

DATE HER  
DUPES HER  
DUMPS HER

THE COMPLETE  
BASTARDS' GUIDE TO  
ONLINE DATING



MARCUS BLISS

# **Date Her, Dupe Her, Dump Her**

**The Complete Bastards Guide  
to  
Online Dating and Beyond**

**By Marcus Bliss**

[www.completebastards.com](http://www.completebastards.com)

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Published by Informer Books  
Farnborough House  
Alveston  
Stratford-upon-Avon  
Warwickshire  
Stratford-upon-Avon  
Warwickshire  
CV37 7QZ  
United Kingdom

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#### British Library Cataloguing in Publication Data

A catalogue record for this book is available from the British Library

ISBN-10: 0-9561448-1-2

ISBN-13: 978-0-9561448-1-2

Cover Design by Pearl Bates and Nim Kibbler

Printed by Lightning Source

[www.completebastards.com](http://www.completebastards.com)

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## Foreword by Papa Bastard

### The Easy Route to Overachievement

I wasn't always a Complete Bastard, you know. Then again, life wasn't always as good to me as it is now. But whatever gripes I've got about life, it has given me the necessary experience and knowledge to become a Complete Bastard. I've been down the Path to Bastardom as I like to say.

A man of my years takes to looking back upon the path he's travelled down. That's when I realized, I probably knew a thing or two that could help some young bucks get on a little easier in life.

There's always an easier way to do everything. I learned that lesson late. And you can bet your bottom dollar that some Bastard is taking that easy route already – doing what you want to do, but going at it a whole lot better and a whole lot quicker.

Ask yourself this question: why should you be the one to miss out on the Easy Route to Overachievement?

The thing is – you needn't. With some pointers in the right direction, you too can get exactly what you want out of life. All that's required is a little guidance and some natural animal cunning. This wisdom and more, I've decided to give away through the Complete Bastards Guides. I like to think of it as leaving my Bastard Legacy to the World.

My books cover a variety of topics – all based on the common theme of helping you to get the most out of life. They show you the shortcuts that are available to everyone in the most important aspects of their lives, such as love, career, and money.

To help me offer you the most Bastardly knowledge out there, I've assembled a band of like-minded Bastard writers and researchers. Like me, they've collected advice and techniques from all over to help you get ahead in a range of life situations. We're a growing kinship who firmly believes in that old adage: 'Do it to them before they do it to you!'

So what's stopping you? Go forth, read whichever of my Guide books takes your fancy and take those first inspired steps on the Path to Bastardom.

## Who is the Complete Bastard?

The Complete Bastard is a complex and controversial character – admirable and loathsome in equal measure. His major achievement in life is that he gets what he doesn't quite legitimately deserve, but no one can quite work out how he gets there. A born maverick; a man who knows how to swindle any system; a much desired lothario in love; and a success at whatever he turns his devious hand to. He is all these things and more.

Who could fail to deny that anyone who reaches the top in life should be seen as anything other than a Complete Bastard? No one likes a winner. Sour grapes have, of course, always been the preferred food of the born loser.

Until I worked out many of the ways to get ahead more easily in life and became a Complete Bastard, I too was one of those losers. And I've never once regretted leaving behind my old self and a multitude of other losers who don't have the desire and hunger to make the change.

I firmly believe that anyone – with the right guidance and application – can become a success. Anyone can be a Complete Bastard. All the Guides offer practical advice and learnable techniques that really work and show you how they're done.

Below is the Complete Bastards Manifesto: the rules of the game; the dogma; the self-help golden commandments to fulfilling your goals and your true potential. Learn them, obey them and you'll never stray far from the Path of Bastardom.

### Complete Bastards Manifesto

The Complete Bastard **always wins**, for there is no merit in not being Best Bastard.

The Complete Bastard is **focused, dedicated** and **ruthless** in pursuit of his goals in order to become an over-achiever.

The Complete Bastard always seeks **audacious** and **maverick solutions** to some of life's greatest challenges.

The Complete Bastard knows how to **turn any situation to his advantage**, leading to more cash, more success, and an enhanced lifestyle.

The Complete Bastard never commits acts that are **illegal, criminal, or cause direct harm** to others. He's way too smart for a life of crime.

The Complete Bastard is an **expert social animal**. He has the charm, the wits and the cunning to understand that he needs others to help him achieve his ambitions.

## The Complete Bastards Community

More than just the published word, the Complete Bastards have a real life, fully functioning community where those on the Path to Bastardom can come together in order to exchange ideas and experiences. You can access this resource online via the CompleteBastards.com website.

Here you will find:

- Additional tips and techniques for the Complete Bastards Guide that you're interested in.
- Free-to-register interactive forums where Like-minded Bastards meet and share their devious know-how and experiences.
- Author blogs where you can follow the life and times of every one of our writers and get plenty more behind-the-Bastards-scene insight.
- Latest news about all aspects of the Complete Bastards' book range

So, to put the finishing touches on your Bastardly education, visit the Complete Bastards website today at:

<http://www.completebastards.com>

So, that just leaves it for me, Papa Bastard, to say: If you think you have what it takes to become a Complete Bastard, then come join us without delay – and take the Easy Route to Overachievement.





## Online Dating and the Complete Bastard Way

### **S**elf-helping Yourself

Most self-help books are not very helpful – especially the ones that tell you how to be the ‘best ever’ in whatever it is that you have always wanted to be the best ever at. There are plenty such books that deal with the subject of dating.

Such books try to persuade you that, unless you become a ‘Winner with women and quick’, you’ll never find a partner who loves you or you’ll never be valued by anyone in life. Instead, you’ll rot brain-dumb and bloated, in front of a television set, living through some ‘Groundhog Day’ of never-ending cheap food and masturbation.

To escape this slump into a worthless, loveless, lifeless life, you reach out for help. And help comes in the form of some not-very-helpful books that promise to rescue you from the yawning abyss into which you’ve fallen.

These not-very-helpful books don’t at first seem so unhelpful. They use clever phrases like ‘emotional intelligence’ or ‘self-actualisation’. You have no clue what they mean, but the clever people who wrote them must be right, you tell yourself.

Strangely though, you feel no better for reading their words. Only more inadequate and empty. Don’t worry about it – there are even more not-very-helpful books you can buy and read that will explain to you why this is.

Soon, you get to thinking: ‘There must be other ways to find happiness than success in love?’ And there are. You discover more not-very-helpful books with even more not-very-helpful titles like: ‘Be the Best and Beat All the Rest at Business’; ‘Quit Smoking While Still in the Womb’; or ‘Find Your Inner Child and Bludgeon Him to Death’. You read them and not one of these books actually helps you improve your life. Like always, they’re all just vapid, soft-centred, gut-wrenching bores.

But there is hope, avid reader. There exists a book that you haven’t yet read. One solitary text in among all the millions of bound sheaves of paper, with their preachy proclamations, summary diagrams, smug jargon, and witty, fist-punching-in-the-air cover blurbs.

**Date Her, Dupe Her, Dump Her: The Complete Bastards Guide to Online Dating and Beyond** is different. It is a very-helpful book and it tells you all about life and relationships in the most startling, upfront, and direct way. It is brutal, brash and bona-fide in its advice.

The book offers you an insight into the world of men, women, and dating. It shows you how to succeed at seduction and achieve results beyond your wildest ambitions. But, before you start reading and discover all the devious knowledge contained within, let me first introduce you to the very phenomenon that has re-defined how we now meet people, how we attract new partners and what is, this book hopes to show you, the new best place to meet and seduce women. The phenomenon is online dating and perhaps you know a bit about it already.

## A brief history of online dating

Online dating has grown from little more than a Web-based forum for informal chats between horny geeks and nerds on early bulletin board systems (BBSs) to where it is today: a multi-million dollar industry that is continually growing every day and is now one of the most popular ways to meet members of the opposite sex.

Online dating is now one of the most widespread activities on the Web. According to leading internet researchers, Jupiter Research, online dating sites earned a massive \$900 million in revenues in 2007, with earnings forecasted to increase by 16% over the following five years, reaching \$1.6 billion by 2012. This makes online dating the third biggest area of paid content on the Web after music downloads and games.

So, just why is online dating so popular? Well, there are a variety of reasons that include the fact that online dating represents:

- Convenience
- Control
- Versatility

**Online dating is convenient:** Where else can you flirt with someone from the comfort of your own home or workplace? All you need is an internet connection and registration to a paid (or unpaid) dating site and you're away.

Online dating can be thought of like shopping. When you go shopping in the real world, you choose where you'd like to shop based on what you need. You pass the doorway into a mall, where you select the shop that you know sells what you need. You enter it and it's stocked high with everything you need and more. There is always plenty of choice here and new products arrive every day. So you look around, because browsing is fun, and fill your shopping cart with everything you want and more. Then, it's off to the checkout to pay for your goods and you head off home, happy that you got exactly what you needed and more. What could be more convenient?

Online dating is similar in many ways. You go online (the mall) and find the dating site that best suits your needs (the shop). You login and start to browse all the thousands of profiles (piled high goods) before you. Some profiles you like; some you don't. So you choose the faces you do like, save them to your virtual 'wish list' (shopping cart), and start sending them all your first tentative messages stating your interest in them (checkout). Soon, it's time to log out from the site and you happily await their responses. They usually come quickly.

This is the thriving pastime of romance 'browsing' and 'buying' – fast, fun, easy to do, and all from the comfort of your computer. But there's one key difference between shopping and online dating: when did you last go to the store and fall in love?

**Online dating gives you control:** Never before with dating has it been so easy and efficient to meet and make the first move on girls that you like the look of. You can make the move by messaging them or show you like their profile by 'cyber-tagging' them.

Cyber-tagging is a feature on many dating sites where you can bookmark or electronically 'nudge' profiles that you like. It usually involves an automatically generated message being sent to their inbox telling them of your interest. It can be the first step in getting their attention and winning their affections.

But what happens if the object of your interest doesn't respond? No big deal – you're never going to feel as rejected as you would have done had you made a move on someone in a bar or a club.

With online dating, you can manoeuvre yourself as you see fit within any interaction. Perhaps you want to take it slowly and scope the members out first with careful analysis of their profiles. Maybe, you'll fall head-over-heels and arrange to meet in the real world within days or even hours. It's all possible, fair game, and within your control.

Control extends further. If you don't like what you see or you change your mind about a person, you can simply stop replying to them. Sure, they may start bombarding you with love poems or forlorn pleas for you to contact them, but usually there are additional functions on dating sites where you can 'block' users so they cannot contact you anymore. Furthermore, practically all reputable sites have a team of moderators who will monitor, reprimand and blacklist any threatening or negative misbehaviour from users. Or else there's always the 'Delete' key on your keyboard.

**Online dating is versatile:** It is highly varied in its user range. The average age of a UK user is 27-years' old but everyone, from teenagers to pensioners, are utilizing the medium. And it's not just to find love. Using the sites, people can expand their social circles; find people who share common interests, and; find new sexual partners or their next husband or wife. There is also a burgeoning niche of married men,

mischievously seeking out mistresses for flings online. In short – different strokes for different folks.

Despite its rather unfair historical reputation as a forum for nerds, online dating is an easy and exciting way to meet new people. It's fast, effective, and usually a lot less random than meeting a stranger in a bar, simply because you can search across thousands of people in one sitting in order to come up with a shortlist of those people with similar interests and a lifestyle to match your own.

Online dating is also democratic and open to all. Providing you can get online, it allows you to connect with thousands, even millions, of people from different backgrounds, locations, professions and religions.

This book will show you that online dating sites are places to find more than just your next partner. There is a whole world of new adventures and exciting experiences just waiting for you – if you know how to exploit them.

## **The pitfalls of online dating**

Online dating may be open to all and have lots of potential, but the irony is that, for many people – perhaps for the majority of people – it simply fails to deliver. The reason for this may be that people's expectations are too high to begin with. However, it seems that the main gripes of most women tend to be boredom, disenchantment and borderline disgust at the male profiles that they view and the attention that they receive.

Here are just a few real life comments from women about their experiences using online dating:

'I joined last week and find the whole thing hilarious but also very fake.'

'I'm new to this online stuff and actually thinking of coming off it soon, due to the tedium of the pseudo-intellectuals on this site.'

'Don't actually know why I've persevered actually. I've been on a couple of pleasant enough dates ... What am I talking about? ... I walked straight into some humdingers just on the basis of a pretty face.'

So if women aren't having a good time online, why is it that the men aren't delivering? Well, the experience can be just as frustrating for men too. There are several popular reasons for this:

- Nobody replies to your messages
- You've had bad experiences of dating in the past
- The people on dating sites are weird

- It costs money to join dating sites

### **Nobody replies to your messages**

You write to them in genuine faith and spend some of your time composing that 'killer' message and you get no response back from them. There could be number of reasons for this: perhaps they have left the site but kept their profile live. Maybe they are currently dating someone else but haven't gotten around to replying to anyone else, or could it be, most painfully of all, that they just aren't interested in you based solely upon what little they know about you from your picture, your profile and your initial approach to them. This is a common curse of online dating and a problem this book promises to solve. There's no guarantee that 100% of your messages are going to get replies if you follow the rules in this book, but we can guarantee that you will see a dramatic improvement in your online dating fortunes.

### **Bad experiences in the past**

For many, the idea of dating or being alone with someone who they are attracted to and want to seduce is simply terrifying. There's a good reason for this – dates and relationships **are** terrifying. They challenge you, expose your weaknesses and tend to be highly emotional affairs. Getting hurt while in love is a major fear for most people and happens often enough to put people off getting involved with another. These people haven't grasped the fact that we all suffer. It's part of life. This book will show you that the past can be easily forgotten and a new 'suffering free' future awaits you. By the time you finish this book, your new motto is going to be: 'Nothing ventured, nothing gained'.

### **People online are weird**

Sure, there are some oddballs out there. They exist in every walk of life. But like beauty, who's repulsive, weird or incompatible is in the eye of the beholder. Just because you don't worship Satan doesn't mean that there's no one out there who's the perfect match for that wacky Goth chick whose profile you've just been shaking your head at. These are the exceptions though. In the main, online dating has millions of ordinary, successful, good-looking, witty, intelligent and sane folk online. This is part of the reason why it makes online dating such a great way to meet new people and to take full advantage of them. This book will show you how to maximize your chances of meeting these people while avoiding the weirdoes.

### **Someone charges money for this service?!**

Of course most dating sites charge monthly membership fees. They are businesses after all and a small minority of people are getting seriously rich from doing something positive about the fact that many of us are bored, lonely and longing to meet our

perfect match. We are all social animals and friendship, sex and companionship are all vital to our healthy functioning. Online dating sites vary in what they charge and some can be relatively quite expensive – although, compared to a night out cruising the bars, buying drinks for girls who give you nothing in return, it still doesn't seem like too bad value. And, compared to what you stand to gain in return if you master the principles of this book, joining an online dating site should be the best investment you'll ever make.

## What is the Complete Bastards way?

Online dating doesn't **have** to be a source of misery for men. There is another route that uses an approach so effective, that, with its full and successful adoption, you'll not only be dating, but 'cherry-picking' the best of the bunch to date.

The Complete Bastards Guide to Online Dating and Beyond promises that, if you follow the Path to Bastardom and do not stray from its core principles, then:

**Never again** will you look at online profiles of people you want to date but think you can't attract.

**Never again** will you be staring into an empty inbox because no one has replied to your messages.

**Never again** will past relationship failures hold you back from achieving your goals and dreams.

**Never again** will you waste your time talking with and dating people you are not attracted to or think are weird.

**Never again** will you regret paying the dating site subscription fee just to have it reinforced that you're a loveless loser.

Instead, let this Complete Bastards Guide lead you into a world where you are the one who is in control; where women are highly attracted to you, and; where the women regularly make the first move. And it gets better: you will learn how you can profit in more ways than by just having more sex with more women. There is a whole other world of perks to be gained by knowing how to dupe women for your selfish gain – and how to get away with it. This is truly the Complete Bastard way.

As an approach, it offers you a range of tried-and-tested techniques that have been used to successfully attract women through online dating sites and beyond. The Complete Bastards way is more of a flexible 'bag of tricks' than a prescriptive formula. For that reason, you can adapt it to your own goals, your own personality and your own lifestyle.

## Benefits of the Complete Bastards way

There are a number of reasons why the Complete Bastards way is **the** best way for online dating, which are:

- Winning back the power from woman.
- Easy to use techniques.
- No money required.

### Winning back the power from women

There is an argument that the Complete Bastard male figure is only winning back the control over dating that has, over recent times, been in the elegant but highly manipulative hands of women. For the Complete Bastard, there is a justice in wrestling the power and control back for himself.

### Easy to use techniques

So you don't have the looks of a Hollywood movie star? Very few men do. But you're no Quasimodo either. The Complete Bastards way is not going to tell you to spend seven nights a week at the gym to get that perfect body, to get a hair transplant or to find a new and more exciting lifestyle. Instead, the changes you will make will come mainly from within and are just subtle tweaks to natural behaviour that you are carrying out every day of your life.

### No money required

Forget spending a fortune on designer clothes, fast cars and lavish dates in expensive locations. The Complete Bastard way requires little in the form of financial investment. Your investment comes instead from the time and commitment you will spend honing your dating skills. Master the Complete Bastard method in its entirety and **the women** will be the ones spending the money on **you**. In fact the Complete Bastard method is perfect for the more economically unstable times we live in. In the past, a lot of guys' main seduction technique was to simply throw a lot of money at women. Now, with money tighter for a lot of people, many men are going to have to start using their brains instead of their wallets if they want success with members of the opposite sex.

### Bastard beware

This book lays out a foolproof method for improving your success at finding women through online dating sites. There are, of course, always those who deviate from the norm and, for every Complete Bastard who can date, dupe, dump and still come out of it smelling of roses, there is a minority who will use the teachings of this book for the wrong reasons.

There is very little to stop these people doing what they want to do, but we recommend that you resist the temptation to participate in any of the following un-gentlemanly behaviours:

- Using crude, offensive or threatening language in any form of communication to other people.
- Using perversely sexual language or imagery in any form of communication where it is not wanted or encouraged.
- Fawning, begging or trying to emotionally blackmail anyone to win their attention, a date and/or sex.

In short, if you want to come out of online dating as someone well-liked, popular and maybe even with the woman or three of your dreams, then it's simple: don't behave like a first-class ass. Instead, act like a Complete Bastard.

## What to expect

So now you know the rules. They're not really 'rules' as such. If they were, a Complete Bastard would be the first to break them. Instead, see them as guidelines to ensuring your Path to Bastardom is focused on your goals and not distracted by pointless, no-gain, dead-end journeys. Here are just some of the good things that you may miss out on if you deviate from this book's recommended path:

- You'll find yourself more attractive to women through knowing how to write a great dating site profile and how to flirt online.
- You'll get the attention from women that you desire and learn how to get them to make the first move.
- You'll learn how to make sure online contacts develop into real-world dates.
- You'll meet lots of new people and enjoy flirting with as many of them as you desire.
- You'll get additional perks from women that will improve your social life, bank balance, lifestyle and even working life.

All of these amazing goals and more can be achieved by you. The first step towards getting them is simply believing that you can.

## Meet A Complete Bastard

### **M**y Bastard story

Men seek different things from online dating. For some, it's just a fling. For many it's a serious attempt at finding the love of their lives. For the special few – those who really know how to play it right – they can have it all. That means genuine fun with as many genuine women as they desire. And never get caught.

These men are an elite group, so primed in their understanding of how women think and behave and so tuned-in as to how to play the dating game that they can masterfully take advantage of all that dating and women have to offer.

This book is about these 'special few', known affectionately as the Complete Bastards.

We begin with one Complete Bastard's story of how he attained such a high level of success with women that it went way beyond his wildest dreams. His good fortune went further than simply getting a few nights of lustful pleasure. His journey was a complete transformation of who he was, of the life he had led up to that point, and his ability to make his dreams become reality.

His story is my story. After reading it, you'll either think me an irresistible cad or a conniving gutter rat. I think I was probably a little of both. The simple truth though is that I'm just like you – an ordinary, average-looking guy who would have traded a kidney to have lifted himself from being mediocre at best with women, to becoming in any way a success with them.

My bad luck with women went far beyond not getting laid. Women were either just not interested in me at all or, when they were, ripped me off for free dinners, dumped me, or just seemed so damn elusive.

My life eventually got to the point where I had a string of failed relationships to look back on and nothing to show for them except bad memories of all the heartache and pain. I was extremely cautious of women, insecure about my looks and my ability at seducing women when I did find one.

But then, as they say, when you hit rock bottom, the only way is up.

## Rock bottom

It was a dark, cold, autumn night. The wind blew among the masts of the luxury yachts in the marina. A single light was on in a boat as it rocked on its mooring. Inside it, I sat – listless and alone; the flickering images on the television screen all that moved around me.

It had been three weeks since my ex-girlfriend and I had split – far from amicably. The memory of her was beginning to fade with each passing, gnawing hour and the pain and hardship of splitting up was also beginning to set deep inside me.

I gazed over at a large battered suitcase in the corner of the cabin. Everything I owned was now inside of that case. The rest of my world had probably been dumped on the steps of a local charity shop or shredded by her in a fit of rage. In the end, she took and destroyed everything I owned: my home, my possessions, my friends, and my life.

It had all happened one day as soon as I had arrived home from work...

‘It’s men like you who make me sick,’ she screamed. ‘Sick, pathetic little men like you. So selfish. And I’m not putting up with it anymore. We’re over.’

The truth was that I’d been cheating on her for months – since we started dating, during our time living together, and even during my lunch hour at work that very day we split. I’d never stopped cheating on her.

Finally, she’d caught me. In some ways I was glad. What would follow, however, would be some of the darkest days of my life.

I stood in silence before her. She grabbed a bag she’d packed with some of my clothes shoved inside it, opened the door, and tossed it onto the street outside.

We began to argue. After an hour of my shouting for mercy and her vowing to avenge me, I called a taxi to take me out of her life forever. The artful shrew still managed to launch a bucket of cold water out of the second floor bedroom window on top of me before I’d finally gone, however. It did little to refresh my jaded spirits.

I can’t deny that I did deserve it all. I had cheated on her. Yet, it wasn’t with another woman as such. That would have been simple. My sickness lay in the fact that it was with several **women**. Plural. Tens of women. Dozens of women. Maybe even hundreds of women.

Every one of them I’d met and wooed via online dating websites. First it was flirtatious emails and text messages. Then chats and sex shows on webcam, followed by dates in restaurants, bars and clubs. I even entertained one date in a betting shop. There were sexual encounters and one night stands in cheap hotels. Long, romantic weekends in expensive hotels. Everything – from furtive phone sex to amorous adventures

overseas to meet women for whom I'd fleetingly fallen – I had seen it all and done them all.

I didn't even have a type. Blonde, brunette, flame-haired, even a couple of shaven-headed chicks. Tall, short, thin, stout. Fair, sun-tanned or dark-skinned. Waif, athletic or curvaceous. It really didn't matter. All that did matter was that they had a pretty face. Every woman had to hold an expression of romantic potential – a smirk of daring in the curl of a pair of full lips; eyes that flickered with mischief; playful dimples in the cheeks – it all strived to arouse and provoke.

From their pictures online, a pose in front of the camera lens was like a gaze deep into my soul. And if that gaze inflamed my desire, so began a thrilling chase to try to win her affections.

I adored and fell in lust with countless women. Yet there was a snag: I was an addict to finding and pursuing them. I craved their attentions and, in my desire to impress and find the right women, I became a victim of their game-playing, their cunning, and their desire to avoid ultimate commitment in a relationship.

Women had cost me money – lots of money. Dating for the Complete Gentleman is an expensive business. And now women had cost me my relationship.

It's hard to understand what has changed in the world over the past few decades, but now it seems that women are the ones on top. They are smart, self-sufficient, have flourishing careers, buy the drinks and don't demand old fashioned gentlemanly manners from us – they hardly seem to need us men at all these days.

Indeed, today it seems to be the men who are suffering as a result of being 'the weaker sex'.

After my latest split from my ex, I slunk from one cheap hotel room to the next. My social life – which had mostly revolved around her circle of friends – had gone the same night she decided to throw me out. What few friends I had left were soon forced to evaluate their friendship with me after she sent poisoned emails to each and every one of them, spelling out in detail what a cheating, lying rat I was.

With each passing hour, my luck seemed to get worse. I lost my job less than a week after the split; I took to drinking and smoking heavily; I was depressed and lonely - unable to cope or even to make the smallest everyday decision. My rudderless life seemed to be on a course to nowhere.

In an effort to avert my demise and escape the unbearable loneliness of hotel living, I rented a friend's boat. It seemed like a good idea at the time – clean air, a pleasant place to live and space to think. But when you're down, the last thing you need is isolation and space. Soon I began to spend every day alone on the boat, drinking and

smoking more and more while falling further out of life. It seemed as if there was no escape.

## Turnaround

It was as things seemed to be heading fast towards oblivion that Papa Bastard found me. Well, I found him first, to be more precise.

He was my old boss from my time a few years previously when I worked as a copywriter in Eastern Europe. I hadn't seen him for many years. I'd exchanged a few emails in that time, but none of any great life-changing significance. That was about to change.

Always unpredictable, he'd moved on and was living and working somewhere in Africa now. He would be little help to me there, I thought, a continent away.

But sometimes the most useful advice comes from the most unusual places and so, for no reason other than as a desperate howl into the abyss, I wrote Papa Bastard an email so sorrowful and woeful that it would surely shake even his stout, merciless heart.

His reply was one of the cruellest and most savage pieces of advice I'd ever been forced to read.

Papa Bastard wrote:

'Son, it's time to wise up and understand your potential. Finding a worthy woman isn't about having the good looks or good fortune to do so. It's a state of mind and the first person you need to 'pick up' is yourself.'

He went on to tell me that the reason why I was having such negative encounters with women was because of my not putting into play some basic 'life rules' as opposed to my simply picking the wrong chicks. Most of these life rules are to be found within this book.

He also proved to me that, with a deeper sense of self-belief and a few Complete Bastardly goals, I could get far more from women than just their attention or sex. There were riches far beyond my wildest imagination that could be mine for the taking.

I had squandered so many dates and potential relationships because of my attitude and through my not being able to play the dating game. As Papa Bastard explained: I didn't properly understand women. That needed to change.

He helped me to combat other hang-ups too. I blamed my short stature and poor physical appearance for my low self-confidence with women and for the reason why the hottest ones weren't attracted to me. Papa Bastard assured me that wit and

cunning win over a lofty stature and good looks every time.

Finally, as it all started to make sense to me, Papa Bastard told me to enjoy what would be the greatest challenge and adventure of my life:

‘It’s time to play women at their own game, Son.’

‘Oh yes, and if you’re any good at it, you should write it up as a book,’ he added.

Knowing Papa Bastard’s cunning ways, I took this as it was intended – not as a friendly word of encouragement, but rather as an order. I realized that I had just entered a Faustian pact with the Devil of Dating. I never dreamt that one day I would usurp him to his title.

## **Rebirth**

And so I went back to online dating again. I’d always had the enthusiasm for it and found it a safe, accessible and easy way to meet loads of women. Perhaps there was always something of the Complete Bastard in me to have worked that much out.

It was now time to put into practice what Papa Bastard had taught me. Within hours of rejoining one site and changing my profile, I became the number one ‘Most Popular Male’ on their site. I remained there for an amazing three months as other (more handsome) faces came and went around me. And this was just the beginning.

On my journey, I made lots of new acquaintances. Some of these took the form of some of the more notorious women to be found online. They were the super-confident dating game-players, the highly attractive elusive types, the gold diggers – all the ruin of good and honest men.

Then there were the loose women, drunks, debauchees, the flirtatious, the false – those that were just looking for someone to use and abuse or to be used and abused by.

I befriended good women too – strong, bold, confident, warm and witty women – friendly and fun to be around and full of kindness.

It was in the company of every one of these women that I began to truly understand the world of online dating. And it was from all these women that I began to reap the spoils of what it truly means to be a Complete Bastard.

## **My bargain with the Bastard**

I set about not only dating women with a newfound frenzy using the teachings of Papa Bastard, but I also began to document my experiences as the grizzled guru had instructed me to do.

After every online dating profile I craftily composed or message I sent, I saved my

work. I was careful to note down the information on every girl I flirted with – who she was, plus details about what was, and what wasn't, winning her attentions.

As communications began to move towards an actual date offline, I recorded every conversation, remembered and noted down the content of every telephone call made and text message I sent.

After every date, I meticulously analysed and wrote up my experiences - how I dressed to meet them, where I arranged to meet them, what body language I displayed, to what I said in their company. Most importantly, I took care to be aware of how my style and behaviour affected these women I dated.

The number of women I began to ask out on dates began to grow – and grow at an extraordinary rate. I was back to my insatiable self, pursuing women with a voracious hunger and loving every second of the experience. But there were none of the old errors and conflicts from the past.

However, it was when I came to documenting the outcomes of my new, Bastardly approach to dating that the greatest revelations came to the fore.

Whereas previously I had been happy to just regard sex as the greatest pleasure these women could give me, I was now on the threshold of a whole new world where I was getting perks far beyond my original, rather base, intentions. Sure, I was getting as much sexual pleasure as ever – and much more into the bargain. The difference was that I now knew there was far, far more to be gained beyond lustful satisfaction.

Now I had become enough of a Complete Bastard to make even Papa Bastard proud. My life was now such a triumph with women in ways I could never have even imagined before that there was no way of ever going back to the weak and naïve man I was in the past.

Some months later, I would meet with Papa Bastard face-to-face once again. Neither of us could have truly imagined at the start of my journey on the Path to Bastardom that he would be so integral to my transformation as a Complete Bastard and my eventual salvation as an Erroneous Bastard. For my Icarian fall, you must read to the end of this book and you will see that there are highs and lows to be had when you make the bargain to become the Complete Bastard.

I also kept the other half of my bargain with Papa Bastard. I dated as many women as possible and wrote up all the details of my life as a master seducer, the content of which forms much of the book that you are now reading. So go forward, read and enjoy my words. They are as much for your entertainment as well as your instruction. If my words inspire you, then why not make your own bargain with the Bastards? The Path to Bastardom, after all, was my Easy Route to Overachievement. Why not let it be yours?

## Also Available

# How to Get Into My Pants

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**By Claudia Fox**

For too long, women have made it difficult for men to understand exactly what they want – saying one thing, but thinking and doing something completely different. Not any longer.

One woman has broken ranks with her own gender, to bring to men's attention the definitive guide to understanding women.

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If you've been of the opinion that women are strange alien creatures, then **How to Get Into My Pants** is the book for you.

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**Release Date:** Mid 2009

**ISBN:** 978-0-9561448-2-9

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## Also Available

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## The Complete Bastard's Guide to Making Big Money Writing Non-Fiction

By Nick Pendrell

Nick Pendrell got bored on holiday back in 2007 and started looking around properties in Egypt. As a result of his obsessive-compulsive nature, what was supposed to be a few thousand words turned into a full book which was immediately picked up by a small publisher and released as a book a few weeks later. Through the book alone, Nick came to be perceived as a property 'guru' and went on to sell over 220 apartments in the following 12 months.

With **Shameless Writing Whore**, Nick explains in simple terms how anyone who can string a few sentences together can replicate his success. All it takes is to do a little research in order to find a topic that people are prepared to pay money to find out more about, to read a few books on the subject and do a little Googling to become an 'instant expert'.

The book provides a step-by-step guide to producing your first book – coming up with an idea, researching it, writing it, publishing it as inexpensively as possible, marketing it and then using it as leverage to make the big money from the back end.

**Release Date:** Autumn 2009

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By Nick Pendrell and Oscar Maxwell

Have you an idea for a business yet have practically no cash to start it with? Or have you got a small/medium sized company that has been hit by the recession so now you need to slash costs to keep it alive? Or maybe you don't really want a business at all, but want to create the illusion of having one in order to reap the benefits that the appearance of one would give to you?

If you answered 'yes' to any of these questions, **Business Blagging & Bullshitting** is just for you. The book is written in two parts: the first explains how any company can harness the power of the Web plus new technology to give the appearance that you are the CEO of a mega-corporation, even if you're just sat in your underpants, working from your bedroom. The second part deals with the psychology of blagging and bullshitting – showing you how to use these tools to their maximum effect to get things for free or at greatly reduced prices.

So whether you want your business contacts to think that you are the head of a corporation with offices all over the world, or want something as simple as pretending to be a journalist to get yourself easy access to many places and situations out of bounds, you'll find that **Business Blagging & Bullshitting** reveals the formula for your future success.

**Release Date:** End 2009

**ISBN:** 978-0-9561448-4-3

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“One man’s Bastardly journey from loser to user.”

Failed as a writer, broke and living like a scumbag, Marcus Bliss’s real life story is a sordid and often hilarious account of how he transformed his downbeat fortunes to enjoy staggering success seducing women. He wooed them on internet dating sites, wowed them on first dates and won their hearts and souls.

His extraordinary mastery took him swiftly to bedrooms and beyond as he plied his devilish techniques on some of the world’s most eligible and beautiful women. Over the years, he travelled the world, lived off girlfriends, and won the adoration of scores of gullible females.

Now, for the first time, Bliss reveals his darkest secrets as to how he became the Complete Bastard of Seduction. Learn his easy-to-use strategies and dating skills and you too will beat the best at online dating.

Stop losing out on love and discover:

- **Cunning ways** to boost your dating confidence
- **Cheats for** creating that killer online profile
- **Fail proof** flirting techniques for any guy
- **Top tips and tricks** for successful seduction
- **The key** to getting her to fall in love
- **How to** profit from your conquests
- **Sinful secrets** for not getting caught

Follow one man’s Bastardly journey as he goes from loser to user in **Date Her, Dupe Her, Dump Her: The Complete Bastard’s Guide to Online Dating and Beyond.**

“May he rot in Hell. Women watch out!” - The Ex

“Not bad work for a short-assed louse.” - Papa Bastard

“I’m like Jesus Christ. But funnier.” – Himself

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