

Dating *STARTER* Kit

CHASER → CHOOSER

CHUMP → CHAMP

YOUR CHOICE



I help Professional Men eliminate social anxiety and develop enough Confidence, Charisma, and Communication Skills to connect with women of their choice, going from **CHASER** → **CHOOSER**, from **CHUMP** → **CHAMP**

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BY BRUCE

DOES THIS RESONATE?

Have you gotten **Tinder Fatigue**? Spent HOURS on the app, along with others, looking for whatever kind of connection with a woman and getting nowhere?

Have you lost your **time, money, and health** going on expensive/ineffective dates that got you nowhere? Expecting a call/text back and not getting one?

Maybe you don't have any of those and feel even further behind!

How much **money** have you **lost** on dates, dating apps, haircuts, clothes and made little to no progress with women?

Maybe you have made progress yet did not develop any connection or even a second date?

You KNOW you are a **high quality guy** with a lot to offer.

You KNOW you have **good intentions** and are a catch.

You KNOW you can **connect with 8s, 9s, 10s**.

You KNOW you **can do it** but you KNOW **something is missing**.

Ask yourself, "How much longer are you willing to tolerate a life of rejection, disconnection, intimidation, and unnecessary hardship with women?"

I say, **NO MORE**.

I am HERE to help YOU. Why?

I remember being a short chubby kid most of my life. Sure, I received compliments here and there but did not really get where I wanted to when it came to women due to a weak identity, lack of strategy, and unfamiliarity with the whole field. I did not have any kind of role model to show me the ropes as I went through high school, college, and even my post graduate years which forced me to learn on my own.

Was it fun, hell yeah! Was it painful, hell yes. Would I take it back, yes and no. There were easy mistakes I could have avoided had I had the knowledge and guidance I am about to share with you. Why repeat mistakes when you don't need to? That's where I come in.

Let's get started!

REASSESSING YOUR BELIEFS

Ask yourself these 3 questions:

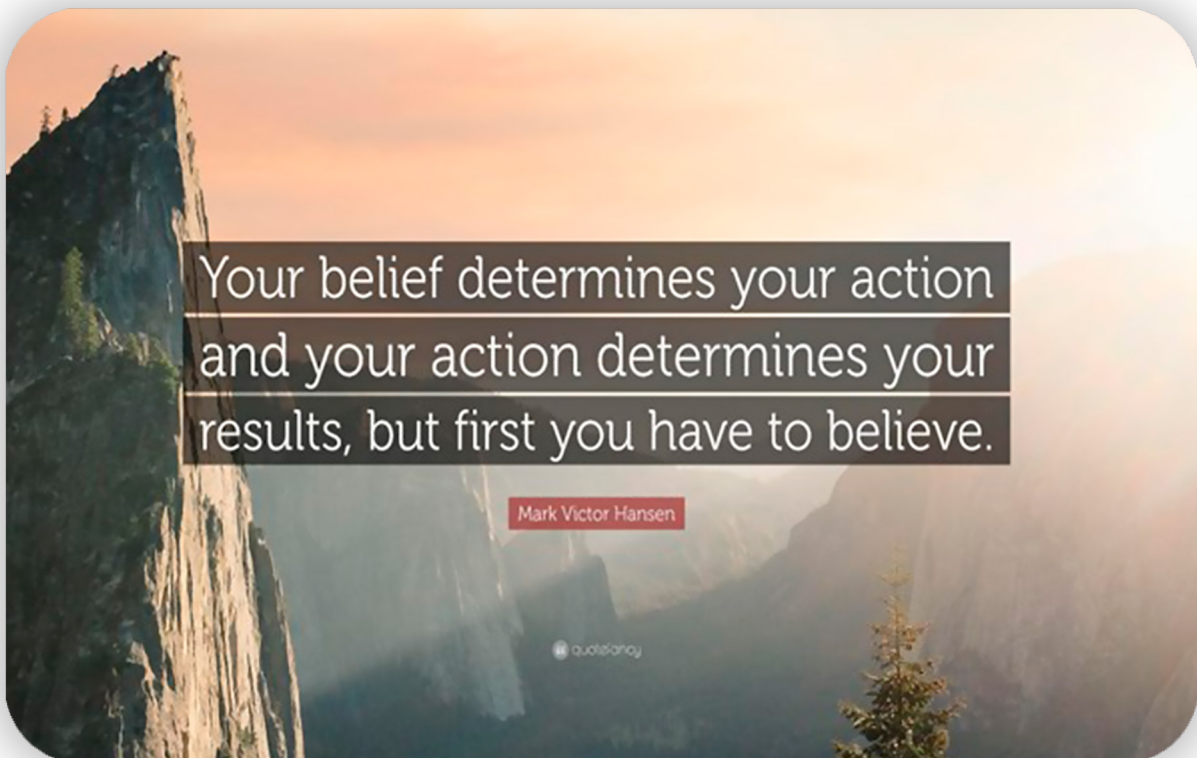
1. What have your **limiting beliefs** about yourself, dating, and women cost you in the past?
2. What are your **limiting beliefs** about yourself, dating, and women costing you in the present?
3. What will your **limiting beliefs** about yourself, dating, and women cost you in the future?

First, a **Limiting Belief** is a **thought or state of mind that you think is the absolute truth and stops you from doing certain things**. These beliefs don't always have to be about yourself, either. They could be about how the world works, ideas, and how you interact with people.

Second, take a minute for each and write down any and all **limiting beliefs**.

Third, answer each question and truly feel what your **limiting beliefs** have cost you in the past, are costing you in the present, and will cost you in the future.

Lastly, right down 10 **limitless beliefs** that override your past **limiting beliefs**. Envision how the new **limitless beliefs** will POSITIVELY affect your future.



GETTING CRYSTAL CLEAR

Okay, we get it - **beliefs** are POWERFUL and influence our behavior. However, we want to improve our dating game and connect better with women. Before proceeding, one simple question needs to be answered.

What. Do. You. Want?

Simple question? Then a simple answer. Not that easy.

How can we logically expect to hit a target when we do not even know what target we are even looking for? This kind of behavior is reckless and simply inefficient. This wastes our time.

Ask yourself, what do you really want, who do you really want, and how do you really want it?

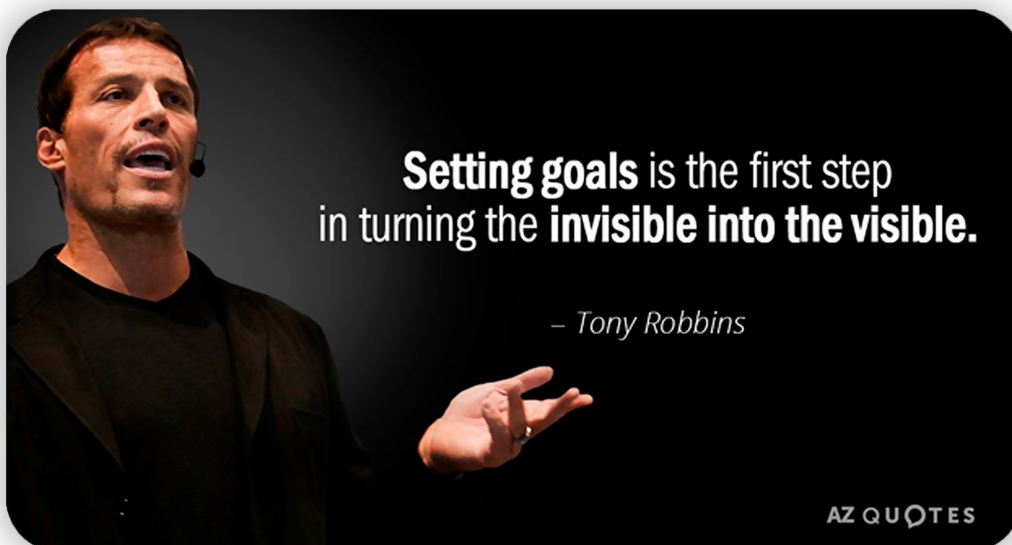
Are you looking for 1 or dozens of women? Are you looking for a one night stand or for a long term lover? Are you looking for someone younger than you or older? The list goes on and on.

I am not here to tell you what you should or should not do - I am here to help you better connect with women, to go from:

CHASER → **CHOOSE**R and from **CHUMP** → **CHAMP**.

So get clear, what is it you really want with women moving forward.

Get clear, NOW!



FUNDAMENTAL FACTS

⊙ Emotion > Logic

- Envision Women as Mother Nature (emotion), and Men as Father Time (logic)
 - Women are like the weather → unexpected, uncontrollable, and powerful
 - Men are like mountains → immovable, firm, and reassuring
 - Women need to know that you are immovable, will be firm in their presence, and are capable of withstanding anything they throw at you.

⊙ Scarcity Creates Value

- Be prepared to walk away at any point
- Demonstrated an abundance mindset
- If no woman wants you, why would she?

⊙ Polarity

- ESSENTIAL in any relationship that has a future in being romantic
- What makes relationships work → things in common, intimate → differences
- A positive change in state → helps women connect with their feminine energy
- Every battery, even the North Pole & South Pole, have opposite charges enabling them to properly function. Same with intimacy.

⊙ Avoid Being Boring

- When boring matters must be discussed → spend no more time than necessary on the subject and then → shift to humor, keep it light, and add flavor
- Transition the attention back to them with a question or story

⊙ Presence is Critical

- Women know in a SPLIT SECOND when you are not present.
- No Presence → No Connection → No Intimacy

⊙ AVOID

- Talking about ex partners
- Neediness
- Badmouthing Anyone
- Being Cheap
- Contradicting Yourself



Facts do not cease to exist because they are ignored.

— Aldous Huxley —

AZ QUOTES

TECHNIQUES TO USE

o Implement

- Gauge their Interests
 - Men need to STOP begging women to accept them
 - They REJECT you when you do
 - Through reciprocity and openness
 - Ask for their name and DO NOT offer yours in return. Wait and see how they respond. If they ask for your name, give it. If they do not, don't give it and interpret them as already lacking interest.
 - If they say they will get back in contact with you or do any other activity that requires a follow up and don't, gauge this as them lacking interest.
 - Give generously but fairly,
 - Determine their attractiveness level towards you
 - If below 5, you have NO chance and must move on.
 - Pay CLOSE attention to the language they use, how they position their bodies when speaking with you, and the direction of the conversation
- Lead the Process Confidently, Assertively, and without Second Guessing
 - Clarity & Direction throughout the courting process are HIGHLY attractive
 - Makes them feel SAFE
 - Sets precedent for FUTURE
- Your job is not to convince women to do ANYTHING
 - Create a positive and memorable experience with them, that is all
- Create dates for the evening unless it is a day activity (can give off platonic vibes)
 - Romance does not often thrive during the day, at night is when emotions for both men and women are more elevated

Always go for kiss at end of date

- If on the cheek, not interested.
- Hug is even worse, friendly platonic vibes will get you nowhere



Grand strategy is the art of looking beyond the present battle and calculating ahead. Focus on your ultimate goal and plot to reach it.

— Robert Greene —

AZ QUOTES

MAKE WOMEN SUS

I went to a Personal Development Seminar hosted by the world's #1 Life Coach, Tony Robbins, in beautiful West Palm Beach, FL late 2021. In the room I was in was about 10,000 people (½ men and ½ women). Tony began speaking about differences with men and women and made one CRUCIAL point that most men FAIL to understand. Tony asks the men in the room to raise their hands if they ever felt unsafe walking around their neighborhood in the past month. In a sea of 5,000, about 5 hands went up. Tony then asks all the women in the room to raise their hands if they ever felt unsafe walking around their neighborhood in the past month. In a sea of 5,000, EVERY HAND WENT UP.

Women are always on alert mode and need to ensure their safety before progressing any further in any endeavor. While women need to feel physically safe they also need to feel mentally, emotionally, spiritually safe. On top of feeling Safe, women need to feel Understood and Seen. Women will only open up to you as much as you can make them feel SUS.

For ANY woman to open up to a man they need to feel **SUS**.

- 1. Safe** - they trust that you will not harm them in any way, nor will you let any harm come to them.
- 2. Understood** - they feel connected to you through your active listening skills.
- 3. Seen** - they feel your presence

How you do this is through the following:

1. Actively Listen
2. Increase Social Acuity
3. Understand Their World
4. Demonstrate Vulnerability



Most of the successful people I've known are the ones who do more listening than talking.

— Bernard Baruch —

AZ QUOTES

SEXUAL MARKET VALUE

Sexual Market Value (SMV) is an individual's mating value, and it's the sum of his looks, status, social and dating skills, personal qualities, fitness indicators, and any external resources that he possesses.

A question I love to ask the men that I work with is, "Would you sleep with yourself?" If the answer is no then I would respond with, "then why the hell would any other woman?" Even if she took pity on you and slept with you, is that what you really want? Elevate your SMV!

6 ways to immediately **INCREASE** your SMV

1. Exercise Regularly
2. Develop Purpose
3. Maintain Hygiene
4. Actively Listen
5. Develop Style
6. Grow Daily

3 ways to immediately **DECREASE** your SMV

1. Complain Regularly
2. Disregard Hygiene
3. Behave Inconsiderately



3 MUSTS FOR MEN

1. Confidence

- a. Unwavering belief in oneself and ability
- b. This aura you create around yourself will lead others to assume you are special
- c. Women time ad infinitum value this as a TOP attractive quality in men
- d. Confidence begets confidence and so on and so forth
- e. Faint heart never won fair lady but confidence has

2. Charisma

- a. Warmth & Competence
- b. Compelling attractiveness or charm that can inspire devotion in others
- c. Having this ability will open up doors that other abilities will not
- d. Charisma comes in different forms so find YOUR specific approach and master it
- e. What you may lack for in experience you will make up for with passion, charisma

3. Communication

- a. Story telling
- b. Keep focus on other, learn about them
- c. Conveys message thoroughly and is receptive and responsive to others' input
- d. Speak clearly in a direct manner using easily understood language
- e. Navigate any situation with articulation of ideas and without fear of failure

These 3 C's will determine your progress or your standstill when dating - focus on growing these each and every day, practice as well. Books, Videos, Podcasts, Mentors ALL help.

The next few pages describe through personal examples what your final **MAIN JOB** is in the dating process and long after. In short, be like 007 and keep it shaken, not stirred.



YOUR MAIN JOB IS TO



1. Hang Out

I got together with these two GORGEOUS ladies at a conference I had attended. We went to the conference to grow in all capacities and ended up creating moments together. Proximity is POWER and unless you are ACTUALLY hanging out with women then you really have no chance with them. In this photo we left the conference for a lunch break and I convinced the two of them, both older women, to run through the water fountain behind us while FULLY clothed.

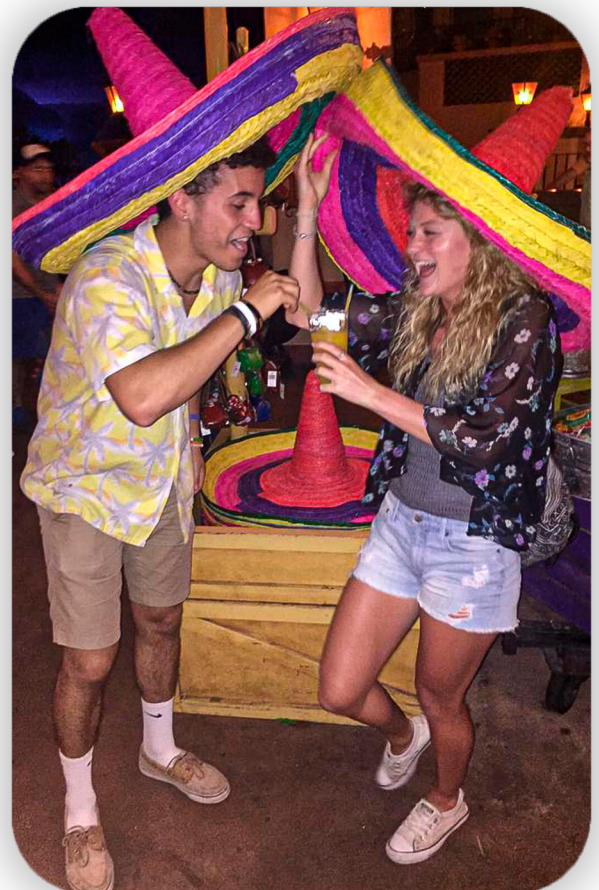
We then had a vegan dinner, bought a change of clothes, and returned to the conference where we were surprised by a Pitbull performance.

How much of this would have happened if 1, I did not take initiative and 2, I was OUT of proximity? If I was not hanging out? You get it.

2. Have Fun

You MUST do something that creates a change in EMOTION! Here I am with an amazing British Girl at Disney World in Orlando, Florida. We ended up going on rides, drinking booze from different countries (EPCOT), and got lost in a fantasy world. Having fun does NOT require all of this yet it does require creativity, presence, and staying in your heart, never in your head. Make sure you keep ALL conversations that are boring, serious, and logistical OUT. She must associate positive emotions with you, anything less is a major goodbye to your future with each other.

K.I.S.S. Keep It Simple, Stupid. Got it?



3. Hook Up*



You Hung Out, You Had Fun, and now what's next? Simple, you hook up! I put the * on this one to be mindful of people who may have more conservative values yet in the end this has to happen. The intention must be made clear that you view the other person as attractive and want them as more than a platonic friend. Words speak loud but a smack on the lips? That's loud!

There is never any pressure to hook up but you want to make it clear that the woman you are with is the woman who has your eyes. Make it clear to her with a passionate present kiss.

WHAT NEXT?

This Dating Starter Kit is your BASE level intro guide on how YOU can today, not tomorrow or next week or next month, step up your dating game. Work on YOU.

When you are more **Confident** you can enter moments of uncertainty with boldness, assertiveness, and resolve.

When you are more **Charismatic** you captivate those you engage with in any environment and leave them feeling mesmerized.

When you are more **Communicative** you seamlessly get your points across while ensuring others feel heard.

Get CLEAR on your **Beliefs & Goals**

Implement what works, **Discard** what fails, and **Pay Attention**

Tinder and other dating apps are most likely NOT playing in your favor. The system is skewed to favor a slim minority of men who get 90% of the women while the majority of men fight for the remaining 10%.

Whether you continue to use the dating apps is up to you and does not really matter. Continue using dating apps as long as you improve yourself and develop actual game. You need to create a new you or, rather, remember the real you.

Socrates once said, "learning is remembering". As a child you were carefree and lived with your heart, rarely if ever with your mind. This is the place you need to operate from.

REMEMBER: The choices you make stem from your beliefs and your success with women will stem from your **beliefs** about women, dating, and yourself as a whole.

I leave the choice to you and wish you the best on your journey moving forward. Whether our journey ends here or continues through 1-on-1 coaching or a group dating program, it was a pleasure to share with you the wisdom I received through years of failures, moments of success, and aspirations to what the future holds. Thank you for your trust, your time, and your desire to connect with women - it's a beautiful thing.

Until we meet again. - *BRUCE*

HEY, IT'S BRUCE 👉



Contact for 1-on-1 coaching, program offers, and more information.

Reachable through the following:

- 📞 +1 (201) 560-6759
- ✉️ coachbrucedasilva@gmail.com
- 🌐 zeuswithbruce.com
- 📷 @bruce_dasilva