



# Badass Style Secrets

With: Spencer Ryann

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**Welcome Welcome Welcome.**

It's Spencer Ryann, from [SpencerRyann.com](http://SpencerRyann.com).

Look man, before we get started I want to warn you... I'm blunt and I'm honest.

Some of what I'm about to tell you in the following report might make you temporarily uncomfortable, but that's only because other people who probably didn't know what they were talking about have been telling you conflicting nonsense for years and years now. Change is always uncomfortable, at least at first.

Me personally, that's my favorite part because it tells me I'm growing and doing something right, so hopefully you can kind of feel that way too as I kind of pull back the curtains behind the stage right now.

I want to warn you now, as you implement these ideas, you're likely going to face resistance from friends and family. Be prepared. It's human nature to resist change, because when something changes, it makes us feel like we're losing control. They don't realize that they are actually holding you back from reaching your full potential.

I want you to be prepared for this so **if** it happens you don't let it hold you back.

There is no going back after this, so if you have any doubts about your abilities to be more attractive, or think that maybe you don't want the powers to get more of what you want in life, then stop right here and never open this report again.

Everything you're about to read is true and tested.

You may not agree with everything I say, but **keep an open mind** and hear me out.

I want to give you props quickly and let you know that you're already becoming a more attractive guy by investing in yourself and deciding to build your dream body.

Having badass style is the cherry on top.

Too many men fail to understand that how they look is how they are perceived by others; and how we are perceived by others can have a huge effect on how successful we are in **all** aspects of our lives.

The way you dress and present yourself says a lot about you as a person, and to make snap judgements based on appearance.

Obviously you understand since you're reading this, and that's a great step in the right direction.

You can have a perfect adonis figure, but if you dress and smell bad, you're fighting an uphill battle.

Your appearance should be working FOR you. Not against you.

**If your style isn't attracting high quality women or opportunities, then that's a good indicator that it's time to change it.**

Let's first quickly talk about

## **Why women find a badass irresistible.**

Most guys nowadays are pussies, simply put. They don't take action, they don't lead, and they don't make their own decisions, those guys are known as "beta" males..

Women are **instinctively** attracted to guys who lead, who are dominant, and who live life on their OWN terms, a.k.a. "Alpha" males.

Guys like that are badasses. They get what they want out of life and they don't settle for anything less.

The great thing is, you can portray all of this through your style. Which I'm about to show you, there's just one other thing I want to discuss before we get into badass style details.

## **Your self image and belief system.**

The guys that get what they want and that girls find irresistible,

What do all these guys have in common?

They have belief systems that differ from the guys that girls don't see as attractive.

It's more important than the clothes you wear, more important than anything materialistic you could ever have.

The self image you have of yourself is so important because it literally determines how you behave and **ALL** your sub-communications.

Think about how a badass walks, talks, makes eye contact. It's going to be very different than how an insecure guy walks, talks, and makes eye contact.

Basically, according to all the research psychologists have done, if you BELIEVE you're attractive, that's going to show through your sub-communications, the way you walk, your eye contact, and **every little nuance that**

These sub communications are so important because they convey that you're a badass who thinks highly of himself, without you having to say a word.

Your self-image also determines how you interpret different situations and in turn how you respond to those situations.

If you're the type of guy that thinks girls typically aren't attracted to you, then when a girl gives you shit you're going to interpret that negatively.

**If instead, you believe you're an attractive guy and most girls will like you, then when a girl gives you shit you'll just see it as her challenging you because that's what she does to guys she's attracted to.**

The best guys in the world, the guys who innovate, the guys who get everything they want in the world on a highly consistent basis, they have insane delusional confidence for absolutely no reason at all.

They KNOW they are THE shit, whether other people know it or not. Doesn't matter. It's true because he believes it, it's true because I believe it, it's true because YOU believe it.

Muhammad Ali, one of the greatest boxers to ever live, constantly boasted about how great he was, **even before he was a world champ**. He said in an interview once, “I’m young, I’m handsome, I’m fast, I’m pretty, and can’t possibly be beat.”

I always cover self image before getting into style because it plays such an important role for you to be an attractive guy.

Inside my book, Dress To Make Her Obsess I disprove the common limiting beliefs that keep you complacent that society has recommended you believe for years, and help you replace them with what I call the ‘Attractive Man’s Mindset.’ I also include a simple affirmation exercise that will shift your belief system into one that all successful, good looking men have.

Now let’s get into...

## **How to effortlessly create that Badass Perception overnight.**

Badass style is one “brand” as I like to call it, of style. In fashion there are various stereotypes or “brands” always considered attractive.

For example; badboy/badass, rockstar, skater, surfer, athlete, GQ, businessman, etc.

We all typically grow up watching movies and TV where the leading male role plays one of these brands, so our brains are basically trained to see them as attractive or at least likable just because of how often we’ve seen them.



Women see guys like Ryan Gosling and Russell Brand in movies, magazines, and TV all the time.

So when they see you and **subconsciously** associate you with one of those brands and all the celebrities that are associated with that brand as well (there's a lot of deep psychology going on), they'll see you as a really attractive guy.

In this report we're going to cover the badboy/badass brand specifically, which is great because that's the brand I personally like to go with myself.

Let's look at some celebrities who have the badboy/badass style down. Then we'll break down their outfits, and you'll start to notice what the style consists of.



(Russell Brand)

(Brad Pitt)

Russell Brand and Brad Pitt are both really good examples of the badboy/badass brand.

Can't you just feel the badassery as you look at those pictures above?

The thing about the badboy/badass brand is that it's very simple to put together, but there's important subtle things going on that we'll discuss.

They both have on a leather jacket. The leather jacket is a staple in a badasses wardrobe.

**A leather jacket is very masculine.**

The way it's constructed makes your shoulders look wider than your waist which is a dominant physical trait that women are attracted to, the same way us guys are instinctively attracted to a curvy boy on a women.

And of course dominance is associated with badasses.

Not every guy can look good wearing a leather jacket though.

You have to adopt the mindset we talked about earlier to look good, when you do that and put on a leather jacket you're going to feel like a badass, which will positively affect your sub communications..

It amazes me how easy it is flip the switch and become better looking.

### **Next thing.**

Russell Brand has on a v-neck, this adds to the wide shoulders - narrow waist effect.

V-neck shirts are another staple in a badasses wardrobe.

He also has on skinny jeans that are ripped up.

Those add to the badass vibe. Plus skinny/slim fitting jeans make you look taller which is another dominant physical trait.

A lot of guys aren't comfortable wearing skinny jeans, but like I said at the start,  
Just test it out  
for yourself.

Anyways, badasses don't care about looking perfectly put together.

They're edgy, and have a wild side.

Having ripped jeans is a good way to subtly convey those qualities about yourself.

### **Next thing.**

Russell also has on some cool glasses. Sunglasses cover the eyes, creating a sense of mystery and power in whoever wears them.

Badasses **always** surround themselves in mystery.

So to recap quickly before looking at a few more examples:

Leather jacket, v-neck, ripped skinny jeans, and glasses are some staples in a badasses wardrobe.

Let's look at a few more examples.



Before I break down this outfit, take a look and see if you notice any similarities with the two first examples.

So, again there's a leather jacket. That specific type of jacket is called a bomber jacket. Earrings. A few bracelets. A watch. Plain t-shirt. Ripped skinny jeans, and some chelsea boots.

There's should be a common theme you're starting to notice about the badboy/badass "brand."

It's relatively simple to put together, although there are some rules that must always be followed regardless of what type of "brand" you choose for yourself.

I call them the 10 Golden Rules, and I break them down inside Dress To Make Her Obsess.

We'll look at one more example then I'll give you the exact pieces of clothing you can get to start building your badass wardrobe.

So here instead of a leather jacket he's wearing a denim jacket. This is a great if you don't want to wear a leather jacket.

He's got on multiple bracelets, glasses, earrings, and ripped skinny jeans again.

By now the staples of a badass wardrobe should be pretty clear to you.

Typically a badass wears 2-4 colors in his outfit, mainly neutral colors like black, white, grey, and denim.

He'll wear some type of jacket, leather or denim being the most common.

V-neck shirts are a staple.

His jeans are usually skinny/slim fitting. Boots, like combat boots or chelsea boots are also a staple in his wardrobe.

And lastly he'll typically have some accessories like rings, bracelets, glasses, and necklaces.



Accessories are a staple amongst the badboy/badass celebrities and actors, so when you wear accessories people subconsciously relate you to those celebrities.

You'll be seen as more attractive, again man, it's crazy how simple this is.

Let's move on.

I'm going to give you the exact pieces you should get to start building your badboy/badass wardrobe, most of which you've seen in the examples above, and then I'll give you a few places you can get these pieces without breaking the bank.

## The Badass Wardrobe Starter List

- 1) **A nice pair of dark skinny or slim fitting denim.** These are essential because they can be worn with anything. You can also get another pair that is a lighter color denim, with rips in them if you want to go all out badass.
- 2) **Basic V-neck shirts.** These are great because they create the dominant quality of having wider shoulders. Good fitting V-neck shirts also look good when worn alone, just throw on a necklace or two. Get black and white before anything else.
- 3) **Boots.** Combat boots, wingtips, and desert boots, are all good to start with. Just pick one you like. They also add a masculine quality to your outfit. Chelsea boots are good too. These are great for a more classy, mature looking outfit but they can be styled with leather jackets, biker jackets, or denim jackets to still get the badass edge to it. That's what I do sometimes. You can get suede or leather.

- 4) **Badass Jacket.** Either leather or denim. A quality leather jacket, my favorite is a biker jacket, adds that masculine and badass edge to your outfit. They're very versatile. Get black before any other color. I recommend not getting faux leather. A nice denim jacket is a timeless piece and very versatile. You can pop the collar a bit, roll the sleeves up and instantly look badass. I highly recommend investing in one, start with dark denim.
- 5) **White sneakers.** Preferably leather, no labeling. These are very versatile and look good with literally almost any outfit.
- 6) **Accessories.** Accessories are the quickest way to augment your appearance. You could throw on a T-Shirt and jeans and look painfully normal. But add a nice watch, a couple rings, a necklace and sunglasses, and instantly you'll look much more badass. Accessories are something you'll have to experiment with to see what works best with your personality.

The fundamental accessories are:

**Watches:** Watches are the most fundamental male accessory. A nice watch goes a long way to augment one's style and status.

**Necklaces:** Necklaces accentuate the neck and the shoulders, creating a sense of power and dominance. Anything from a simple chain to dog tags can augment your outfit immediately. Think about the girl with the choker necklace, if she didn't have that on she'd look almost like a whole new person.

**Bracelets:** Whether metal, leather, or beads make sure they match the colors and style of your outfit. Bracelets accentuate your hands and arms. Consider them particularly if you're skinny.

**Rings:** You can put a ring on any finger, doesn't matter. Personally I like to wear 2-3 rings. A thumb ring is the most "aggressive." Again, make sure the metal matches your other accessories in your outfit.

**Sunglasses:** Go to a sunglasses store and try out a bunch of different pairs. Find a pair that compliments your head shape nicely, because not all glasses will work for you. Make sure the tint matches your outfit (i.e., don't wear a brown tint with a black outfit) and make sure the frames match the rest of your accessories (i.e., silver frame with silver accessories, etc.)

**Piercings/Tattoos (Optional):** Depending on your style and personality, piercings and tattoos can augment EVERY outfit you wear more than any piece of jewelry could.

## **Now, where to shop without breaking the bank?**

H&M, Asos, Topman, and Zara are great places to start.

They have every single thing I mentioned, plus more.

Their clothing isn't the highest quality so the pricing is pretty cheap, which is a good thing when you're starting so you can try different things and not worry about wasting a lot of money on something you end up not liking.

Nordstrom or Nordstrom Rack is also a great place to start out, their clothing is a higher quality than that of H&M, Asos, Topman, and Zara so the pricing will be a bit higher.

I recommend paying for quality once you know what you like because all the clothing we've talked about are pieces that you could wear for years and years.

## **Want More?**



I mentioned it earlier, but I've compiled 10 Golden Rules that when followed make any outfit instinctively attractive.

These rules can be implemented no matter what brand you choose for yourself, badass, surfer, skater, businessman, doesn't matter.

All 10 Golden Rules are inside of [Dress To Make Her Obsess](#), along with more celebrity outfit breakdowns.

There's 5 different body types I talk about and how your clothing should fit depending on your body type.

I also show how you can implement the Golden Rules depending on your body type, so it doesn't matter if you're skinny, ripped, fat, contoured, you can still have style that makes you better looking.

I also include a Bonus Chapter including pictures and breakdowns of my own outfits and explain how I personally implemented the Golden Rules.

Inside [Dress To Make Her Obsess](#) you'll also find the Attractive Man's Mindset and the simple affirmation exercise I mentioned earlier.

I didn't want to write a boring book about style and explain little nuance of clothing pieces. I wanted the book to be enjoyable and easy to take action on, not a book that explains the difference between a sports coat and a blazer.

So that's what I created.

**You can check out Dress To Make Her Obsess here:**

>>> [DressToMakeHerObsess.com](http://DressToMakeHerObsess.com) <<<

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**Now go to action pimp, and enjoy your newfound power.**

If you have any questions, success stories, or even if you want me to critique any of your outfits and give you my feedback email me at [thespencerryann@gmail.com](mailto:thespencerryann@gmail.com).



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