

Carlos Xuma's Natural Attraction Blueprint



Reference & Content

WEEK 1...

Black Belt Coaching Week 1 Audio 1

Alright, it's time to wake up. I remember this scene from *Wall Street*, there is this scene where Gordon Gecko calls Bud Fox from the beach on his property. He is walking out there on the beach in his bathrobe and he calls up Bud Fox. And Bud answers the phone and he is like 'Who the hell is this?' you know it's Gordon Gecko of course, he is here on the phone, and telling him, 'Get up buddy, wake up. Money doesn't sleep, you shouldn't be sleeping either. You need to get off your ass.'

You need to get out there and you need to get working. You need to get cracking. You need to get some passion and fire under your ass to get going.

And I like that scene, because at the time Bud's kind of like 'Okay, whatever.' And then you see him gradually turn into a bit of a workaholic mess. But at the same time it is motivational in a way. Because of the way he gets called by Gordon in the morning.

And I kind of imagine that happening to me, that somebody calls me up and says, 'Wake up! Get going, get moving. You've got something to do. You've got things you need to be working on. You've got to get your ass in gear, you've got to get things going.'

And that's what I want this to be for you right now. I want you to get motivated, right now, to get your ass up, out and at them!

I mean how long are you going to settle for not getting what you want out of life? How long are you going to wait? How long are you going to let the kind of results that you want elude you? How many other guys are going to steal your girlfriend before you finally get off your frickin' ass and do something?

Oh does that sound harsh? Oh I didn't mean to hurt your feelings. Hello!

Come on man, we all need that drill instructor to give us a swift kick in the ass when we're not doing what we know we need to do. That's the reason that DI's are so important in the military, it's because they know how to motivate guys, to get it done. And you know what, they don't do it with sweetness, they don't do it with 'Oh, pretty please, would you go and run five miles with a backpack on?'

No. They kick your butt, they break you down and they turn you into a well oiled machine of death, for lack of a better term. But at the same time these guys are also incredibly disciplined individuals. I heard a great quote that I want to share with you. And that is:

'You can either live with self-discipline, or you can live regret.'

And if you think about that it's very true. Until you finally tap into that energy in your life that gives you reason for being, or as the old timers say, that piss n' vinegar that you've got inside of you, until you find it, until you tap into that fire, that power, that passion, that purpose, you're basically just one of the walking dead. We have got about, oh I don't know, maybe four or five billion of them on the planet. But at least, I like the thought that there are maybe a billion of us out there that are motivated, that want to do something better with our lives, that want to improve, they want to go after the things that we want in life. I know that's you.

So let's get off our ass and do it.

Now I'm going to cover some more information here that I did not cover in the video. It's good stuff, this is stuff that you can just put on your iPod and play with you when you're on the bus, or in the car, wherever you might be. And we're going to cover some details about what we're going to be doing over the next four weeks. Since this is week one I want you to recognize that we are in the starting process, we're trying to break down a lot of the cognitive things that are going around in your head; that are stopping you from going out there and approaching women.

The number one thing that is probably stopping you from doing it is that you let your imagination let run wild. In other words, you don't have a good rein or control over your own thinking. And maybe that sounds large too, but hey, tough shit. Let's get past it, let's move on.

You feel this anxiety in you because you're letting your imagination run off on its own. And your imagination, your thinking creates your emotions. I want you to think over this for a second. It's very important. You don't experience an emotion just out of the blue. It doesn't just pop in your head. You feel it because of certain thoughts that stimulated that emotion. If I think about my girlfriend screwing some other guy I feel jealous. If I think about some guy stealing my car I feel anger. These are the things that trigger the emotions inside us. They don't just jump out of nowhere. They're not like popcorn exploding in our head. They come from what we think about.

And it all comes down to self control, control of your mind, controlling your thinking, stopping yourself, being able to stop your own mind. And I want you to think

about this for a second: what kind of a man can't even control his own mind?

Think about that for a second.

Your thoughts, everybody has thoughts, right? Your thinking, can you control your thinking? Of course you can. You have got to take responsibility for that and you have got to start doing it right now. You can do it my using meditation, you can do it using some of the tricks and techniques that I talk about in the program here. The important thing is that you do it.

Now for you guys that need a little bit of coaching and guidance and how to do this, I'm going to give you an exercise called 'Grounding'. It's a technique that's especially effective when you have overwhelming physical symptoms of anxiety or if you're just having difficulty in calming yourself down, or even using some of the cognitive in thinking techniques, because basically you're in anxiety mode. It triggers so quickly you can't control it.

From a sitting position just feel into your feet, in other words, sense the sensations of your feet resting on the floor or on the ground. Notice how the soles of your feet feel as they rest inside your socks in your shoes. Or if you're barefoot notice how the texture of the skin feels against the texture of the rug or the floor below you. Feel how the floor is supporting you and holding up your feet. Now sense into your seat, i.e. your backside, the butt as it of course meets the chair, the backs of your thighs touching the chair.

Notice how your seat sinks into your chair. If your chair is soft, notice how its cushion envelopes the backs of your back and your butt and the whole backside of you. If the chair is hard notice the sensation of hardness against it. Sense it. Feel your body in contact with it. Sense into your hands. Where are they? Are they resting in your lap? Feel that. Notice all the sensations. Are your hands heavy? Are they light? Do they feel warmed? Do they feel cold? Are they dry? Are they moist? Notice the difference between the texture of your skin of your hands, and the fabric of the pants that you're resting them on, or even on the arms of the chair.

Sense into your back, the support the chair is giving you. And then finally sense into your own breathing. Now you don't have to do anything about the breathing, just notice it. Breathing exercises are good, but right now we are just

watching it, we're feeling it. Notice every sensation of inhalation and exhalation. Feel the air as it goes in through your nose, down into your lungs and then back out again. Feel how your chest and stomach rise and fall with every breath in and out.

Now I want you to practice this several times a day. First of all you can do it in quiet settings, then you can get into just getting into just doing it on the bus or doing it in the car, anywhere that you happen to be.

The point here is that you're taking into yourself out of your head and into the physical sensation of your body. So it's a very quick, very simple way to do it. All you have got to do is focus on it. This is really important for you to notice because most anxiety comes when we become detached from the physical world and we start going up into our heads. So get yourself out of your head and then back into the real world.

Now I do have to throw in a caveat here. If you have any treated psychological disorders or any kind of need for therapy, or if you have extreme symptoms of any psychological nature, then of course your first obligation is to seek professional therapy for this, or professional counseling of some kind, or see some kind of doctor. I'm not a doctor, I do not profess to be so. And you should of course go to see a real doctor if the symptoms you're experiencing go beyond the normal, go into extremes.

Because that's your first focus, the whole approaching women thing is secondary to getting that under control because that's where the current problem lies. If you're ignoring something that's sitting right in front of you and you're just trying to jump out there and get some quick fix result, hoping that a woman is going to make you feel better about it; well, let me tell you my friend, it doesn't work that way.

So take care of the big step first.

Now I am assuming that most guys do not fit into that category, so let's go on. Something else that you should recognize is that almost without exception your imagination will always win out over your willpower.

Without exception your imagination is almost always going to beat your willpower. If you imagine that you're going to be socially anxious or feeling approach anxiety when you walk up to a woman, or you're going to feel

awkward in any way, you will be anxious and awkward. If you imagine a situation that has this inevitable effect of realizing itself in the real world because your mind controls your thinking, your moods, your emotions, and therefore the rest of you, that's why control of your thinking is so damn important.

You know why insomnia hits us so hard and is so frustrating, it's because when you can't fall asleep it becomes a self perpetuating cycle. You start to imagine what? That's right, that you can't fall asleep.

You imagine the fact of 'Oh my God, what if I still can't fall asleep in a few more minutes? What if I can't fall asleep in another hour? What if I can't fall asleep the rest of the night?'

Your mind is going through all these permutations and that imagination becomes reality. Now there are some positive uses of your imagination of course. And the three that are most common and most important for you to use:

1. Imagining your goals. Imagine your goals. Imagine what it is you want. Imagine yourself in the situation that you want to be in.
2. Imagine yourself, and using your imagination of course, to increase the sensation of relaxation, using your mind to relax your body.
3. And then finally being able to rehearse social interactions. This is the rehearsal I talked about in the program, the autogenic programming, which is basically mental rehearsal.

This really does work effectively. And I'll give you one small trick here that you can use. It's actually pretty damn effective if you put it to use. And that is, really work yourself into, using your imagination of course, work yourself into the belief that you are James Bond. Now I know that every guy out there has seen a James Bond movie at some point or other.

If you have not seen a James Bond movie – let me tell you right now, turn this off, go watch some, then come back. I've taken care of the 0.0001% out there the rest of us can go on the James Bond movies, I remember watching when I grew up. They just inspired me so much to see him and how he interacted with women, and just his overall confidence, the way he approached everything. And James Bond for me was a role model.

Well, you know what, you can use this. And I have used this before too. I have been out, I have been feeling a little bit awkward, a bit uneasy about talking to women, that's when I switch into 'Okay, what would James Bond do? What would I do if I were James Bond? How would I feel right now? How would I approach it?'

This is the creative use of your imagination to put yourself in the shoes of a hero, or somebody that you believe has the power that you don't. And you can basically imagine yourself into that role, it's actually a very cool way of doing it. It can be a mythical god or a hero from a book, television shows, movies, might even be cartoon characters, or private heroes that you have in your own imagination. But one of the best ones I found is of course James Bond. Because let's face it, he is the epitome of what a lot of guys want to be when it comes to attractive to women.

Imagine yourself playing the role, imagine yourself having the same body language, imagine yourself being in a situation. Play pretend. This is constructive pretend that will put you in a situation where confidence will gradually fill inside you. This is a very valuable technique and I highly recommend you use it, especially when you're out and about. It's not one of the ones I suggest using only at home, for that I recommend you stay basically in the autogenic training mode, when you go out, when you go into bars, you go to clubs, you go out just meeting women and just parties or in bookstores or in coffee shops, wherever you may be you can easily switch your mode of thinking, change your state with a little creative imagination.

Now I want you to also get out your journal, get out a piece of paper, get out something right now, we're going to do a really quick exercise. If you're listening to this while you're driving of course, please make sure to make it a point to go all the way through and then come back when you're not driving or not otherwise preoccupied, so you could do some of the things I've talked about in this program. Right now get out your journal or whatever it is you're going to keep track of some of the progress you have been making in this program, and I want you to do a couple of things on paper.

Number one is, and I will repeat this in the list of exercises you need to do. Number one is I want you to make a list of your qualities. In other words the things about you that are most positive, the things that you consider selling

points. If you had to create a sticker for the inside of your car, if you're pretending you're a car and you're putting a sticker inside, what would you put on that sticker to sell that car? Or what would you put on your resume, if you're going to put a resume in front of a woman. Or how would you really what I call quantify those parts of you that are the best parts of you?

That's what you're going to do, you're going to make a list of those right now. I want you to make a list of as many as you can think of, and I mean really dig deep. If you have to do it you can do it temporally, meaning you can think back to your childhood, and just kind of march through your life and think of the things you've done and make a list out of that. Or you can just look around you, look at your house, look at your clothes, look at the things that you own, and look at the things around to stimulate your mind and make you think 'Oh yeah, I know how to play guitar', 'I know how to sing', 'I know how to take pictures', 'I'm an excellent photographer', 'I know how to edit video', all these things you can put down as being interesting and cool parts of you.

Now we're not going to use every single one of them obviously. What we want to do is we want to get a very big list to choose from. And that's why I want you to take some time on this. I want you to turn off the audio now, come back to this after you've listed at least – and I know this is going to sound crazy, but list at least 20 to 25 things, and if you can go as far as you possibly can. When you really run dry you'd be amazed to find some really cool stuff that you couldn't even think about later on, that you weren't even aware of.

Like I have some little stupid cool things, like I know pi to 50 places, don't ask me why. That's still in my head after all these years. I memorized it in 7th grade and it's still with me today. And I can do that on a moment's notice and you know what? It's actually kind of a cool thing to pull out at the right moment. So you do the same thing. What have you memorized? What is there about you that's cool.

And please don't sit there and fall into the 'Oh Carlos, there is nothing cool about me. I don't know why I'm doing this.' Oh come on dude, I'm going to give you such a bitch-slap, you're going to wake up the next week. Please don't even think that way, don't even start that way. Let's get on this thing, let's do it.

Put your pen to paper, think it up. Take as much time as you need, list as many things as you possibly can. I guarantee you 20, 25, no problem. If you can even go to a 50 or 100, you're a rock star man, get to it.

Alright, you back? Or have you just glossed through that saying 'Yeah, yeah Carlos, I know, I'll do it again later.' No, no, do it now. Do it now. I can wait. Turn off the audio. You're back? Are you sure? Did you it? Alright. If you didn't do it, you'd better go back and do it. Because this is really important. This is actually mandatory, because we're going to be building on this in the rest of the program. If you don't do that you're going to be feeling awfully lost later. And besides you still have to turn it in to me.

So after you're done with that I want you to circle the things on your list that you think are the coolest, the top three things that you think are the coolest things about you and that women should know about you. It could be anything. It doesn't matter what, I want you to circle those three things.

Those three things I want you to put into an email and send to me, or actually put it in with the rest of your work. I actually have it as part of one of your exercises, the one of the handouts that you have. You're going to make a list of these things, you're going to put them on paper. I'd like it if you printed out the one that I send you or the one I give you, because this is actually kind of a unique format. But at the same time if you just want to type it into a text document and just mail that back to me using the coaching form that you can always have access to, that's cool too. Just send that back to me. And what I want you to do is make a list again of as many things as you can think about yourself, selecting three primaries out of that, the ones that have total juice for you, the ones that make you go 'Yeah!' those are the important ones.

Maybe none of them make you go 'Yeah', but I still want you to find three that make you go, 'Huh, yeah, maybe'. Just think about this for a second. Which ones are important to you, which ones get you a little bit jazz, a little bit excited, a little bit motivated, feeling good about yourself? Those are the things that we want to use because those are personal and custom to you. And I will help you in selecting the best ones.

Matter of fact, the more I think about it, the more I think you should be sending me at least five to ten of them and

letting me help you choose the best of the best of those. So the exercises that I will tell you to do five or ten and make sure you send me those five or ten. I want at least five to ten cool things. At least five to ten cool things, that's what we're going to be working on. I'm going to help you pick them out and I'm also going to tell you what to think is cool about them, so we can start to pull them into your personalized blueprint.

Now the reason I wanted to guide you through that particular exercise in audio and not just put it on paper is because well, it's not just I'm just so much more entertaining in audio, but at the same time I want you to understand what it is I'm expecting from you because of the importance of that one exercise. That's really an important determinant, these are critical success factors that are going to get you performance when you approach women. And it's not very difficult to do this stuff but you have got to know what to do and what to not do. This is one of them.

Let me give you some KPI's. I'm going to give you, if you are in business you probably know what a KPI is. It's a key performance indicator, remember that acronym okay, key performance indicator. What it means is, in order for you to be successful what it is you're doing, in order to have some form of understanding of this concept. And it's basically what you could be graded on. Like your job has key performance indicators. That's what they rate you on, that's what they give you review on every six months or year or whatever it might be. Whatever your appraisal is based on those are the performance indicators. If you're not doing those things you're not getting success as far as they are concerned.

Well, KPI's work for approaching women and meeting women too and being good with women. Let me give you a list of some that were compiled, and I want you to think about these because these are really important. This of course is not all inclusive. This is just a very brief list that you could expand this to infinite amounts, but these are the most important ones. Again, key performance indicators.

1. The first one being a masculine vibe. How much do you feel like a man? How much do you give off the vibe of a guy? Really important.

2. Number two. Authentic personality. You're a genuine guy, you're not a what they call the duplicitous or deceptive or sly. Sly is not a good term to be using to describe somebody. You definitely don't want to be described that way. Authentic personality, how authentic are you? How genuine are you?
3. Number three: positive attitude. Do you have a positive attitude? Are you always downing yourself? Do you always feel like 'Oh man, that's just not going to go my way'? Are you and Eeyore? Please, that's what we have to wipe out here too.
4. Number four is an ambitious resolve. In other words, do you have ambition? Are you seeking something? Are you going after something? Are you tapped in to your inner fire, passion and purpose? That's really, really important. Because that ambitious resolve is going to give you resilience, it's going to give you a certain amount of diehard attitude, it's going to give you a certain perseverance that most guys don't have, they won't go after it, they'll just give up. Well, you have got to have the ambition and the resolve to go after what you want.
5. Number five: playful, fun attitude. Do you have a playful and fun attitude about things? Do you have a sense of being goofy every so often? Can you just let things be cool and not have to be all structured and very serious about everything? Really important.
6. Sense of humor, kind of falls into that playful and fun attitude, but it's a bit different. It's a way of interpreting the world and re-communicating it to make people laugh.
7. Do you have confidence? Number seven is confidence. It's the certainty attitude. Think about it that way, it's a certainty attitude. It's a sense that you know what's going to happen or you know this thing enough to be certain about it.
8. Number eight is leadership role. Are you a leader? Do you have the ability to lead people? That's important.
9. Number nine is a lack of neediness, and independence. It's an independent way of thinking.
10. Number ten is emotional intelligence. Do you have the ability to understand your own emotions as well as other people, and do the right things at the right time to manage them.
11. And number eleven is non-attachment. Are you able to let things just be, or are you able to just do something for the sake of doing it? Not needing to get something from it? That need to get is attachment. That need to get something from somebody is unfortunately a very, very bad thing. That need to get something from somebody is going to put you in a bad situation, especially in approaching women. You've got to be non-attached, you've got to be detached from the situation, detached from her emotions. Again, it's another sense of independence. You're not attached to results, you don't need something to go a certain way, so therefore you seem much more flexible and easy to be around.

And finally I'm going to leave you with one little image here. I know we talked a bit about the mental role playing or the mental imagining of another person that you could be to give yourself a bit of energy. And that's a very effective approach.

One of the ones that I use is Juggernaut. I don't know if you know who this guy is. He is a character from the *X Men*, he's actually in one of the *X Men* movies, and I believe is played by Vinnie Jones. And the character of Juggernaut is just relentless guy. He just plows through anything. He plows through walls, he plows through cars. He is just like a total battering ram. He's a Juggernaut, if you look up the definition, it said that the Juggernaut is a huge, powerful and overwhelming force.

Think about that.

That's a great way to imagine yourself, a great way to put yourself into a state where really you don't stop, you don't quit over anything. You go through, you plow through, you're basically a juggernaut through your own mental barriers and your inner hurdles, your

own limitations, your own fears, no matter what. You get through it, you blast through it.

Just like that guy with a helmet you can imagine you have got this helmet that allows you to blast through any barrier that's put in front of you.

You are the Juggernaut of your own life.

Week 1 VIDEO Part 1

Alright, welcome to week 1. We are ready to rock and roll and get started on Black Belt Dating. We are going to build your Personal Approach Blueprint through this course and I'm going to be giving you step by step guidance along the whole path.

Now this week is very unique and we're going to be approaching the 'Inner Game' section of this. And as 'Inner Game' goes, every guy knows that he needs to have 'Inner Game'. We're going to talk more about what the 'Inner Game' is, but it's confidence. We're talking about confidence with women; confidence with ourselves, confidence with our ability to walk up and talk to a woman.

And let's skip a little bit ahead here and let you know that the secret is that it's actually really, really easy to have confidence. What we're doing in this program by creating this Approach Blueprint, this system that you can constantly repeat and use effectively you're going to eliminate 90+ % of any of your doubts or fear or anxiety, it's going to poof – disappear.

Trust me on this one.

I know because it works, that's the reason that this works. But the best part is that it's customized to you, and that's what we're doing here. You're going to work with me directly and we're going to get some very customized content for you to use.

Now let's get right into it with the Black Belt Dating here. We're going to jump in and week by week we're going to be going through, like I said, 'Inner Game' is one of those topics that's a little bit crack-heady, because you know you need it but at the same time every guy knows that he doesn't want to work on it, because he doesn't know what to do about it. I mean that you'd much rather be out there actually meeting women and feeling good about yourself because that's a shortcut to the good feelings that you want.

Well believe it or not, that is actually the part of the solution, part of the solution is to get out there and get results quickly so that your 'Inner Game' magnifies quickly and in an upward spiral faster than you can comprehend.

So that's the trick of this. I want you to be actually working on your outer game as that is a way of improving your 'Inner Game'. Now I'm going to give you concepts, I'm going to give you content today, and you're going to be able to put this into practical use right away.

But first I want you to recognize this that we're going to be, each week you're going to have a pretty consistent set of deliverables.

For each week we're going to have a main content of the week, we're going to have background information, some content that's going to give you all the understanding that you need to really grasp the material. You're going to get tips from me, you're going to get my essentially broken down into easy steps how we're going to do each part of the program. I'll give you examples where possible, I'm going to give you an assignment each week, at least one assignment, probably several, but they are going to be each pretty quick for you to get through, it's not going to take you a lot of time.

We'll recap and summarize, it will give you an idea of what's coming next week. You'll be getting a video, you'd be getting an audio, and you'd be getting an exercise, plus some bonuses. I'll be giving you some bonus pdf's in there along as well. The key to this program is to follow the checklist. Every week you'll get a checklist. Probably on Sunday night you'll be getting it, and that's the stuff to follow. Follow that checklist. That's your home base for everything that we do. If you ever get lost, go back to the checklist for that week. You'll have four checklists, one each week, very simple and very straightforward. Let's jump right into it. 'Inner Game', we're going to get Traction this week. Traction on your 'Inner Game', getting you to overcome your shyness and the feeling that you can't talk to women, really what it comes down to. Now we'll start with introduction here because there are some things that we have to talk about before we get into the meat of the program.

Number one is, I want to give you a quick disclaimer, and that is that first of all, I'm not a professionally trained psychologist or a therapist or a doctor. And in a lot of ways I think it serves me better for what I'm teaching you. But again, if there is anything in your life where you are having extreme symptoms, where you have maybe been diagnosed or have psychological issues to overcome, that's not for me to help you with, that's for professionals to help you with.

If you suspect that your problem is actually extreme enough to need professional help then by all means you should be seeking that help. What I'm teaching you is self-developmental stuff that is not meant to replace medication or therapy or treatment of any kind from a trained professional.

So now let's get into it. The first thing is the 'My situation is different' myth. There is a saying of something that a very famous marketer Dan Kennedy would say, he said that 'there are no yogis in the forest'. I thought 'What the hell does that mean?'

What it means is there are no hyper intelligent bears roaming around in the forest, that's a cartoon. The reality is that every guy wants to think that his situation is different. You are going to be tempted to say that. When I give you assignments you're going to think, 'Oh no, that's not me Carlos, you must be talking about some other guy. My situation is different.'

No it's not. We'd like to believe it is, but it really isn't. We are by nature of human experience, we are trapped inside our own experience. We'd like to believe that our experience is unique. We want to believe that because that makes us feel special in some way. Even when it means that our problems are unique. And it's kind of neurotic in a way because we'll fight, we'll battle and say 'No, I've got the worst situation on the planet, not you!' and that will be our badge of honor.

And it's kind of sad in a way, we all do it. It's just the nature of human thinking, the way our minds work. But I want you to be aware of it. Your situation is not different. You are unfortunately and fortunately in a lot of ways just like a lot of the other guys out there who are experiencing the same problems. Now yes, you are unique and special in your own way, but the problems, your situation is not that much different. So please keep that in mind.

And this is also an important follow-on to that and that is that anybody can invalidate anything with any amount of effort really. I could easily refute anything that somebody says. I can come up with reasons all day long why that's wrong, or that's not going to work for me, or that's just not right. You can do the same thing to anything that I tell you in this program. But the fact is, your job is not to do that. Your job is to find out how to make this stuff work.

That's the distinct difference between guys who get success with attracting women, and guys who don't. There is the guy who will buy any number of e-books, he'll hunt through a thousand programs and he'll keep telling himself, 'That's not going to work for me, that won't work, that won't work, this won't work. My situation is different...' oh la la la, he'll find any reason he can to invalidate it. But he won't do the one thing that makes the difference. And that is to find out how to make it work. That's what makes a guy successful on this.

And when we go through this process what we're really talking about in the whole area of approaching women and giving you confidence with women and 'Inner Game' with women, it's really about the transfer of power from women to you. It's a transfer of power from women to you, because right now chances are you're like me. I mean I for many years have believed that women had all the power. They have all the power in the relationship, they can choose the guy. We are just having a walk up with our gifts and our offerings and hope that queen Cleopatra chooses us.

The fact is actually completely different. Men really do have power in the situation. It's the perception of power up here. That's what winning the 'Inner Game' is all about. So remember, you're just looking to transfer the perceived power in the situation back to you from the woman. And it's really all about the posture in the early stages. You probably perceive yourself as not having any power in the situation and as a result you don't have any posture.

What is posture? Well, there is physical posture of course, which is a straight back and the right kind of body language. But posture that I'm talking about is psychological posture. It's the posture, and this is the best example I have, it's the posture of a guy who is sitting at the poker table, and he's got a fairly decent hand, maybe it's a full house or something like that, or three of a kind, and by nature he just doesn't have posture, so he can't quite back it up with attitude, so when he bets how does he bet when he puts his money out there:

'Umm, I'll put... put a 1,000... I'll raise you a 1,000, yeah. Okay.'

What do the other players think when they see a guy like that who is hesitant and doesn't have any posture? 'Pfft, dude, I'm totally going to call your bluff'. Or they might

suspect that you're being sly, but that's unlikely. The same thing happens with women. When women see that you don't have posture, they immediately disqualify you and just kind of mentally 'Pfft, whatever.'

Posture in the early stages is what a lot of guys call 'faking it till you make it'. What it is it's a planned intelligent bluff in some ways. Well, it's really not bluffing; you really do have the money in the account, you really do have the cards to show. But you have to be willing to put it out there to a certain degree, maybe beyond what you would normally have, your confidence would have allowed. So be willing to do that. It's all about posture in these early stages, because the first time you bluff and win you're like 'Oh, I really did have the cards the whole time!'

It's kind of like playing poker with never being able to see your cards, think about it that way. And if at the end of the game you turn it over and you're like 'Oh I did have, I had four aces. Cool!' and you suddenly get that surge of power, that's how the game is played. That's how 'Inner Game' is often played, it's self validating.

All psychology is based on a certain level of self-delusion and other-delusion. Meaning we trick ourselves, we delude ourselves, and we delude other people. It's the way of the world, it's based on this. I'll give you an example here.

A great example of this is online dating. Online dating is the most blatant example of other and self-delusion I've ever seen. We all mislead with our profile, everybody does. We tweak it a little bit; we need that ability to manipulate our image of ourselves for other people. It's a psychological thing that we just need to do. We can't face up to just putting ourselves out there in resume format. We're going to be able to juice it up a bit, giving up a boost up, giving a little bit extra, make it sound cool.

As a matter of fact that's a lot how people write their resumes. Their resumes are shockingly like 'You did what? You're an extreme lighting technician? Very cool'. The guy changed light bulbs. I knew a guy that actually did this. He put this on his resume 'Lighting Technician'. He changed the light bulb, he was a janitor.

So online we're doing this all the time. We need to. Think about it this way, why don't online dating services have video? Huh? Video is everywhere on the web now, it's everywhere. It's easy to do, it's simple, it's cheap, but we

don't have it on online dating. Why is that? Because video immediately cuts through and gives the truth, it really does. It shows you in all your splendor, how well poised you are, your posture, your vocal tonality, everything is put out there immediately for validation.

Whereas at least there's a certain level of 'You don't quite know yet, give you a chance to meet me first.' And that's why I think we don't have video on online dating right now. We need that certain amount of self-deceit and being able to deceive other people. So again, it's okay, it's the way it is.

The Big Whammy that I want you to understand is that you're going to have up and down days, everybody does. If you accept this right now and you have a strategy for handling your low moods, you're going to do fine. That's how you win 'Inner Game' on a very basic level. It's just having strategies to deal with the times when you're not feeling at your peak performance. Because when you're feeling at your peak, you've probably done things that you're like 'Wow, I couldn't believe I could do something like that, but I just did it!'

It's like when I did tandem jump, a parachute jump, and for some reason I had no fear during the whole experience. Even as I was kneeling at the door, I was exhilarated, but I didn't have any fear. It didn't hit me till later that I just kind of put aside my mood and I was just there in the moment.

And I could have very easily been terrified and decided that 'No, I'm not doing this.'

I did it and it was one of those things when I was like 'I can't believe I did that'. Your moods will go up and your moods will go down, and when they'll go down they'll go down and that's when they stop you from doing the things that you need to do, and being able to overcome them and have a strategy is what we're talking about.

Now I'm going to give you some strategies:

Learning how to ride out your moods is really what it's all about. When you're in a bad mood you're immediately going to be seeing everything as being bad. Everything looks bad. Your life looks bad, your car looks bad, your house looks bad, everything about you looks bad, it's just 'Ugh!'

But then when you're in a good mood, everything's okay! Hey it wasn't so bad after all. It's being able to see the forest for the trees, and the problem is that we're stuck. When we're in a bad mood, we can't see outside the bad mood. Everything is colored, we're looking through a bad mood lens. And it just totally changes your perception. The ability to ride it out until that filter is moved, is taken off of your eyes is extremely important, because it will make a big difference in how you succeed, and especially in approaching women.

I encourage you to read Richard Carlson, if you check the checklist for this week's curriculum, you're going to note that I gave one of the books that I want you to read of his, not for this course, you don't need to. But I highly recommend it as an optional and bonus assignment for you, is get his book, *'You Can Be Happy No Matter What'*.

You Can Be Happy No Matter What, you can get it for real cheap on Amazon. You can get a used copy if you like. I've got two copies, one that I totally highlighted and wrote in, and the other one is my pristine version that I use to let other people read. It's an excellent book, it has made all the difference in the world in my 'Inner Game', and I highly encourage you to get it and read it.

So the scope of what we're going to do here this week especially and today, since all 'Inner Game' and self-developmental programs suffer from this lack of tangible results, you can just feel better on your own, what I want to do is, rather than try and do everything and then leave you feeling confused, I want to focus on some certain aspects here. I don't want you feeling overwhelmed, I don't want you feeling disappointed.

What we're going to do is, we're going to target one key behavior and get real change. Approach; your confidence and your confidence going into approach. And being able to walk up and actually do it. So you're going to get a deliverable of actually doing it, we're going to come up with a personalized approach, soup to nuts and in for you. And it's going to be personalized, that's the important part, that's what it's going to make it work. And we're going to create the repeatable behavior, the ability to take this package and repeat it over and over and over and over and met women, constantly, nonstop. And this really will change your life, as far your dating is concerned.

One more thing is the therapy trap, a brief mention here. We have this programmed dependence when you go into

therapy, the person that's the therapist, I have mixed feelings about therapy, I have seen it work and I've seen it also do not very good for people, primarily because there is a conflict of interest. When you go to a therapist what are they looking for? Well they do need your money to stay alive and pay for education and stuff like that. So if you're paying them, what motivation is there for them to fix your problems so that you don't have to come back? Think about that, it's really important.

I'm not downing all therapists, don't get me wrong here, I do see a lot of value in it. But there is a problem with the machine. And it's an important one to realize. It's a programmed dependence. And sometimes we want to just be told 'Tell me what to do man! Just tell me what to do!'

I saw this movie *It's Complicated*, with Alec Baldwin and Glenn Close, and it was interesting because she goes to a therapist and she says, 'Just for once I know you're going to tell me to just think it through blah, blah, blah, but just tell me what I should do?' and it was funny because he would not tell her what to do. Sometimes you need that. Eventually I want you to have the need to not need me anymore. I want you to say 'You know what, I went through Carlos's programs, they were fantastic, and when I got done I was a new man, and I don't need it anymore.'

But I recommend it for every guy out there. That's the ideal testimonial for me. It's knowing that you don't need me anymore because you got what it is you came for. So there you go. We just covered the introduction. This is really pretty much covering the entire program; it's applicable to every level. But at the same time I want to make sure that we set the right expectations upfront and you have the right expectations for what we're going to accomplish in this program.

Week 1 VIDEO Part 2

Alright welcome back. We're going to get into the background and foundation information about 'Inner Game' as it relates and pertains to overcoming your

shyness, overcoming your fears and approaching women. Now what we're going to talk about here are some of the major concepts regarding 'Inner Game' and confidence with women; shyness being the first one.

Shyness is sometimes considered a function of shame. And the reason I want to bring this up is very important. For guys and most guys in general these days, shame is a very crippling part of our 'Inner Game'. In other words we were programmed inadvertently but we were programmed nonetheless with a sense of shame about who we are as men, what our desires are, based on misleading feminist propaganda.

I know it sounds political but I have to throw it out like that. It really is misleading information that's put out there in the media that really isn't true. And you see it all the time. Unfortunately the guys are put into the situation of believing what they want from women is bad or harmful in some way. And you've got to remember that there are a lot of things at play when you look at the media and what is communicated on magazine covers and television shows and movies.

Women are the primary consumers of a lot of the entertainment, a lot of the reading and literature out there, especially magazines. Even men's magazines are primarily consumed by women, believe it or not. My girlfriend for example, subscribed to GQ for many years because she got a lot of information out of it. So shame is easily communicated through those methods. And you want to be careful about those messages you're getting.

Shame itself, let me give you a definition of what shame is:

Shame is the irrational and neurotic programming that someone put into your head that you are accountable to what other people think of you.

Let me say it again, this is an irrational and neurotic programming that other people put into your head, probably your parents, your family, your friends, women you might have known, and other guys too, that you are somehow accountable for what other people think of you. It means that you need to manage that and make sure that they don't think badly of you and that there are times when you should feel guilty, you should feel bad about what you did because that's a no-no.

Now there is an evolutionary side to this but there is also part that we rationally know and you probably know by now that what people think about you really doesn't matter. You know that on a logical basis but on an emotional basis you don't believe it. We can't help it. We do on some level, and we're forced to by evolution, we have to feel some accountability to the tribe.

Now what I do mean by the tribe? In evolutionary terms, and I'm not going to go into a lot of evolutionary psychology here, don't worry. But there is an evolutionary side to shame and that is that when way back when we were so reliant on each other for survival, one person that was being more individualistic than they were supporting the tribe, could be a threat to the existence and the survival of everybody else in that tribe. Meaning that that one person could go and do something that could jeopardize the lives of everybody in the tribe.

So they had to be accountable in some way to the greater purpose of keeping the tribe alive. And that tribe of course ensured their survival and the survival of their offspring and their genes, their genetics, and we know that if you did something that is not very good in terms of survival you probably didn't survive, and therefore you didn't get to reproduce, and we don't have any of your genes in our lives today. Very simple overview of what evolutionary psychology is.

But short story is that there is a side of this that is totally irrational that you cannot change. So when a hear a guru telling you, you just shouldn't care about what other people think about you, yeah nice to say, but unfortunately completely impossible to eradicate from your life.

So what we do is something called 'Cognitive control'. And it's something else I'm going to talk about in one of the supplemental bonus videos so you can understand how that works.

What we do is we take something emotional like that, bring it up into a higher brain and think 'Wait a minute, why do I care about what that person thinks about me? They're an idiot. Why do I do that? Forget about that. I'm going to do this anyways.' And by bringing it up into that part of our brain where we can tear apart and look at it and decide for ourselves, we can reengineer the emotion. And that's what we're doing with fear and

overcoming your shyness. So there is that part of shyness that is based on shame.

Now the concepts, let's zoom in a little here. The concepts that I want you to understand when it comes to the background of 'Inner Game':

Don't approach women when you're desperate.

This is a big mistake that a lot of guys do. Don't do anything when either you're in a bad mood or when you're feeling needy or desperate. Just don't do it. I don't care if you're told by another guru that you can go out and approach ten women per day regardless. It's actually painful and it harms you in a lot of ways.

When you approach when you're desperate there is no way that you can possibly not communicate that you're desperate. It's just going to come out no matter what you do. As a result the woman's going to get you and sense it and she's not going to respond to you favorably. Plain and simple.

What are you doing there? You're reinforcing a negative experience. Always wait till you ride through low moods, you ride through bad moods, till you at least get to a good steady baseline. It doesn't have to be super positive mood, but you want to be out of the bad mood, or that feeling of desperation or that depression, or whatever it is that may be plaguing you.

Do things when it doesn't matter to you. That's the best time to practice approaching. Approaching women when you don't need to approach women. That's how you get better at it. A lot of guys don't realize, this is probably one of the big secrets of approaching that they don't know. And that is the best time and most important time to approach is when you don't need to be approaching women. Like when you already have a girlfriend, you don't do it to cheat on her; you do it to keep your skills sharp. I've found that I have gotten 10 times better with women just by knowing in the back of my head, 'Hey I've already got somebody. I can chill out. It doesn't matter if this chick responds to me or not.'

That's where a good approach comes from, when you don't need the response.

Don't chase the magic bullet. We all want this magic bullet that fixes our life. We want the magic diet pill, we want the magic kino trick, the magic whatever.

Think about it this way; dieting and losing weight is actually really simple. Losing weight is actually very simple: eat right, exercise. There are only two things in that equation and they work every single time, and yet we consistently search for some other solution. Why? Because both of those are painful, restricting what we eat. We don't want to do that. We want to eat what we want to eat.

Exercising, oh God, that's painful right there, physically painful, right? So we'll do anything we can to find some other solution, even though we know there isn't another solution. This is how your brain tricks you, that self-delusion aspect. Think about those diet pills that tell you they're going to melt away the pounds. Nobody melts away pounds. Pounds don't fall off your body. Listen to me, and I'll tell you this very clearly, you have got to work on it.

I know that's one of the things you don't want to do, but next time, somebody puts a pill in front of your face and says 'Hey take this, it's going to melt away those pounds', you will be sorely tempted, even though you know it doesn't work, to try it. That's how penis pills have survived so long. Amazing isn't it that we can think that we can take a pill and our dick will get bigger. Wow. I'd like to believe it.

Don't fight the process. Certain people will let their 8 billion neurotic needs from stopping them, they'll let those neurotic needs stop them from understanding that in order for something to work they have to do it in the way that that thing works.

And what do I mean by this? Essentially in not fighting the process what I am telling you is that you don't tell, for example, a personal trainer, how they are going to train you. You don't tell them, they're the expert. You let them tell you. You lose weight or build muscle based on what they tell you. They tell you how to do it, that's why you went to them.

So submit to the process and don't fight it. Don't think you know better, don't think your situation is different. In other words, please don't fight me. Don't be contentious. Don't be contentious with this process, because if you do, it will only slow down the process of getting better at it.

There is a part of your ego that's going to say 'Oh no, no, no', your ego wants to get into the mix and change things and be heard. Your ego will seek and try and find a way to make you important in the process. You'll be forced to say things when you don't really need to say anything. You see this in your life all the time. Your ego makes you do things where you're like 'Why did I do that?'

It's because your ego can sometimes run amuck. Another important process is that controlling of your thoughts. And the last concept I want you to understand this that the results that you want have to be in your control when you're in unfamiliar territory. In other words, in order for a result, to get the result you want, if you feel like that result is out of your control, you're going to feel uncertain, you're going to feel hesitant and you're going to feel anxiety.

That's why approach is anxious to most guys. We feel like the result that we get is totally out of our control, and it won't be the one we want and then your mind spirals wildly out of control and you won't do it.

It's like picking up this pen. I know I can pick up this pen because it's right here, right in front of me. I have confidence because that result is under my control. What if somebody else was holding this pen? What if it was their pen and I had to get it from them. Well now the result is a little bit more uncertain, isn't it?

Now that's what makes unfamiliar territory so disconcerting, like approaching women. It's that feeling that we don't control it. And you're going to be able to exert that control after you after you start putting in place your Personal Traction Blueprint.

The Shining Video. I mentioned this in the checklist, so I want you to look at this. It's a bonus, you don't have to do it. But I want you to watch the video that I recommend. There is a link in there. Just click on the bullet point itself and it should bring up a link to the video. It's on Youtube, you can look it up, I think it's 'Shining Remix'. And what it is, it's basically a video built on – it takes clips from the movie *The Shining* and totally changes *The Shining* from a horror movie into a feel good movie. And it's just amazing how they do this, it's funny as hell. But at the same time it's also amazing.

But what I want you to realize is there is an important lesson in there. It is that the content is exactly the same.

They only use clips from the movie *The Shining*, and yet they turn the movie into a completely different movie. You do the same thing with your own life, with the way you present yourself.

Another way of saying this might be that any Pick Up artist out there can turn into a total or complete chump, or loser in the exact same way, just by showing a different way by remixing, if you will, his qualities. So what we're doing with you, no matter where you may be right now is remixing the qualities you have and putting you out there in a totally remarketed package. That's why it works and that's why it's so effective. It's you but it's the remix of you.

So what is 'Inner Game'? Here are the elements that I think are important to the 'Inner Game'.

- ☒ Strength
- ☒ Stability, which is balance and consistency
- ☒ Flexibility
- ☒ Endurance

If you think about them, all four of these are really the exact same things as physical health. You define physical health based on these exact same criteria. Your ability to have endurance, aerobic ability, your flexibility in your body, stability and balance, and your strength; same things right? Well it's the same thing internally as well. And it's also dependent a lot, a lot on your mental diet.

I want you to control what you're thinking; I want you to control what's going into your brain. Because that's the ultimate determinant of how successful you will be in life. It's how well you control your brain and your thoughts.

That's it, that's the ultimate control. I realized this a long time ago and I'm so glad. I only remember I must have been listening to a tape. And it came to me in that moment and I was like 'Wow, that's it. That's the secret of all success, it's to be able to control what's going on up here, emotionally, logically. All that stuff I can control this, everything else takes care of itself.'

So control your diet. Control your TV diet, control your magazine and book reading diet. Force yourself to really think about what it is that you're taking in, and look at it critically. Critical thinking is what we're talking about. Don't just listen to the news, because the news

unfortunately doesn't present a very balanced opinion of things. And you have to force that on yourself sometimes.

My additions to this list of what it is the 'Inner game' would be also including self-control, growth, and what I call igniting the inner flame of passion.

Now before I start sounding like a Tom or Tony Robbins junkie here, which I am, but I want you to be realistic about this. I don't want to sound like a guy that's just pumping you up. Self-control is about, again yes, controlling your mind.

Growth, it's that ability to expand who we are beyond our limits right now. But also it's to tap into this energy that every man has. I'm not talking about women, this is about you, you're a man. Finding that passion, finding that thing that when somebody brings it up or you start talking about it, you're suddenly out of control. You're like a preacher on a pulpit and you're proselytizing and you're like:

'Lo, for I have seen the Promised Land!'

Your ability to evangelize your life is what we're talking about here. When you connect with that power, you're going to be amazed at the results you get with women. We're going to work on that by the way in this program too.

So ultimately it's a sense of your own value. Inner Game is a sense of your own value that you're the prize and you get the respect that you want from others. You want respect from women, you want to be respected from other guys, and also eliminating behaviors that you don't want. This is one of the things that I think a lot of other gurus miss when it comes to Inner Game.

You have to have the ability to reengineer or re-architect your system as well. You want to eliminate your shyness and your nervousness around women, which is what this is all about. So being able to eliminate behaviors that you no longer need, part of your Inner Game. You are essentially the mechanic of your mind. You are the mechanic of your mind, remember that. You're the one who controls it; you're the guy who knows every inner working; where do the valves go? How this thing turns over? How many RPM's? How to tune it up? You have to be the ultimate architect and mechanic of your mind.

And please, I urge you, this is kind of an eastern philosophy, it's truism, it's almost become trite, but tell yourself the truth, no matter what in this world. You have to be truthful to yourself.

It's one of the great books that I've also read that could also be another one that you pick up along the way when you're getting your *You Can Be Happy No Matter What*, you should also pick up a book by Daniel Goleman called *Vitalize Simple Truths*.

Vitalize Simple Truths, it's an awesome book. Most people know Daniel Goleman from his Emotional Intelligence work, his social intelligence. That book though is probably one of the ones that most people don't know about. It's awesome, it tells you how to trick your own mind.

We are so caught up in tricking ourselves, it's unbelievable. You won't even believe the ways that you sometimes trick yourself. But it's something that you have to fight during the course of your life, it's this urge we have to tell ourselves a little lie to make ourselves feel better. We're always trying to make ourselves feel better, remember that. That's a big part of your Inner Game.

So when you walk up and talk to a woman, and you're approaching her and talking to her, and you ask her for her phone number, you get a little sensation that maybe she's not giving you the right number. Or maybe she's probably going to flake on this, or you didn't quite get a connection, and your mind says, 'It's okay, it's okay, you got the phone number, walk away, walk away!'

And you walk away. And guess what? The phone number's wrong, or she doesn't answer, or she flakes on you, or you never get the date. And you tell you knew it, you knew it before, but you didn't do anything about it. And you weren't willing to confront your instincts in the moment, guess what? You are not telling yourself the truth, you are not confronting that reality. When, this is what I would normally do in that situation, I'd call her on it. I'd be like 'No wait a minute, I get the feeling this is not really your phone number. Who is this? Is this your cousin? Are you trying to set me up with your cousin, is that what you're trying to do?'

You do it jokingly, you call her on it, but don't let her get away with it sometimes. Find a way to do it with humor and you can almost always turn around a situation like that. But don't let it go. Don't tell yourself a lie.

And also there is the last thing that I want to give you as far as foundational information, the information junkie syndrome; every guy out there I know is an information junkie. I am a big junkie, I'll be the first to stand up and say 'My name is Carlos Xuma, I am an information junkie, nice to meet you.'

create your Personal Approach Blueprint. So go on to the next video right now.

We are all information junkies, we want more of it. But the fact is that it works against us in many ways. First of all, it makes you change gears, you get some new bit of information on how you approach a woman, and you start doing that 'Oh that sounds good, I'll do that.' 'Oh look another program! Another program!'

And pretty soon you're switching gears all over the place. You lose the momentum by changing gears. If you just stuck with one thing all the way through, you would have gotten the result you wanted. But instead you stopped, you lost your momentum, and now you're on something else. You're chasing rabbits essentially. It's like herding cats; you never quite get to focus your attention. This is why multitasking is actually a very bad habit.

I know in this day and age we are judged by our ability to multitask, but it's one of the worst things that you can possibly do for your professional life as well as your real life. Sticking to one task so you can get deep into it and good at it is very, very important. You really only need one good approach and system, that's it. This is why we're only working on this one thing in this program because this one thing is the 80/20 rule in effect. This one little item will give you 80% of the success that you need with women.

That's it, that's all you need to be working on right now, just one thing. You don't need to go on to other programs, if you do you can do it later, but focus on this one thing right now.

The only one approach blueprint to use and master. And it's very simple. You don't need a bunch of lines. The only one, the one that works for you and that is yours. That's what we're talking about here.

So there you go. There is some of the foundational stuff to get you started, now we're going to go to the tips in the next section. We're going to cover some of the critical success factors in your Inner Game in approaching women. And we're going to start to bridge in to starting to

Week 1 Part 3

Hey, welcome back. This is Carlos Xuma. We're going to go into tips now as we delve deeper into week one's content. We're going to talk about specific factors that will improve your Inner Game. We're going to start with the questions that you have to ask yourself when you start to feel fear and doubt. There are questions that you need to ask yourself. This is part of that critical thinking process.

Questions you need to ask yourself are:

What am I feeling? What is the emotion I am feeling?

The second one is: can I control this feeling? Or is it going to take me over and destroy me?

And the third is, okay, does that emotion or what it is that I'm thinking, does it really make sense in the situation?

This is pulling things from the emotional part of our brain up into the rational cognitive processes where we can actually take control again.

Now let's go step through it.

What am I feeling? Okay I want to walk up to that woman and talk to her, I really want to. But I have this feeling of anxiety and nervousness. Why am I not wanting to do it? I'm afraid.

Ask yourself, can you control that?

Can I control this? Or is it going to take you over, make you freak out and break down in tears or run off to your therapy session? Will it take you over? And at the same time, also ask yourself:

If I can't control this emotion then how can I minimize the damage that it's causing to me? How can I minimize the impact on my life? How can I stop it from totally overwhelming me? And do I have a rehearsed coping mechanism to shut down the fear?

This is important. You need to have a rehearsed coping mechanism to stop fear from overwhelming you and taking you over your brain and every part of your body. Because that's what happens is, that your mind goes into 'Gasp!' shock mode, and you're – they call it the, I don't know if it's pronounced this way, amygdala (or whatever), that part of your brain that sends out fight or flight thing, shuts down your cognitive process, your ability to logically process. That's why you have got to be able to relax. And by the way in the audio for this week's lesson, you're going to hear an exercise called 'Grounding' that will allow you to relax in almost every situation that you are in.

Now again, can you control it? And if you can't, how can you minimize the damage that it causes to you? And at

the same time we have a rehearsed coping mechanism. That's something you need to create and we're going to create it right here as well, the rehearsed coping mechanism.

So those are the three questions that you essentially need to ask when you feel fear and doubt.

Now the best way to improve your overall confidence is through meditation, autogenic training, and the ability to remove the unknown; really important. These three things are the most important success habits of people that are able to improve their confidence and overcome any anxieties and fears they may have. Meditation of course is very simple and very straightforward. Actually I am giving you a handout in this week's content if you want to read it, it's fine, it's another optional. I encourage you to practice meditation. The one that I am giving you is the simplest form of meditation there is. It's the easiest form anybody can do it. It's easy, it only takes a few minutes, and it allows you to get control of your brain. That's what it's all about, controlling your mind and what you're thinking.

The second method for improving your confidence is what we call autogenic training. This is simply mental rehearsal; the ability to close your eyes and imagine yourself in a situation and deal with it, and in approaching women sometimes it's just the ability to close your eyes, and imagine yourself about to walk up to and talk to a woman and just managing those fears, those sensations that you have got going inside of you, and analyzing and breaking them down, and then doing the approach in your head, 'Hey, my name is Carlos, and I thought you have a great energy about you.'

And by the way, this is a total aside, I happened to notice that somebody used my opener in an episode of CSI New York, I was just watching season 4, and in one of the first episodes some guy used my energy opener in there. Unbelievable. Apparently the scriptwriters are also working on their attraction with women as well.

That thing that you can do is to rehearse it in your head walking up and talking to that woman, using your opener on her. She gives you her phone number, she responds positively. You open your eyes, phew, that's cool. That's a very cool thing. And it gets you accustomed, because autogenic training like that, rehearsing in your mind is just as good as doing it in the real world, if you engage your mind and your imagination in the right way.

The last method of course is removing the unknown. This is what we're talking about. We are in this program

creating your Approach Blueprint from side, from A to B, soup to nuts, end to end, which gives you a known fixed quantity. We're taking the variables out of the equation, and we're inserting a fixed, a known. And that's what's important. When you put in the known, you're removing the unknown.

The unknown is the most anxious thing for us to experience as human beings. Uncertainty and not knowing what's going to happen is what really makes us anxious and fearful. Not knowing what happens after death is what makes death so fearful for us. I mean if we knew what came right after, if we really, really did know, not just the fake religious knowing, but the real knowing, we wouldn't fear death quite as much.

It's that fear of the unknown that causes most of our anxiety. It's that fear of what might happen in the approach. The unknown in the approach is what makes you afraid of approaching. Removing the unknown.

And the secret of destroying anxiety again is removing the unknowns. When you know what you're going to say, most of the fear will disappear. Let me say it again, when you know what you're going to say to a woman most of the fear goes away. It's a lot easier to just put the line out there. You can go on autopilot, you let it come out, and you let the results speak for themselves.

So those are the best ways I have found improved confidence.

Now one of the biggest reasons that guys fail in overcoming shyness is because they don't embed it into their lifestyle choices, they don't make it part of their lives. Now really understand this, true confidence and attitude has no Off switch. You are not just mild mannered computer technician by day, you don't talk to anybody, and then by night you use 'super approacher'. No, there is no Off Switch. You are this all the time to some degree.

I'm not telling you to immediately be Mr. Extrovert and Mr. Social Guy. But you have got to realize the confidence and attitude has no Off Switch. It's something you do all the time. It's your life. It's not just the approach women thing; it's what you do because that's who you are. That's how it sticks. The guys that try and make it something they do only at night or only when they go to bars, those are the guys that fail inevitably.

The one thing that guys most misunderstand about confidence is that asking about confidence is really asking about the wrong question. It's really about rooting out what I call the sinkholes in your confidence and strength. You know what a sinkhole is, it's like a pocket in the

ground where the dirt is loose and the dirt above it just kind of caves into it.

Those are the parts of your confidence that sink your confidence. True confidence is just simply not having fear of something, or knowing that you can handle it. So really asking about confidence is not asking quite the right question.

And that leads me into the next thing and which is that one thing that almost nobody knows is how confidence really works. What it really is, is a lack of doubt. Confidence is a lack of doubt and uncertainty. When you have certainty you don't have fear or a lack of confidence. Simple, it's a lack of fear. It's also positive expectancy. It's expecting that it's possible for me to do this. 'I can do it, it jives with my self-image'.

And I can tell you right now, if you have self-image, in other words, if you see yourself as being a dork, if you see yourself as being not worthy of a woman's interest, you will never really be able to approach a woman effectively. You will get some success and it's totally possible to bypass that part of it. Really, your self-image, you have to see yourself as being a guy that's capable of doing this. Because really you don't do anything in your life that you don't really believe you could do.

I don't play guitar because I don't think I can do it; I know I can do it now, because I've been doing it for so long. And even when I picked up the guitar I knew I could do it. It was part of my self-image, I could see myself playing guitar. You need to see yourself being able to do whatever it is you want to do in your life, including approaching women effectively, and having that natural attraction.

One of the things that most guys don't know about shyness and bringing out that natural attractiveness is yourself, is that shyness is a combination of behaviors. And that makes it hard to attack in one lump sum. Shyness is not just shyness, shyness is a group of things. Let me give you a breakdown of what shyness really is.

Shyness is timidity. What is timidity? Timidity is a fear of meeting new people. Shyness is also on a certain level social anxiety which is a fear of social interactions. Shyness is bashfulness and diffidence. What do I mean by diffidence? It's an inability to assert yourself, to put your needs out there, to make your wants and desires important. That's a very important part of shyness that I think is overlooked by a lot of people.

And it's also intimidation. Shyness is a fear of confrontation or interaction. It's a fear response. You avoid something, you become shy because you're afraid

of what is going to happen. So it becomes a learned behavior in two respects, you become used to it so you do it, but at the same time you do it because you're afraid of certain outcomes.

So these are the four parts that we have to attack here. And probably the most important one is this intimidation factor with guys in approaching and talking to women, and their ability to be naturally attractive. We hide our personalities behind this fear.

Now the absolute worst way to overcome your shyness is to throw yourself into painful situations over and over again, I talked about this earlier. The best way is to do the 'cold pool method', because this is a pool that you never need to get out of. Let me explain it this way. Approaching women and demonstrating the attractiveness that makes women responsive to you in approach is a lot like dipping your toe into a pool or getting into a cool or cold pool. You ever done this before? There are two approaches, the cannonball method where you just jump right in; nobody likes that, it's a terrible shock to your system. That's what I am telling you right here, it actually creates a bad situation. Doing the cannonball jumping into the pool you merely throw your body into shock. It's like 'Oh my God, it's cold! Aaahh'.

And then what do you do? You never want to jump into that pool again. The best way is to dip your toe in, get your foot used to it, 'Ooh, that's cool cold. Okay, my feet are okay now.'

You go in up to your ankles, 'Oh okay, okay'. Up to your knees, 'Ooh, Oh that's cold!'

Up to your waist, 'Oh my God, my nuts just got in the water. Aaaah'. 'Okay, okay, the shrunk, they shriveled, I'm cool. I'm okay'.

You go in a little bit of the time. Finally you're like right up here to your chest and you just go into the water. And you're fine, right?

Well the cool thing about this is that getting you acclimated, which is what that process is, getting you acclimated to approaching women is something you only need to do once as long as you stay in the pool. Remember, it's your lifestyle, it's not a one off thing, it's not a switch-able behavior. You do it all the time. If you stay in the pool, you never have to go through that 'Brrrr, brrrr. Oh my God', and going in slowly. Remember that.

The secret weapon that I use for overcoming shyness is a talisman. It's very important to have a talisman. What is a talisman? Talisman is something you carry on you,

something you have that avoids the fidgeting and the weird nervousness that seems to overcome us, because our mental nervousness becomes our physical nervousness. And sometimes having something to focus on physically gives us grounding inside our head.

So have something that you can distract yourself with, without looking like a nervous wreck. I'll give you some examples. One of the ones I know, a friend of mine has a lucky coin, keeps it between his thumb and forefinger and he just plays with it in his hand. He does it in a way that it doesn't draw attention, keeps him calm.

A ring on your finger is very important. For many reasons I find this to be one of the best. And that is number one you choose the finger. There is actually in palmistry, the study of reading palms, there is actually significance to the different fingers. The pinky is like an ego thing. The first finger I think is the leadership, things like that.

There is symbolism behind it which allows you to have some sort of a mental understanding of it and grounding there. That also gives you focus fidgeting with your hands, your body. You don't have to be like doing something like this 'Um, I just wanted to...', you don't want it like that. Whereas twirling a ring, fairly low key, fairly under the wire, below that radar. You don't get looked at as being too nervous having that.

Some guys use even a 'Stress Ball', which I think I have here on the desk by the way, which I use offline. But when I need to I use it for strengthening my hands. But some guys use this one actually for when they go in the field. It's a little bit big, so you want to find one that might be a little smaller than that. But they work. A talisman does work because it gives you a focus and a grounding for your physical and psychological energy. It keeps you rooted, it doesn't let you go 'Huuhh', everything go up in your head again.

Now one thing most guys don't have in their Inner Game is structure. That's our landing here. We're going to give you a simple plan or blueprint, and that blueprint will actually wipe out 94%, and this is actually a scientific number. I don't know, I just pulled it out of my butt, but it does, it wipes out literally most of your fear and anxiety. Just having structure gives you certainty, giving you certainty removes unknown. Removing the unknown takes away the anxiety and reduces the fear, and allows you to then open up and demonstrate your natural attractiveness. You see how this is coming along as a daisy chain of effects? It all starts with that having a plan, which is what we're creating here.

Now the biggest mistake in overcoming shyness and improving your Inner state is not leveraging this body-mind connection with a blueprint. Those are the two things I want you to get out of this lesson if you remember anything we talked about today. Number one is you must have a mind-body connection, and a blueprint for success.

Those two things together will give you confidence in approaching women and really any area of creating attraction naturally. Now here are the top seven ways to use the reverse mind-body connection. Now I'm going to explain this mind-body thing.

The mind-body thing is that you can actually change your emotions internally by changing your physiology, by walking straighter, by throwing your shoulders back, by keeping a straight back and your eyes and your head up, you actually change the way your mind perceives things. Your moods change based on how you change your body. Most guys don't know this, again. They think that they have to physically just change their body language, where it really does work the opposite way.

If I smile, and actually when I do that I started laughing, because when you force yourself to smile you will actually feel better, you'll feel happier. Your mind will adjust to your physiology. Whereas if you take on a very solemn and downplayed physiology you're going to feel that as well. So here are the top seven ways to use the reverse body-mind connection.

First of all is the straight back and posture. This is the wall test. This is where you put your – I'm sorry this is the top five ways, I put seven but I meant to put five. These are the five ways to use that reverse connection.

Number one is that straight back and posture. Do the wall test where you put your heels against the wall, your butt has to touch the wall, your shoulders and the back of your head. If all that touches the wall you now know that you have perfect straight posture. That will immediately give you a boost of confidence and you can maintain and practice that physiology. Practicing a quick and determined walk, walking quick with determination, not because you're running to get somewhere, but because you're moving with purpose with some sort of energy behind you. That's really important.

Relaxing the lower half of your body when you're walking is also important. Black guys that I know, and I know I should be saying African American, but the guys I know don't mind either way. African American guys that I know have this great loose way of walking. Their body language

is awesome because it's relaxed. Their legs kind of take on a much more relaxed way of walking. It's hard to explain but you know when you see it.

Relax. Too many white guys I know, and two of my friends have this tight butt syndrome and they walk like they have got a stick up their butt. Relax your walking. Relax. That gives you a very different mind-body emotional connection.

Slow down. Deep breathing is really important. Slow your breathing and make it deep in your stomach. I'm not going to go into a lot of these exercises now. There is a lot of stuff that you can get either online and you can also discuss this through your questions. Slow deep breathing is an easy exercise to do. You breathe from your stomach and you try and push your breathing out as you push your stomach against your spine back and forth. And breathing low like that is really important to give you resonance and tone in your voice, which is another exercise we'll be doing in this program.

And the last one here, forcing smiles. Force a smile. Every so often you just got to force yourself to really smile. And don't let just beat your mouth, don't do one of these. Do one that engages your eyes, the corners of your eyes, because that's how you actually tell a real smile from a fake smile, look at the corners of the eyes. Force yourself to just – again, I feel like getting this weird giddiness that overcomes me when I do it right. And fortunately I smile even when it feels goofy, it will make you smile you for real which makes the ultimate goal come out anyways. Forcing out smiles is really important.

This mind-body connection is something you have to understand how to use, both ways; forcing your body into the physiology and then letting the physiology change your psychology.

The greatest lesson I've learned about reprogramming your mind is, there is an ultimate tool for self-defeating patterns, and it's this.

1. Maintain control. Cut the wire to the bomb, and then avoid reflexive action. That's the same thing really. Maintain control at all times. You have to have the ability to cut off reacting to something out of your knee-jerk responses, because then you just become an animal. Animals are dumb that way. They don't have the ability to necessarily stop and 'Hmm, I've got to think about that. I should just poke with a stick. Should I jump, or... I think I'll run. Yes, I will run.'

They don't get that opportunity. Human beings, we have a way of choosing what happens and how we react. Don't

have reflexive action, like getting hit in the knee with a hammer and your knee pops and jumps. You don't want your psychological reactions to work on that level.

2. Cognitive assertion is number two and that is defusing the emotional sting, which means staying cool, meditation, staying grounded, staying relaxed, being able to take your mind and say 'Whoa, wait a minute. I'm going to take control of the situation'.

3. And then third is: engage in action. In other words I choose the action instead of reacting out of instinct and habit and fear. That turns into a self-validating upward spiral which allows you to complete the process again and again and again.

So again, number one, maintain control. Keep yourself in control of the little wire snappers that snip the wire to the bomb. Avoid having a reflexive action.

Number two is cognitive assertion, the ability to mentally change the way you view a situation.

And number three is to take action accordingly.

Now if I had to narrow down the five steps to handling approach and being able to overcome the weird Inner Game problems that a lot of guys have, approach anxiety.

Number one would be: root out the source of your shame and inoculate it. And by inoculate it I mean think about 'Why do I feel that way?' and be able to give yourself a little injection of 'Oh okay, it's because my dad always said that I should treat women nicely, and I know that's not true so now I need to change that.'

Number two in the five steps would be: have ready-made anthems, these are things that you can say to yourself, these are the, what I talked about earlier when I said you had to have your own coping mechanisms. This is one of the coping mechanisms. Have an anthem, something you can say to yourself. We're going to create these, by the way. You have to have an anthem that you can use to immediately give yourself grounding and a sudden burst of confidence that you can use.

Juice your own life. What I mean by juice your own life is, fix up, expand your lifestyle in a way that makes you happier to be living your life without somebody. When you're totally happy not having a woman, you're going to find that women are much more interested in being a part of your life. It's usually the guys that are kind of empty inside. They say 'The empty can rattles the most'. The guys that don't have anything going on are the ones that typically go after, they're just going after women, and don't realize that starting from that inside out really does

give them a jump on the rest of the guys. But again, it's not that you have to immediately have this awesome life before you can ever go out to meet a woman, it's that you must make that your primary focus.

Number four is get yourself an accountability partner. And we'll probably talk about this in a little bit more detail in week 4 but you need to have somebody that you can be accountable to. And that will get you much more success in the long run. That's why this program is going to be very effective for you. It's that you are right now accountable to me. You're going to be handing in assignments to me. You're going to be sending me questions; you're accountable to me in what I ask you to do. But when we get done with this class who is going to be there to ensure that keeps going to keep going? Yes, that's right. You need to be able to have somebody else you've already got in your life. It could be a wingman, it could be a relative, it can be anybody. But you need to have that person. If you're just accountable to yourself, it's too easy to let yourself off the hook, isn't it. We're always really lenient with ourselves.

Keep a positive embalming diet. It's kind of a gross image, but you know the embalmed bodies, is they pump fluid through their entire body to pump out all the blood and gross stuff, and fill you up with this fluid that keeps you preserved. Not in the same way here, I don't want you to be preserves so to speak. But I want you to force feed yourself a certain amount of positive information, positive affirmations, they are a bit corny in some ways. But you get what I mean. Filling your life up with the positive and more empowering beliefs are what ultimately root out and flush out all the negative and self-limiting beliefs that we hold. So use positive embalming diet.

So there you go, five of the most important steps towards better and stronger Inner Game.

Now we're done with the tips right now, the examples I want you to, of course if you get a chance to review the emotional control model. I have a video that I'm going to be giving to you on my emotional control model and how it works. It tells you how your brain works and how you can regain control.

Your assignments, I'm going to give you a batch of assignments that are in your checklist. So again, go back to your checklist and you'll find your assignments there for this week. If you have any questions on them, of course, use your – you have one question you can ask me per day via the form on the membership site, and you can use that. If you have any places where you're just totally clueless as to what you're doing, you're free to ask those

questions at any time. But situational questions please reserve one per day in the form.

And those should be turned in by Friday afternoon, by Friday afternoon, because we're going to start our work for the next week shortly after that.

So really quick recap here. Remember this one thing, like I said before, this is the one thing that I want you to get out of this session; there are two parts to foolproof automatic confidence.

Your body language state. Put yourself in a positive body language, a confident body language that works. And again, changes your psychology and gives you the emotions that you want to have.

Having a pre-rehearsed customized plan. That plan will remove almost all the uncertainty and will give you the confidence that you're looking for. Trust me, it does work. So let's get working on that plan.

Coming up next week, in week 2 we're going to be doing much more in terms of the content on how we're going to create this plan for you. We're going to get more traction, we're going to get more things done. We're going to start identifying specific things with you, your personalized, I should say your personal critical success factors, your key performance indicators, the things that are going to make you stand out.

We're going to take those, we're going to highlight those and we're going to create your opener, we're going to create your anthems, then we're going to later on in following weeks, we're going to create the content in between and the close. But coming up next is going to get really good. We're going to finally start using some of this material to create your custom approach. So follow the assignments. And we'll get started on that this week.

Talk to you again soon. This is Carlos Xuma. C X out.



IMPORTANT NOTE:

I am ready, willing and able to help you with EVERY PART of this week's homework assignment!

If you need any assistance at all with this week's assignment, login to the coaching center at: <http://www.carlosxuma.com/blackbeltcoaching/> and let me offer suggestions, give feedback, etc., for each of these assignments. If you need help, I'm here!

(Or if you have any questions about the lesson at all!)

Remember, you are entitled to ask ONE QUESTION PER DAY (Monday-Friday) related to the current topic for me to personally answer... so use this coaching access!

Stay Alpha!

Carlos Xuma

Alpha Lifestyle Coach

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