SAY HELLO

APPROACHING CONFIDENCE
CHAPTER 1: ASSERTIVE APPROACHING

OK, welcome to Say Hello Course One. This is all about approach anxiety. That fear, that trembling that really miserable feeling that you get when you see a woman that you want to talk to and you just can’t do it. Our goals this week we want to identify where your approach anxiety originates. Then we want to give you some tools to combat it.

These are going to be both short term tools and things you can use in the moment when it hits you and also some long term fixes, some stuff that you can use over time and that you would want to develop, not just now but over the course of the next weeks months and years.

The biggest thing about this that I can tell you, the biggest thing that holds guys up with approach anxiety is that they just do not have fun when they are talking to women. I mean if it is not fun, you are not going to do it, right? Why would you?

If it is not fun in your life, women are going to feel it and they are not going to want being around you. Bottom line, if it is not fun your life is going to suck. The whole angle that we are going to take with all of these approaching stuff is we are going work to have you enjoy it, to have you have fun with it and if you have that attitude you are just going to rock.

Let’s drill down. What is approach anxiety? I spent a lot of time thinking about this and I remember when I had approach anxiety I used to get really in my head.
It was not just about being in my head. It started before that. Approach anxiety is a feeling. It is something that happens in your whole body. It is a feeling that inhibits action, in that way, it is kind of an emotion. Then what happens is a series of thoughts comes and they validate that feeling.

You’ve got to remember that it starts with the feeling. It doesn’t start with the thought. You just can’t think your way through it. You can’t be like, OK, well, I think this and I think that, therefore, bam! Feeling gone. It just doesn’t work like that because it’s happening at a level that is deeper than the neurological level. This is why alcohol helps people. It actually diminishes the feeling of approach anxiety and can even replace it in some instances with boldness or confidence. In any case it changes the biochemical composition of your body for a brief period of time and in doing so it changes that feeling.

That’s one way to deal with a bad feeling. What are some other ways that we can deal with a bad feeling? You can force yourself past it. We’re going actually to look at some ways to force ourselves past this feeling but those do require tremendous will power and if you are not careful about it, they can be really tiresome. The ways I may give you are not going to wear you out, they are just going be kind of shifts and perspectives that will help you force your way through.

You can expose yourself past this. If there is a feeling that you really do not like to have you can just continue, put yourself in front of it. Some feelings run really deep and the case of things that cause really bad feelings like soldiers at war. It can lead to post-traumatic stress and obviously we do not want to cause you any
deep psychological problems here. Exposure, it will kind of be a part of whole this program but not too much.

You can condition yourself past a bad feeling. Essentially changing what it does to you and the feelings you have associated with it. We’re going to be doing a little bit of that here. Ultimately you can change who you are relative to the bad feeling. That is not just changing what it does to you but it’s really like, if the bad feeling is here, you are just moving your whole body over in this direction. You are saying, “Hey, the bad feeling is coming this way, I do not even look at it. The bad feeling, it doesn’t even touch me anymore.” That is our ultimate goal for Say Hello.

Now, it wouldn’t be able to sit here and talk to you about this stuff if I hadn’t been through this myself. I want to share with you what my feelings were; my thoughts were and how this all manifested itself and how it changed because I think that is very instructive for you to be thinking about, where was, where was this guy a few years ago?

The first feeling I would always feel scared. When I would see women I wanted to talk to I would definitely feel scared, this impending sense of doom, is the best word I can put it like. There was some task ahead of me and I did not want to do it. It was not defined. It was just there is doom out there. I would also, the closer that I got to having to do it, I would actually start to feel sick and the doom all of a sudden took a form. It was as if I was a paratrooper in World War Two and I knew that there were anti air crafters on the ground waiting for me. I would start to feel sick and get really nervous and it just was not good. Ultimately I would start to
feel weak and that is the worst thing for a man to feel. A man never wants to feel weak.

Like the wind had been knocked out of me and I could not actually take action. There are a lot of ways that this manifested itself in my thoughts. Some of my thoughts included like, someone should tell me what to say. I wish someone would tell me what to say. I just need to know what to say and of course. What shall I say next? What shall I go to next? OK, I talk to her for a little bit but what now, Bronco? How do you create, how do I create that spark? When I approach girls things are kind of boring, they are dry, I do not know how to create that like little, entertaining spark that she and I would feel.

If I was more clever I would come up with something so I really got down to myself for not being clever and not having good ways to approach girls. If only I had more money or a cooler place or more hair, something like that. All sorts of excuses I would come up with for, if only. Ultimately this is a big one, it took me a long time to figure out that I was thinking this, but if she is going to find me out. I had a fear that a woman would find me out. There was some deep part of me that she was going to discover. That is not something we can address overnight. That is something you deal with, something that, it is going to take a long time to deal with. We will get to that in a second.

I’m going to start with what changed for me. First thing was, I started hanging out with this guy named Jeremy. I do not talk to Jeremy much, and in fact I have not talked to him in years. I remember talking to him and he was one of the first guys who ever articulated so well. He said, “I stopped caring what people thought of
me.” For some reason I used to really care what people think of me. You can always tell a guy who is good with women or not by his attitude about what people think about him. I know some guys who profess to be really good with women but they really care what people think about them and so they are not.

A person who is good with people usually doesn’t care what people think about them because they are so confident in who they are that if somebody doesn’t like them they say, “Oh, well, they do not like me.” Moving to New York also helped this quite a bit. I mean, this is, it is not a very forgiving city. There are a lot of people to meet, a lot of people who won’t care about you and a lot of people who do not care what you think about them.

The first part of this for me had to deal with taxi drivers, where they were driving terribly or I did not feel like they deserved a certain tip. I would just start to feel honest about it and I would get at either to tip them or not, telling them, “Hey look, why are you taking this route?” This is one of the things that clicked for me. I stopped caring what they thought about me and I started caring about what I thought of them and that was a big change.

When I was working at Charisma Arts if you know my background at all, this is way back in 2004, 2005. A guy named Jugler and I started a company together called Charisma Art. It was one of the first and the time was the largest pick up boot camp company in the world. I came up with this thing called the bombing opener which you have probably heard me talk about already but it is essentially going into an interaction and trying to ruin it.
I came up with this as a tool for myself and for clients because I knew that if we could get past the fear of approaching, if we could bomb and get that out of the way, then at least the worst thing possible had happened to us and it was just like jumping into a really cold pool and not stepping our way in but just diving right in real quickly.

When I started doing the bombing opener that definitely changed things but, yeah I still had a little bit of fear. Getting other parts of my life handled, they had been times in my mid 20s when I was completely broke, where I was completely in debt. There were times when I was getting high all the time, smoking a lot of weed. There were times when I was drinking way too much, when my health was out of order.

That was one of the worst things was that when I had got like, I started to have a pear shaped body and I was like, just having my life out of order was not good. Having my professional life out of order was really bad. Having my life in order changed a lot. It certainly changed the sense of entitlement that I had when I walked up to a woman and I could say, “Hey, my life is in order. I can bring this woman into my life.”

Lots in approaching and just lots of women in my life. That’s something we want to work on over the next four weeks and we want to get you approaching more girls. I know some guys come into this course and they have approached like 700, 1000 girls before. Other guys come in, they have approached five.

Having a lot of approaches in your life and ultimately having women in your life who have been girlfriends and who you have been intimate with, that adds a lot
of confidence. That is just not something that can be faked. I think a lot of guys look for shortcuts and all there is in life but straight up, that is not something you can fake. That is like the US dollar is a currency that isn’t pegged to any specific precious medal.

The US dollar could be the value can be faked in the world economy. The value of gold cannot be faked. If you want to become gold you’ve got to have women in your life. You’ve got to have your life together. It’s just that simple. Another part of being a gold in a person if you will, is certainly something that happened to me. Coming to know who I am and finding joy in my life. I mentioned that I used to smoke a lot of weed and it is funny because in the last year or so, whenever I have tried to do that I feel really crappy. It used to be something that totally released me and it has changed into something that really boxes me in.

What I realized is that and it could be fun but for me marijuana was some way to kind of escape the existential pain of having debts and not being happy and all that. Now that my life is on track, now that I am happy, now my profession is together, I’ve got great people around me, I am secure and in my place in the world and certainly in my faith and my life and all that stuff. Having that all together, all those traditional escapes bring me down and they take me away from a reality that I really enjoy.

That has taken a long time to get to. I’m not going to lie. Finally changing my perspectives and interactions and that is a lot of what we are going to work on here is, I used to think one thing about how women thought. I used to think one thing about how people would respond to me. Through both experience and
being taught to think differently, I changed my perspectives. What can we work on here? Let us go through each of those and figure out how they are going to work for you and how they are going to factor in.

The first one is not caring what people think, OK? That is going to come with time; it’s going to come with exposure to people. You can certainly use the bombing opener to help out with that. Ultimately what it comes down to is, can you be bigger than your environment? Can you own your environment rather than letting your environment own you? Now in small towns are a lot harder than a big city like New York. You can come hang out with us in a big city like New York. If you are in a big city then by all means you need to be bigger than your environment. You have to be of the world not in it so to speak. That is really important. It is just being of the world not being in the world.

I remember when I was, when I first came to New York, I was really wrapped up with like the club scene here. I let its values permeate me. I let it touch me. These days when I go to clubs, I think, “I’m of this but I am not in this. This surrounds me but this is not me.” That’s a really important concept to have when you are, just relative to the world around you not caring about things. Getting other parts of your life handled, that is another one. This isn’t for us to hear now. Actually there are some other courses that we have for that. Unbreakable goes into that a little bit. We have another course called the “Ten Code” that will come out eventually and that is going to into new more depth, but that is not for here now.

Lots of approaching, lots of women that is an eventual process. I want you to be approaching a lot of women on this course. I want you to have a lot of women in
your life if that is what you want. That is going to be eventual. It’s not something that I can just snap my fingers and give to you. Coming to know who you are and finding joy in your life that is a lifelong goal. It is something that I still work on, on a daily basis. I still work on it with respect to spirituality, I work on it with respect to health, I work on it with respect to my intellect, my wisdom and my professional skills and even my relationship abilities.

Knowing who you are and accepting who you are is not, I think about this in all realms. It is never as end point, it is always, when you, let us say that you come into a new faith or you decide that you are going to get good at approaching women or you are going to become a writer. Making that decision is a starting point and there is no end point in your life. The end point is when you die but it is always a process of continual evolution, of getting better at this stuff, et cetera, et cetera.

A change in your perspective and actions, that’s our primary focus for this particular part of the course right now. We are going to work on looking at how I see interactions. How guys who I know who do really well with women see interactions. We are going to give you the tools to do all in that regard too. What’s the eventual outcome? Well, we want to give you a different feeling about women. That’s really critical. You have that feeling in your heart, that fear and some of it is related to women. I want to give you a different feeling about women.

Another outcome I want is a different feeling about yourself relative to women. Finally a different feeling about approaching women specifically. What is the rest
of this course going to be about, specifically this module of the course? Well, we’re going to talk about why everything else that you have studied up to this point has not worked and why a lot of other stuff in the dating advice community doesn’t work when it comes to getting over this particular problem. We are going to learn some of the perspective shifts that I want to share with you.

We are going to talk about how to put these perspective shifts into action and we are going to see how they work for you and we are going to see the truth. That is the next step here and we are going start with common fallacies of that guys have when they go into trying to fix this.

Some of the common fallacies of guys who are trying to get better at this stuff and who are just being held back. There’s four of them that I have noticed again and again and again and again. These are things guys say “I can’t do it because of this.” The first one is, I need game. The term game, I mean, of course you need game. You need to be able to be good with the girls.

I think sometimes guys put game above girls. When guys put game above girls, what happens is that they end up spending a lot of time with guys talking about game, talking about the ins and outs of game, talking about the things they can do with game. They do not actually spend time with girls.

That is actually fine. Here is why I think that is fine. I think every guy needs sort of a group of men who he comes together with, who he bonds with, who he has got almost this rite of passage with. It just so happens in our modern society, one of the ways that guys come together and bond is to talk about game and talk about
getting girls. They do not actually end up with girls until they are like in their late 20s, early 30s. That is fine.

What I am just going to tell you is that if you think that you need more game, and you are constantly focused on game and you are constantly trying to learn game, it’s going to take you away from girls. You can have one of those two things, you are on point. If you want girls then you shouldn’t be so focused on game, you should be focused on women and on girls and unlike the human condition, I mean, I have got to be honest, you might have heard this before. You learn more from reading fiction literature about the female condition than you will from learning from most courses on dating advice.

I have learnt so much about women from having women in my life and from reading things they read and from learning about their hearts. That is kind of a cheesy way of saying you are learning what they are all about and what they think about and what moves them. The more that you actually spend your time thinking about women and thinking about what moves women, what women think about, the more that you will be able to get closer to them. The more time you spend thinking about game, we will see how far that takes you. We want you to be getting girls not game.

Another thing that is a fallacy is, what I say matters most. That’s just not true and I can prove it to you with the bombing opener. I mentioned this a few times already. If you do not know the bombing opener, basically it is something you say where you are kind of trying to get rejected but you are not trying to offend the woman.
My favorite bombing opener is I walk up to someone and I will say, “Hey, you guys, I have got to say you both are really attractive. My girlfriend is out of town tonight. I am wondering if you would be interested in a threesome.” This is the sort of thing that would at least on paper should get you slapped. The reason that I can get away with it is because, what they are evaluating about me is not the words coming out of my mouth so much as it is my intention, my intonation, my body language, my eye contact. All those subtle cues that are telling them I am not a creep bag.

Knowing what to say is definitely helpful but getting that ever looser vibe thing right is a lot more helpful. That is going to be in the next course. I want you to just spell that myth right now that you absolutely know what to say. A third myth I see a lot of guys get hang up on is I need to be to be in state. State, I think I mentioned that already. It’s a term that came about with real social dynamics. The whole idea is if you are in a heightened emotional state you can do anything. You can be superman. I think they use the term nimbus; it’s like when you are glowing.

The fact that matters though, to think that you can be in state all the time is retarded. You are just not going to be I state all the time. Your emotions are, your emotions are an ocean and you can’t control the direction they are always going to go. Most people I know who try end up, they fail because you can’t control your emotions. At the same time, you can’t let your emotions control you. If you find that you are not in state but there is a girl who you want to go talk to, the question is, are you going to let your emotions control your actions or are you going to just take the action that you need to take?
Eventually get the emotion you want out of it because you took that action. It is a very subtle distinction but if you think about it is kind of like going to the gym. You may not feel like going to the gym when the decision comes up about whether you should go to the gym or not but what is it that you are ultimately after? You are after that feeling of leaving the gym and be like, ah; I'm in good shape now. Even though you might not have that feeling beforehand, you take the action because you are like, all right, I’m going to go to the gym and I’m going to get a good feeling about myself.

That will be great, getting in good shape, all that. What you’re ultimately after here is the feeling of success of having women in your life and the great feelings that accompany that. If you’re just trying to preempt that by just being in the state all the time, well, good luck. I just want to get that one out there too.

The fourth thing that I see is, and this is a common one. I’ve got to be rich, I’ve got to be good looking, I’ve got to have a cool place, I’ve got to have better hair. Any sort of excuse that you can come up with about why you are deficient and why you can’t do it and why somebody else can. The way reality works is anywhere you look you can find somebody who is got the same deficiency as you do and who is crushing it.

I used to get hung up about my blondness, believe it or not. I would say blonde guys do not do well with women. I was looking at Tom Cruise and Brad Pitt. I mean he is blond-ish. He does great. I mean, look, I’m not above any of these things. I mean, I have thought all these things in the past and they certainly
afflicted me. The point is, I got past them and you need to as well if you are going to be good with women.

Now why has everything not worked for you up to this point? What is holding you back if you are sitting here right now? The number one determiner of success in being good with women and being good on the approach is actually doing it. You just got to go out there and do it. There are a very small percentage of guys in this course who have, they’ve like done 700, 1000 approaches or whatever. They’ve been doing it. Most guys have done a very few number of them. They have not gone really well and so you keep reading more information. The problem is, what this does, is it gives you what I like to call a pick up ego.

Pick up ego is where you think you are good at picking up women and you can probably talk to other people about the fact that you are good at picking up women, but you are not good at picking up women. You have this ego around this whole thing but you don’t actually go out and do it. Believe it or not I know coaches who are like this, I know guys who head up companies who have popular podcasts, who have popular mailing list. They suck with women but they’ve got this ego because they’ve spent so much time talking about it. They can talk through the intricacies of it.

At the end of the day is like Jay Z said, game recognize game, whores do too. A guy who’s good with women knows that other guy is good with women and we can discern guys who aren’t. No matter how much you want to talk it up, it comes down to all those nuances and subtleties of the interactions. You pick up ego, just
drop it, get it out of the way, stop reading a whole bunch of stuff, start talking to more women.

They are related to the pickup egos, what I’d like to call the knowledge identity. The knowledge identity is the guy who’s read so much information that his whole identity is one of knowing information and knowing stuff about how to talk to girls and knowing. His identity is not one of doing, it’s of knowing. Knowing facts and having the right stuff and being able to share them with other guys, hey if you want to do that, I honestly think its waste of time, but you can do it. Honestly that’s not going to put more women in your life. Doing it is going to put more women in your life.

The scary thing about having that knowledge identity is every time you go talk to a new woman; you’re putting that at risk. You’re saying, OK, I know all the stuff, let’s see if it’s going to go to work. If you spent a lot of time working on this and if you spend a lot of time learning this stuff, then that’s a big risk. It’d be like accumulating a bunch of money and then reading a bunch of books on how to trade stocks and then having to place your first trade. It can be really nerve wrecking and you could be like, I know how to do this but I’m not willing to risk it all now, but I’ve got it.

You’ve got to be able to risk it with women; you have to actually be doing it regularly. Otherwise you're just not going to get good. The way I like to think about it, you're shit until you're the shit. Until you can actually go do it, until you can prove to yourself that you can go do it, you're shit. Take heart in that. I mean it’s pretty binary that you're good at it or you're not. If you're not good at it right
now, hey that’s why you’re here. You’re here to get good at it. You’ve got to move past that ego, you’ve got to move past that identity. If you’re shit, just accept it man.

I used to be shit at cold calling, I hated cold calling. I ended up making like 500 cold calls in a couple of months. I got to be good at it. It sucked along the way but I became the shit and so to with women. If you suck at approaching women, hey that’s fine. All that is good and well and all that. When will anything work? This is a longer term thing here. Because you can go through this course and I know that if you actually put it in practice it’s going to work for you. I’ve also worked with guys who they’ve got issues that run so deep that we are not going to be able to solve them in a four week course. There are some guys who are going to keep coming back to this stuff. Hey that’s fine. Sometimes you need more.

When will anything work really? When will all this stop being something that you actively have to really put your time into it and you can start thinking about other stuff? Well it’s going to be when it stops being so focal point of your life, and when it becomes one of many paths that you’re pursuing. You have to become your own source of authority. The only way you’re going to be become your own source of authority is if you’re good at this stuff and if you're your own source of authority at work, if you're your own source of authority in hobbies, if you're your own source of authority on faith.

Ultimately you’re the one who’s able to best judge what's right for you. Here’s why this is important. Is because when you're your own source of authority, then it doesn’t matter who you see, it doesn’t matter who you want to interact with,
you just say, “Hey you know what? I know what my values are, I know what's right for me, I live in integrity and if it doesn’t work out with this person, oh well it doesn’t work out but I still know who I am.” I think that the problem that a lot of guys run into especially the thing that holds them back from approaching women is they think that the women they see are better authorities in the world than they are.

I see a woman and I say, she knows what's up, she knows the world better than I do, she's going to see right through me. I don’t know myself. The more that you do know yourself, the better that you're going to be able to look at a woman and discern her and figure out, this is somebody who I want in my life. The less weight you're going to put in any particular interaction, you can actually approach interactions with lightheartedness, in a fun vibe because you're not worried about being found out about anything. You're interested in finding out.

When your world view works for you and others, when you're living in integrity between your beliefs, your perspectives, your personality, your actions, that your lifestyle, the people in your life, when there's joy in your heart, that’s when things will really start working for you. Ultimately you have to become your own authority on everything. On everything from faith to politics, to business, everything. That’s when it’s ultimately going to work for you.

With all that said, that’s just what if nothing else works. Hey, I know that these things are going to work for you. I want to now shift to the shifts. I want to talk about the shifts in perspective that you're going to experience, that are going to help you get past your approach anxiety. These are the long term and short term
stuff that you can do to address it directly head on and move past it. Let’s jump into that now.

Shift one, I love talking about this one, this is about owning your manhood. Man this is fun to talk about. I just sometimes look around and I think like we've lost our way. The reason the fight club resonated with so many guys was that line when Tyler Durden looks in the camera and he said, “We are a generation of men raised by our mothers.” I think that that has a lot of truth to many men in our hearts. We've really allowed ourselves to be castrated, we allow ourselves to make excuses, we shift responsibility off of ourselves.

I was reading some interesting statistics recently. More women are graduating from college right now than men. Women on average have higher GPAs than men. Women are getting more jobs in the workforce than men and we are not going to spend a bunch of time talking about the last 40 years and what the feminist women have done. Men have definitely, they’ve allowed women to step up and they haven’t really stepped up with an equivalent response. What's happened to this pick up community is really interesting to me. It’s like men don’t know how to relate to women anymore because women have stepped up their game.

Men have this attitude of like fuck her. Pardon the language but the whole thing is like fuck her and I want to fuck her. It has not respect for women; it has no respect for what they’ve done. It comes from a position of really low value. A position of high value would be like, “Damn girl, that’s awesome. Congratulations on the progress you're making. That’s fantastic, I wish you all the best and more.”
I know that I got up my game because if I don’t, you're going to leave me. You're going to find somebody else who can. Or you and all the rest of women are going to go off and form a lesbian society and kick ass. Us men are going to get pushed away.

The point is that as men we got up our game. As a man the responsibility is always on your shoulders. Women, you might have your theories about this but my theory is that women are meant to be child bearers. It’s in their biology, in their physiology. We are the ones who are supposed to be out there hunting the jaguars, fighting for bread. Or competing with others of our kind and women, they shouldn’t necessarily be doing that.

I think it’s great that they're allowed to do that. That’s fine; I think it’s amazing they’ve stepped up. That women are able to achieve whatever they want to achieve. That they have the tools and society allows that. If you're a man who is letting women get the best of you and if you feel like, “Ah man. Fuck women.” I’ll tell you what; real men are still in high demand in the society.

I live in New York City, I've dated a lot of girls and they always complain that real men are hard to find. There's a lot of boys, there aren’t a lot of real men. I want you to be aware of this struggle between the best man you can be and the boy you’ve been taught who you are. Especially if you're a younger guy, if you're in your 30s or 40s this might not be as relevant for you.

Although I have talked to guys who are in their mid-late 30s and they still act like little boys. There's a nonstop test of a fire in a man’s heart and that is to step into fear when he feels it. It’s not to step away from the fear. If you think about the
movie Braveheart it’s like Braveheart had the choice of walking away or picking a fight. He went to pick a fight. When you have fear in front of you, it’s like the test of your manhood.

Are you going to take that fear on or are you going to let it take you on? Here’s the other really cool thing, is there's a lot of, there are a lot of things in the world you can look at and argue about. You could argue about, you could argue about whether unions should have the right to collective bargaining. You can argue about whether Christianity, Islam or Buddhism is the one right religion.

You can argue about a lot of things. What you can’t argue about is that as the man, you are physiologically enabled as the penetrator of women. You are the one who is required to penetrate her and to impregnate her and to bring new life in the world. You are a crucial part of this equation. Stepping forward into the role of manhood, looking your fear in the face and pushing past it. It is a very righteous cause and there's nothing spiritual about that.

There’s nothing religious about that. That is pure biology. There is a righteous cause for you to look your fear in the face and say “Hey, it is my responsibility to be a man. To find a woman, to pass my seed on. To pass my genes on, to be a father one day.” That is an extremely righteous cause; it’s the only thing that you can really hold on to outside of faith. I want you to really take that to heart. Your goal of claiming your manhood is to become a person of responsibility.

I've talked about having fun for a long time. I think that the thing that happens when a boy becomes a man is that he accepts that he is responsible for others. He accepts that he’s a caretaker of the world. For the last few years, I've thought of, I
came up with this short form of saying that I like to think of myself as the kind of like Tom Sawyer if he was a grown up. Another way of putting it and this was even on an online dating profile when I was doing online dating is balancing fun and responsibility and having a blast doing so and doing a pretty good job of it so far. I'm not going to tell you to go off and lock yourself in an office and just work for others. I'm a firm believer in a lot of Ayn Rand philosophy.

At the same time, you got to have fun. Absolutely have to have fun. I do want you to be caretaker of the world. I want you to have confidence in your strength. I want you to have confidence in your ability to hold a woman, to really hold her. To know that you can keep her safe, that you can deliver her to adventures. That you can be somebody she relies on.

I want you to feel confident in your ability to hold a family. To hold a family together and ultimately to hold yourself together. I have a selfish motive in doing this. I have dated a lot of girls who are damaged. For better or worse, I have dated girls who had really bad father figures. Some of their fathers were emotionally abusive; some of their fathers were alcoholics.

What I have seen is I've seen the hearts of some very beautiful women deal with extreme hurt and extreme pain because their fathers were not responsible men. Because their fathers didn’t own everything that they were responsible for. Didn’t step up and be men when their daughters needed it. The world that I want to create is a world where men are responsible are responsible for the women in their life. Where men do not just have fun, where they accept the consequences of their fun and they're responsible for things. What I can tell you is if that is
something that you can take on. If that is a responsibility that you can bear, your confidence level will sky rocket.

Because if you know that you can take care of somebody else, if you know that truly and deeply that you can look around the room and you can see a lot of little boys who can’t take care of a woman. You can see a lot of women who wish that there was a man who could take care of them. I'm not saying about this in purely a provider sense or purely in the sense of a finances.

Truly what I mean is that you can look into a woman’s heart. That you can know what she needs. That you can be the one to deliver it to her. How do we put this into practice? Well there's going to be some homework and exercises for you. The first part of really owning your manhood is being somebody who can take action when there is something that he wants. When you see something you say, “I go after this. I want it, I'm a man.” You go out there and claim it.

If you can put this action principle into your life. If you can take action when there's things that you want. That’s the first very step to claiming your right among men. Can you push past excuses? Not blindly but with the courage of a guy like Braveheart. You are going to have excuses; you're going to say, “Oh she's too beautiful. She's with her friends, whatever.” Those excuses that ultimately you do have to push past because they're going to be times when you have a lot of fear. When there are things that look difficult and you know heck. Approaching women is going to be a small part of it. There could be a day when you're child is diagnosed with some horrible terminal disease.
When something terrible happens in your life that requires a lot more courage than approaching a woman. I want you to be ready for that. I want you to be somebody who can look at fear in the face and face it with courage. Face it with strength and be responsible for taking it on and carrying it. Can you look at your approaches? It comes down to this very, very small crucible of interaction.

Where you and her starting a conversation, can you look at this very small moment as an opportunity for you to be a man? For you to relish the challenge that it puts in front of you. A lot of men, they look at that, they say, “Ah, I can’t do it, she’s too pretty.” Relish the challenge, take hold of it say, “This is awesome. I get the opportunity to prove to myself whether I’m a man of action or not.

Whether I can actually go and do this.” When you start thinking in that way, you're not going to do it every time. I promise you there are times you won’t feel like it. If you can bring that to yourself and you can remind yourself of that. Then there's always going to be this voice in the back of your head that’s says, “I know that there's somebody who I could be and I'm not being that right now.”

That voice will be somebody who pushes you to be somebody better. To be somebody who takes action. To be somebody responsible and more and more you'll see your actions lining up with that. Because every time that you don’t action towards something that you want. Every time you don’t approach a woman you're going to find yourself letting yourself down.

You're going to say, there's a higher ideal to which I can strive. There's a higher person that I can be. I'm not being that person right now, I'm letting myself down. Not being the best man I can be. If that voice is something however faint in your
head. If that voice is something that you hear, than that is something that will constantly be reminding you to do better.

Ultimately you need to accept responsibility for yourself, for the people in your life and or the world you're creating. Every time you take action you change the world. If you know that you're somebody who acts upon what he wants. Who takes responsibility for the changes that he makes in the world. Who is owning up to his righteous place amongst men? Amongst men who must go out and approach women who must go out and bring women into their lives. Who must go out and create new life.

Then that will give you so much confidence. That is the first shift in perspective that I want you to think about. Every time you see the opportunity to approach a woman. Can you enjoy that opportunity to prove your manhood to yourself? Can you look at this? Can you say, “Ah this is fun. This is what life is about. This is what my masculinity is about. I'm going to go talk to that girl.” That’s shift number one, shift number two it’s all about finding humor in interactions. This is not about finding humor in the world; this isn’t about being a comedian. I want to make that really clear. I'm not trying to turn you to Seinfeld here. It’s about finding the humor in interactions themselves.

Are the interactions fun? Are they challenging? Are they funny? When you look to make things ridiculous in an interaction, and silly and even childish that interaction becomes fun. I remember working with clients in the past and talking with them about why they weren't good with women. There were some guys who
were really tough cases. They’ve taken a lot of programs; they’ve been coached by three different guys.

What I found consistently about these guys, there are few things and one thing that always stood out is they didn’t actually have fun interacting with people. They didn’t try to make it something fun. It was something serious for them, or something goal oriented or what have you. Your humor should be a form of expression. It’s almost an art form. When I think about my interactions with somebody, I think about trying little things on a canvas. How can I make this more fun?

How can I add some flair to this? How can I add a big splash of red right here? This is as I said, not about being Seinfeld. It’s not about, one of my favorite jokes about Seinfeld is if aliens were looking at us from outer space and they watched us walking dogs. They’d think that dogs were in charge because basically we follow behind the dogs. The dogs take a crap and then we pick it up. Of course his delivery is great. He tells it much better than I do. That’s observational humor about the world. That’s not what I’m getting at here. What I’m getting at is that I want you to find humor with another person. In the experience you're having and mess with that person.

That’s the whole point; you want to mess with the person. Your approach to the interaction should be let’s play. Why is this important? Why is this a good goal? For one thing, if you can find humor in interactions and you're lighthearted about them. Then you’re not going to approach any particular interaction, or any particular woman with a great sense of weight.
You're not going to look at her and be, “I have to get this right.” You're going to say let’s play, let’s see how fun this is. I’m going to go mess with this girl, see what happens. Honestly that’s become my attitude with 99% of the women who I meet. How can I mess with them a little bit? Not mess them up, but it’s like childish playground and stuff. That’s what flirting is all about.

If you can take that interaction a little further, hey all the better. This is really about stringing somebody along in a game of back and forth to enjoy the act of interaction. This is not a course on humor but I’m going to give you a few things that I do. That would show you how you can use humor and how humor can come out with practice. One of them is leading someone down a particular path of thinking that is not really reflective of how you actually think. I’ll clarify this, I’ll give you examples.

Maybe it’s regarding your work, your ambitions. Your plans, things you want to do with them. When you're talking to somebody it’s all about making them think one thing that is probably absurd or ridiculous or off topic. Leading them down that path to the point you say “Ah, just kidding I didn’t actually mean that.” They go, “Oh you.” Very simple example of this. This is the classic example in the dating advice community.

A woman asks you what you do and you say, “Oh I'm an ass model.” I've never said that, I don’t know if you should say that or not. You should say it if you can pull it off with any sort of reasonable humor. That sort of thing never stood out to me but that’s an example of leading somebody down a path, sort of diversion. I’ll give you an example and I actually pull myself.
This is an example of a conversation I had with my girlfriend earlier today. This is an example of diversion. I'm just trying to find it here, perfect. What we were talking about, we were talking about where we might want to live in the future, what we might want to do. Both of us have talked about how we don’t want to end up in the suburbs. How we don’t want to, we just don’t want to have an ordinary life.

We want to travel around the world, we want to see people. We want to change the world. Right now we’re both in New York; we’re talking about moving to LA together, who knows. I said something about how I better make big bucks and she said I thought that was the plan. Here’s where it starts leading somebody down a path. I said I thought the plan was to make babies and settle in Iowa very close to Wal-Mart. That’s obviously a complete diversion from the actual plan. The I said with a middle management beige Ford Taurus.

There’s this color of paint that is in cars that I've joked with her. It’s kind of a beige, it’s like what they buy for corporate fleets and I call it middle management beige. She wrote back LOL, you are getting it when I see you next. No way, post an ad for a new girlfriend right away. I wrote back and said baby stop killing my dreams. If they die life is broken wing bird that can’t fly.

That’s actually a quote from a poem. That’s an example of diversion; it’s coming up with something absurd or ridiculous in a conversation. In this case, I talked about my ambitions and what I wanted to do with her. There's any number of ways you can do this but the point is if you're looking for opportunities to mess with people you're going to find them.
This is a great way to mess with people. Say what do you do for a living; you can come up with something diversionary. My friend Bill who runs a site called puaforum. I remember one time he told a girl something about he, I think he said he was an alligator tamer. He went on this long story about how he tamed alligators for a living.

One time I told a woman what I did for work was that I threw organic material into aircraft turbines to see how the turbines reacted to it because sometimes birds fly into them. I really led her down this path for a long time. Now again it doesn’t have to be about your job, it can be where you’re from. You can have shortened versions so for example whenever women ask Nick Sparks where he’s from, he says I'm just a sweet gentle boy from the Midwest.

They have to ask another question. Where in the Midwest? Doesn’t matter, it’s usually what he says but he might say Michigan. That’s diversion in practice. Let’s move onto another little thing you can do with humor. You can use some frames. Frame is a, this is something we talk about extensively on Unbreakable It’s something you apply to an interaction; it’s the way that the interaction looks. What you're basically doing is you're casting characters in their interactions. You're assigning values to those characters.

One frame that you can apply to an interaction is she’s not to be trusted. A girl could say something and you could look at her close your eyes a little bit, are you sure? Maybe you say, so what do you do? She says, “I'm an accountant.” You go, “I don’t know if I believe you about that.” That’s the you can’t be trusted frame.
Another, just at lunch as I was working on this presentation I was sitting at a coffee shop and there were two women. They're probably in their 50s and they were sitting at the table nearby me. An old friend of theirs came along and tried to move my jacket. I kind of grabbed my jacket and I moved it for her. The woman looked at me and she said, “Don’t worry we weren't trying to steal it.” I said, “I got to be honest with you, I kind of had you pegged as a thief a long time ago. If you steal it, I’m going to take that pink hat of yours so it’ll be an even trade.” The women, they cracked up. This is again a frame I’m just applying to them of you can’t be trusted. They were having a blast with it.

Another frame, same women 50 year old women, I wasn’t even trying to pick them up. They asked to borrow my pen and I could see that they had this pen that wasn’t working. I picked up the pen and I handed to them and said, “You guys can have the pen but if you break this so help me.” Again they laughed and were having fun with it. One of the things that my friend always used to joke was he would talk about girls. He would say, “You can over to my house as long as you don’t pee on the carpet.” By this point, he’s got a good flirtatious vibe with the girl. You're not going to say that on the onset.

By this point he's got a good flirtatious vibe with the girls, you're not going to say that at the outset. That’s the frame of you trying to break something. Another one is you're trying to kill my dreams. I did that with my girlfriend. I said, “Why are you always trying to kill my dreams?” That can be funny. You can put these frames together. You can do killing your dreams with anything. You can talk about some wildly ambitious thing, you can lead her down the path as I showed you earlier and then you can apply the frame that she's always trying to kill your
dreams and you're going to have to go find somebody else who doesn’t do that. It’s very playful, it’s very funny.

I alluded to phases and expressions, that I don’t trust you expressions, that’s definitely one of them. Sometimes what I like to do is I just like to mirror a girl. If she says something surprising, I’d be like something like that. Maybe I’ll just go, oh my god! Just funny little faces and expressions. I talked about this during our Fearless seminar that Nick gave, is time and time again I see guys who aren’t good with women and they’re expressionless.

Guys who are good with women and they get their expression right. Course two we are going to be talking about a lot of facial expressions, but I just want you to be aware that facial expressions is a huge part of being flirtatious. If you can use them properly, it’s so great. Being descriptive about stuff. This is an area where you can sit wherever you want. One example that just came to mind was I was talking to a person and she was saying, “What’s the difference between the Mac Book and the Mac Book Pro?”

Now typical guy is going to answer very technically. He's going to say, “Oh well the Mac Book Pro has much higher specs. It’s got a dedicated GPU and blah, blah, blah.” I’d go, “Oh well the Mac Book Pro is the pretty one, its silver.” She's like, “Oh I like silver.” I was like, “You better get one of those. It’s a little more expensive but you definitely want the silver. I don’t see you like a white person.” that’s where being descriptive about something is funny. You can do that with anything that somebody asks you to clarify on.
She says, “Oh what's the difference between this and that?” You can always, the point is that you're trying to simplify the description and not be technical about it, but be almost stupid about it as if your were looking at it like a total child. For a 5-year old who’s looking at the difference between the Mac Book and the Mac Book Pro, he's not going to know the text specs unless he’s a genius. He's going to say, “Ah that one is silver.” Looking at things like you're 5-year old and trying to describe them in that way. That’s a funny way to describe things.

Finally, just being a cheese ball, so for example in that text message that I sent earlier, don’t try to kill my dreams, if they dry life is a broken wing bird that can’t fly. That’s a great example of just being super, super cheesy. Race, my buddy Race the priest who’s producing programs with us, he says all sorts of cheesy stuff. Like Okey-dokey little smokey.

My buddy Rob Judge who was, he's done teleseminars with us. One thing he’ll always do is interactions. If you're from the 80s or if you’ve watched saved by the bell, you'll definitely know this one; is he’ll be talking at some girls and says, “OK, OK, Zack Morris time out.” Anybody who knows Zack Morris would just get a huge crack out of that. That’s almost a pop culture reference but really what you're doing, you're just being a cheese ball and that sort of stuff is really funny.

Those are just a few examples of how to have humor interactions. Again those aren’t things you're going to use right away at the outset, but they might be. You never know. You might find an interaction where you can be really cheesy right off the bat. As the course goes on, I'm going to give you some ways to insert humor very very quickly so that you can create that spark.
For now I hope some of this stuff is useful for you in understanding how if you're looking at an interaction in a humorous way, you have a lot of fun with it. This is the sort of stuff and if you do this with beautiful girls, they're going to be hooked like that. This is the sort of stuff that I've always used with beautiful girls because it’s just fun.

My approach is just, heck I don’t care who they are. I'm just going to have fun with this interaction. I had to obviously give you some examples of how you can have fun with interactions. The thing that I want you to take away from this, the mindset and the shift that I want you to take away is, you can do this with anyone. Maybe not your employer when you're on job interview, your potential employer. Yet I know people who have fun with their employers when they're in job interviews, maybe don’t do it if you're going to work at an insurance company. If you're going to apply for a dot com, this sort of stuff can go over really well.

It shows you're comfortable with yourself, it shows you have fun with the interaction, it shows that you're not so in your head that you can’t be in the moment. I'm going to give you some exercises on how to practice this stuff. I know that once you start introducing the stuff into your, let’s call it your social library and skill set, you're going to be having so much more fun. Start looking for the human interactions in ways that you can just have fun with it. I know you're going to come up with some of your own and when you do, I really hope that you can bring them back to this course and report them in the forum and share them with us.
Shift three is a shift that when you get it, it’s going to blow you away, it’s awesome. It’s so cool. It comes from this book right here. This book is called Over Achievement and it’s by John Elliots. It’s got some stuff in it that’s so-so, stuff in it that’s great. We are going to talk about one of the great things right now. I’m not even going to pretend that I came with this stuff, because I didn’t, but I would be a fool not to share it with you. Because it’s so relevant to that feeling of approaching inside that you get. That feeling that you get is a biological, physiological response to pressure. A quote directly from this book is, pressure occurs at moments when meaningful accomplishment is possible.

Let’s think about that again, when meaningful accomplishment is possible, you feel pressure. I'm sure you can relate to that to various parts in your life whether it’s been having a project that’s due, having a presentation that you have to give, having to get something done on time or having to approach a woman.

Now I can’t say that I’ve always done well with pressure. In fact I'm pretty terrible at hitting deadlines. I know that when I used to feel afraid about women, I actually want to throw up and I did a few times. I've shared with you already. What I was fascinated to read in this book was, he talks about Bill Russell, I'm sorry. Bill Russell was one of the best basketball players of all times. Bill Russell used to throw up before games.

He would actually get this sort of nervous anxiety and then he’d throw up and then he’d like go out there and crash it, he’d be great. What we learn when we read this book and Elliots has learnt in his research, is that what actually happens with that feeling of fear, those butterflies in your stomach, that’s a really good
thing. When you feel that, that’s great. That’s when something you want is right in front of you. What happens is your body becomes aroused, it’s the flight or fight response. Fight doesn’t literally mean like put up your dukes and throw punches.

Fight means getting to a position where your adrenaline is pumping a little bit, where you're thinking a little bit more clearly, where you're able to take action on stuff that you know you need to do and get into that zone.

You get aroused and not like hard but your body gets aroused, you enter the state of arousal. What happens with people who have approaching eyes, certainly this isn’t the case for me, is that I mistook that arousal for anxiety. Arousal and anxiety are not the same thing.

The specific quotation from this book that I can give you is anxiety is cognitive interpretation of the fight or flight response. What's really happening is your body is entering a chemical induced state that is changing certain elements of how you react to and feel about the world. Then your mind is filtering that chemically induced state as bad and it’s a planning anxiety to it. This is just a habit that some people have.

I remember even back in 6th grade when I was going to play hockey games and obviously I'm not a big guy, there were bigger guys than me and I hated when they introduced checking. Checking is when you can go up to somebody and check them. I had been playing midget hockey and you couldn’t check. Once we entered squats, we can start checking.
I was so nervous and I had that same feeling that I had 15 years later when I want to go and approach women. Again that was state of arousal that my body entering into. In my own case I was so overwhelmed by their state of arousal and I let it control me rather than controlling it. Whether be it with hockey with as a 6th grader or approaching women as a 21-year old.

What I've learned to do and this is something that you have to bring consciousness into, is I've learnt to enjoy that state of arousal and say, OK, there's something I want. That feeling in my stomach, that’s a good thing. What’s the goal of this whole thing? I want you to recognize when the body is giving you this power and tune it into it. That’s really what's happening.

Your body is giving you power in this moments and you don’t even realize it. I want to read to you at the risk of plagiarizing, I'm just going to read through this list of things that happen under pressure when let’s say he says he's activated the sympathetic nerve system as energy is re-distributed from parasympathetic task to maximize sympathetic tasks. Fascination, right? Again go buy this book.

I'm going to read to you some of the things that happen when you enter this state. The mouth goes dry, sometimes called cotton mouth because the body is channeling effort into tasks more important than producing saliva. We don’t need extra spit to see the free throw at the buzzer.

The sensation of butterflies occurs in the stomach resulting from excess stomach acid because the digestive system is shutting down. During a major presentation to the board whose eating lunch. The stomach cramps because the stomach lining
is shrinking. The body has stopped producing bile and it’s trying to get rid of any remaking food. Bill Russell was a text book case.

Sweat flow is a safety mechanism to prevent the body from overheating. Even an audition from the New York philharmonic is now worth boiling vital organs. Hands, feet or knees begin shaking. That’s body sending faster motor signals from the cortex through the motor and runs out to the extremities which will be running; throwing, illustrating, acting, keyboarding, etc. the heart beats faster to get more blood going through the arteries carrying nutrients and oxygen to the working muscles and brain cells so they can perform at a higher level.

The eyes dilate and the vision becomes more acute. The mind races producing a greater amount of information in a shorter amount of time. All this adaptation is the body’s way of making us perform more efficiently when we are under the gun. Most people as I said already, most people have come to believe that anxiety and stress go hand in hand.

The assumption however is dead wrong, stress not need produce anxiety. Maybe you just feel as I told you that, like a great weight got lifted off your shoulders. That feeling is not going to go away any time soon. I know that even to this day, I have a beautiful girlfriend who I'm completely in love with. When I'm on a coach program and I have to approach a new woman, I still get a little bit of that approaching side. I still get those biochemical reactions going on in my body. What I've started to do and what my goal is for you is I want you to begin enjoying this nervousness because that nervousness it means you're alive. I know that
sounds cheese ball has hell, but that nervousness is the greatest sing that what you want is right in front of you and you're alive and you can go get it.

What I started to do is I actually started laugh at it and I say, “Wow! That’s great. I'm feeling that right now. This is exciting. Awesome. I don’t always feel this nervousness, this is great, I'm going to use this. Its fuel and I want you to harness it.” Just a couple of questions for you to think about and then we've got homework and exercise for you.

When you feel that body response, can you consider it differently? I hope you will know, you'll start to feel your mouth drying up, you feel your stomach lining shrinking, you'll be thinking, oh my pituitary or my saliva glands are turning off because I don’t need saliva right now. My stomach is constricting because I need to have energy going out through my eyes.

You're going to be bring some consciousness into that moment and it’s still going to produce a little bit of the anxiety, but my hope is that it will also give you some perspective and help you understand that it doesn’t have to be produce the anxiety. Then you can step back and you can say, “OK, I'm in this moment.

Who owns the moment? My fear or me? Am I going to allow this one little thought up here that’s interpreting this body response in a certain way, to own this moment or am I going to own this moment, the whole of me, my desires, is what I want going to own this moment?” it’s a big difference. Then you have to say what actions can I take to turn this nervousness into good energy. Do I need to think about it, do I need to act on it? I know that for example before, this is when we used to do boot camps weekend in and weekend out.
I would get really tired and I get really nervous and I’d have all this nervous energy before I went out. What I started to do was just put on really good music.

When I felt that music and like it was songs like Love Generation by Bob Sinclair, it’s kind of a dance song. I felt that stuff, I had to realize to myself and be OK, I’m starting to, I’m feeling nervous but it’s a good nervousness, I’m getting excited now. Maybe you go out and you do a bombing opener for maybe you just interact with some people at the bar, maybe you do shots. Maybe it’s that you run up and down the stairs. It doesn’t matter but the point is when you're feeling that nervousness and when you're feeling excitement that can definitely happen before a big night out, I want you to figure out how to channel that into good energy. Associate that feeling with actually feeling good and doing fun things.

Again for me when I feel that stuff, I put on music that I really love and I just get really into it. Heck, half the time if I've got some people over, it becomes a dance party and we are having a great time by the time I head out to the bars.

The final thing here is if you can enjoy that energy and turn it into what's called social momentum.

One of the things that I learned when I was at Chris Mark’s boot camps, something really interesting happened to me. There's a very first time that I had ever run a boot camp, I was out in London. I had to be approaching girls for like four hours straight. At a certain point I was like man, this is awesome. I'm feeling so good right now; I don’t want this to stop. Even though I had been rejected a few times, I had what I came to call social momentum.
Social momentum is when that energy just becomes part of your emotional state. That’s really what I think the RSD guys talk about when they talk about state. State is something that you can bring upon yourself. It’s something that more often than not is a result of a lot of interactions and it builds and builds and builds. It does start with that hint of anxiety and that hint of nervousness. How can you use that in your nights out when you're having fun, when you're out with your buddies? How can you make the best use of that energy? That’s something that we are going to consider in the homework, in the exercises.

For now I hope you have a whole new thought about how you can look at that and how when you feel that energy and that anxiety inside of you, how you can come to enjoy it and make use of it rather than letting it make use of you. OK so shift four is what I’d like to call what it is. This is named after a song by a hip hop group I’d like to call the Cool Kids. What it is this, the assumptions that you make are not the reality of the situation. I know there are a lot of guys who do something like this. They go, she's got a boyfriend, she's not going to want to talk to me. She and her friends are having a great time, they don’t want me to invade, they don’t want to talk to guys tonight.

I'm going to impose on her, she doesn’t want to talk to guys, she definitely doesn’t want to talk to me. She's probably married or she doesn’t like guys who have blond hair. What guys do and I'm certainly guilty of this, is that we make assumptions about what the reality of the world is and then that becomes the reality because we don’t do anything about it.
I want you to understand, the assumptions that you create are not the reality of the world. The personality that you assign to any particular girl is not yet born out. I know that sometimes in the past when I would see really beautiful girls, I’d say, oh she's got to be really bitchy because she's sitting there cold, kind of closed off.

Then what I realized after talking to them, was oh they were just cold and closed off because nobody was talking to them. What is at the heart of a cold woman, of a warm woman, of any woman, you just don’t know it until you start, talk to her. The other question is what is it at the heart of your experience with a woman? Not just in her, but in the two of you coming together. That is what it is. You don’t know that until you start to approach her. The goal of this shift, of understanding this, is that you're putting a frame; an interaction is holding you back. Whenever you say she's got a boyfriend, she doesn’t want to talk to me, I’d be imposing, whatever.

I want to replace that frame with a natural discernment. You’ve got really silly assumptions right now and I want you to replace these assumptions with discernment of looking at something and saying, “OK, this is actually what it is and I'm going to look at it for what it is rather than for what I assume it to be.”

Ultimately what you're doing is you're living for the truth. My buddy Rob Judge who I mentioned once already, Rob has this great way of looking at interactions.

He says, “When I approach a woman, I want to find out the truth.” The truth could be that she could accept me right away or she could reject me right away. The truth could be that she's my girlfriend and long lost soul mate or the truth can
be that we are going to hate each other. I don’t know any of that until I approach her. That’s really what it is.

What is the interaction? A little bit more metaphysically if I may introduce a big vocabulary word here. I think of layers of interactions. The top layer is like the fun, dorky layer. Chris Rock likes to call it your representative. Chris says, and I'm not going to try to imitate him too badly. It goes like, when you're meeting people, you ain’t meeting them, you’re meeting their representative. She don’t like that, her boobs ain’t that big, her legs ain’t that skinny, that’s her representative. Sorry for the terrible Chris Rock impression by the way. When you're meeting someone for the first time, usually are meeting the representative. What it is, is a very playful back and forth surface interaction just to see if you two vibe. Some people aren’t going to vibe with others.

There's definitely some girls who I meet and I'm like, they're way too serious or there are other girls that I meet and I'm like they're way too silly. There's girls I meet and I'm like they're not smart enough. There's girls I meet and I'm like they're too damn smart for me. The very first layer of the interaction that you have with the woman is all you're doing is finding out what it is. You're like, do we vibe with each other on this very surface layer.

The next layer of interaction is like, hey do we actually click? Do we have similarities, do we get along, do we see the world the same way, is she a born again Christian and I'm agnostic atheist who thinks that they're multi verses. That’s the next layer of interaction; see if you actually get along and like ... Again
the first one is just can we vibe together, can we have fun together in this environment.

The next one is, do we share topical interests? The third one is do we share similar beliefs and do we see the world similar. The next one, and you can go deeper and deeper with this. The next one is can we care for each other? Do we have relationship issues that hold us back? The next one, what are our faults? What are the things that get in the way of us getting closer to each other?

It’s so funny because if you’ve had relationships you know this and I certainly know this from my experience is that the coldest woman usually has the softest heart and the most damaged heart. The warmest woman, she might sleep around like crazy. I don’t want to make assumptions about that. The point you never know what it is until you take it to another layer deeper.

If you're applying your frames to interactions before you really know what they are, then you're just missing out on a whole world of opportunity to actually know the truth of what it is. I want you to understand that when you approach a woman, even in those first few minutes, you're in a process of discovering what the world is and what your place in it is.

You can choose to enjoy it or you can again choose to have it control you or you can apply all these frames on the interaction that aren’t actually there. It’s up to you to determine how you look at it. Again my approach when I go up and approach a woman for the first time is, I don’t know what it is, but I'm going to have fun with it to the best of my abilities and I'm just going to see what happens here. Just takes so much weight off my shoulders.
I can say, “I don’t know where this is going to go, but I hope this is going to go somewhere else.” For you as you think about your interactions, as you approach women, I want you to think about this. What is it? It’s nothing until it is something and then it is something. Now what is it next? What is it after that? At the very outset its nothing until it’s something. When it starts to become something, you can be looking at this and you can be saying, yes, let’s make this fun, let’s enjoy this, let’s add some humor to it, let’s see what she's all about. I'm not imposing on her; I just want to see what this is all about.

Maybe she doesn’t want to talk tonight, maybe she does, but I don’t know that until I've started the talk. That is how you can actually start to enjoy these interactions for what they are rather than for what you think might be or any terrible imaginings you might come up with.

That’s how we can shift our perspective. I know what it is and actually discover what it can be. The next thing we want to talk about, this next shift is putting rejection in its place. Get out your rejection. I've got to tell you I have been rejected by women in basically anywhere I've approached a woman, I've probably been rejected by her. That’s just going to be a fact of life. Nick likes to teach that 60% of the response you get from a woman is what's going on in her world, 40% is what you do. I think that’s very true. Rejection is really not that bad and I think there's a line from William Shakespeare that I love. It says that our present fears are less than horrible imaginings.

Your mind is able to create things, your imaginations creates things that are possible, that are much worse than your present situation. Your present situation
can be like loneliness. It gets me to a point where I'm like, screw this. I don’t want to be lonely; I don’t want to go home by myself. I'm not going to let my imagination own me, I'm going to own my imagination, I'm not going to let it control me anymore. You’ve got to be able to take some risks in this. I've been an entrepreneur now for the last 10 years, I've been close to bankruptcy more than once, I've been close to six figures in debt. Rejection in the world of women is like going bankrupt in the world of entrepreneurship.

It’s almost a rite of passage. It’s something that you just accept as part of getting better. What I'm just going to tell you right now is you're going to get rejected. Maybe I'm the first person to tell you that, maybe I'm not but you're going to get rejected by girls. Here's the key point, is there are going to be some girls who don’t want to talk to you and that’s fine, that’s totally OK.

There's going to be other girls who you screw up with. I think that’s what really gets people afraid, is they're like, I don’t mind if a girl doesn’t want to talk to me, that’s OK. What I really don’t want is, I don’t want to go and approach a girl and then feel like I'm letting her down. That’s definitely happened for me. Where I've like, I felt urges, I'm letting this girl down, I'm talking to her.

I walked up and everything was good and now these girls are looking at each other like what's this guy saying. I'm thinking, what the hell am I saying? This is retarded. Well I'm not this dumb. I finally came up with something that after enough times doing this, I finally came up with something that I said, which is basically this, I’d look at the girls and I realize since I'm going, I’d be like, “Hey listen guys, I've got be honest. I'm not actually this weird in real life. For whatever
reasons, it’s been a while since I’ve gone up and approached any group of girls. I’m just feeling really awkward right now. I just hope you can deal with that. Sorry, what’s your names?” they’ll say it and I’d be like, “Cool. Well listen.

I’m going to …” I introduce myself and then I’ll say, “Listen, I’m just going to excuse myself right now and maybe we will run into each other later tonight and maybe we won’t. In any case I hope you guys have a good one.” Usually they giggle about that because they realize that I realize that it’s not going well. By even realizing that, I’m putting myself in a position saying, “I’m actually a normal guy, but this is not going as it should.” What will happen after that is nine times out of ten, they’ll continue to give me eye contact and they will want to look at me. Then the next time I approach them it’s actually a warm introduction. I’ll say something like, “Hey guys did you see that weird dude who's walking around like, he's just been really weird with girls.

I think his name is Christian.” It’s obviously me and they’ll kick out of that and I’ll just go back into it. Then I’ll start asking them questions. We’ll get into all that structural stuff in the next few lessons. For now I just want you to understand that’s a go-to phrase you can use when you are seeing the conversation falling apart. More broadly when you're getting rejected, I want you to understand something. There's a goal behind putting rejection in its place. One of the goals is to harden you. You’ve got to toughen up. If you can’t take rejection with a woman, there's going to be times in your life when you get rejected. It’s just important that you be able to deal with this.
You’ve got to toughen yourself up. I want you to join the ranks of the men who have fought through this rite of passage. There are plenty of men who have gone out there, who have gone and approached a lot of women and he say, “This is all part of the game of life.” you're joining their ranks when you put rejection in its place and you say, “Hey, I know I'm going to get rejected, it’s OK, it’s all good.”

Finally to use a simile or metaphor whatever, diamond mining is a messy business. If you're going to be looking for a diamond in the rough which I equate the search of that one true woman to be, you're going to have to get your hands dirty, you're going to have to get in amongst the mud, get in amongst the dirty carbon and its going to be gross and its going to be cold around you and you're going to cough sometimes.

The point is, finding that diamond in the rough, its dirty business. Sometimes you're going to be chipping away in one direction, there's going to be no diamonds you're going to have to look somewhere else. Hey, accept this is part of the game. How can you actually create this shift? Well a lot of the stuff that we've talked about will help you. The one thing that I want you to realize is 95% of people in this world have the same fear and that is if they're going to be exposed. What are they going to be exposed off? That I'm bad with women. Now this is ridiculous and the funny thing is, that 95% of the people in the world can’t be bad with women, otherwise there would be no guys who are getting women.

There's a lot of them who don’t work to get better, there's a lot of them who don’t buy programs on this, who aren’t going to be watching this right now and that’s their loss and that’s your gain. I want you to understand that a lot of
people, a lot of men, even men who, they have no idea the dating advice exist
and they probably wouldn’t pay for it if they could, they think that they're bad
with women too.

I was just in Mexico a few weeks ago and I was talking to my scuba diving
instructor down there. He’s like, oh yeah I'm not great with women. This is a guy
he's never even heard of the dating advice community but he has the same fear.
He says, yeah I want to see women and I want to approach. I feel like I'm just
worried about, I don’t want them to find me out.

What you're basically discovering is what it is. You and she didn’t work and maybe
it’s you and she didn’t work in this moment, maybe it's you and she will never
work. If you use my little golden parachute maybe you and she could work again,
five minutes, ten minutes from now. When you get rejected, when this happens
to you, you just got to laugh at it.

There’s no other way to deal with it otherwise you're going to go nuts. You’ve got
to laugh at it, you’ve got to laugh at it and join the company of every other man in
the world who’s ever done a cold approach and is been rejected. Believe there
are a lot of us and you join our ranks every time you do a cold approach and you
get rejected and you just grow a little bit. It’s all good, it’s all part of the process.

What I really want you to take away from this is I want you to care more about
having fun, enjoying yourself in your life, in your day-to-day when you’re walking
down the street and seeing a woman that you like and when you are out of the
bar and having fun with your buddies, you can be cool with stuff, hey whether it
goes well or not, at least you gave it a shot.
Her response is really don’t matter in the string of life and the long life that you have in front of you. just care more about having fun, that’s what putting rejection is and the shift is all about, hey there's rejection, you know what, I'm just going to have fun with her one way or another. If it happens, it happens, oh well. That’s what putting rejection in its place is all about. The moment you can start thinking like that, stuff is going to get a lot more fun for you.

All right, on to the last shift that we are going to have here. This shift is all about feeling you get and it’s what I call the killer instinct. It’s really about taking your desires and using them properly. The killer instinct is the summation of your desires. Any guy who I see who’s really good with women, he's got the killer instinct. Maybe you’ve been around the guy who has got the killer instinct because what I can promise you that this is what happens. If you try to go up and talk to him while he is talking to a women and super engaged with her then he’s, you are not even a register on his radar. He’ll be, yeah, one second. I remember this when I didn’t know how to approach women.

My buddy who actually as I sit down to record this, I just found out he's getting married like a week ago. I remember years and years back in college and he was talking to this girl, the girl who he is now about to marry and I wanted to say good bye to him. This is when I kind of suck with women but I was good with business and he was in the business school, so we were buddies. I walked up and I’m like “Hey dude, I’m going to leave now. I just want to say good bye.”

He didn’t even see me. I'm like and I move more into his vision and I put myself next to the girl. “Hey dude I just want to say goodbye and like if there's anything.
..” He like, “Yeah, yeah, I’ll catch you later.” He had the killer instinct, OK. He was locked in, he’s like a hawk on his prey. For some men this comes from their dicks, for some men it comes from the hearts, for some men it just comes in from a sense of purpose.

If you play video games maybe you have experienced this. This is easier in video games than real life. I remember times like when you are playing super Mario 64 and be OK, yeah, there’s a start, got it, got it good. Part of the it comes from competency, it comes from knowing that you’ve got a focal point in mind, you know where the end is. Part of it comes from just allowing your desires to not be hidden and to say I know what I want and I’m going after it.

What is the goal of killer instinct? Why do you even want to allow this part of you out if you have been a little bit of a wimp before about it? Well it’s to show her that you are different. It’s to elicit arousal in her. This is the stuff that when you get it and when you get good at it, it just fries a brain circuit inside of her and she is like oh, this is a guy who hooks up with girls. He wants to hook up with me. I want to hook up with him too.

It’s definitely something that is worth developing. It’s going to be something you develop over the course of the next four weeks and well into the future. How do you develop the killer instinct? Well the first part of it is just being utterly comfortable with your desire. Sometimes you will see girls you will be like, oh my gosh, she's so hot. You will think to yourself I don’t deserve her or I don’t get her whatever.
It’s a complete 180 from that. Seeing a girl who you think is really hot and you will be like I am going after her. This is it. If you have seen Top Gun, it’s that scene when Tom Cruise walks in the bathroom, has just like looking at her. There's another great scene, you just see it in his eyes. He is standing there and he’s at her house and he’s leaning up against the wall like this and he is looking at her. You can see the look at his face.

He looking at her is like I am going to have sex with you later. It grows on me that though. A girl did that for a little while, she described in the look. If you have ever seen Unbreakable, I talk about the look in Unbreakable. A big part of the look, the killer instinct, is like I know a secret that you don’t know and I can't wait for you to reveal it, but I’m not going to pull back the curtains just yet.

How does that play out or how does that work? It’s kind of looking at her like you’re allowing her to talk to you, you’re talking her, you’re taking things slowly because you already know where this is going to go. Your desire has already determined he’s like yeah. It’s this look in your eyes that you know something she doesn't know and she wants to discover it. It’s like you are telling this little secret story. You can do a lot of non verbal stuff.

Again we are going to talk about non verbal in the next module. You can slow down, you can allow for slightly uncomfortable moments where you're praising her. Again this all has to be calibrated; this is something that you’re going to have work on. Its best worked on in a coaching environment but certainly it’s
something that you can practice in a mirror. If she says something, she is like I live on the Upper East Side. You go, “OK, cool. How do you like the Upper East Side?”

You see what happened with my face there, I'm not trying to rush in anything. She sells something, I am like OK, cool, how do I know Upper East Side? You can see that secret and I’m looking at her and she’s like, what is he thinking, what is the secret going in his head? There is a real creepy way to do this and there's a good way to do this. You can wink at the girl that's one of the little thing you can do and don’t do this right at the start.

Don’t wink at her right away unless its cheese ball and we will talk about non verbal appearance next week. Maybe a little bit on the conversation. You can have something conspiratorial going on with her, give her a little wink like yeah. This is funny. The way that you do this without being creepy about it, is that you use disconnects properly. This is something that we talk about in Fearless, it’s something we talk about on Unbreakable.

The disconnect is basically where you remove your energy from her, you remove your attention from her. Let’s take that Upper East Side example. She says, “I live on the Upper East Side.” You go, “Upper East Side, how do you like it over there?” Now she is OK,, she a little thrown off, she is like is this guy creepy, what's he thinking about?

She starts talking little bit and may be you let shoulders wind a little bit this way and you look back at her, let your attention wander and then you come back and
you are like, “Oh yeah, yeah, cool.” Then you come back in and then you can really be warm and engaging. “Yeah, cool, I really love it out there. I used to do some volunteer work up there. Yeah, anyway ...” Then you’re back to into it. The point is that the killer instinct is something that is not the whole part of the interaction but it’s something that you throw into the interaction and it’s really your desires coming out.

I’ve talked about this in other forms. When I'm out on dates sometimes if it’s going really well, then I am giving you an example of killer instinct. If it’s going really well, let’s say I’m sitting across the table from her and she is in the middle of some story about ... The last time I remember this, as I was talking with a girl and she is in the middle of the story about how she really liked the TV show Friends.

This wasn’t a deep story, it wasn't something like it was rude for me to disconnect from her. I started to disconnect and just wondering as she is talking and I listened to her trail off. She trails off and I came back to her and I was looking to her like this and she said and I was like, I was just thinking about like something fun that would be fun for us to do together. She like, “What's that?” At that point I just got up, I leaned across the table, I started making out with her and I stepped back and I was like, “I can’t tell you just right here.” You should have seen the blood rush to her face and she was so excited and nervous.

The fact that I disconnected and I brought my attention away and then I came back and was looking at her with these eyes of desire and passion. I express
myself and I bring it back. That's the killer instinct and one should be able to bring that interactions very early on because that's what is going to set you apart. That’s what is going to make the girl feel like this guy is different.

A lot of this with your eye contact and with slowing things down and just allowing there to be space for your desire to come through. What' the enjoyment part of this, what the fun part of it this? Well I want you to enjoy they way you desire towards women makes you feel because you can suppress it and be like no don’t come out, I don’t want you around, stay away or you can say you know what this makes me want to pursue her.

This makes me like... this excites me like... this is going to be something good, this is exciting. It goes back to your manhood. It goes back to that feeling of anxiety and arousal . That's what the killer instinct is all about. When you feel that, when you see a women you are really into I want you to allow that to come out. I want you to allow that to something that is every now and then expressed in a way that she can feel. It’s not stated and you have lot of unexpressing too.

Alright almost done with this week and we’ve gone through this mind set shifts and we have talked about what's going to work. We’ve talked about what's not. The last time I said hello a lot of it was not quite as profound is what we just talked about. You’re welcome to go back to previous week one and look through it but as I think about module one versus this module one.
This one attacks level stuff a little better and it give you way of looking at the world and shifting n your prospective that's quite different than the first time that we recoded this program. Actually very little came over from week one into week two. Here's important thing is with all I said where you are going a long term.

I mentioned this earlier none of this is going to matter if you are not the man who you want to be. Your approaching anxiety, your feeling of imposing upon her, your feeling of being a bad ass. If you’re not really the man who you want to be. If you don’t feel like when you step up like she’s about to win a prize then none of this is going to matter. I mean that phrase being a prize its being around the community for a long time now but you really got to be the prize.

Being the prize means a guy who feels totally awesome about his life who feels he can have women in it who is just cool with who he is. It’s about being in an environment that you enjoy. Having great people around you who you love. All of this stuff is important. Being the prize is important. Being in the environment that you love, having great people around you that's all critical but here's a key point all none of that matters if all that stuff that we just discussed is not there too. I work with guys who are the prize. They are awesome. They know they’re the shit . They are great but they still have terrible approaching anxiety because they have got these sorts of issues that I just brought up here and they’re holding them back.

Being the prize is important one knowing your worth is truly important is truly a long term thing. What we just talked about now those things are absolutely going
to get into the heart of the approaching anxiety, of fear. They are going to have you having a lot more fun in your interactions. I gave you a lot of different perspectives but there is one goal and that is to enjoy yourself. To enjoy yourself when you are talking to women, to enjoy the process of getting to know them and eventually enjoy your way right into the bedroom and into relationships and beyond. The homework that we are going to give you is going to be focused on conditioning you have fun, to be light hearted. I obviously hope that you take it seriously. I hope you really enjoy it and we will catch you with the next lesson. For now checking out I’ll talk to you soon.