

# SEDUCTIVE ECONOMICS 101 TRAINING WORKBOOK



**FOCUS OF THIS LECTURE: SEDUCTIVE ECONOMICS 101**

**KEYWORDS:** ask, transactions, social framework, debts.

**IMPORTANT QUOTE:** “*If you don’t owe something to others or they don’t owe you, you’re not in business together.*”

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## Introduction to the Seductive Economy

Dear Lifestyle Designer,

Welcome to Seductive Economics 101.

The training and concepts you’re about to be exposed to have been the backbone of the incredible personal growth and lifestyle success I’ve experienced in the past 17 years since I’ve started TNL.

My secret blueprint to achieve a Masterpiece lifestyle that I will share with you in the Lifestyle Design Academy is called the Seductive Economy.

Today I will give you a broad scope overview of the system and its different components. We will then analyse them individually each new week throughout the program.

Want to know more? **First let’s look at what the Seductive Economy actually is:**

**1-THE SEDUCTIVE ECONOMY IS A WAY TO ARTIFICIALLY SPEED UP NATURAL PROCESSES THAT CAN OR DO HAPPEN.**

There are Four main actions within this method: Ask, Offer, Trade, and Collaborate. You have always been using this system throughout your life, consciously or not. But what you have done organically to better or worse results, can be massively sped up and optimised.



If you have good friends you're constantly trading with them. Whether that is life advice or favours like moving house, or borrowing cash. Most people have an upward phase--a blooming period--in the high-school and early college years. You create bonds of trust and collaborate with people.

But as the years go by and duties accumulate, you often lose those assets.

When you take control of the script you can 10X the outcome and exponentially diminish the amount of time you need to put in to see the results.

## **2-IT IS A MODEL OF TRANSACTIONAL BEHAVIOUR BETWEEN HUMANS.**

Be aware, the map is not the territory. This system is not the end goal of this program either. It does not contain any absolute truth, but many relative and functional ones. This is a training tool and framework for you to master in the next months and few years. It is proven model and creates results when applied consistently.

## **3-THE SEDUCTIVE ECONOMY IS ABOUT CREATING--ORGANICALLY OR NOT-- DEBTS AND FAVOURS AND BALANCING THEM TO FORGE TRUST.**

If you don't owe something to others or they don't owe you, you're not in business together. This is the missing link that separates your list of followers and acquaintances from your inner circle.

## **4-IT IS ALSO ABOUT ACCRUING VALUABLE CURRENCIES AND SPENDING THEM OFTEN.**

There is no point in piling valuable currencies and not spending them. You won't get the benefits by just avidly accumulating more of them. It is okay to have periods of intense focus on accumulating new assets, but that shouldn't become your only goal if you want to enjoy this process too.

## **5-THE S.E IS THE INTERPLAY BETWEEN THE PERSONAL AND THE STRATEGIC.**



With time, this will become second nature if you own the right assets: likability, commanding respect, attractiveness to the opposite sex, and self-respect.

Always try to think strategically, but don't become a Machiavellian sociopath either. Only by merging this with personal elements of empathy and intimate connection you will turn your strategy into a real epic lifestyle.

## **6-FINALLY, THE SEDUCTIVE ECONOMY IS BUILDING MOMENTUM TO CREATE SOMETHING.**

You take all of the above to create fun, career advances, more women in your life, an expansion--or infiltration--into a new scene, ultimately fulfilling your ideal lifestyle vision alongside your tribe(s).

Over the last year or so, my crew in Budapest has been involved in epic lifestyle design projects such as new business ventures, filming documentaries, planning interior design and landscape architecture projects, hosting huge networking events and parties.

Much of this happens without me, on autopilot.

I'm not personally involved in planning these projects but I am the one who originally designed the whole social organism. Now it operates without me and every time I visit, I get to enjoy the benefits without having to put any work in.

## **The 4 Stages**

After explaining to you what the Seductive Economy is, let's now have a look at how it works.

### **STEP 1: EXPERIMENTING & EXPANDING NETWORKS**



Use the 4 actions of SE to expand. The first couple of weeks of the Lifestyle Design Academy will focus on action 1: Asking.

Audacity plus humility is the best combination to ask for something.

Just being audacious makes you appear too arrogant and entitled.

On the other side, excessive humility might make you miss out on good and rare occasions.

Combine both.

Reach out to followers, enter meet up groups. At the same time, try to join a high-status group too. Often you have to buy your way in through internships, offering them your work to get a foot in the door.

Step 1 is not something you do once. It's a lifetime process although it gets much easier as you increase in influence.

## **STEP 2: TARGETING**

You start to target specific scenes and gatekeepers.

Gatekeepers are the entry points to a social scene: they can be a classic socialite, the right hand of someone important, a floating alpha, and many other character types.

We will have one entire lecture on this topic during the first month of the program, so don't stress too much about them, for now.

## **STEP 3: COLLABORATING**

Once you have contacts and people around you, you start collaborating. Involving your crew in cool creative projects, travels, business opportunities, or even just



throwing parties and picnics together.

You start building momentum for something greater.

#### **STEP 4: CONSOLIDATING, BLENDING SOCIAL CIRCLES & MOVING TO A HIGHER LEVEL**

You use the leverage you have accumulated in steps 1-3 to leapfrog into more exclusive social scenes.

Your social circle, positive reputation, and entire network start helping you to do so and get passive social income.

### **Action Steps**

Without a rigorous implementation strategy, most of the concepts above will just become your newest form of mental masturbation.

Since the purpose of this lecture is to give you the tools to positively transform your lifestyle, I decided to include 2 missions to help you getting started.

#### **EXERCISE 1: RUN AN AUTOPSY OF YOUR SOCIAL WORLD**

The first step to getting started is to dissect and run a detailed autopsy of your social world and lifestyle so far. Take your pen and paper or open a word document on your laptop and begin by dividing the page into 3 columns...

**1. INNER CIRCLE:** Your family. By family I mean people who you know you can trust, who would help you if needed, and to whom you would do the same, not just people that are blood-related to you.

**2. COLLABORATORS:** People with who you have an affinity of some kind. You are in the process of developing a relationship with them and may elevate them to group family after the bonding and creating trust.

**3. FOLLOWERS:** Facebook and IG friends. People who are aware of your existence but have no direct or intimate relationship with you.

This exercise is about finding your current Lifestyle ratio, so begin writing down the names of the people you'd include in the first two categories, while for the Follower group, just write down an estimate of the actual number.

Most of my students often find out that they have a very small inner circle of people they've known since school years (who can offer limited opportunities for growth) and a medium-sized, untapped, pool of potential collaborators. Your job is to use the content from this class to build relationship with a number of chosen collaborators and elevate them to your inner circle.

Remember, if you don't owe something to others or they don't owe you, you're not in business together.

## EXERCISE 2: DISCOVER YOUR VALUE

In order to successfully influence others and create relationships with them, you must offer something.

The problem is that most guys are clueless about what to offer.

Your goal for this exercise is to make a list of **5 personal qualities** (unique characteristics you can offer for people to be around you. Ex: being a good listener, interesting, interested), and **5 skills** (tradable skills, technical and not. Ex: specific career paths or crafts that are in demand.) that you can offer to people right now.

## How to build a Masterpiece Lifestyle

If you've found this lecture helpful and want to take the next step in your lifestyle evolution, I've got good news for you.

On the 9th of April 2022, I'll be opening for one week the enrolments to the third edition of my exclusive Lifestyle Design Academy.



The LDA is an 8-week coaching program, featuring weekly live lectures and a huge library of support material; that will teach you how to design a masterpiece lifestyle that truly satisfies your wildest dreams and ambitions. The most committed students can also get access to 6 months of additional coaching and Q&A webinars to take their results to the advanced level.

The Academy is TNL's most record-breaking course, with hundreds of positive testimonials from previous alumni, and that's for a very unique reason...

Contrary to most self-development courses out there which focus on specific lifestyle areas such as business, productivity, or socialising--only to have you neglect the rest of your life in the process-- **the L.D.A. helps you to 10X your entire lifestyle.**

Whether your goal is to build a rotation of beautiful women, get invited to elite parties, live the digital nomad dream, attract better financial opportunities, or just make new friends - once you master the complete version of the Seductive Economy method, you'll achieve all of the above by having other people do the grunt work for you.

Keep checking your inbox in the coming weeks for more details about the program and to receive unique VIP content.

Peace,

James





