousy --

AJ: You can't just, well I'm saying, like you can't just throw, "Oh, it all kind of works together.

JORDAN: You can't just tease me.

ALEX: Well Okay, jealousy and envy are pretty much the same thing, you know, when you're envious of something. So, then when you're trying to get something, you're trying to present yourself as having something more than you do, that's where the qualifying comes in. Because you want other people to recognize that you have these things that you are envious of. Whereas if you could just accept yourself in the first place, then you don't have to worry about like having these things or being these things, having this job whatever.

AJ: So that's an 8 though, that's being competitive right?

JOHNNY: I don't see jealousy as an 8. I see jealousy as laying with --

ALEX: No I -- all the way through, yeah.

JOHNNY: I see jealousy laying with a 7 because this guy who's always wanting the power in this relationship or always wants the one up, his girlfriend's talking to somebody else, he can't handle that. It's taking his power.

AJ: So it's not competitive?

JOHNNY: He can see it as her. Competitive is a whole different thing and we can get to that when we talk about that. But, I mean -- and it's -- I mean this is my -- just how I view it.

AJ: Yeah I'm just -- I'm trying to tease it out more because this is interesting to me.

JOHNNY: Well I mean when I --

ALEX: Well let's -- should we talk about what a competitive is, and then compare the two?

JORDAN: Yeah, I think so. That will work.

ALEX: We talk about a number 8 as being a competitive dynamics where you're -- it's different than a 7. A 7 tends to get aggressive

and fight the problem, whereas an 8 is like "I'm better than you." 7 says "You suck," right that's their catchphrase.

JORDAN: That's their catchphrase.

ALEX: Everything they're doing is trying to make you seem like you suck in comparison. Whereas an 8 is more focused on themselves. They have a lot more ego involved in it, where it's like, "I'm better than you." So it's about me, "I'm better," right? Versus a 7 being very, "You suck," right, so intrinsically I'm better.

--

JOHNNY: Which one are we doing, 8?

JORDAN: 8.

JOHNNY: So the competitive nature, the competitive dynamic that this person runs, is because somewhere in his life he has gotten some value, externally. Whether be his job, whether he would manage to pick up a hot girlfriend, whether he's come from money, he feels somewhat all right -- pretty good about himself. So, he's able to go out there and compete for value because he knows he can win. So it's still putting people below him, but he likes to earn it and -- but knowing already, he has it wrapped up. And it even manifests -- you will see it just from stupid **** like, "Hey I can do more push-ups than you."

AJ: Yeah.

JORDAN: Push-up contest.

AJ: The thing that the 7 and 8 --

JORDAN: Remember that? Do you remember push-up contest?

JOHNNY: Oh, yeah absolutely!

AJ: This guy challenged -- one of us, I can't even remember who it was back then to a push-up contest.

JOHNNY: And it happens all the time.

AJ: It's like whatever dude.

JOHNNY: As soon as -- oh, so you're quicker with the tongue, but can you do more pushups.

JORDAN: It's like, "Yo, push up contest."

JOHNNY: They're going to keep going because they'll be able to beat you in one way, you know, but you don't compete. It's like I bet you --

JORDAN: Connect Four contest *****

JOHNNY: -- I bet you you can do more pushups. Okay, so anyway, what I was saying --

ALEX: The 7 and the 8 always seem like different sides of the same coin. You know, you're saying that the 7 is insecure about who they are. 7 doesn't have any real security in themselves whereas an 8 has a little bit of security in themselves, but it's like people -- these value dynamics, they're all elastic, you know, you can be one in one minute and another in another. That's when we talk about raising people's value. Why you can do that, because you're not locked into any specific value.

AJ: Right, your --

JOHNNY: You run the gamut at all times.

AJ: Your actions are what's assigned the value, not yourself as a whole.

JORDAN: Okay.

AJ: So you could constantly be a 7 in some situations and an 8 in other situations, it doesn't mean that you're an 8. So it's very hard to call someone a 7 or an 8, it's just action -- it's action.

JORDAN: It's all situational.

ALEX: It's like you're acting like an 8.

AJ: Right, and you're never locked in that. You can always change these and that's what we're going to talk about later is how to change these --

JORDAN: Nice.

AJ: -- so that you can become that better person who is going around and spreading value instead of competing over it. I just want to reset then Johnny, can you just reset what a 7 gets his value from?

JOHNNY: A 7 is like that little dog in the corner. It's always barking, it's always yipping, it's always lashing out. Why? Because it's scared.

JORDAN: Okay.

JOHNNY: It doesn't feel good about himself, it has -- it's insecure.

ALEX: Wants attention.

JOHNNY: It's scared. It wants attention. Okay? So he's got to start lashing out at people. The more people he can make feel uncomfortable around him, and scared of him, the better he feels, because they're not going to lash out at him. So he's got it taken care of. So he's constantly looking to make people walk around on eggshells around him.

AJ: So he gets his value from making people uncomfortable?

JOHNNY: Absolutely.

JORDAN: Interesting.

JOHNNY: Putting them below him. Putting other people around him in a 6 role.

JORDAN: I like that, that's interesting actually.

ALEX: Mm-hmm.

JORDAN: Very interesting.

ALEX: And then the 8 is like "I don't even need -- I don't even compete with you." It's like "I'm just better."

JORDAN: The 8?

ALEX: Yeah.

JORDAN: No the 8 is competing with you.

ALEX: Right, it's competitive, but it's like I don't -- like the 7 is like, "You suck," and the 8 is like, "Whatever, I'm better."

JORDAN: Well whatever --

ALEX: Kind of trying to be detached and like aloof --

JORDAN: Well whereas a 7 would be like, "Oh, yeah, I got a lamborghini, what a ***** waste of money. Who gets an expensive car like that because you're just -- that's such a waste. Like, that thing depreciates the second you drive it off the lot." Whereas an 8 goes, "Oh, you have a Lambo, yeah I had a couple of those, then my dad got a job," or some bull**** like that.

ALEX: Yeah.

(laugh)

JORDAN: You know what I mean? So it's like the 7 tries to detract from what you have, the 8 just tries to one up your ***, because he can, or because he needs to.

ALEX: The 8 is also the -- there's this video on YouTube that we always show guys, it's Brian Regan, right? This comedian -- stand up comic, doing this but, it's called Me Monster. If you Google -- if you search on it for Me Monster, you'll find it. And he -- the me monster is always talking about "me, and myself, and I and I'm better than you, and I have this story." They're the kind of person who will one up your story all the time. If you try and tell a story about, "Oh, I did this," they're like, "Oh, I did this other thing that's way cooler than that."

AJ: So, a 7 points out your weakness, whereas an 8 tries to highlight his strength.

ALEX: Yeah. His own being better.

JOHNNY: That's interesting. I like that AJ.

JORDAN: Nice.

(COMMERCIAL BREAK)

JOHNNY: So before we go and do a fist to cuffs over the 7 and 8 let me just fix this. First of all, I don't want you guys out there getting too wrapped up in it.

ALEX: Yeah.

JOHNNY: Make -- look at this way, both of them are undesirable behaviors, and both of them are what happens when they roll in to meet somebody of higher value.

JORDAN: So don't split hairs and worry about which one you are.

AJ: Yeah.

ALEX: It's like one's worse than the other but don't do either.

JOHNNY: I mean, there's been times where I've competed with people. There's been times where I was a total douchebag with people, they're both *****, low value behaviors.

ALEX: Yeah.

JONNY: And they're both reactive behaviors to somebody that is as high value or higher value. So it's the first thing that they do. So the 7 sees somebody who might be a higher value, what's he going to do? He's going to lash out. The 8 --

AJ: He's going to go 7 on him.

JOHNNY: The 8, because he has that little bit of --

ALEX: It's like 7:30 in here.

JOHNNY: The 8, because he has that little bit of confidence, is going to want to bro out, but he's going to like -- he has to show you how much better he is.

ALEX: Yeah.

JOHNNY: So it's -- but it's, you know it's like, "Oh, this guy's being nice," for a little bit until he starts to show, "Hey I'm high value, check me out, check me out, check me out."

AJ: Yeah, and the thing about the 8 is, they're always cool at the start --

JOHNNY: Yeah.

AJ: -- because you're like, "Oh, man, this guy's buying shots, he's showing me around, I'm sleeping on his couch. I'm having sex with his girlfriend."

(laugh)

AJ: And then it's like, now you have his car and it's kind of weird. It always ends badly.

JORDAN: Yeah, you're posting -- he's posting on your ***** Facebook wall.

(laugh)

AJ: Yeah.

JORDAN: You're like, "What's up man?"

AJ: He's hanging out with your mom.

(laugh)

ALEX: Oh, wow.

JOHNNY: Did anyone see that off the subject -- that Kim Douchebag thing?

ALEX: Oh, yeah.

JOHNNY: Where he's like, "Sealing your mom airtight since--"

ALEX: Douchebag solidarity.

JOHNNY: Yeah. I was like, "Sealing your mom airtight, --" I was like, "I'd never heard that one."

ALEX: Airtight.

JORDAN: That was the douchebag solidarity piece

JOHNNY: Yeah it was really funny. Anyway --

(laugh)

JOHNNY: So guys, I don't want you to get too hung up on --

ALEX: Yeah.

JOHNNY: -- like, "Oh, no, is he an 8 or a 7?" No he's -- But no matter how you look at it he's an asshole.

ALEX: Yeah, when you go over how to deal with these guys, you'll see it's pretty much the same thing. It's just dealing with what they're doing.

AJ: The amount of suck is pretty much equal, no matter what number --

ALEX: Yeah.

AJ: -- you're at.

ALEX: So let's even before we talk about a 9, let's just talk about how to deal with a 6 and a 7 and an 8, because those are all pretty similar.

JOHNNY: Okay, well the first one, the 6, the supplicative guy, he's easy.

ALEX: Yeah.

JOHNNY: He wants accepted.

ALEX: "Please like me."

JOHNNY: "Hey, you're awesome buddy."

AJ: Give him a high five.

ALEX: Yeah.

JOHNNY: He's in.

ALEX: "You're cool."

JOHNNY: You know, that guy he's very easy to win over.

JORDAN: "I like your shoes. Cool haircut."

ALEX: Just compliment him, pretty much.

JOHNNY: Yeah, it's not going to take you much.

JORDAN: "My you look strapping in that outfit."

ALEX: And then it's like, it's like appreciate that person, you know?

JORDAN: Yeah.

ALEX: Once you've kind of gotten past their outer layer. You just appreciate them, you're like, "Hey you're a cool guy." And that's what will really raise people's value, find something to appreciate about that person.

JOHNNY: "Jeez mister, really?"

AJ: And the cool thing about that, usually, when you do that, most 6s then, you've nullified them, so then they're just easy to be around --

ALEX: Yeah.

AJ: -- and it's not a big deal.

ALEX: They don't seek your approval constantly.

AJ: Like, they're not as overbearing, like --

ALEX: Yeah.

AJ: They just usually -- usually most 6s just want to get it once and feel validated and then they sort of move on and they've flowed into all the other numbers.

ALEX: Yeah.

JOHNNY: Let's face it though, there are those people out there who, after you accept them, and tell them how great you are, they're still qualifying.

AJ: Oh, the serial 6s?

JOHNNY: Yeah. So, I mean, I understand --

JORDAN: Serial 6s, nice.

JOHNNY: I like that, the serial 6 but that's a -- that is definitely a guy who just is so heavily damaged, and know what you're dealing with.

ALEX: Yeah. He's got some stuff.

JONNHY: And it's -- you know I hate it that there's these --

AJ: Disengage, that's usually what I do.

CROSSTALK

JORDAN: You need a SWAT team. You need a bellhop.

JOHNNY: I hate it that there's people that feel that badly about themselves. You know, do what you can but --

JORDAN: And what you can do is get a program from The Art of Charm, but anyway.

ALEX: Yeah, I mean if anyone feels like that, I would definitely say that taking a program with us would be a way to help out that.

JORDAN: We will fix it. We will fix it.

AJ: And see someone, honestly, there could be --

ALEX: Yeah

AJ: -- for underlying issues if you're that unhappy.

ALEX: So let's talk about a 7 then. If someone's being a 7 -- I mean, I mainly see the 7's [cut out] -- with you. You know, someone's who's going to like it -- they try and bring it into the physical. You know, that's where a 7 can get their -- a lot of value -- is by trying to make you fight them.

JORDAN: You mean like, monkey conflict? Like Jui Jitsu style, physical?

ALEX: Like getting up in your face, is like a very 7 way to deal with a conflict.

JOHNNY: I think he wants to get up in your face. I don't think he wants conflict.

ALEX: Mm-hmm, that's the thing, is that most of them don't

JOHNNY: Most of them don't. There is that --

ALEX: He wants to seem scary --

AJ: Well, but at the same time --

ALEX: Hold on AJ, this is something that I know

AJ: Well, let's not test that hypothesis

ALEX: We were talking about this before and I think that there's something to be, you know, discussed here about how to deal with when someone's getting up in your face and I know that happens sometimes.

AJ: See there's -- and if the reason why I say this is because you guys have a different experience with this. And 7s, the way they act around you two especially, is they're not going to gain any value from beating you senseless.

(laugh)

JORDAN: Because you look like such a *****

(laugh)

AJ: Yeah. So usually, those don't end in combat but for most, just normal dudes, who are not --

ALEX: Or dudes who are like a little bit more muscly or something --

AJ: Right. Or dudes that if they were to beat the **** out of, they wouldn't get ridiculed by their other boys.

JORDAN: You really -- you beat up that guy?

ALEX: Yeah.

JORDAN: Nice job, you freaking dork.

ALEX: Yeah, it's because me and Johnny are pretty.

AJ: Yeah.

JORDAN: Like the unpunchable face. I mean really, "Oh, you beat up that guy? Congratu*****lations. Really?"

(laugh)

AJ: And I deal with it too --

ALEX: You're part of that puppy --

AJ: -- I like playing that card because I prefer not to get punched --

ALEX: See here's the thing though --

JORDAN: Oh, I get punched all the time

ALEX: -- is that the way that I deal with, when someone gets in my grill like that, because it does happen to me still, you know, is to try and just back off a little bit and give that person some space, but I don't accept that. If you stay facing somebody when they're having a conflict with you, then you're putting confrontational body language onto that situation.

AJ: You are.

JORDAN: You are.

ALEX: You know, we're always talk about when you give someone positive body language. If I face you with my front, then that's building tension between us. If you're a guy and a guy, you're going to want to fight each other, if you're a guy and a girl you're going to want to make out. So that's why we use negative body language to make the tension easier, you know, we ease the tension by turning away somewhat. So if someone's getting up in your face, don't turn your back on them, but kind of turn to the side a little bit and let that conflict just kind of get out of there.

(laugh)

JOHNNY: I mean, AJ, I like what you're saying but I will go beyond that and say that well I -- I just think that there's enough tactics that you can use where you won't get punched out. I know for a fact that I would get punched out --

CROSSTALK

JOHNNY: -- if I stood there taking it, full on positive body language, not smiling, and you know, if I met that with that same --

AJ: Oh, right, hey, and you guys were saying that most guys who are 7s don't want to be called in the fact that they're 7, I disagree. I think there's a fair share of guys --

JORDAN: Oh, yeah.

AJ: -- that are 7s that when called on it will go to blows --

ALEX: They want to -- they want respect for it.

AJ: -- because we see it all the time.

JOHNNY: Absolutely. You don't.

ALEX: That's what they're looking for.

JOHNNY: You never call a 7 for what he is. You call him on what he wants you to think he is.

ALEX: Exactly.

AJ: Right.

JOHNNY: So you call him on the, "You are the big bad ass mother***** here."

ALEX: Dude I'm scared.

JOHNNY: "I'm so happy to have met you. You are totally cool."

JORDAN: "Good, I'm glad you're on my side man. Yeah, I'm on your side man."

AJ: I'm glad we clarified that because for guys listening you were like well, usually they don't want to punch you anyway. So I'm like well don't get the feeling then of false confidence that it's like, "Well then I can escalate,"

ALEX: Go off in their face, no.

AJ: -- because most guys aren't going to be --

ALEX: Well that's not --

AJ: -- to that level.

ALEX: -- that's not the way to deal with it because what would that be saying? If you're trying to be like, "Well then I can do whatever I want," then I'm better than you.

AJ: Then you're being an 8.

ALEX: Right? Then you're being an 8.

AJ: Because you feel you have a competitive advantage, that's why you're pushing it even further.

ALEX: Right, and so what's he going to want to do as a 7? He gets his value from putting people beneath him. You seem like you're beneath him, so he's going to try and --

AJ: He'll put you on the ground.

ALEX: -- basically mount you.

JOHNNY: And I will tell you -- I will tell you how to get out of any fight and have anybody in the world back down, and all you have to do is get naked and start walking towards him. They will run.

AJ: Okay.

ALEX: All right, so what are we on? We're on the --

AJ: The 9.

ALEX: -- how to deal with an 8? How to deal with an 8, I believe.

AJ: Yes.

ALEX: Yeah.

AJ: We talked about a 7.

ALEX: Yeah. So the 7, basically you don't get in a confrontation with him. Treat him as your friend. One thing I like to do with a 7 --

JORDAN: Whoa, we haven't even finished like what 9 is.

ALEX: Well hold on, we're getting [0:34:19:4]

AJ: Yeah, we're talking about how to deal with them.

ALEX: How to deal with the lower values.

AJ: The other thing is --

JORDAN: That's at the end of this section.

ALEX: The 6s you just accept them --

AJ: Yeah.

ALEX: -- it's just very easy.

AJ: We accept them.

ALEX: Yeah.

AJ: The 7 --

ALEX: You don't get in the confrontation.

AJ: You don't get in the confrontation but this is what flies in the face of what everyone else teaches in the AMOG was sort of like, the back handed compliment.

JORDAN: Like the show them subtly bull****

AJ: Showcase that he's being combative to other people.

ALEX: Yeah. Call it out to other people, yeah.

AJ: That's horrible.

ALEX: Well the thing about it is that --

JORDAN: Why, why though? Why is that bad, let's explain why that's bad, so that guys don't like get sucked into that. Because it's so easy. There's so many guys out there that are like, "I'm the best AMOG around," and it's like, "Congratulations on being the biggest loser."

AJ: Because that's being an 8. That's being an 8.

ALEX: Well the best part about it -- we always talk about --

JORDAN: You're a champion *****.

ALEX: -- when you get into this game, a lot of guys are like, "I want to find more hot women," and then you find hot women and you're like, "Wait a minute, there's hot women everywhere." Once you start developing that abundance mentality. And AJ you said this --

JORDAN: Dude, we live in L.A. there's no hot women around here.

ALEX: -- it's way harder to find a really cool guy who could be your friend that you could hang out with, than it is to find a hot chick.

JORDAN: Totally, way harder though.

JORDAN: Way harder.

JORDAN: Like a hundred times more difficult.

ALEX: So if you are AMOGing all the guys who are actually out there talking to girls, who have the best chance of being cool --

JORDAN: Johnny is laughing at me. Why are you laughing at me, because I'm right?

JOHNNY: You're totally right.

JORDAN: It's so fucking difficult to find a cool guy. It's so hard. Even our good friends like --

ALEX: I feel bad for the girls.

JORDAN: Even our good friends like try and --

JOHNNY: Jordan. Jordan. I love you man.

JORDAN: Brother love. But it's so hard because guys get competitive. Even AJ and I went through a phase where it was like, "Yo whatever, you know, I got a better story than that and you know I'm lying but it's okay," and we'll have to dance around --

JOHNNY: Well I think it's --

JORDAN: -- the subject for a year, you know what I mean?

JOHNNY: -- I think in nature, anyway, guys are going to -- it's a part of being a guy that competitive sense --

ALEX: Yeah.

JOHNNY: Why else is --

ALEX: There's something to that.

JOHNNY: Well you know, why is sports so ***** huge? You know?

JORDAN: Yeah.

AJ: So the AMOG is being an 8.

ALEX: Yeah.

AJ: He knows he's better than the 7 and now he's going to point it out in a way that shows off that he's better.

ALEX: Yeah. I think that's true, the AMOG tactics are very 8ish.

AJ: Yeah.

ALEX: Yeah.

AJ: And it's not where you want to be.

ALEX: Yeah.

AJ: Because even still, you're better off raising the 7s value --

ALEX: Yep.

AJ: -- and making him feel accepted, than you are trying to make him look worse.

ALEX: One thing that I like to with the 7 is, I give them value in places they don't know they had it. A lot of the time a 7 is making comments at you which are actually like, a little bit intelligent, you know? But they're trying to make you seem like you're worthless or you're worth less. Right? So instead of taking it as an insult, I take it as a joke. Like, "Hey man, that's pretty funny. You're a funny guy man and I like you." You know, and if you can say that with some degree of genuineness --

AJ: Well yeah, that's the fine line, though.

ALEX: -- you know where you're not making fun of him about it.

AJ: Yeah that sounds like it could be 8.

ALEX: But it's like yeah, but if someone says -- if someone's like, "Dude you're gay," I'm back, "You got me man, you're funny, you're funny."

JORDAN: But only on weekends. Only on weekends.

ALEX: I like you man. I like you man, you're cool. You're a cool guy.

JORDAN: See that doesn't make me feel good now. Now I just feel like an a-hole for being so confrontational.

AJ: Well the other thing -- the other thing about it is once you start to understand the matrix and these dynamics, you see that the 7, just by being a 7 is showcasing that he's so unattractive --

ALEX: Yeah.

JORDAN: I feel like such a [0:37:27:2] doing that

AJ: -- that you don't have to do anything.

JORDAN: No, they will blow themselves out --

AJ: Exactly, you are better off --

JORDAN: -- instantly.

AJ: -- ignoring and accepting --

ALEX: Yeah.

AJ: -- than you are engaging and reacting.

JORDAN: Because then you're just two kids fighting in front of a chick who's like, "Really? You guys suck."

JOHNNY: I also want to --

AJ: And she's like, "You can't see this was unattractive? Come on."

JOHNNY: I also want to add to that, just as women will give you those tests up front to see what you're made of, dudes do it too. I do it, I know you do it AJ. I've seen you do it. You love doing it.

(laugh)

JOHNNY: And it's where you start pushing other dudes' buttons to see if they can handle it because if they're truly a cool dude, they're going to roll with it and throw a little bit back and you're like, "Hell I can drink with this guy all night long, he's fun."

ALEX: Yeah, we can **** with each other, it's all right.

JOHNNY: So, and --

JORDAN: So by the way, just to set the record, "***** with someone", for the foreign guys out there --

ALEX: It's like --

JORDAN: -- doesn't mean having sex with them.

ALEX: Yeah

JORDAN: It's like a common [0:38:13:6]

AJ: Well, not the way you do it.

(laugh)

JORDAN: It means messing with somebody like --

ALEX: Yeah.

JORDAN: -- like screwing around with their reality.

JOHNNY: You ***** with me?

JORDAN: You want to **** on me?

AJ: It's basically male flirting.

ALEX: Yeah.

JOHNNY: I mean it's --

(laugh)

ALEX: It's bonding.

AJ: It's -- it is. It's teasing and it's banter.

JORDAN: You want to **** on me?

JOHNNY: But when I'm hanging out with some dude, I mean I want a friend that I can like check into the wall or --

AJ: Hey if I want to squeeze his tits, I want to squeeze his tits.

(laugh)

ALEX: That's why one of my favorite moves is the nipple tweak, because it gets so many guys uncomfortable with the dudes who can deal with it and play back and be like, "I'm ***** with you now -- "

AJ: You can usually have sex with.

ALEX: Yeah! And I'm really good at that.

JOHNNY: So all I'm --

(laugh)

JOHNNY: All I'm --

AJ: That's another episode.

JOHNNY: All I'm saying there is, you know, if you feel that you might be getting messed with, you know, hold on, you might not, it could

be a dude testing your metal to see if you're worthy to be hanging out with.

ALEX: It's a bro test.

JOHNNY: So, now, if you throw a little **** back to him, and he starts laughing like, "Hell this guy's cool, let's have a beer." So now you've got like your buddy you can roll with in the bar.

ALEX: That happens so frequently too, like --

JOHNNY: All the time.

ALEX: -- with a 7 or someone, so you think someone is being 7 to you, and you just kind of play back on him and then you guys are friends.

AJ: Yeah.

JOHNNY: Yeah.

AJ: And then you realize that he was just baiting you by being a 7 --

ALEX: Yeah. Yeah.

AJ: -- he was testing to see if you were a cool dude.

ALEX: Ah. I'm glad that that's out there.

AJ: That's what high value men do.

ALEX: Yep.

AJ: Because they need to get to know you.

ALEX: Mess around with each other.

AJ: Women do the same thing.

ALEX: Yeah. It's you basically -- you set up this trap where if you become reactive to whatever I do to you, then you've totally failed.

AJ: The reactive trap.

ALEX: Yeah.

(laugh)

ALEX: I mean that's all it is though. All these low value dynamics, they're just looking for reactive behavior in different ways.

AJ: Well that's what a test is by definition.

ALEX: Yeah.

AJ: What's your reaction?

ALEX: Yeah. Yeah. All right so let's talk about an 8. How to deal with an 8. You know my thing with an 8 is people are always bragging. You know they're always like --

AJ: Yeah.

ALEX: -- trying to show you how cool they are. So all you need to do with an 8 is kind of be like, "Hey you're cool, like those are actually cool things."

AJ: It's kind of funny how, dealing with a 6, 7, and 8 is pretty much the same thing --

ALEX: That's why I like to group it all together.

AJ: -- accepting them as being like, "Hey you're cool," even while he's calling you a fag, or at the other end of the spectrum --

JORDAN: Which is a cigarette for you English people.

AJ: -- he's talking about his 12 inch cock and his huge mansion.

ALEX: That's fantastic dude, yeah.

AJ: So, if you can accept that, but at the same time not reward it --

ALEX: Yeah --

AJ: -- that's the trick.

ALEX: -- you don't dwell on it, you don't go into it.

JOHNNY: Well look at --

ALEX: Especially with an 8.

JOHNNY: What I was saying is, look at that -- the 8's name, what competitive dynamics, he wants to compete for that value, so it's easy. You don't compete. "I bet I could do more push-ups than you."
"I bet you can, that's why you're awesome."

JORDAN: Yeah, because I haven't done a push-up since 1997.

(laugh)

ALEX: Dude you totally could.

JOHNNY: First of all you just don't compete and then you give them some value and then you roll forward.

ALEX: "Hey, how often do you go to the gym actually," you know? "Oh, I go every day." "Oh, that's cool dude, all right. So hey, you guys having a good time out tonight?" Redirect the subject.

AJ: Oh, I live next to a gym.

ALEX: Yeah.

JORDAN: That's funny, I look at people go in there.

(laugh)

JORDAN: I watch people go to the gym every day from my living room window.

AJ: Yeah, find commonalities. "Oh, you go to the gym? I live next to the gym!"

ALEX: You give the value -- you give the value on the thing that they're searching for the value on. You don't go into it, and then you redirect the subject to something else where you guys can actually bond.

JOHNNY: You know but --

ALEX: Not competing on it.

JOHNNY: -- and I know we can get very in depth in these and everyone's like, "Oh, my God, okay that's how I deal with an 8, so next time I see an 8 -- "

ALEX: Make sure I do exactly this.

JOHNNY: Don't --

JORDAN: I will have an 8 laser ready.

JOHNNY: -- please do not go in -- don't think of it too hard guys. If you just ignore anything that you feel might be a test, like they would not even bother doing that to you because you're so high value, you'll win. So don't even worry about it.

AJ: Listen --

JORDAN: It's like a passive victory.

AJ: -- the iPhone app that we'll be releasing will handle all of your questions --

(laugh)

ALEX: It's -- you know that we're going to get requests for that now right?

AJ: Yeah of course.

JORDAN: I can not find iPhone app in store --

ALEX: Yeah, where is it?

JOHNNY: I think --

JORDAN: -- where iPhone app is at?

JOHNNY: I think how that's going to work is you have to queue it in and you -- "Can you say that line again? Because this is going to tell me if you're ***** with me or not."

(laugh)

JOHNNY: Okay you're good.

ALEX: It's the same thing as with women though, I mean right? We talk about women give these tests to guys --

JOHNNY: Well of course.

ALEX: We've started calling them, like sack tap, you know --

JORDAN: Sack taps?

ALEX: She's kind of like testing your cup.

JORDAN: Cup checks?

ALEX: You know, seeing if you're solid down there. You know, and if you get reactive to it, and then you fail the test, or if you play along with it, you don't let it shake you, then you pass the test, and it's the same thing with dudes. Dudes do the same thing, they -- you test your friends, you check them.

AJ: You feel each other's balls.

JORDAN: You feel each other's balls.

ALEX: You sack tap, you know.

JORDAN: Just say what you mean.

ALEX: And you just make sure that they can handle it, and if they can then you guys are still friends and if they get -- you can't and they get reactive then you're like, "That was weird."

JORDAN: So basically, just to like, briefly recap, we're talking about raising other people's value right?

ALEX: Mm-hmm.

JORDAN: So a 6, you accept them, they're needy, and you just give them props --

ALEX: It's very simple, you just accept them and move on.

JORDAN: So what about a 7, you approve of them, you stay non-reactive --

ALEX: Stay non-reactive.

JORDAN: -- like you don't let your emotions get involved --

ALEX: Yeah.

JORDAN: -- you're just like, "Dude that's awesome," when they get in your face.

ALEX: It can really help with a 7 to work your body language. If they start coming at you face to face, turn so that you guys have like, 90 degrees between you, you know? That's how friends talk.

JORDAN: So you're the parallel to his perpendicular, if you will?

ALEX: Yes.

AJ: Exactly Alex's point, what you want to do is set it up in a situation where it feels like you're working with him and not against him.

ALEX: Yeah.

JOHNNY: Absolutely.

AJ: You know, because as long as you're on a team together, combating someone else, or some other problem

ALEX: Yeah.

CROSSTALK

ALEX: You guys are cool.

AJ: You're further ahead than you are sitting there trying to be the 8 and compete with him, knowing that you are better than him.

ALEX: Yeah, and don't turn your back on people, you know?

AJ: Yeah.

ALEX: Just turn to the side and act like you are working this out together.

JORDAN: Exactly.

JOHNNY: When you turn your back on that 7, that's when you get the bottle upside the head for that.

JORDAN: You'd get jacked. You know what's funny is we used to do this at -- in retrospect we totally used to do this insecurity like, you get a guy who's like, "Yeah man, don't act tough I'll ***** kill you. That mother***** blah blah," and then I'd be like --

ALEX: You'd turn your back on him.

JORDAN: -- I'd put my arm around him and be like, "Yeah let's go outside and talk about this right now. **** that mother***** I'm going to kick that guy -- we should kick that guy's ***.

(laugh)

JORDAN: And we're walking out the door all mad together like, "Yeah!

ALEX: Like, "Yeah, we're going to **** that guy up."

JORDAN: "Yeah, that guy, **** that guy up," and then we get out the door and I'm like, "his guy can't get back in," and I double back around, go back in and the big dude's outside are just like, "No man, you're done," and he's like, "But I just, I mean we were -- "

ALEX: I was like --

JORDAN: I was like -- and I was just reading right? And the guy's like it's done because those guys are like, "Yeah! Yeah I'm drunk and I'm angry!" and they're angry at me and I'm like, "Yeah! I'm angry too!" and they're like, "Ahh!" So you're on the same side and you just walk out the door.

ALEX: Well it's redirecting, you know, what someone's at. We do the same thing when we touch but when you're working with someone and they're pissed off, you basically, you redirect their anger at something that's not you and it's outside of both of you guys --

JORDAN: Yeah and they will just follow suit. They'll like, "Yeah!"

ALEX: That's what -- I mean what you were talking about.

JORDAN: "This place doesn't have Cocheck, **** this place -- "

ALEX: Yeah!

JORDAN: " -- yo, whatever."

ALEX: You're like, "Yeah, we're going to talk to the manager, you know"

JORDAN: Yeah.

ALEX: And you take them outside.

JORDAN: "Oh, the manager is outside in the street, next to the cops?"

ALEX: Yeah.

JORDAN: "Oh, okay, yeah, let's go right now yo."

AJ: When you're on the line with customer service and you're angry about your Internet or something, the most effective way to deal with that sort of anger is to show that you're working on the same team.

ALEX: Yup. I understand, we're sorry and we'll fix it.

AJ: So you ever feel comfortable, exactly, when you're on the phone with customer service, you're like, "Oh, okay, he's helping me with this problem. We're combating it together."

ALEX: Mm-hmm

AJ: Not yelling and screaming at each other. So the important part here, which leads perfectly to what a 9 is, is being cooperative.

JORDAN: Yeah. When you -- the part when you get your yelling done at customer service, is when you're talking to the computer and it's like, "I said ***** representative! "

(laugh)

JORDAN: "Repre*****sentative. What?" Then when the person comes and you're like, "Oh, hi Doris."

ALEX: Yeah.

JORDAN: Yeah, I know this isn't your fault, and I really -- I'm so appreciative that you're working right now. It's late there, huh? Yeah, oh, Albuquerque, yeah, I know, I'm in L.A. I mean it's still late here, huh? Oh, my God --

ALEX: Jordan's on the phone with AMEX like every other day, dealing with them.

JORDAN: Literally, literally every other day doing something.

ALEX: The side note topic is that if you curse at the AVRs -- the Automated Voice Response things --

AJ: The woman who's like, "Hello, card member."

ALEX: -- if you curse at them, they'll often send you to the representative.

JORDAN: They do that.

ALEX: You can try that. Just be like "F off," but like, actually curse.

JORDAN: Well they're -- often they're like, "I'm sorry, I didn't get that."

ALEX: Yeah, and you just curse again. Let's talk about real quick, how to deal with an 8 because this is important too. The thing about the 8 that I find is they're very transitive state. People don't tend to stay 8 too long. If you can accept an 8 --

JORDAN: Whatever, I mean some of us stay 8 for a long time, you just don't know.

ALEX: Excuse me.

JORDAN: You just don't know man., that's all.

AJ: I'm going to let you finish.

JORDAN: I'm going to let you finish but, I'm the best 8 of all time!

(laugh)

ALEX: Go ahead.

JORDAN: No I'm going to let you finish. Go ahead and finish

ALEX: Oh, but, so you know when someone is being an 8, it's generally that they're trying to -- they keep qualifying, they keep bragging, they'll cut you off, and try and let you know that they're cool. And so all you need to do is accept them for that and then move on. A lot of the times you don't even need to do any of the body language tweaking or anything like that. You just don't reward that behavior and you move on to a subject where you can both bond. Now what I'm curious about from you guys, is how do you deal with this in the long term, because the 8ness usually seems to come from underlying like insecurity where they need to keep getting that validation over a long time.

AJ: Well it's also a need for attention.

ALEX: Do you just not make these people your friends, or what?

AJ: It's a need for attention, so usually what I will do, since I only have a set amount of attention is I will acknowledge them, accept them, give them a little bit, but I will usually pass them off onto something else or show them that it's cool, but not really get preoccupied with that, because that could be endless. I mean, I had friends back in the day, who constantly, no matter what I did, had to show that they had something better, done something better, got a higher reward. It's transient but a lot of people have it in their DNA, I mean --

ALEX: Yeah.

AJ: -- by nature, we're competitive.

ALEX: It sticks, but you can get past it, in like, in each interaction.

JOHNNY: I would say any of the low value behaviors, the extreme ones are going to constantly do it, and you know, and -- as AJ said it best, if you don't have the energy for it, then walk away, because, look, I'd rather be talking to a bunch of cute girls at the bar than dealing with somebody who's running around qualifying and competing with me all night. It's like "Hey buddy, you're cool. Awesome. All right, cool. Oh, all right, awesome, you're cool."

JORDAN: "And get the **** out of my face."

JOHNNY: And I'm done. Right?

JORDAN: I've handled it, I've done as much dealing with you as I'm going to do, see you later.

AJ: Now that's not to say that it'll happen all the time. I want to point that out because some people there will be 8s where you -- you're talking to this guy and you're like, "This guy's an 8," and then you get past it and you start talking to him and he's actually cool.

JOHNNY: As a high value male -- as a high value dude --

AJ: Sometimes that happens --

JORDAN: But not very often.

AJ: Not often.

JOHNNY: -- your time is your most important asset, so you know, take it from there.

ALEX: Well let's talk about being a 9, because I think that's really important and --

JORDAN: Yeah, obviously.

ALEX: -- you know, what we're striving to do in the first place.

(COMMERCIAL BREAK)

JORDAN: So how does a guy get value? How does a 9 get value? I mean, what is -- what's the like --

AJ: What is a 9 first, let's --

JORDAN: What is a 9? What does he say? It's a cooperative dynamic so he's like really arm and arm with everybody else, he's kind of like, "Hey, we're all on the same side, we're all on the same team." He's -- what's going through his mind? It's like, kind of like, "I'm awesome," but also, "You're awesome." So like, everyone around you just happens to be awesome.

ALEX: Well, when we talk about you know, each guy has a catch phrase, right?

JORDAN: The catchphrase.

ALEX: We usually say that the 9s catchphrase is, "You're awesome," because the 9 just gives out value. The 9 has the internal validation where they accept themselves for who they are. The 9 is cooperative with other people. I mean there's a lot of characteristics in a 9, which is why it's so difficult to compartmentalize into like one specific thing. But we say, a 9 has "cooperative dynamics." They work with other people. I also like to add on a variation here where, the 6 is supplicative, right, and people are like, "Well a 6 is working with other people. A 6 wants other people to feel good too, that's cooperative, right?" And I say well a 9 is assertive cooperative. You know, they have their own thing going on, they know what they're doing, what

their goals are, and where they want to go, and they will assert that and try and move through the world and create those things but at the same time they're cooperating with the other people they're encountering on their path.

JORDAN: I like it. So the 9 is saying, "Hey, you know, you're awesome." What are the traits of this guy though? What is the -- what are the traits? Like what is it -- what does that mean? I don't want to walk around being like, "Hey, you're awesome." So when somebody says, "Yo man you know, I got this awesome house in the hills, yo," I'm like, "Man that sounds like a lot of fun."

ALEX: Sounds cool.

JORDAN: "Let's have a party -- we should totally have a party there."

ALEX: Yeah.

JORDAN: I mean, obviously, you know, we should totally --

CROSSTALK

ALEX: -- things that 9s do is they'll -- they're very accepting of people. You know, a 9 is always accepting of whoever is around them. A 9 is --

JORDAN: Sucked a lot of rhino cock. Really? That's -- you know what? I've always -- that's amazing. That's really interesting.

(laugh)

Jordan: Let's talk about that.

ALEX: Fantastic, I'm really interested in why that's going on.

AJ: And now I'm intrigued --

JORDAN: And for the last time, stop calling me rhino.

(laugh)

ALEX: Other things that 9s do is they're very unreactive.

JORDAN: Mm-hmm.

ALEX: 9s keep their cool.

JORDAN: Emotionally.

ALEX: Yeah.

JORDAN: Nonreactive.

ALEX: Emotionally unreactive. You can't really shake up a 9. They're accepting of whoever's around them and then they'll keep their cool if you try and **** with them, they'll just play along. They -- you know, they're not going to be shaken by you.

JORDAN: So, what's -- what is an example of that? Like, "Hey man this is my ***** table. Go away man this is my ***** table."

ALEX: Hey, my bad dude, you guys seem cool though so I'll check back with you later. And I'm like, "Oh -- "

JORDAN: Okay.

ALEX: "-- okay, I don't want to seem like a douchebag, that guy sounds cool."

JORDAN: "Totally check back with us later, guy who I just told to go away."

ALEX: Yeah. You know it's -- I think of a lot of the things that a 9 and a 10 does as misinterpreting others actions in a positive way.

JORDAN: Right, so like even if a guy's like, "I don't want you to check back later. Go away," you're like, "Awesome man, I'll see you in a bit." And your guy's just like, "What?"

AJ: Rose colored glasses.

ALEX: Yeah.

AJ: Glass is --

ALEX: Yup.

AJ: -- half full. You know, it's that outlook on life that it's like, even if I have to do a little something, right? I have to go out of my way, I know that on the whole it's being paid back universally, karma, whatever you want to call it --

ALEX: Mm-hmm.

AJ: -- you're not too wrapped up in, "Okay, this, I have to showcase this, and this person has this and we have to be seen in some sort of way like that," instead you're just like, "I see this guy has value and I'm going to do what a normal person who wants to cooperate and move things forward would do, which would be give that person value."

JOHNNY: Also, I mean, the 9 understands when he's going out, that he -- whoever he's with, he understands that he's -- he is only as strong as his weakest link --

JORDAN: Ah.

JOHNNY: -- so he's going to make sure that everybody in his group is awesome. He can not be -- he doesn't want to be dragged down by the one guy who's not feeling all that well about himself, and why would he even take him out, knowing that he's going to bring the crowd down? He's going to bring this guy up to feel accepted with everybody else. Not only that, it's everyone that's in that venue, you see them as high value, whether that person believes they are or not.

ALEX: Mm-hmm

JOHNNY: And it's your job, to show them what their value is.

ALEX: To find their value.

JOHNNY: Find their value and show them what it is. Even if, it's just -- you made somebody smile because you smiled, hey you won. You --

ALEX: You made that person feel good.

JOHNNY: -- you made that person feel better.

AJ: So this is what trips most guys up, is that you will not always receive positive responses from doing this.

ALEX: Yeah. It's weird.

AJ: You know? Even though a 9 and a 10 is something we strive to be, just because you're going out and being cooperative doesn't mean that everyone is going to be like, "Oh, thank God you're here."

ALEX: Yeah.

AJ: People are going to spit in your eye. People are going to be combative, they're going to be 7.

ALEX: People are locked into their ways, you know?

AJ: Right.

ALEX: Their autopilot responses for dealing with 90% of people.

AJ: It's how you react to those reactions that determines whether or not you're high value, because if you sit there and you get worried and tied up on what everyone else is doing then you're dropping back down to that 7 and that 8.

JORDAN: Yeah.

ALEX: Mm-hmm.

AJ: So, I know a lot of guys come through our program and the first night is a little rough because, you know, they're nervous, they have anxiety about people's reactions. And even when they try some of this stuff, they don't always get a positive reaction, because they're working on themselves and they're putting themselves out there. But at the end of the day, if you're not doing that, you're not growing, and I think that's why everyone listening to the show here is so in tune to this value exercise that we're going through. Because if you're not engaging other people, if you're not going out there trying to improve, you're static.

ALEX: Mm-hmm. Well let's look at that for a second because we talk about improving a lot, and growth, you know, and that a 9 is striving to be a 10, we always say. And what's a 10? Let's look at that for a second. My view of the 10 is -- that's your personal archetype of what is like perfect.

JORDAN: Like the perfect version of yourself.

ALEX: Exactly.

JORDAN: Yeah.

ALEX: Like the best version of yourself, or also a combination of your heroes. The traits that they have, how you would be if you integrated those traits into yourself. So you're always striving to be more than you currently are, if you're a 9.

JORDAN: Right.

ALEX: You're striving to be a 10.

JORDAN: Yeah.

ALEX: You know, so you can't ever become a 10. Because if you did, you would be perfect, you would stop working on yourself, you would stop growing --

JORDAN: Jesus is a 10.

ALEX: -- and then you would feel better than everyone. Right, you could say Jesus is a 10, why?

JORDAN: He was a 10.

AJ: Total dime piece.

JORDAN: Total dime piece that cat was.

ALEX: What are qualities of Jesus that makes him a 10.

JORDAN: Well basically he was just like everybody else deserves, you know, the ultimate.

ALEX: Everyone deserves to be treated well, right?

JORDAN: Everyone's -- but like amazing, awesome --

ALEX: Treat everyone as if they have value.

JORDAN: Right, everyone is just like so -- like without going religious up on this piece, because I'm Jewish and stuff, anyway --

ALEX: Right? Me too.

JORDAN: -- is like, you know, you're just like, it's like -- he's value giving on everybody, like sacrifice yourself and be an awesome dude. Everybody else is just amazing but you're also amazing, but that part doesn't even occur to you.

ALEX: Right.

JORDAN: Like you're just so giving, because you have so much value, you just want to spread it all over the place.

ALEX: Right you just want to give it out to -- and you want to help other people do this kind of stuff too without being forceful about it, you don't want to push your beliefs on other people.

AJ: And you're not getting value by giving value.

ALEX: You offer.

AJ: A lot of times, the 9 will give value, but at times it's because, that's the only way he gets value.

JORDAN: Mm-hmm.

AJ: Is by knowing that he's doing --

ALEX: Sometimes, yeah.

AJ: -- doing situational things --

JORDAN: Right.

AJ: -- that are being cooperative.

JORDAN: Right.

AJ: It's going above and beyond just that. It's like constantly spreading value.

ALEX: Well, I view --

JOHNNY: AJ --

ALEX: -- a 10 and a 9 as being very principled, you know, having their own ethics of what goes along with that. What were you going to say, Johnny?

JOHNNY: AJ I was just going to go from there -- a lot of these guys who are going to be starting this out, are still not going to feel like they have value to give.

JORDAN: Right, yeah, that's a good point.

JOHNNY: So, it's understanding of what you just said, of well it just takes going out there and giving it a shot and giving value, and start seeing those returns come in, is when you start to feel that you do have that value to offer. Once a few comes back, well someone says, "Well you made me feel so good, I just wanted to do something for for you in return," that's where you go, "I now have value." So it's being able to take those small returns and seeing those as victory, as a girl behind the counter who has sold you your Twix bar, smiling because you smiled at her.

AJ: Make her smile.

JOHNNY It's the small things that you have affected in their just daily lives that will make you feel good. So go out there and go find your value and go see your value.

AJ: Well that's the difference between a 9 and a 6, right? A 9 actually can recognize it, a 6 can't. A 6 doesn't see that. So the 9 is seeing his value, and he doesn't have to worry about only getting value from sharing it. Whereas the 6 doesn't see his value and he's constantly seeking value.

ALEX: Yeah, well said.

(COMMERCIAL BREAK)

AJ: So the key here to everything, and I touched on this earlier, is always about how you react. It's not about someone else's reaction. It's always about your actions and how you react to certain situations and the best way to raise your value is to be proactive. Which means, being assertive, which means putting yourself out there, being more social, taking control in

situations and being cooperative and bringing other people's value up. The worst thing you could do, especially from a woman's standpoint, is be reactive, and why is that? Because, she sees you coming from an emotional place and since women are so emotional, you need to have that emotional stability and if she can't see that in you, she's not going to be attracted.

JORDAN: So basically, what -- she becomes, what, insecure of where you are?

AJ: No she just doesn't see that as an attractive quality because she knows that she's an emotional being. That's how she's wired. And the last thing she's going to want in her life is to have to deal with someone else who's not in control of his emotions.

ALEX: This is --

AJ: And that's what being reactive showcases.

ALEX: Yeah. It's one of those like, masculine/feminine things, you know? Masculinity, the manliness, is not associated with being emotional, making emotional decisions and judgements and stuff like that. Feminine, that energy is associated with that, you know, running very emotionally and stuff. And you notice it with girls all the time, like they'll just act really emotionally all the time. So she's not looking for more of that. She's looking for the person that will oppose her, you know, to have that masculinity, where you can be solid and grounded and like have all that stuff together where she can be, we've been talking about it, the flagpole --

JORDAN: The flagpole --

ALEX: The flag, yeah. Where she's the flag, she's flying in the wind with whatever emotion takes her, she's flying that. You know, but you want to be like the flagpole where you can bend a little bit and you're grounded though. You keep her tethered so she can feel free to be like that around you, and comfortable, and know that you're not going to just let go and fly that way with

her and you guys are going to get lost somewhere out in the countryside.

AJ: Right, it's actually where you showcase in your stability and emotions, for once, when acting like a 9 and a 10, is highly attractive to her. And she's seeing this through your actions not through your words, right? She's seeing how's your body language when someone's a 7 around you, you know? How are you reacting to situations where people are being 8s and being competitive, are you going to out compete them?

ALEX: Can you handle it? Are you going to protect her?

AJ: Yeah, this is all very important to her. That's why it's so key to keep in line here, and the other thing is, it can help you get out of a lot of situations. Being able to see the matrix can keep your head from getting knocked off because you can manage people's emotions, you can manage people by seeing where their intentions are coming from.

ALEX: I'm just thinking about this one time in high school where I was at someone's party and I forget what happens -- some dude was drunk and I was drunk and he's was trying to like fight me outside or trying to tell me to leave --

JORDAN: Oh, it's about time somebody kicked your ass though, it is.

ALEX: You know, you would think so, right? But it's never happened, so --

AJ: Surprising.

JORDAN: We can tell, we can tell. This just in --

ALEX: I know, I know, but you know, what happened was I -- something -- I like knocked a drink over or something and he was like --

JORDAN: *****

ALEX: -- telling me to get out of there --

JORDAN: -- right.

ALEX: -- and so I was outside but I was waiting for my friends and I was like, "I don't want to leave, I don't want to just walk away, you know I want to wait for my friends and get a ride," and he was in my face trying to start **** --

JORDAN: Bro, I thought I told you to step off.

ALEX: -- so what I ended up doing was I did what we talked about as being a 9 and 10, I just kind of flipped to the side a little bit. I was like, "Yeah dude, you know, I'm really sorry about that, you know, I'm not trying to cause any problems here. You know, I just want to wait for my friends, you know I was having a great time. It's a great party, right?" he was like, "Yeah it was a great party," you know, we started agreeing on stuff.

JORDAN: You know what, that works really great with cops, because when you're talking to cops for example, and one guy's like, "Yeah and this guy totally hit me, man, why don't you arrest him," and you're like, "Yeah officer, so things got a little out of hand, we've been talking back and forth, it got a little bit emotional," even if you're admitting that you're wrong, the cops like, "All right, you're the rational one, here" and the other guy totally takes the fall because he's like -- the other guy's like, "No you shut up man, you know, you should be in jail right now," and the cops are like, "Whoa bro, calm down, relax."

ALEX: The person who's flying to the extreme is looks like he doesn't have it together.

JORDAN: Yeah, and the guy who's just like hanging out and is like, "Yeah, you know, got excited, got a little out of hand, we should probably just break it up and go home." Cops like, "All right, go home," and the other guy's like, "No don't let him go," and he

just, like, flies off the handle and the cops are like, "You calm down sir, calm down. That's how you get tazed."

(laugh)

JORDAN: Don't taze me bro. That's how you get tazed. By flying off the handle. The cops love that ****, though. You can talk to the cops and you can be so wrong, you can be totally wrong and the cops are like, "Well at least this guy's got a cool head right now."

ALEX: Mm-hmm.

JORDAN: So I'm just going to like, let this work out for him.

AJ: It's very important to see other people's value.

JORDAN: Mm-hmm.

AJ: To put yourself in their shoes and see how they view themselves. That's so important in navigating all these situations that we've highlighted in this episode.

ALEX: Mm-hmm.

AJ: And the one way to raise people's value is acceptance. That's how we handle a 6. A 7, someone who's combative, needs approval. He needs you to see that maybe he is a little bit better, maybe he has a strength that you don't have.

ALEX: Mm-hmm.

AJ: He needs you to see that and approve of that strength. An 8 is competitive, so he needs to be complemented.

JORDAN: Mm-hmm.

AJ: You can compliment him on his shoes, on his car, on whatever it is that he's trying to highlight and move on. And that's sort of

how you disarm that behavior from growing out of control. And a 9, you're just like, "Let's do this."

ALEX: Yeah.

AJ: "I'm ready to roll, you're ready to roll. Let's work together."

ALEX: Let's hang out.

AJ: Yeah. You know, business partnership --

JORDAN: Join the empire.

AJ: -- friendship, relationships, all of that.

ALEX: Well that's when you see somebody and you're like --

JORDAN: That's like Jedi feel -- ****

ALEX: -- I can hang out with this guy. This guy gets it. Finally.

JORDAN: Exactly.

ALEX: Let's just hang out.

JORDAN: All right, fair enough.

ALEX: Yeah.

JORDAN: I -- I mean, I think we got it. So Johnny, how does one change in value? Like what if I know now that I'm like, "Oh, shit I'm a 6."

JOHNNY: Well, it takes waking up everyday knowing that you're going to try a little harder to be that nonreactive and that value giving person, that giver of good emotions. First thing though, I mean, we've talked about it in other episodes, and we talk about it at boot camps, and it's, "Lead the body and the mind will follow."

JORDAN: Yeah.

JOHNNY: And, "Lead the mind and the body will follow," Did I just [1:04:21:7]

JORDAN: I think we did the same thing. Let's just -- I'm not sure.

(laugh)

JOHNNY: "Lead the mind and the body will follow," and "Lead the body and the mind will follow."

JORDAN: Right. Okay, now you got it

JOHNNY: And so, first of all, if you start walking like a high value individual, and moving like a high value individual, you'll start thinking that way. So, if you're out there, going through the motions, faking it until you make it, giving people value, and you start to see that come back at you --

ALEX: Mm-hmm

JOHNNY: Now it's starting to feed that. You're starting to feel better about it, you start moving better, you start actually believing that you're a high value individual. And that's the long way, you've got to like wait, and look for the response. You have to see the small victories, and let that permeate in your brain --

AJ: Right, so the actions reinforce the beliefs.

JOHNNY: The actions reinform the beliefs. And that's the longer way about it. Or you can just actively understand that you are high value and start changing how you believe right now through affirmations, and all these other things that we talked about, and allowing yourself to be -- to quit capping your reality of what's possible and just let things happen, and just go for it. Those returns are going to be a little bit quicker because you're now able to see them. So it's a -- but you want to just get the continuous circle running and have both motors going.

ALEX: Yeah. You want to do both, you know, affect your behavior, the way that you're dealing with people, and also try and affect your beliefs with things like affirmations and, you know, looking for the positive things. Like focus -- when you focus on the positive things in your life, you see more of that. Because that's what you're looking for. When you focus on the negative things --

AJ: Yeah, it's the same with the negative.

ALEX: -- you're going to see more of that, because that's what you're looking for so --

AJ: Yeah and I still struggle with that too.

ALEX: -- everyone does!

AJ: You know, it's very hard to sit there and start -- you start thinking about one negative, and then it turns into two, and then next thing you know, you have this whole negative air about you, about a certain project, or a certain thing in your life, when really, had you just taken a second, said, "What is the positive in this situation," outline it --

ALEX: I want to talk about this.

AJ: -- outline maybe two or three of those, you short circuit that right from the beginning --

ALEX: Mm-hmm.

AJ: -- and you don't let that get out of control.

ALEX: Well the thing about that, that's so valuable is that, a lot of people are like, "I don't like this negative side of me, it's bad," right? As soon as you call something bad, you're limiting yourself. What is going on there though really? That negative part of your brain is trying to help you somehow. It's trying to look at how could something fail? What are the problems in this? How can we shore up these problems and make it work

even better? So it's about taking that and breaking it apart, and recognising, "Okay I need to," --

Walt Disney talked about this. He talks about having three parts of your brain. You have the dreamer, who dreams up all the different ideas, you know all the things that could be possible, making things happen, you know? And just being ambitious, and allowing yourself to think big about stuff. That's the dreamer personality. And then, separate that from the critic. The critic is actually the one who thinks about, "How could this go wrong? What are the things that could fail in this? How can we -- " and then you have the third one, which is the realist, "How can we fix all this stuff? How can we put it together and make it work?" So it's important to separate those three. When you're in the bar, when you're out with your friends and stuff, you don't want to be getting into the critic and thinking, "Oh, my God, how could this go poorly right now?"

AJ: Right.

ALEX: "What are the problems?" Instead, in that situation, you want to stay focused on that dreamer, where you're like, "How can this be awesome? How can I have more fun? What can I do to help these guys have fun?" And stay in that positive mindset. Other times, maybe when you come back at the end of the night, that's when you criticize and that's when you look at, "Well how can I improve next time?"

AJ: Well the difference is there, you're seeking growth out of that criticism. Right? That's really the one key aspect that people who are successful, who are charismatic, who actually live this life, that we're discussing and outlining here have, is they look at their mistakes and their failures still under a positive light and grow from them. Instead of looking at them as reasons to stop trying and reasons to stop growing.

ALEX: This links up really well with other things that we're going to talk about, about how do you become a 10? You know because every person has their own beliefs and own things to add about,

“What is a 10? What are the perfect characteristics to have, that you should strive to be?” So I think we should go into that a little bit.

JORDAN: Yeah, let’s definitely go into that, right after the jump.

(COMMERCIAL BREAK)

JORDAN: 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 that needs to change. Getting our shows delivered free to your phone, or computer is the best way to make sure you don’t miss a thing. You can do that by going to iTunes and searching for The Art of Charm podcast or by going to theartofcharm.com/itunes and clicking subscribe, that’s really it. And you guys can help us, subscribe on iTunes and give us a five star rating, write something nice and we will love you forever.

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