

WELCOME TO THE WOW! FACTOR

A COURSE IN HEAD TURNING, PANTIES-DROPPING, PERSONALIZED SEXY MEN'S STYLE

She turned around, looked at me and said,

“I don’t remember you being so cool.”

Funny, given that when she was dating one of my best friends and then roommate, we essentially lived together.

But she was right – I was no longer the same person that I once was. I was more confident, relaxed, fun-loving and as my experiences and results with women indicated, I WAS A MORE ATTRACTIVE MAN.

So what changed?

Well, a lot of things both in my life and within myself, but it was something very mundane and simple that acted as a catalyst for all those changes – clothes.

Yes, the pursuit of learning more about clothes, about image, and experimenting with building a more attractive image for myself – a lot of experimenting – set the tone for all the other changes in my life and simply put, becoming a more attractive person as a whole.

When I was learning about clothes it was about “scratching my own itch” and I never thought I would be in a position to teach fellow men to do the same. But here I am, a few years after launching Sexy Style for Joe and after helping hundreds of men to look more attractive via my site, personal consultations and my first book “Nerdy To Sexy”, ready to share with you the ultimate guide to dressing sexy as a man.

And here you are, reading this, probably wondering if it’s all just hype or if it will lead to real change in your life and will make you so much more attractive to those pretty ladies that you see on a daily basis.

So is it all just hype, a good marketing pitch with no substance?

Absolutely not!

To quote one of my site’s long term readers, who had the pleasure to experience the benefits of dressing sexy himself, the Wow! Factor has the potential to put you in a position where “the women want to be with you and men want to be you”.

It's a great position to be in and I will show you how to get there.

BUT

It will only work, it will only get results, if you do your part and **TAKE ACTION.**

You have already taken the first step by purchasing this course for yourself and before moving on, I would like to congratulate you on this. Not just because you put in your card information and got the course, but because you took action to change your situation for the better.

This alone sets you apart from the masses who say they want something better for themselves and fantasize about it, but yet never take that first step.

I would also like to thank you for giving me this opportunity to share everything I have learned about men's style, clothes and image, and allowing me to guide you through this potentially treacherous and confusing path.

From here on, we both have our tasks laid out in front of us:

For me, it's to help you become a more attractive man, to show you the way, help you avoid those treacherous pitfalls, and get real results in the real world when interacting with beautiful women.

For you, the task is to take in the knowledge with an open mind and take action on it. And once you do so, enjoy the rewards that a sexy, attractive image will bring into your life.

As long as both of us accomplish our tasks, The Wow! Factor will help you become a more attractive man, and can even be the foundation for bigger and even more amazing changes in your life down the road.

What Is The Wow! Factor?

In the iconic movie from 1999 “The Matrix” there is a scene where the main protagonist, Neo, is being walked through the street of modern day New York, while Morpheus is explaining what “The Matrix” is.

The street is crowded and as they walk Neo passes masses of inconspicuous and insignificant people wearing mostly black and white. The grey masses.

Then she appears – the woman in a red dress, and as she captures our attention you can’t help but think to yourself “Wow...”



This scene perfectly captures what the Wow! Factor stands for.

It’s about stealing the show with your presence, being so much more impressive that everyone else seemingly falls into the background.

An important note about that scene is that the actress in red has no lines - there is nothing for us to learn about her character, her personality, and yet that doesn’t make her any less impressive, just more mysterious and intriguing.

And the beautiful thing is we can achieve a similar result in the real world, just by learning to use our image as a form of communication and self-expression.

What The Wow! Factor Is:

- ✓ Standing out without sticking out
- ✓ Looking more impressive than the general public in a particular situation
- ✓ Looking attractive as a sexual partner

What The Wow! Factor Isn't:

- × Being flashy for the sake of being flashy
- × Looking like everyone else just for the sake of fitting in
- × Using image to show off, whether that's material wealth or big muscles

And this is what The Wow! Factor course has been designed to help you achieve – a seemingly effortless image of an attractive, sexual man that makes you stand out in a natural, stylish way, where it seems like the competition just fades away in the background while in your presence.

You'll simply look better and more attractive than others.

How Is The Course Structured?

Now that we understand the direction of where we want to go, let's discuss how we will get there. Specifically, how the course is structured:

Module One

The first part of the program is all about the inner game of changing our image. We will learn:

- ✓ About the power of a first impression and how we can use image to tailor the impression we make to the right kind of people. We will also discuss the "halo effect" and how the first impressions you're making are affecting more than just your physical attractiveness.
- ✓ Then we will go over some of the biggest mindset mistakes and limiting beliefs which you might have hidden in your unconscious mind that are holding you back.
- ✓ Lastly, we will take the first big action and do a wardrobe intervention to get rid of the clothes that are holding you back, and in turn commit to making a real change in how we present ourselves.

Module Two

Once our inner game is taken care of, we will focus on the foundations of building a new sexy image:

- ✓ We will go over all the popular types of clothes and learn how they affect your image, and what to look for and what to avoid when picking a particular piece of clothing. On top of that, you will learn some practical tips on how you should look after these clothes to make sure they last you a long time and save money in the long run.
- ✓ Then we will learn everything you need to know (and more) about colors. Not just how to wear them in an outfit, but we'll dig deeper to understand the psychological affects that certain colors have and how we can use them to our advantage when creating our new image.

- ✓ On top of that, we will tackle one of the biggest mistakes that men make when dressing – fit! We will learn how clothes should fit us, when to go tight and when we can use slightly more relaxed fits to make sure that everything we wear looks flattering on us and creates a powerful, masculine and sexy silhouette.
- ✓ Lastly, and very importantly, we will uncover the right image for you based on your goals, your personal preferences and your unique lifestyle.

Module Three

In Module Three we will shift gears and focus on the practical application of what we learned so far – we will uncover the perfect wardrobe for your ideal image.

With 5 different guides you will learn how to build a wardrobe for the following images:

- ✓ Edgy
- ✓ Elegant – Edgy
- ✓ Smart – Casual
- ✓ Rugged – Masculine
- ✓ Sharp

Each guide includes hundreds of potential outfits for that image and tips on how you should adjust the wardrobe based on your body composition, environment, lifestyle and age.

Module Four

The last part in the Wow! Factor course is the master class that will connect everything together:

- ✓ You will learn how to use your image as a personal brand and how you can mix different images to create your unique look.
- ✓ How to find EPIC items of clothing and incorporate them into your wardrobe and your outfits.
- ✓ We will then create a shopping list for you, so that you know exactly what items you need to get to build versatile and sexy outfits for yourself: from the most important pieces to “nice to have” ones.
- ✓ Lastly, in the “What’s Next?” chapter we will discuss “the spillover effect” and how to use your new sexy image as a catalyst for even bigger changes in your life, and to make sure that you’re not left fending for yourself I will explain how you can get personal help and feedback on everything you’ve learned in this course.

As you can see the course is designed to work whether you’re a beginner without much (or any) understanding of clothes and image, or you’re already a well-dressed guy looking for that extra edge in the fiercely competitive dating world.

Regardless of your starting point, following through with what you learn in this course and taking action on what you learn will put you in a league of your own when it comes to dressing sexy and attractive.

How To Use The Wow! Factor For Maximum Results?

Because this course packs A LOT of valuable information and know-how, we need to make sure that at no point you get overwhelmed and say to yourself “screw this, I’ll do it tomorrow...”

After all, I am a firm believer that any information is only as good as the results it gets us. Don’t you agree?

With that in mind I’ve prepared three different strategies on how you can tackle this program to get the best results based on your goals.

But before we go there, I think it’s crucial that we set the expectations for what this course can help you achieve and what it cannot.

What results you can expect

Even though our image can be an extremely powerful tool in your toolbox when meeting and dating beautiful women, it’s important to note that it is NOT a magic-bullet, a fix-all.

Just because you start dressing sexy doesn’t mean that every woman will try to jump your bones the moment you enter the room.

I’m sure you’re smart enough to understand that there are no real magic bullets, no secret techniques that can fix all your problems in one go. Anyone who tells you that you can “do this one simple trick and seduce any woman” is full of shit.

Instead, the Wow! Factor is about giving you a competitive edge that can make every step of the interaction with women a lot easier.

In practice, these are just some of the results you can expect:

- ✓ Women will be more receptive to you. Not all women, not every time, but you will notice that regardless if you meet them online, during the

day or in bars or clubs, more women are receptive to your presence from the start.

- ✓ You will start getting complimented on your image and looks, sometimes even from random people that you don't know. As you can imagine, it's a great way to start a conversation with a woman when she's the one coming over to you to tell you how she likes your shoes or bracelet.
- ✓ People in general will assume that you're confident and successful. We are all naturally attracted to "winners" and your image can naturally communicate that to the world without any conscious effort from your part.
- ✓ Your self-perception will change and you'll become more confident and charming when wearing your new sexy outfits. When talking with a beautiful woman you will be able to appreciate her beauty and the interaction, without those pestering thoughts of how "she's out of my league".
- ✓ You will feel motivated to go out and face the world because you will know on an unconscious level that it will lead to more positive and pleasurable feedback.

In my own life, dressing sexy led to being approached by women in bars and during the day... Women asking for my phone number and/or straight up asking me out on dates the next day... Random booty calls from women I hardly spoke to and unsolicited messages on Tinder and other online dating platforms.

Naturally, the exact results you will experience will vary, based on how well you will be able to act upon what you learn in this course and other factors in your life: your natural features such as bone structure, physique, height, and more controllable qualities such as confidence, outlook on life and "game".

Nonetheless, by focusing on image I started seeing real results in my life despite still being shy and socially awkward at the time, with little to no game to speak about.

And you can too!

On top of that, you will learn how you can use your image to communicate other qualities about yourself such as dominance, masculinity, being successful and high status, sexual, etc.

One of the best things about improving your image is that it doesn't need to take a long time. Have you seen those cringe-worthy ads that promise "6-pack abs in 30 days"? Well, for most of us 6-pack abs in 30 days is simply impossible to accomplish, but when it comes to image and improving how you dress we can have stupendously impressive results in one or two shopping trips!

Now that we know what we can expect by dressing sexy, let's discuss the best ways to get there.

Strategy One: Take Me Step By Step

Recommended for everyone

As you have seen in the course structure above, I have designed The Wow! Factor to take you step by step from your starting point to a having a sexy and attractive image.

In turn, for almost everyone the best strategy to get maximum results from this course is to go through the course modules as they are set up, since every new skill you will learn will build upon itself.

Few notes:

- ✓ It's a great idea to have a pen and piece of paper to take notes as you go through the course and note any insights and thoughts that pop into your mind as you go through the course.
- ✓ Don't try to memorize everything you learn. This is not a textbook that you will be quizzed on. Go through the course at comfortable pace for you and do the exercises when they are included. Other than that, don't worry if you can't recall on the spot what Module Two said about the color blue or what to look for when shopping for a racer leather jacket. This course will always be at your disposal and you can re-visit any chapter when you need to. This point is especially true for Module Two where we talk about the fundamentals.

- ✓ When you have your shopping list ready in Module Four, re-visit Module Two Clothes Decoded and Colors Decoded and take note what you should be looking for when shopping for those particular pieces on your list.

Strategy Two: RESULTS! NOW!

Recommended for guys who are pressed for time and need to see some quick results before committing to bigger changes

Even though I would generally recommend for everyone to stick with the step by step strategy, some of you got this program because you are pressed for time and just want to experience some results before fully committing to the course.

That's fine too. After all, getting a few quick wins under your belt can be extremely motivating and can create positive momentum in your life. If that's you, here's how you can approach this course to get those first early wins:

- ✓ Go straight to Module Two "Finding The Right Image For You" and go through the exercises. As you go through the exercises think about the specific situation that you want to dress for.
- ✓ Based on the results you get in "Finding The Right Image For You" choose one of the five wardrobe guides in Module Three and focus on it next.
- ✓ As you do, pay special attention to the outfit suggestions and pick one or two that would fit your situation and that you can see yourself wearing.
- ✓ Go to Module Four "Your Shopping List" and compare what items you already have and what you need to get to build those one or two outfits.
- ✓ Once you have the list for those items that you need to pick up, go to Module Two "Clothes Decoded", "Colors Decoded" and "In Search of the Perfect Fit" take notes on what you should look for when shopping for those particular items of clothes and in what colors.

- ✓ Pick up your new clothes, get dressed and enjoy the benefits of your sexy outfits the next time you're meeting women.

This approach is less than ideal as we're skipping some of the valuable lessons that will shape your understanding about image and tailor your look to your lifestyle as a whole, but it is a good way to get quick wins and build some momentum.

Strategy Three: I'm Here For The Mastery

Recommended for experienced guys who are looking for the extra edge

What if you're already a pretty experienced guy and know how to dress in a stylish and attractive way, and you're looking for ways to take your already solid image to the next level?

Well, I have you covered too.

- ✓ Take your sweet time as you're going through the course and think through everything you're reading as you go.
- ✓ Pay attention on how you can use the psychology of colors to shape your image and the impressions you're making. As you're going through Module Two "Clothes Decoded" consider how the different items in your outfit shape your image on the five spectrums. In "In Search of the Perfect Fit" see if you can find ways to incorporate more relaxed fits in some of your outfits.
- ✓ Go through all the wardrobes in Module Three and pay special attention to what new items you can incorporate into your existing wardrobe and novel ways to wear the items that you already own.
- ✓ In Module Four, see how you can mix different images to create something absolutely amazing for yourself and how you can include EPIC pieces of clothing that will shape your personal brand.
- ✓ Make sure to join the conversation after checking the "What's Next?" chapter in Module Four – having a group of peers to discuss your new ideas and outfits can skyrocket your dressing sexy skills.

Overall, path to mastery takes some experimentation and pushing your comfort zones. With this course I will provide you the tools on how you can do this without crashing & burning in the process, and together we can make sure that you will experience everything that a sexy image has to offer.

Take Action, Commit To Success

And now, it's time to take action and go to Module One!

This will be an amazing ride and I'll be by your side every step of the way to guide you. Remember, the new, sexier you is awaiting on the other side and pretty women are waiting to meet him.

Don't keep them waiting, alright?

Now let me hear your battle shout and let's do this!

Cheers,

Darius Belejevas