



# **Approach Anxiety Annihilator**

**3 KILLER Strategies To  
DESTROY Your Fear Of  
Approaching Women**

**Carlos Xuma's**

**R.E.A.L.GAME**



Have you ever felt like walking up and meeting a beautiful woman is the most difficult thing in the world to do? You're not alone.

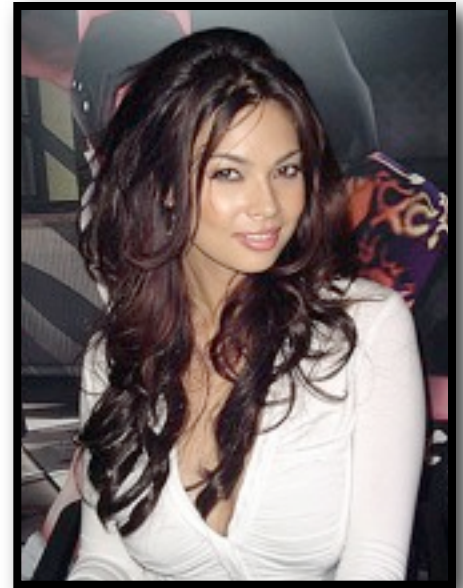
Here is how many guys describe the experience of "Approach Anxiety":

*"I can't approach women... My mouth turns to mush."*

*"I feel like I'm paralyzed. I can't even start walking towards her!"*

*"I want to say hi to her, and I know the fear is irrational and stupid - but I just can't do it!"*

*"I'm frozen to the spot..."*



And there are many other symptoms.

I'll bet you've experienced something like this, too, huh?

I've gone through all this, too - the paralyzing fear of walking up and talking to women. And I wanted to share some of my realizations about **Approach Anxiety** here in this ebook that will help you get past it.

I call these my "**Approach Anxiety Realizations**" - and when you really take a little time to think about these realizations, you'll find that you really will make fast headway to get past your own anxiety and fear.

**Approach Anxiety REALIZATION 1: Approach Anxiety's source is both cognitive and "built-in" (AKA, automatic.)**

We are afraid of strangers for a variety of reasons, many of which were installed in us by well-meaning parents and such, as well as stuff that may or may not be instinctual and evolutionary.



The fears that were taught to us by others are - I think - the bigger sin.

Do you remember or hear of "Stranger Danger?" That's the well-meaning but misguided attempt to keep our kids safe by giving them instructions on how to avoid the creeps out there.

The reality is that well over 50% of all abductions (some say as much as **70%**) are done by *relatives* and *people the kid knows!*

So in trying to protect our kids, we make them paranoid of natural socialization and further stunt their growth.

As for the evolutionary or "natural" fears of strangers... I don't hold much stock in them. Why are so many people so naturally good at socializing and approaching?

I think labeling approach anxiety as an evolutionary survival mechanism robs us of our ability to leave it behind.

**Approach Anxiety REALIZATION 2: It doesn't matter WHY we have approach anxiety - all that matters is a way to get PAST IT!**

I hear a lot of theorizing about the apparent causes of approach anxiety, as I'm sure you have.

The bottom line is that WHY is irrelevant. It's like getting caught up in what I call the "therapy trap." This is where we feel an emotional reward for realizations about our past by digging into our childhoods with a therapist. We get the positive juice of an "a-ha!" moment, but no new skill to move on and change it.

When it comes to winning the inner game of approaching, RESULTS are all that matters. (Everything else is just cotton-candy "feel good" nonsense.)

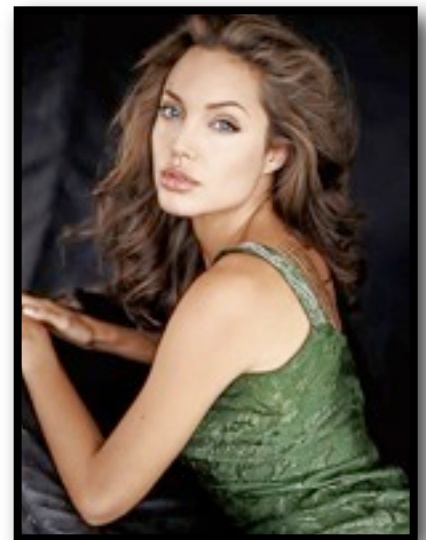


**Approach Anxiety REALIZATION 3: Don't give your Approach Anxiety more power by making it seem like a phantom menace!**

It's easy to fall into a trap of making our approach fears into an angry looming demon that has the ability to paralyze us and doom us.

The first step in overcoming approach anxiety is turning your approach anxiety into a cartoonish character - a buffoon that you can laugh at and shut down at will. (This touches on Realization 5 below.)

When we personify a fear, we take away its ability to control us.



**Approach Anxiety REALIZATION 4: Don't seek to FIGHT your approach anxiety. You only give it strength if you do.**

Humans tend to identify with our struggles.

The things we fight against become our identity because we lack the passion to pursue a nobler path.

Don't get caught up in the "fight against" approach anxiety - or anything based in this negative adversary approach. As we learn from NLP and other areas of psychology, you only give more power to the thing you fight when you do this.

To overcome something, you must become a rallying soldier FOR something positive that gets you to your goal.

You don't fight fat - you join up with the skinny.

You don't fight against illiteracy. You support reading skills and literacy programs.



In the same way, you don't "fight" approach anxiety.

You pursue open, curious social behavior - and genuine interest in other people.

That has been my single most effective tool in overcoming this thing we call approach anxiety.

You pursue open, curious social behavior - and \*genuine\* interest in other people.

*(Yes, I said that twice for a reason.)*

**Approach Anxiety REALIZATION 5: All approach anxiety can be overcome with COGNITIVE (thinking) methods.**

That's right. I haven't seen a case yet where a guy couldn't get over his anxiety by really breaking down the fear and stomping that bitch into the dirt.

Mind tricks and other flashy techniques are used as "**get confidence fast**" schemes, but rarely work. All success I've ever seen has come from the person who had the balls to dig in and get dirty - do a little **WORK** to think it through and poke as many holes as possible in this nebulous approach anxiety.

**"Thinking is the hardest work there is, which is the probable reason why so few engage in it." - Henry Ford.**

But you know what? **It's not THAT hard of work** with *the right teacher*.

And you **WILL** have to do this work someday. Do it now before you atrophy.



**Approach Anxiety REALIZATION 6:** The easiest way to get rid of approach anxiety is to *create value for other people*, instead of trying to GET.

Most of a guy's approach anxiety is created because his motives are against his result.

He wants to GET a phone number, GET a kiss, GET a date, GET laid.



We're a bunch of "me-monkeys" out there looking for a reward.

Not that you can't get what you want, but that shouldn't be your first item on the agenda.

Instead, when you go into an interaction and want to start creating value for a woman - with no expectation or need of return - your approach anxiety **DISAPPEARS**.

If I told you that you are going to walk over and tell a beautiful woman that she has just won the lottery - and YOU get to hand her the big check for a million dollars, would you not be excited about

that?

Wouldn't that be **COOL?**

You'd be *thrilled* to bring that joy into her life and be the one to go tell her.

You'd be positively **motivated** to go talk to her.

And yet you're deathly afraid to go over and say hello to a girl even though...



...

(- wait for it -)

...

**What you have to give her as a MAN is worth WAY more than a million dollars!**

Really think about that last point I made. It's a big deal.

You have invaluable and incalculable value to her - as the man that brings fun, wild sexual escapades, adventure, and all kinds of cool stuff into her world.

Turn off the TV or the X-box for an hour or so and meditate on that and I guarantee your life will **CHANGE**. I mean it.

I know, I know, you're saying to me: "Carlos, it sounds so simple when you put it that way, but when I get in front of another person, my anxiety appears anyway."

This is because we lose focus and we forget that state of experiencing how valuable we are, and we start subconsciously going back into "GET" mode.

**Getgetgetgetgetget...**

***Gimme gimme gimme gimme....***

There are other issues in there, but again, all can be overcome when you get behind your own value and start distributing it to other people.

When we're selfish with our value, we fall into scarcity mode, and our anxiety about our value to other people keeps us from connecting. And the anxiety returns.





Again, I know that some of what I'm saying here sounds like an oversimplification of the fear, but that's *\*exactly\** what we need to do more than over-complicate it. When we make approach anxiety all complicated, we're just trying to create more excuses not to overcome it.

Forget cheap pickup tricks to cover up and gloss over your fears.

**KNOW** your value, build your value, and then **GIVE IT AWAY** to everyone.

I defy you to feel anxious when you're fully engaged in living a life of supporting your own value - and distributing your ability to give.

**Now, in the rest of this book, we're going to cover 3 strategies to get you out there and working past your approach anxiety.**





## Approach Anxiety Strategies



The most important thing you can do about your approach anxiety is to not sit around all day thinking about it.

It's a funny little psychological thing, but humans love to sit around and bitch about the things we can't change.

Why?

Well, we're all naturally a bit lazy.

As shocking as that is to say, I'm sure it's nothing new to you, is it? It's a natural part of being a human being.

So we love to bitch about those things we can't change because we know we won't have to DO anything about them.

Can't change the weather.

Can't change the economy.

But you know what?

**You CAN change yourself.**

And contrary to most pop psychologists out there, it's not as hard as it seems. It just takes **SKILL** in learning **HOW to change**.

You see, most people don't get better at the things they want to change because they haven't discovered the secrets of **HOW** to change. They try with old, antiquated strategies that just don't work. We spend more time learning a new game on the Playstation than we do at learning how our "inner game" works.



The key here is to find a way to overcome that natural need to sit still and whine and get our asses into gear. I'm assuming you've read this far because you realize that this is something you need to do.

Most often, we don't do anything about our situation until we hit what I call a "pain threshold." This is the level of pain where you finally stand up and scream "NO MORE! I'm sick of this!"

We all have a threshold of pain in our lives. It's higher or lower depending on the situation. For example, I see guys take WAY too much shit from women, more than they'd ever take from a guy.

When it comes to approaching women, you've always got to have that lingering mad-dog energy of "I'm not going to wuss-out! I'm **DONE** with that!"

Feel it's boot kicking you in the ass.

Until you find the pain of sitting home alone every night and beating off to Internet porn as being **COMPLETELY UNACCEPTABLE**, you're going to continue to do it.

So the key is to LOWER (not raise) your threshold of pain so you're moved to action sooner, not later - at a crisis point in your life.

Let me also explain one more theory about change:

You're changing right now. Whether you want to or not.

You change slowly - every day.

Usually, we change slowly in **bad ways**.

You ever wake up one morning, look in a mirror and say, "Holy shit! I've put on weight!"

Or you go play football with some old friends and you find yourself wheezing on third down. "Man," you whimper, "I'm out of shape!"

Or you look at your credit card bill one day and your eyes get as big as Grade-A Extra Large eggs... "Holy crap! I'm in debt!"

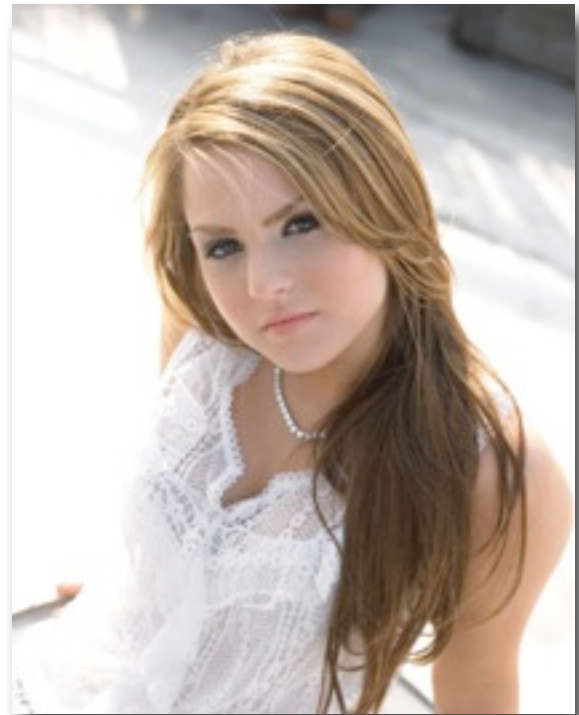


How'd that happen?

**NEWS FLASH:** This stuff didn't happen" when you recognized it. It happened a little bit at a time, when you were ignoring or forgetting that you needed to keep an eye on your diet, or get to the gym more often, or stop buying crap

Yeah, I hate to be Captain Obvious here, but it's true. We LET these things get out of control. No one snuck into your bedroom late at night and hypnotized you. There's no conspiracy going on.

And, unfortunately, to compensate for these slow changes, we end up having to make a FAST change when we hit that pain threshold. Which ends up being a bit more painful than if we'd just kept our eyes on the situation in the first place, right?



So I'm going to give you 3 quick and easy ways to start getting over your approach anxiety **RIGHT NOW**. None of them are painful (well, one of them is prickly but *very* motivating), and **all of them work**.

But if at any point in this process you find yourself starting to backslide and weasel out, make sure you go back to Strategy 1 and repeat it again and again until you feel so shitty that you **HAVE** to do something.

*That's the point.*



Oh, and one more thing I've learned, and I think you might have, too.

If you try to make a sudden change in your life, just like whipping the steering wheel over in your car, you're going to freak out, lose control, and probably crash this thing.

If you expect sudden, overnight instant success with women you're wishing upon a star, right?

I mean, please, be **BRUTALLY** honest with yourself here. We all want overnight success, overnight muscles, overnight weight loss, overnight wealth...

The list goes on and on.

Don't let yourself be the sucker looking for the "magic bullet" fix, where you chase down every false promise and wind up getting fleeced the whole way.

As one of my students so eloquently put it:

"Dude, if I'd put the stuff you teach to work right away instead of chasing all the false promises, and the smoke & mirrors, I would have only taken half the time to get better. All that time I spent chasing the 'quick fix' was time wasted doing the easy stuff that I **thought** was going to be hard."

Let's get right on to the three strategies you can use right now...





## STRATEGY 1: Motivational Turbo Charge...

The one reason guys fail to do the things they know they need to do is because they let themselves get comfortable in their discomfort.

In other words, they let themselves fall back into old habits and get “stuck” again when it becomes easier to live in the pain they got used to: No success also sometimes feels very similar to “no failure.”

Which of course is an illusion.

We mistake inaction as avoiding risk, which means no loss, which means no pain.

But that evil demon of change is **still happening in the background.**

For example, 90% of all people in the United States will wind up broke when they get to retirement.

Why is this, and how can it possibly happen in one of the most affluent societies in the world?

Is it because they were investing regularly throughout their lives?

Or is it because we spend more than we earn, and we hope that our kids or “Social Security” will take care of us?

It's because there's no **PRESENT PAIN** for us to feel. Our pain is all way off in the uncertain future. So we never get motivated to do what we need to do **now**. (I used to be a financial planner, so this is one I'm very familiar with.)

The same is more than true about changes we want to make in our habits and our social skills. No one likes pain - of *any* kind. In fact, human beings are “comfort seeking” animals by nature.



So what you need to do is give yourself a **motivational turbo charge**.

What is that?

Well, what I want you to do is get out a piece of paper. (You can even print off **this e-book** and write on it. I highly encourage you to do that, because you'll be more likely to pick it up and read it again. Do it 3 times and it will really stick with you...)

On that piece of paper, I want you to write down the top 10 ways that things will SUCK if you don't get this approach anxiety taken care of right now.

It will look just like this:

### **MY TOP 10 WAYS THINGS WILL COMPLETELY SUCK IF I DON'T DESTROY MY APPROACH ANXIETY**

And here are some examples:

- *I won't approach women, and I'll spend Saturdays at home watching CSI reruns...*
- *I'll resort to Internet porn and end up being an addict...*
- *My mom will keep setting me up with ugly chicks from her work...*
- *I'll never get laid...*
- *My friends will never stop making fun of me...*

You get the picture.

This is your negative motivator. I find that motivating yourself with pain is exceptionally effective since we are all very motivated more by pain than pleasure. Again, one of those natural psychological traits of humans.

Don't fight it - **USE it!**



Now, whenever you start to backslide, or you think that approaching that hottie is scary, just review this list and remember the pain you're in for if you *DON'T* do it.

Remember the pain of doing nothing instead of making it okay to fail again. As Wayne Gretzky brilliantly said: "I miss every shot I don't take."

You fail every approach you *DON'T* make!

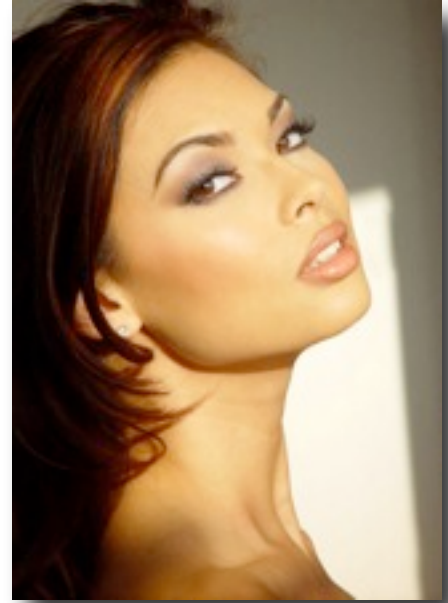
By the way, I find that having a wingman that you can share lists with is an **EXCELLENT** motivator. Neither of you will let the other fart around and make excuses.

It's all about **ACCOUNTABILITY**.

You may not hold yourself accountable, but you can do it for someone else, and they can do the same for you.

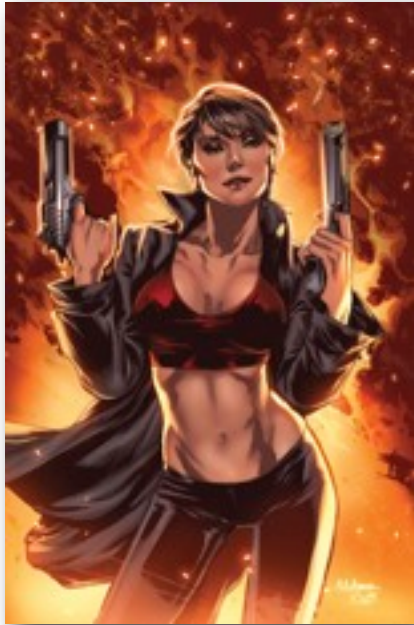
If you have a personal trainer to keep your ass motivated in the gym, you can bet that a buddy wingman can perform the same service.

When you have that done, move on to...





## STRATEGY 2: Hired Gun Acclimation Exercise



A lot of guys have a fear of approaching women for the response they might get. Oddly enough, I've yet to find a guy say that any actual rejection is as bad as he imagined it would be.

(In fact, women don't really have the ability to reject you. How can she? She doesn't know enough about you. Remember that.)

So let's take some of the sting out of it, and get used to interacting with women who can't reject you.

### Hired guns!

These are the women that work at stores - mall stores, boutiques, department stores, etc. - as well as anywhere she's selling or assisting selling.

They can also be bartenders at clubs.

Why do you want to strike up conversations with them?

Because they **HAVE** to talk to you! It's their freakin' job, man.

So go with the flow and talk to these chicks. They make easy targets to tease and banter with. My only condition here is that you don't try to get a phone number or push it too hard or far with them. Why?

**Reason 1)** You want to always walk away with a positive feeling. This is conditioning your nervous system that talking with women is no big deal.

**Reason 2)** It takes a load off your mind since you're not going to have an agenda beyond making her laugh and having a good time.

Work it and have fun with it.





Plus you'll have a ton of social proof if you're friends with the staff and you find a customer you're interested in later on...



### STRATEGY 3: Hit & Run 50 Practice

This one is a **gold nugget**.

It's so easy to do, and it really gives **fast** and **powerful** results. And it's drop dead simple

This is where you're going to take your approaches and start racking up some real world experience with them.

You're going to make it a point to go approach and pay one sincere compliment to 50 women you see. And that's it.

No asking for phone numbers or dates.

Just give away a compliment to every woman you see. And it's even better if you do this with women that you don't find attractive. Why? Because then you're making your approaches equal opportunity, and you'll feel even better for having put a smile on a woman's face who might not be getting hit on as much anymore.

After 50 (actually probably WAY before that) of these you're going to find that walking up to women **completely** loses its weird paralyzing power over you.

**ESPECIALLY** when you are going up to her to give her something with **NO expectations** of a reply or return.

You simply walk up and give her a compliment:

"Excuse me, I don't mean to interrupt, but I just had to let you know that you have the nicest looking eyes I've seen in a long time..." And **IMMEDIATELY** start turning to walk away.



You don't want her thinking you're there to "hit on her" or make an uncomfortable pickup attempt. You're there to hand her a nice compliment and then move on. She should be saying "Thank you" to you as you're walking away with a smile and a wave.

It's this attitude of charity with your energy that you're working on, and you'll also get rid of any "in your head" weirdness by going through this process.

Most guys find that after only a few approaches like this, their approach anxiety completely fades.

Remember, approaching becomes fun again when you stop needing a certain outcome from it.

Your approaches **CANNOT** fail if you just keep giving away your energy.

Another side benefit of this exercise is that your self-confidence goes way up when you realize you are giving yourself the authority to let others know what is attractive or good about them.

You are actually **ADDING** more personal power to your inner game bank account when you give yourself the right to recognize others. It's a strange side effect most guys think is contrary to the "giving away" of energy. But it really does work this way. The more you recognize others, the better you feel about yourself.



There you go...

**Three ROCK solid strategies to get your ass off the couch and approaching women.**

These are the same strategies that I teach guys in the field, and they're also a sample of what I can teach you in many of my programs.

Before I go, I want to throw a special invitation your way...

I've got a quiz that you can take to get a free profile of your skills with women. I'm giving this evaluation away free to you so you can learn how you can get hot, beautiful women in your life.

My goal for you is to get your skills with women **OFF THE CHARTS** in the next 7 days, and this quiz will help you figure out where you are right now - and where you need to go.

As a special bonus, I'll even send you some more of my training videos and newsletters for taking the quiz.

Click this button to get started, and I'll talk to you soon...

Your friend,

*Carlos Xuma*

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