

Introduction: Complimentary Chips & Salsa

It started with a lie. A small, delicious, tortilla-based lie.

Every Thursday, Tim and I would stumble into the same shitty Mexican bar and order “two-for-one Coors Light drafts and complimentary chips & salsa.”

Neither of those things existed. There were no drink specials. The chips and salsa were not complimentary. And yet—we got them. Why? Because we said it like they were. Like we were just reminding the waitress of the special she forgot. Like this was some known fact she clearly missed in the pre-shift meeting. No hesitation. No doubt. Just straight-faced confidence and a charming, borderline delusional delivery.

Sometimes we didn’t get the two-for-one beers. Occasionally, we were charged for the chips & salsa. But most of the time? It worked. And that’s when I realized: life is full of free chips & salsa—you just have to ask for them like you f*cking earned them.

This book is about that. Not chips & salsa. Not beer. But how to walk through life like it’s a menu of unlisted specials—and you’re the guy who knows the manager.

And here’s the magic: most of the time, it worked.

This is where I learned one of the most important life lessons that no career counselor, motivational speaker, or HR-approved leadership book will tell you:

Confidence and charm can get you free shit.

And once you learn that you can start asking for more.

The First Rule of Getting What You Want: Ask Like You Expect It

We weren’t con artists. We didn’t guilt-trip or threaten. We just *assumed* we deserved it. And that assumption—delivered with a smile and the swagger of a guy who tips well—usually paid off.

The reason most people don’t get what they want isn’t because they don’t deserve it. It’s because they don’t **ask** for it. And if they do ask, they do it like they’re bothering someone. Like they’re apologizing for having needs.

Newsflash: Life doesn’t reward politeness, it rewards **certainty**.

You don't get upgraded to first class by being polite. You get upgraded because you walked up to the counter like you've flown this airline since birth and you're shocked—*shocked*—your name wasn't already on the list.

Complimentary Chips & Salsa Are Just the Beginning

Once you realize you can get free chips and salsa, you start testing the limits. Entry to a wedding reception you were not invited to. VIP access at a concert. A meeting with someone “impossible” to reach. A job you're not technically qualified for. That hot friend who you think is out of your league (no friend-zone, only end-zone).”

They're all just upgraded versions of complimentary chips & salsa.

This book is about playing *that* game.

Not the game of grinding harder, being more responsible, or waking up at 5 a.m. to drink carrot juice and “win the morning.”

(If that's your thing, congrats—you're reading the wrong book.)

This is about playing the **Confidence Game**.

Not scamming people—but showing up like the main character and making reality bend in your favor.

Because if you can master that, you don't just get free snacks.

You get the table, the check on the house, and the phone number of the waitress who brought it to you.