

Carlos Xuma's Natural Attraction Blueprint



Reference & Content

WEEK 2

Welcome back, this is Carlos Xuma. This is week 2 of the Natural Attraction Blueprint. And we are well on our way. After week 1 you have accomplished a lot, probably more than most guys will ever get in terms of opening their game with women. And what we did in week 1 was really focus on what I call Traction (collapse this down here make this a little more visible). It was about traction, it was about getting traction for you.

It's kind of like a runner on the starting blocks of a race. Their feet are dug in, their toes are set just right, the shoes they're wearing are just ready to go, gripping the ground, and from there on it's just a matter of springing forward and getting going. A little bit of inertia to overcome, but by and large, ready to go. That's what week 1 was about, it was about Inner Game Traction, getting Traction in your game.

Now week 2, we're going into Action. So going from traction to action, we're going to kick some serious ass this week. We have a lot to do, a lot of good stuff, and this ought to be really exciting for you to get going on. So let's jump right into it.

We're going to start with the content for this week and talk a little bit about, mostly about approach. Because that's what we're really aiming at in this program. It is to give you this natural attraction blueprint you have to have a way of approaching women, walking up and talking to a

woman in any situation. And this really does go well beyond just talking to women. It comes from just about everything in life. You want to project in that first seven seconds, we're going to focus on them in here. We're going to focus on those first seven seconds in that approach where you are basically being evaluated by subconscious as well as conscious mechanisms inside a woman and in other people.

Very important to be able to know what it is the person's looking for, what it is that they're picking up from you, what kind of subtle signals you're giving off? And how to overcome a lot of the errors that a lot of guys make when it comes to talking to women. I'm not just talking approach in the classical sense of 'Oh my God, I don't want to do that.' I'm talking about meeting women in any situation.

So let's talk about the content here. Content, we've got a lot of stuff to cover. We're going to start off with the nature of Natural, because that's what this is really about. It's about bringing out your inner natural. And what is it that is natural about a person? We've got to think about this.

What is natural? What is unnatural to a lot of degrees?

Well the nature of natural is, first of all, the natural, the guy that we would like to think of being natural; this guy is a kind of a myth. The natural is a bit of a myth. And the reason why is he is a guy who by luck and social skill has honed his approach. Or maybe he reverse engineered it. He saw what other guys were doing out there and he took it apart, played with it, tinkered with it, and then used it himself. Reverse engineering by the way is one of the most effective ways of learning any skill that you want to

learn. In fact I would go so far to say it's probably the way of learning a new skill, because that's how I've done it.

I have reverse engineered everything in life. I have, when I started learning how to play guitar I would reverse engineer a song. I would take it apart, look at its component parts, 'Oh, that's what the A minor scale looks like. Okay, okay. And I have got to hit that note, there is the root note, okay', and he keeps going back to this chord. And I would figure this out over and over again. I'll give you an example of a song, 'Crazy Train' by Ozzy Osborne. It's a song that every guy knows, most guys know anyways. That's enough sharp minor. And what I didn't know at the time was 'Oh, I keep going back to this note. I keep playing this chord, it keeps coming back to this one point.' And that's called the root note. The root note meaning the key of the song. Well, the key of you is natural, right? It's a natural. And getting to it really means just taking it apart whatever it is you're doing, or what it is you're not doing, and being able to put it back together again in a comprehensive hold that women find appealing.

Now, natural really just means Effortless. That's the best definition I can come up with. And that's the definition that most guys would go along with, because that's what they're trying to get to. They don't want to be rehearsing, they don't want to be spouting out lines, or pickup lines, or routines, or stories, or all this stuff they would use if it was from them and they felt natural. Natural meaning effortless, not fake. It's another way of looking at it, it's natural equals not fake.

So the natural is a bit of a myth. Every single guy out there is a natural. Unfortunately we made some choices along the way and a large part of the population of guys, a large part; I'm saying like 90 plus percent of guys make a bad choice with regards to their developing beliefs about women early in their lives. And what does this do? This creates unfortunately a set of somewhat misguided beliefs, I would call them self-limiting beliefs for sure. And they definitely kill game, whereas that small number, that small 10% makes a few good choices and they're like 'Ah, I scored with that one.'

They get real success with women, and that immediately puts them in a certain belief system about women. Women can be had. I can have sex with women. I can get a woman, I can attract a woman. I know how this game works. But it's very rare. You know how rare it is to just accidentally how to learn how to play guitar? Or accidentally learn how to play the stock market? It doesn't happen. It doesn't happen, the odds are way against you.

Which is why most guys, you, me, and other guys out there that had to learn this stuff from scratch and figure it out, we have a better understanding first of all, because we had to relearn it, the naturals don't even have a clue about what they are doing. So if they screw up they are in bad shape. So again, natural in being effortless.

You can become a natural by simple repetition. That's all it takes. You can overcome any of those bad decisions you made a long time ago by simply repeating the ones you should have made. The decision tree can be rewritten to get you down the right path. All it takes is repetition to get there, and that's what we're going to do with this. I need you to understand that repetition will be the mother of your Natural game. That's the mother of this thing, it's a mother.

It feels familiar; the natural just feels familiar. This is an interesting quality that I wanted to bring up with you especially because it's an important thing to understand. It's the reason the natural gets so much success and sex with women is because he immediately engenders a feeling of familiarity in the people that he encounters. Women that encounter this guy feel like they know him, because familiarity can be induced. You can actually get people to believe they're familiar with you without really knowing you.

First is the facial expression that you're wearing most of the time. I have had lots of people that carry this facial expression that's kind of, well I'll give you an example here. I'll use the example, the 'Don't I know you?' look. This one works really good in a bar. And what you do is you use a facial expression that says 'Don't I know you?'

And you see what I am saying? I said it at the end, but I was saying it with my face like 'Don't I know you?'

The second I start doing that, and if I do it just long enough to a woman, who may be across the bar, who may be right next to me, I might be going ('Do I know you?' expression). And she's going to be looking at me and go, and it takes a second, but a woman's immediate response, her immediate biophysical response, and psychological response is to mirror what other people do. Because this is a fascinating mechanism that women have. It's an incredible mechanism if you think about it.

They immediately have this mechanism that gets them to mirror other people's body language and facial expressions. Because what that does is it changes her inner psychology so she can suddenly understand what that person is actually experiencing. In other words she becomes a mirror of that person. She starts to

unconsciously and subconsciously take on the same expression. So when you do it to her like, 'Don't I know you?' she's going to look at you like ('Don't I know you?' expression), and then she's going to be thinking 'Wait a minute, don't I know this guy?'

And it actually does work. It's like a way of programming from this side to that side without saying words, a really interesting phenomenon. And if you can do it well enough, it will work. But the 'don't I know you?' look or trick, if you want to call it that tells us that we can induce a sense of familiarity simply by physical body language by the way that we express ourselves. Feels familiar.

Mostly non-verbal indicators. A natural feels natural because mostly non-verbal indicators he is giving off. I'm sure you've heard the statistic. 93% of your communication is non-verbal. Only 7% is the words.

Now I hesitate to say there is so much overlap and so much – like I couldn't just say to you 'Get the car'. Just saying that in a monotone or trying to not put emotion into it still changes and colors the words. So you really can't separate the words from the context or the presentation. But you get the idea; mostly non-verbal indicators are what make you feel natural to a woman. So it's mostly about body language and tonality, remember that. Body language and tonality.

What else about the natural? Well he has a natural sexuality about him, it's very natural. Again it comes through in body language.

Your 'Bad Boy Naughty Smirk', you need to practice this. This is an exercise you do on your own. There are a lot of exercises that I will give you that you need to do yourself. If you skip them, if you gloss over them, if you ignore them, if you let them just pass by, you're going to lose a lot of power of this program.

Your Bad Boy Naughty Smirk, what is your Bad Boy naughty smirk? It's kind of like the, I call it shit eating grit, and I'll bring this up later on. But you need to practice it, your Bad Boy naughty smirk is kind of a (expression), you know, it's got a kind of an attitude to it like as the Brits say 'I'm totally taking the piss out of you. I'm totally messing with you. I'm totally fucking with you'.

And that attitude that you put in your face, a little bit of (smirk), it's a little bit of a wise guy, it's a little bit of a Bad Boy and it's a lot of what women find attractive because immediately it communicates 'You know what, I so do not need your approval. In fact I'm going to mess with you and see if I can get disapproved of. Let's see if I can do it. Watch.'

That attitude from guys immediately communicates to a woman that he is not an approval seeking, supplicating little needy guy. And that right there is a very big distinction. As soon as you as you can set yourself apart as that kind of guy, you immediately detach yourself from the whole Nice Guy thing. Very important.

So that's why you've got to practice your Bad Boy Naughty smirk. It's kind of a little bit of a (smirk). And you do this kind of like messing with a chick. You always have a smirk on your face like (smirk). Like when a woman is trying to explain something to me and she's saying 'No really, I mean I was just late for work today', and I'm looking at her like 'Come on. You're so full of it. You intentionally didn't set the alarm. I can imagine you're just thinking 'Oh it's a Friday, I'll take the day off''.

See what I'm doing, I'm using that smirk. Don't overuse it, but you've got to use it, you've got to slip it in like 'I know something that other guys are just not picking up on, and you're not either'. You're in on it. You're in on the game.

You're Bad Boy swagger. What is a swagger? It's way of walking that kind of carries attitude. I don't know if you've seen old movies of Richard Pryor movies, or hysterical replays of Pimp, he's got that stupid little swagger to him. And it's an attitude in your walk that says 'You know what, whatever.'

It's important to practice that. You should try practicing some alternate kinds of walks. I don't mean like *Ministry of Silly Walks*, Monty Python kind of walks here. I'm talking about real Bad Boy swaggers that say 'Yeah, so what?'

Walk like you've got an attitude. Watch the walk of guys in movies who have this kind of attitude. You'll know exactly what I mean. I don't need to demonstrate this for you, you probably know intuitively what I mean. But what happens, that's right, most guys, especially unfortunately white guys I know have this tight butt little walk that's more like a, it's hard to explain, it's just not relaxed. It's not cool, it doesn't have any attitude to it. Find some attitude to put into your walk.

Very important, because as you walk up to a woman, you are immediately communicating something right there, because you're in motion, your body motion that you have is going to start to tell her about your attractiveness to her. Laughing at all the woman's responses, like whatever she answers you, you just kind of laugh at like, 'Okay, Ahan? Yeah?'

That's an attitudinal thing. It comes across in body language. Body language is by and large, all the things

that you would like to consciously like to take control of, but probably can't, and shouldn't. You just do it. You just do these things. And try them out in everyday conversations, try them out with your coworkers, it's especially good to do with coworkers, because they're the ones that you can pretty safely test on. Don't do anything really weird that gets you fired because honestly, I'm not going to take any blame for that, that's your own stupidity there.

But I'm assuming that you have good calibration. Otherwise I would not let you on in this program. There was a screening process, by the way, for guys getting into this program. And that attitude that you can communicate, if you can do it with people that you work with, very good idea to do. Because it's a good way to test it without worrying about the outcome. Natural's also feeling this desire, this body language that we're talking about. We're talking about the nature of the natural. Feeling desired, and acting desired. You feel desirable therefore you act desirable. And you feel like 'Man, all these women want me!'

And it's like a feeling that comes across inside, even if it's delusional at first. Because to be honest with you, every emotion that you experience is a delusion. Honestly, all of your emotions are delusions. They're created by your mind to help you in the way that you perceive the world. And a lot of the time, they are wrong. Like that perception we have that people are actually caring about us or what we're doing, we care so much about what other people think about us, but the reality is, they don't think about us. They're too busy worrying about how other people think about them.

Think about that for a minute. When you get your head wrapped around it, it's a very liberating understanding to get to. So when you feel desired, or you pretend in your mind that you're desired, you are! Because it's reality. You've got to be desired, you pretend, you've got to feel that inside your head, and act like you're desirable as well.

Approaching. You've got to feel justification to talk to a woman. Do you feel justified? Do you feel like you are given permission to do it? So in justification what I really mean is, do you really feel like somebody said 'Hey it's cool, you can go talk to her.' Imagine that. Imagine that if you're at a party and some guy walks up to you and says, 'You know what? My cousin's here, she's a really cool chick. But none of the guys are talking to her. I want you to go over and just talk to her. Will you do that for me?' What would you do? You'd be like, 'Yeah, sure', and you go over and talk, you say 'Hey, that dude over there said I

should come over and talk, says he's your cousin or something like that. How're you doing?'

Now you do that because you feel like somebody gave you permission. Well, who's doing that the rest of your life? You are. Even in that situation you gave you permission to go over there. He didn't really do it, you did. The situation would have been exactly the same if you had just seen that girl, walked over and talked to her. What do we need? We just need something that tells us that it's okay to do it. You've got to feel invulnerable to a certain degree, when you're in this natural mode, when it comes to approaching you've got to feel a certain amount of invulnerability.

And I call that, we're being rejection-proof. This is part of the attitude. I feel genuinely sorry for women that aren't interested or reject me. I feel sorry for them, I do. I honestly feel that way about them now. This is something I have cultivated in my head for a long time. It's like 'Wow, that sucks for her. She is going to go through the rest of her life and not be a part of mine. That's just sad, it really is. Anyway, next.'

They've made a serious mistake. This is a lot of the rejection proofing. This is exactly what naturals think inside their head. That person made the mistake, she made the mistake, not me. That's her mistake, and it's a serious one, it's a pretty serious error to have turned me away like that. I, whatever, that's her problem, and unfortunate as it is. You feel almost sympathy and pity. Sympathy and pity, you feel sorry for her. 'I feel sorry for you, I really do. It's terrible, it's a terrible thing not meeting me'.

You feel some urgency. You also have to feel urgency like 'Oh, I got to do this now. I got to do this now.'

If there is a piano dangling over a woman's head, would you have any problem approaching her to get her out of harm's way? No. you would do it in a heartbeat, because you have impending doom, something horrible. You could do something about that. Well you know what, there's a piano hanging over the head of every woman that you meet. And that piano is, she doesn't get to meet you. So save her from that hanging around the head.

So there you go, the nature of the natural.

The saboteur is something very important. We're going to have this in your exercise as well. We're still into a little bit of Inner Game but we're trying to transitioning into Outer Game right now. The saboteur is the person that talks to you in your head and tries to stop you from doing things.

And you've got to find them and you've got to root them out and you've got to destroy them.

My examples for me, the saboteur is my risk avoidance. I avoid risk. I don't like risk. I don't believe that I need to go out on a limb. Really, I can do a lot by just reverse engineering and in some cases just duplicating certain things. But being risky or risk taking where I take things out there to the extreme. For some reason that just never works for me. So it's a part of me that I have to overcome. I have to have that voice in my head where I'm like, 'Is that you, the saboteur in my head?' Yeah, the risk avoiding guy. He's my saboteur. You have your own.

This is the exercise I will like you to do. I want you to take a piece of paper, you don't have to do it now but you do have to do it, so please do not forget. Actually you know what, do it now. Do it now. Why are we doing this? You've got to do it now. Take out a piece of paper or refer to your notes from the first assignment. I want you to create an image of the saboteur that you talk, I had you do this on the previous assignment, I want you to create an image of this person. I usually like to use something clown-like or comical, or ridiculous, or just so pitiful you're like, like a dude with his pants around his ankles. There's nothing more sad to me than a guy with his pants around his ankles. I don't know what it is about that imagery, it just makes me go 'Dude, you're a fool.'

Think about the saboteur having a squeaky and weasely voice. Then work up the dialogue that this saboteur would use on you and write your own response. I'll give you an example of this, here's an example from me, 'She's not going to be interested in you, man. She's out of your league.'

Now you don't hear these words in your head but you feel the emotions that your saboteur instills in you. And he could just as well be saying this. What's your response to that?

Well first of all, you know what, she will be interested in me if I turn on the Alpha Magic. That's all there is to it. She will be interested in me. You get that feeling of undesirable. And then kind of a follow up to that:

'No woman is beyond me. Ever.'

There's no such thing as a woman out of my league. It's funny I was talking to my girlfriend the other day about this. And she said 'You know, it's interesting. You've got that attitude of a guy that there really is no woman that would be out of your league, that would be impossible for you to get.' And I'm like, 'Cool, I'm glad she picked up on that. That's pretty slick.'

But here is the little follow on. This is a little crass, but it's the way I like to handle these things. It becomes something that I can say inside my head so it has to have attitude.

Eat shit and die dude. Eat shit and die, saboteur. Eat shit and die. It's kind of like I've found a way of saying, 'psst you're out of here, you're out.'

It's like the ultimate insult where you just bitch slap them down. That is like the way of sealing it up for me. That is the response I have inside of my head and that's how I stop the saboteur from getting the better of me. That's what you need to do.

Now also as we're talking about the saboteur, we're also still, again I said, in the Inner to Outer stage. This is a transitional stage where we're handling that saboteur, we're taking that negative influence out of our life.

You really just don't believe that you can walk up and talk to any woman and talk to anyone. That's what most guys run around with, that's their belief system. It's that they do not have the right to just walk up and talk to any woman at will. But you can. You have the right and you have the obligation. This is how you have to think about it, this is that urgency thing that I was talking about before. You not only have the right to talk to any woman, but you have the obligation to talk to women

You are obligated to, you must do it. Because otherwise, your genes don't survive. You don't get to experience that woman. She doesn't get to experience you, nothing gets to happen until you feel obligated to do it. When somebody obligates you, you do it.

Stop giving yourself alternatives. This is a big important one too. I call it burning the ships, burn your ships, don't give yourself the opportunity to back out on stuff in your life. When you do that you're actually killing the instinct in you, the primal instinct, the passion, the drive to go and exceed your limitations to go after more. You've got to burn your ships, you've got to cut off any alternative. This creates commitment and also the fact is that having a lot of options creates hesitancy and what I call the back-down syndrome. It means that I can back down from it, 'I can back off it's not a big deal, pffft, ahh, it's okay. I'll give myself some options here.'

It's like I had options for college and I was trying to choose a college. I'll have a ton of options and one of them is Stanford or something more prestigious as far as university. Now if I give myself other options I'm making it okay to fail at what I really want. Really, that's what happens. When you have too many options you become

distracted where you cannot focus on one option and make it important enough to achieve. So keep that in mind, it's really important. Stop giving yourself alternatives out there.

And something I call the 'Justice' Ultimatum, this is a bit of inner psychology that you just need to know about yourself. We will sabotage and destroy ourselves to get 'Fairness'.

There's an experiment they did, the division of money where they gave somebody the opportunity to split up some money between them and another person. They give him \$20 and say 'Here', you decide, not him, you decide how you two will split this money. Now if the other person disagrees with you for whatever reason nobody gets any money. So keep that in mind. So the guy that gets the choice to split it up, as long as he splits it up 50-50 everything was okay. Both sides thought that was fair, they both took the money and walked away happy. But the people that would slightly shift it to their advantage, like they said, 'I'm going to give you 8 bucks. I'll give you 8 bucks, I'll take 12.'

If the other guy thought that was unfair and said 'no, no, no', then neither one of them got the money. Now think about that for a second. The one person who didn't want to take \$8, he was going to get that \$8 no matter what. But to him he would rather they'd not get any money, he didn't want even to get the \$8 if it meant the other guy got something more than him. It was unfair in some way.

This is a part of our psychology that we have in us, and it's very difficult to understand but it is there. It's the 'Justice' ultimatum. So it's a matter of fairness that we try and seek in our minds. Be careful, because what this does is it makes you start comparing yourself to other guys who you are not comparable to. You can't compare yourself to other guys, keep that in mind.

The secret to success. When it comes to the overall approach and things that we're discussing about the approach is that while we're talking about reverse engineering, copy what works, experience it yourself. Copy what works, experience it yourself. If you copy lines and things and they do work for you, great, fantastic. And if they feel natural to you, absolutely fantastic. The problem is that for most guys they don't feel natural. It doesn't feel natural to say some of the stuff. Because to be honest with you, anything that is considered a line or anything that gives him the thought of being 'Oh I'm picking up on this woman' really makes him uncomfortable. It's not really the words, it's their inner state.

Originality itself is just highly overrated. And I know this is going to seem like a contradiction to what I'm teaching in this program, because we're trying to create something original to you. But it actually isn't.

There's an example. I remember reading an interview with some guitarist and he said 'You know what, when we first start out on guitar', I think it was Ricthie Blackmore or something like that, and he said, 'steal everything.'

That was his exact advice. He said 'If you're just starting out playing, steal everything you can.' And I thought about that and I'm like 'wow', and I'm wondering why. And I read another interview with him later on and it made more sense, basically it's true. What comes out will always be you, no matter what. Even if you copy somebody else, you never really want to be just that person. You end up putting your personality into it whether you want to or not. So eventually it does become you. It does become personalized, it does become personalized just by virtue of the fact that you're doing it.

Remember when it comes to validating your own self-confidence or value, anything goes, including the occasional fib. Remember this, when it comes to validating your own self-confidence or your value, just about anything goes. Don't hurt other people but you can fib or tell small white lies. It's okay, it's fine, because what you're doing is you're trying to create a state inside yourself that you can duplicate over and over again, and then you don't have to do the fibbing so much. Then you don't have to do any more of the 'fake it till you make it'. Really important to understand

So the secret to the success: Mind control. This is the good kind of mind control. I want you to pimp your value. Value is a proposition that you're putting in front of a woman. It's the parts of you that she's going to find appealing. It's the 'Why should I want you instead of some other guy?'

You have to come across with unique and independent value, it's plain simple. And you have to give it as well.

Value is perception, not reality. Let me say it again, value is perception, not reality. And you know what I'm talking about on this because I'm sure you have seen guys that have success with women that you think there's no way that some women should like him. He's a dick, why do women go after him when I'm clearly a better choice. You get that kind of self-righteous thing going on. I had that for years, I did that for years. I was pissed, I was comparing my self to guys all the time.

Value is a perception statement, it's not a reality statement. There is no such thing as absolute quantifiable value. Value is in the eye of the beholder. It doesn't matter if it's gold, it doesn't matter if it's diamonds. Those are all perception based values. So that means that that's a good bit of advice for you, because that means that any kind of value that you want to take on is completely controlled by perception. If you control the perception you're in front of you control your value. So if you can give them value you will do fine. It's about giving value not taking value.

Body language. I'm going to have a special section on this particular week about body language, but for now just a couple of hints here. Be louder than you want to be, I want you to start projecting yourself. A lot of the guys that I talk or coach on the phone or I have my Platinum coaching with, I know some that have voices that are very meek, very soft, very quiet, they just don't talk very strong. You've got to project man, you've got to project from just deep in your gut and you've got to just talk like you mean it.

You've got to take ownership of your own life. Don't be so timid that you can't stand up presence in your own life. This is really what this about, because body language is mostly about state and connection. It's about state and connection, connecting with another person, or you should be connecting with your mind-body; being connected, I'm feeling my hands, I'm feeling my body, I'm feeling myself rooted in this chair, I'm feeling my hand gestures. It's that state that we get by virtue of what we think and how it comes out in our body language.

We're about to talk about meeting women and the steps involved in that.

First of all, this is a very simplified model. You can come up with a billion different models of your own, but I want to make it very, very easy for you, because that's what we need. We need just one duplicable process, your black box your Approach Blueprint if you will, that you can reuse over and over and over again. Because the more you use it, the more you repeat it, the more it becomes natural. The more you feel natural the more you are a Natural. Are you starting to see how this is a kind of a sliding scale. As we go down it becomes what you want by virtue of very small discreet steps we take upfront.

So first step is Find. Very obvious, you've got to find the women; you've got to be in the presence of the women that you want to meet. Doesn't mean that you can't go to speed dating events; you can go to singles events, you can go to parties, friends' parties, art showings, bookstores, wherever is that you go, and you and I will talk about this more too.

We're going to talk about where it is that you go to meet women. And how important that step is. It's really just a matter of putting yourself in what we call target-rich environments. Oh yeah, we'll top-gun for you there.

Next step is to Open. I'm glossing over to Find, because let's be very honest, it's not hard at all to go out there and find women. They're out there everywhere, and just don't begin to tell me that you don't know where they are, because you do. Just a matter of getting in those environments and stop telling yourself that 'Oh that's not for me, it's not me. It's not me.'

You are a highly fluid concept. You can be whatever you want to be. You got to choose it, that's all it takes.

But we will go along with this. As much as you're comfortable with right now is possible to make this transition easy, to make it easy to create this set of repeatable steps, your Blueprint.

So again, opening. You're going to start off by indirect opening on everybody you can, whenever you get to an environment that you normally meet women and whether that's a bar, whether that's a mall you go to, or you go to a shop, it doesn't matter. The most important thing you can do is to start up by indirect opening in everybody you can.

Now I'm going to talk a bit more about that. I think you know what an indirect opening is. It means that you're not going in with a,

'Wow, you're so beautiful I had to meet you',

'You have a wonderful energy about you',

'What's your name?'

A little bit more direct there right? Because I'm talking about her and my immediate sexual interest in her. That's why it's direct. The easiest way to start out however, is indirect. And that's the way I'm recommending you start right now. It's very rare that a guy can jump right into a direct opener like that. So indirectly opening is the way to go to make it easy on yourself early on.

Now what else in there? The opener itself, yes, we're going to talk about that, we're going to customize that for you. The opener is whatever you say to start the conversation. And it is the least important thing. You literally can come up to a woman and just say 'I like salad'. And this is one of those openers that we give to guys to prove to them that you know what, it doesn't matter what you walk up to a woman with, as long as you come up with something and do something.

Teasing is an important part. I like to include teasing as a part of every approach, because what it does is, it starts off by kind of playing with the dynamics a bit, it creates tension right off the bat. It's not an immediate 'I like you, do you like me?' kind of opener because that doesn't work. It's the worst way of doing it.

Teasing combines the Attract, the qualify, the rapport and the seduce, all in one step. That's what's beautiful about teasing. You're creating attraction, a little bit of qualification will be thrown in there because your tease could be 'Oh you're so not the woman for me. I can't even believe we've been dating this long. Look, I know we just met right now, but believe me, in a few weeks, we're going to be totally broken up.'

I'm having fun there, I'm qualifying, I'm showing her right off the bat, 'You know what, I can joke about this stuff because it's true.'

So you can combine those steps, the rapport building comes in there a bit too.

Don't draw attention to the tease. When you tease a woman don't draw attention to it. In other words when you tease her and be like 'Oh my God, what kind of a fricking purse is that?'

And you're can leave it hanging there like that, you're going to leave her feeling kind of compromised. Socially compromised is what she'll feel. So she'll have to have to come up with some response to you that makes her feel better and pulls her out of that situation. So that's why

you immediately have to, first of all don't draw attention to it, but you've got to change the subject or roll on to something else right away.

These are steps that guys don't know about typically when it comes to teasing. They tease and then they let it hang there in the air, and then the woman's like 'Whatever. You know, okay.'

What is she doing? She's forced to respond to what you just did and adversely because you left her feeling socially compromised. So your tease has to be somewhat lighthearted, it does, it has to be very light. It can't be a nag, should never be insulting in any way.

As far as transitioning, the transition stage is right after that. Let's retake the opening because Find, Open and Tease, they can all be combined in one quick way. And I'm hesitating to give you some examples here because I want them to be clear to you and not to give you too many crutches as we give you your unique, particular style of approach in words. But next step will be to go from this quick open methodology 1,2, and 3 to transitioning.

Transition means I'm going from 'I just walked up to you and start a conversation to the real conversation'. You need to have a normal conversation. And it can be a mild qualification. This is what you can use for a transition. Like:

'So what do you do for fun when you're not at the bookstore?'

So maybe I open this girl by saying 'Oh my God, look at the stacks of books that you've got! Are you like, a librarian? Are you trying to steal from Barnes and Nobles? Build out your library? Anyway, what do you do for fun here? What do you do for fun when you're not at the Barnes and Nobles?'

You see what I'm doing? I'm trying to transition to a normal conversation. And I'm kind of accelerating that to show you how it would work. I've got to go from the tease, however I open up the conversation to something that can relate to her that she can take seriously and answer. It needs to be a question because it will get her to respond. He who holds the questions controls the conversation, plain and simple. That's the way it works.

And then of course the close. We're going to need to create a close for you that will get you a phone number, contact information, whatever. Because when you start getting this on a regular basis, when you go through all five steps, when you get there, every single time, or almost every single time you're going to be very, very

confident about the approach because nothing is going to be unknown to you. It's going to feel like old hat.

Context is king. Wherever you're meeting women the context is important. Everything depends on where it is you're going, whether it's a bar, whether it's a singles event, whether it's a friend's party. The context of where you are determines all these things, which is why we'll customize to where you go most frequently.

Do not react to results that are not what you want. This is a universal law. When it comes to 'reactiveness', a man with confidence does not react to the outside world. The outside world just reacts to him. Think about this for a second. Most confident guys that I know, that you know, they all are in a state of 'I don't react to other things because it doesn't influence me. Why should that influence me? She just rejected me, so what?'

I don't react to the results that I don't want. Plain and simple.

Qualities that she is looking for; here are the qualities that she is looking for when you first walk up to her. Memorize these and know them on some level.

Confidence, it's one of the first thing she looks for, which is the non-reactive certainty. Confidence is non-reactive certainty. I'm certain about my environment and I don't react to it. I don't 'oh, oh, what was that? Oh, oh, I'm pushed around like a pinball?' No. I don't react.

Second thing she's looking for is physique, health, how healthy you look. But also grooming. Grooming plays a bit in that too, it's how you take care of yourself.

Status. What's your status? Do you have a – what's your indication of status that you can pick up on. Are you a high status guy? Being a high status male is very important and you can communicate that in a lot of ways too. This all happens in the first seven seconds. Yeah, a lot happens.

Sense of humor; how funny is this guy? Does he have a sense of humor about him? Sometimes it's just being laidback enough to know that she can sense that you have a good sense of humor, that you've got that bit of edge to you.

Social skills. Is he calibrated? Does he have social intuition? Can he tell what's going on in a situation without being totally oblivious and being a blundering buffoon through it?

Wealth: yep, she is looking for wealth. Not in the way you're always thinking though. She's not looking for a big bank account. She's looking for a guy that has at least

ambition and passion to go after what it is that he wants. That right there is a big indicator of wealth.

And then, is he hard to get in some level? Does he have a certain element of 'I don't know if I can get this guy.' Because if you're qualifying her she's going to feel that you're harder to get.

And lastly, you're pre-selected. In other words you're desired by other women. That's important too, and whenever you can communicate that it's a must. You should always do that.

So again:

Confidence

Health

Status

Sense of humor

Social skills

Wealth

That you're hard to get - And that you're pre-selected; desired by other people.

Here as you see we were talking about before, we have to have a sense of urgency because that's the only thing that's going to make you act when you normally would hesitate and hang back. If a piano was falling on a woman would you go over and tell her? Of course you would.

What if something slightly less threatening was happening: like she was about to step off of a cliff, would you still go over and do something? Of course you would. You may not find it as urgent, 'You're getting close to the cliff there, excuse me ma'am'. You're going to pull her back.

What is the break point that you feel that it's urgent enough to do something about it? In other words, right now on the extreme end of the scale of walking up and approaching a woman, you don't feel any urgency about that. Because if you did you'd be doing it. On the other hand, if she's going to get a piano dropped on her head there's an urgency about that. You're going to do it.

Where is the break point where you decide that you can just not do anything? Think about that. It's an important thing to understand. Look at it this way. She's about to suffer the tragedy of getting hooked up with a loser out there somewhere. She's going to get hooked up with him. If it's not me it's my obligation to help her avoid that by giving her a shot at me.

Now if this sounds arrogant or with bravado or some kind of untitled sort of self-confidence, let's put it this way, all self-confidence is self-installed. So it's not arrogance unless you use it to your detriment. That attitude is very healthy.

And that's it for the 'meeting women' section. Not all I'm going to cover because we're going to go in-depth about what goes on in it. But that's the urgency element – excuse me, the actual architecture that you should be aware of.

Now when it comes to opening women that's what we're talking about in the session, the opener is what we want to get into. The opener is what we want to get into, you have to have a hook. That's what we're going to explore. You need to have a hook, something that makes you unique. Something that sets you immediately apart from the other guys out there.

That Hook is important. The hook is in almost everything that works in the world. The hook is in movie trailers. There is a hook in there that they get you caught up in. it's hard to explain until you watch it. But watch a few movie trailers and see how they hook you into wondering what's going on; 'what is this? What is this movie? Oh my God, it's got Sean Connery in it!' I haven't seen Sean Connery in millions of years but it doesn't matter. 'Oh my God, what's brought Sean Connery out of retirement?'

You see, that's the hook, that's the thing. It's irresistible to answer, that's what you want in your opening. You want your opening to have a hook to it that gets her caught up and wanting to know more as well as being irresistible for her to answer.

I like again, the indirect when you're first trying to make this an established pattern, and easy to do. 'What time do you have?' is a great one. Start out with:

'Excuse me, what time do you have? What? Oh... you mean you don't have the time? Don't you have a cell phone? Oh, okay.'

You see what you can start to do there? You can start to broaden it out. But you can start out with 'Excuse me, what time do you have? Okay, cool.'

And that's it, just get used to that. Then you start to build, you start to make it bigger.

"What time do you have? 3:30? Are you sure? Oh wow, I'm late!"

So what did I do there, I extended a little bit more, I made more commentary, I added to it a bit. The next thing I do is extend it and make it more interactive with her.

'It's 3:30 already? Oh my God I'm late. Do you know the best way to get right back to the other side of town as fast as humanly possible without taking a cab that'll kill me?'

I'm extending it, building it up and making it bigger.

The 'What time do you have?' is an ultimate one because everybody feels obligated to answer that or to respond to you in some way. They will respond to you and you need to teach yourself that people will respond to you. It's something inside your head that we've programmed – every guy does this, I programmed in mine too. I've programmed myself to think people aren't going to respond to me, they're going to totally ignore me.

Mistaken identity is also a good one. Sometimes I look at a woman and go 'Jane?! You're not Jane? Oh my God, I thought you're this – I met this gal the other night at a party and you look so much like her. I'm sorry I didn't... what are you doing out here in the middle of the day anyway? You're at work, aren't you?'

You can start a conversation that way. It starts out with the indirect and then it leads into more direct conversation.

'Where is...?' another good one, like 'Can you tell me where the closest Starbucks is? I've got to get back more caffeine into my system, I'm just dying here... what? That far away?!'

I'm starting out the indirect of where something is, again something that people feel irresistible to answer. Very important. Gave you a couple of examples there.

Directly indirect is mine. This is my little particular breed where we talk – I will talk with the woman immediately about the elephant that's in the room, the fact that there's going to be sexual tension here and attraction, just immediately bring it out there. But this is a bit more direct than most guys feel comfortable saying or doing.

One of the methods I like to use, and it's one I'll call here the: 'You know what I'm going to say to you, don't you?'

That one I've used before too. I've walked up to women and say if I can tell that's he was kind of hit to the fact that she was walking up to her and she wasn't freaked out by it, I'd give her that face like, (expression), and I'll walk up to her. And if she'd still making eye contact and things are going cool, I'll look up at her and I'll say 'You know what I'm going to say, don't you?'

And when I say that to her I get a wild variety of responses. Most of the time she tries to guess what it is that you're going to say. Sometimes she won't. So then

she'll be like 'I don't have a clue'. And I'll be like 'You know who you look like, don't you?'

That's the lead on this one. 'You know, who so you look like? Hello, who do you look like? You look like...'

And if she says, 'I've never been told that before.' And I'll be like, 'Oh come on, I saw it like across the room. You totally look like her.'

That's another way of getting into the conversation. It doesn't matter what the pretense is. The fact is you're in it. And it starts the conversation. Women don't care, they're looking for the same thing. They just wait for you to do it.

So there you go. The directly indirect is a bit more charged because it assumes a bit more, it puts a bit more on the line as far as risk, but it's also, again, pays off more.

I want you to beware; some guys will shoot down all approaches as 'not being me'. I talked about this earlier as well. Why do they do this? It's because they're simply afraid of trying anything when it comes to a woman. So what do they do?

'No, I couldn't say that to a woman. No, no. No, I couldn't say that either', 'No, that just feels weird to me. I just can't use a line', and then he kind of expands it 'I just can't use a lie on a woman. I just have to be me'.

But just being me is also being a rehearsed version of you that has not been fine-tuned since you were six years old. And weren't getting any luck then dude, so why do you think you're not going to get it now. So again, don't be this guy. Beware, some guys will shoot down all possible lines or approaches they want to memorize is not being me. And they use the excuse of 'I don't want to be fake, I don't want to memorize anything', when in fact it's really an underlying fear that has nothing to do with this. It's very important, I see it a lot.

It's easier to blame the opener/line. Because it's not my fault. 'It's not my fault that didn't work, it was the line!'

First impressions are those very first seven seconds in your opener and they are important. You must stand out. I remember the movie *LA Story* with Steve martin, and the woman in there – I can't remember her name, she used to be on *Taxi* long time ago – was his girlfriend. She says she has this thing she does where she puts on all her jewelry and gets ready to go out, and then she does that quick turn away from the mirror. And she turns back really quick. And whatever catches her eye in the mirror is the first thing she takes off, because it's too much.

Well you know what, you need that. So you're going to do that kind of assessment to yourself. Do a quick turn. Turn and look in the mirror, and see if anything catches your eye. If nothing catches your eye, you might have to think more about what it is you want to put out to stand out. A little more bling, a little more something.

Qualities on the first impression are you want to communicate are that you're naughty, edgy, you've got a little edge to you, it's that smirk, that Bad Boy smirk. You've got to be funny, playful and goofy; that's the teasing, that's the humor that you put in. you've got to have a snappy wit, which means you're willing to go back and forth with her a bit.

This won't happen immediately, but it will happen later on. Remember, we're only giving the parenthesis to a very short conversation here. It's up to you to start expanding it. And that you want to communicate your Dominant, you're an Alpha.

These are the things you must communicate, the four qualities you must communicate in your opener in the first seven seconds. You're naughty and edgy, you've got funny, playful and goofy attitude, you have a snappy wit, you're quick; in other words, on the uptake there. And you're Dominant and you're Alpha. You're not a supplicating fool.

Now as far as opening in bars, there's obviously a whole different subset there, because it's a little more of a lukewarm environment. But I do give special tips for this environment as well.

First of all is, if you're in bars and you're approaching, keep moving around. Do not stop and stay in one place for very long, because then you like the guy that's doesn't have anywhere better to be but he just has that look. And people start to detect that too. If you're there too long they have this thing at the back of their head and they can register it.

We sense a lot. Remember, we are by and large predatory animals. And we have a lot of keen instincts that we still use today, especially in the social arena.

Drink something high-class when you're in a bar. Drink a glass of champagne, or even some bubbly cider. She doesn't know what it is in the glass. But it looks different and it stands out, it makes you look a bit more sophisticated.

Learn the names of people on the staff, find out their names. If a woman comes over to you to get you a drink say 'Hey, my name's Carlos. I just wanted to say hi. Can

you get me a glass of whatever that bubbly cider is that's not too sweet?'

Get yourself introduced, get yourself to know her, use the names, because later on you can use it with her later again. Just don't overdo it because they start to feel like 'Oh this guy's just trying to cozy up to me to get free drinks.'

Be cool, be relaxed, be chill, be a friend.

Copy the top dog. Look at the person in the bar that looks like he is the ultimate Alpha of that bar. Look at the guy with the most girls around him. Get an idea of what it is he is doing, reverse engineer his game. I can't emphasize this enough; you're going to learn more by imitating other guys sometimes. And you will just trying to start from scratch.

Ignore the hottest woman in the bar. This is really important. It's hard for a lot of guys to do this one. But I want you to ignore the hottest woman. Get really close to her, but don't pay her any attention. Act as if you're looking for somebody that you're trying to find in a bar. I've done this before. It's a way of me justifying my own value, like 'Wait a minute, I'm going to go over there. I'm going to be in her space, and I'm going to want nothing to do with her.'

So I go over and I'll be in that group for a second or I'll be close to the group and I'll be looking at them and going 'Have you seen a guy, he's about, I don't know, only three inches taller than me, he's got a weird little funky handlebar mustache. Seen a guy like that? No? Okay, cool.'

And then I'll walk away. I totally don't give her any indication that I'm interested in her. Walk near her, don't look at her. Because women like this will wonder why it is you're not '(drool) You're pretty!'

Guys do this all the time. That is a very big error, plus it also communicates to you internally your value, and you don't need to have her.

Getting attention is important. Getting attention in the bar is an important thing, because the more attention that's paid to you, women sense this and they will pay more attention to you, because other women are paying more attention to you.

The backhand brush is a technique that I learned from a friend a while back, and it is really a very effective one. And that is as you're walking through a bar your back of your hand is very effective as a way of coming in contact with people. With women you actually don't want to

backhand her tit. No, you're going to backhand as you pass by, your hand might brush her thigh. Or it might brush her hand as you pass by, just kind of a glance. And she's going to wonder, 'Was that on purpose? What was that?' and she's going to be looking at you.

And other women around are going to see that this woman looked at you. You see what we're doing here? We're kind of creating, we're building a groundswell of energy that focuses directly on you. That's what this is about. So that backhand brush is actually a very effective technique. And if some woman's like 'Watch it!' you can say 'Excuse me, hey'. But it doesn't happen, trust me. It never happens. The backhand brush is a great way to just kind of start to again stir up the attention focused on you. That's what you want, you want attention. You want to feel like you're the desired one in the bar. So in bars again some specific techniques for using that particular location.

But I don't focus on that because I know a lot of guys aren't really comfortable there. But you really need to use it. It's a great place to go to try just to practice your game, hone it, refine it and perfect it, especially the stuff that we're creating in this program for you.

Pre-selection, understanding female desire. Women want what other women want. I was just talking about this when we talked about being in a bar. She wants what other women want. And for her to want you, you must appear desirable. It's a pretty simple formula. So again, female desire is that women want what other women want. The more women you can get focused on you, the more other women will be focused on you. That means that the better you can get at building up, I call it a harem, the group of people that you're in and the more of them that are women, and you're like the lowest percentage of guy, like you're the only guy, that's awesome.

Rehearsed thankfulness. This is something that's an Inner Game track. And this is actually kind of off the walls, it's not even the correct position here. I probably would have put it earlier in the Inner Game. But I want you to imagine for a second you're taken hostage. You are in your car, you're driving along and suddenly somebody stops you and gets you out of the car and blindfolds you and throws you in the trunk and you're taken hostage. And you are actually kept for a while, you're in an uncertain situation, you don't know if you're going to be killed or tortured or whatever. It's really kind of freaky. But after a while somebody comes long and liberates you, they free you.

What would that feeling be like? Can you imagine that?

It's hard for a lot of us to, but if you think about it, I've watched it on TV, I've seen they sometimes portray it pretty accurately. There's a very, very big burst of emotion. It's a very emotional moment. It's like finding out that some doctor said you're going to die in six months and says 'Oh, I'm sorry, I'm wrong. You're fine, you're going to live for a long time.' And you're like 'Whew!'

What a relief that would be. It's thankfulness. A sudden awareness of 'Wow'.

Use that feeling after every incident you have where you reflect on something and you get control of it. Or you exert positive control over your situation, whether it's effectively delivering an opener, whether it's effectively getting a phone number, whether it's effectively getting into a group environment and exercising your social skills. Use that feeling to reinforce it. It's really important that you do that, because a lot of guys have their successes, but they immediately dilute them or destroy them by virtue of the fact that they can't really – it's contradictory to their self image.

So by using Rehearsed Thankfulness, you can start to do these things feel like they're an important part of your life and a justified part of your life.

You need chords and notes. When I say chords and notes, what I mean really is, and this one back to my guitar analogy, you need to have bigger chords, which are nothing more than notes played in rapid succession across the fretboard. You need those chords but you also need the notes that comprise the chords. So when we're talking about meeting women, yes I'm going to give you a big picture but you need the notes. We're building on the first opening note right now; the root note, the natural note of your approach, which is how you just start the conversation.

Energy is a primary resource, remember this too, along with time. Time/energy is everything in your life. Not money, time energy, because with time/energy you can create money, you can manufacture happiness, you can totally fabricate any kind of emotion or state you want out of the time/energy equation. That's life. Life is nothing more than time/energy. How much time you spend and what you, the energy you put into something. It's a function basically of how to throttle your life.

And I'll give you an example. I go to these workouts every Friday. They're called the Black Belt Workouts. And you have pretty much basically only so much energy to get through this lesson, but at the same time I have to figure

out how I'm going to gauge that, how much of my energy am I going to use? Well you know what; I only do this workout once a week. So I totally go all out. What have I got to lose right? The next day is Saturday, I usually do lighter work on Saturday. Friday is my day to show my stuff. All the training I do the rest of the week I want to make sure I'm putting in place with the guys I'm training with. That's what those Black Belt workouts are about.

So time/energy is a function of how you throttle your life. Most of the time you're going to throttle back, you're not going to put in a whole lot of energy into everything. But some of us get used to being that as a habit; we never put energy into everything, or into anything. This is as a result we don't get the results we want.

Energy is your primary resource. Energy you have and your effective use of it will dictate the success that you will get in everything, including this program and with women. I'm going to show you how this energy is spent.

We're going to go into some tips in the next section, and we're going to talk about some specific tips regarding the approach that we're building for you and what you're going to need to do this week, as well I'm going to talk a bit about the assignments. Some of these assignments you may or may not get, depending on your particular state. Again, it's personalized. If you see an optional one that you'd like to do, by all means do it. You may not get it as your specific one though. So I'm going to give you only the ones that I feel are important for you to get the most out of this program. And so we can build your Personal Attraction Blueprint. The Natural in you is about to be awoken.

I'll be right back. Go on to the next video and when you get a chance we'll start talking about the tips in this week's assignments.

All right we're back! It's time to go on to the tips section of the program for this week. We're gonna talk about specific tips that you can use and apply in your game and again we're in action. So we are starting to take action this week. I'm gonna ask you to do things not just to sit in your butt and read and you know this isn't an ebook. This is definitely not what you want it's just something to read and not take action on.

You want specific steps you can induce to move forward and that's what we're gonna talk about here. Ah we got a lot to go through, just start ??? to this baby ok. I don't want have you spending you're whole week watching videos I want you getting out there doing the stuff. The one thing you must have in the game of meeting woman is a personalized approach plan. That's what we're creating here. Must have it. It's personalized, It's you. It's a customized you. So it's what they call your back pocket approach.

You have all the sections of it memorized, they're all in here. It's very short, it's very simple it's very you and that what makes it very natural okay. you don't want something long and orchestrated and drawn out you don't want to be reciting a line from Hamlet It's all basically very simple. Again, keep it simple. It's a blackbox, it's repeatable, it's standard, it's tweakable and it's effortless.

Remember that being the definition this is the same thing as natural, very effortless. Repeatable, very important because you wanna be able to repeat it enough time so that if you see something wrong with it, you can tweak it, you can change it, you can make it better. One of the biggest reason people fail on overcoming their fears & doubts when it comes to inner game and approaching and meeting women. I'm starting not to like the term approach women because this feels intimidating around about us like talking about meeting women. ???That's where it's about.

Most guys don't understand their mind and most guys cannot control their mind. These are the biggest reasons that people, all people, are experienced failure and their ability to overcome fears and doubts. They don't understand how their mind works and they can't control it. By now I hope you've watched the additional bonus video I sent you on the emotional control model that i've been tryin' to pioneer and tryin' to get out there and it's part of this process any thoughts that are not solving your situation are part of the problem period.

And you gotta be a mercenary about this, when thoughts enter you head and the don't solved your situation They are not, They're part of the problem, they're not part of the solution. So, this is like those people who you happen to hang around with from time to time that the nay sayers, you know these are the people that really do exacerbate the problem, they don't start helping. They're first thought is oh my god, oh poor me, i'm stuck in this bad situation. Don't be these guys. The nature of thoughts, I talked about this I think a little about last week. We all think, we are all immersed in the forest of our thinking, we can't stop thinking, so what we will do, we let out thoughts run wild like insane little 3-year olds with adult, without adult supervision.

That's my best description of metaphor for your thinking, ok. We all think, everybody has thoughts, we are all immersed inside those thoughts, so it's hard to see out from inside. We can stop thinking, we can't turn it off, and so what do we do, we give up and let those thoughts run crazy in our head because we don't know that we can control them, we let them run wild like insane little 3-year brats that are crazy in your head.

That's again where meditation can help you, all right, the nature of thinking is, you can stop thinking but you can gain perspective on those thoughts, it's a big reason that most people don't overcome their fears. Now the greatest lesson, Now the greatest lesson that I've learned about emotional control is how to label the emotions that I feel very fast. The faster that you label them, the quicker that you can get to what is that emotion is telling me. Because emotions are idiot lights on your dashboard of life, ok. Emotions are the idiot lights on your dashboard life.

They're telling you that, your oil is too hot or your engine is too hot, or your out of cool, or you battery is dying, or your alternator shut, whatever it is, these idiot lights tell your this. So here's what we're gonna do. We're gonna go through a list of the emotion really quickly: fear, fear is the voice in you saying in your voice fear, hahaha, is voice in you saying I feel something bad might happen. I feel something bad might happen. How do you react to that?

Well, you gotta determine will it really happen & is it really that bad. Stress, you feel there's too much to do, ok, that is what stress is telling you, that there is too much to do I'm being overwhelmed, I had to, hah, decompressed. Anger, something is happening unfair towards me or someone or something that I care about. That's what anger usually indicates. It's not fair, oh, what's goin' on,

it's right, it's not just. Sadness, you've lost someone or something that is important to you.

Boredom, you do not have enough challenge in your life, it's a pretty important interpretation there too. Most people interpret boredom, as meaning, uh, life's not giving me anything right now. It's you not owning up to it & going after the challenges. Loneliness, you need more meaningful relationships. Plain and simple, right. Guilt, the soon as the twin sister of anger you done something which is unfair to somebody else and now your conscience is making you pay for it. Inadequacy, you feel something is wrong with you. Secondary feeling is frustration, what you're doing is not working.

You need to change your ways, and going further this is more abstract is depression. So when you feel depress your like two layers away from the real emotion of what is goin' on. Depression is a system overload, says I can't try anymore, it hurts too much, I need a break & I need it right now, uh, I'm freaked out, I gotta go sleep for three days. Some people do this. I've known people to freak out & they don't function for three days. What kind of a life is that.

Get yourself under control, figure out where the frustration is in your life and pin it back down to one of these emotions. The core emotions that are in your life. All right, there you go. Quick lesson in understanding emotion in our game.

Now the real secret of winning this war in our game is knowing how to choose your battles, ok, don't try go after everything. You gotta effectively use your energy. Remember what I've said, time-energy. Time-energy is the be-all and end-all of your life. How you use energy would dictate how effective you are in overcoming things.

You can't just go after or the bulldog. I'm gonna make my way through it, grrr. You gotta do, You gotta think smart and do smart. Now one thing that almost nobody knows about how to overcome shyness and the whole subject of meeting women and approaching women.

First of all, woman gets you in less than ten seconds. Some say it's less than three seconds or women can get you. What I've mean in get you is, she understands you, she can immediately tell how confident you are, how cool you are, how attracted she should be to you.

She gets you in just a short period of time. Body Language is usually what gives you away. That's why we're focusing on it here and while we're doing some of the exercises base around it. Ah, eye contact very big part of body language, make sure, let me scroll down here for you, make sure that you practice eye contact daily, hold it for a few seconds, pass your normal discomfort and then repeat it over and over and over again.

Believe me you gotta do it. I find myself inadvertently looking down away from people. Today, I still do this. Because it happen, it's somehow programmed to me, it's so deep, dude I gotta stop doing that. I got consciously get aware of it. And I change the behavior and I go back to confidence again. But it happens, you just gotta go back and retrain yourself. Ah, it's a lot easier though than it ever used to be.

Never look away from a woman's gaze first. Never ever look away first from a woman's gaze first, Because that's the first thing that cared to her that you would not be suitable for her if you look away first. Posture, keep your back straight, keep your shoulders back, your head up and your eyes up. Ok, very simple to posture, especially when you're walking. Straight back, shoulder's back, head up, eyes up. Movements and motions.

Make sure your body language is slow, fluid and graceful. I recommend you take a dance class, I really do, ok, even in martial arts, I became hell-a-lot graceful because I know how to do forms and know when to slow down and accentuate parts of forms by virtue of good body language. Proxemics. Proxemics is the study of how you space.

So move in and out of her space. Avoid that creepy, clingy space, you know when you're really close to her, like, I wanna touch you, ok, I wanna touch you, that creepy space, not good. You go in and out and in and out of her space. That's how you effectively use it. Progressively go back to her space a little closer each time, that's what I call the standard keno progression. You gotta gradually micro work your way into her space.

Touching, again keno, the way we'll talk about. It's the same pattern as Proxemics, there are occasional touches at first and then they build a little longer. Nothing to long at first, too creepy, slow ah very quick touches and then they build up.

Always do something else while your touching her, don't just touch her, and that's it, no no no, you gotta be talking to her or leading her somewhere during that touch, like oh my god you wouldn't believe this, I'll grab on to her hand, this guy and I'll pull my hands away and they'll tell the story and I'll go back and turn the hand again, can you believe it, oh my god.

Again, I pull my hand away, I know when to go in when to pull away from her. I use touch as accentuation and she feels it. You gotta touch women, ok, and get use to it and comfortable with it. B don't said every man has to know, keep your hands out of your pockets, no hands in pockets, no, don't do it. Number 2, don't cross your arms or your legs, no crossing of the arms, put them by at your side, not in your pockets, not folded in front of your crotch, dangle 'em, just let them hang by your side, you can do this it's possible but again, we got fidgety, we have to find new place to put our hands.

Don't stay too still and have an animated expression, have a face that goes and brightens up and lights up and smiles and, my god, you know on her cellphone just throw a really crazy face and you know what you do, you practice your crazy faces in the mirror at home coz' they're actually fun to do.

I got some pretty good if you want that are really, just ridiculous, I talked to my mother's program too don't stay very still, if you stay very still or very quiet you communicate a certain energy about you, right, and you don't want her thinking that you lacked energy or passion or drive. As far as a body language and negative indicators from her, okay, look at her see if her eyes roll, not usually a good indicator, okay, an eye roll is usually a help me, that's how she says help me to her friends, she rolls her eyes, not turning her head or her body to face you is not a good indication, okay, she's feeling like she can disconnect from you, stay disconnected that's why, she's, you know, what is it, and off her shoulders, not a good indicator, and these are the things you should take action on, crashing her of her own arms, leaning away from you, and avoiding physical contact or pulling away from physical contact with you.

These are all bad signs, now does it mean that you give up and go home and cry, no, you calibrate, you adjust, you find out why these are happening, and then you avoid, avoid those mistakes later on, maybe you just got a bitch, who knows, something most guys don't know about women's body language is that sometimes you can

change a woman's mind by opening up her body language, you can get her, if you can get her to uncross her arms or relax or turn to face you or be more open & expressive to you, you can actually change her inner state, because your changing your physical state, it does work. It forces her to feel more open,

It forces her to feel like she's more accepting, ah right, those are the body, ah, the body language things we're talking about, body language is state, meaning you gotta get connected to your physiology, you have to get connected to your feeling of your own body, physical rituals are good. Some guys would do this thing called tapping, where they just tap themselves, like this, because what it does is, I do this in my collar bone, because I can really feel it in my body, it's like, shakes you a little bit, it makes you think, oh my god, here's my body, I'm here, i'm present, I am now, keeps you out of your head and right here.

This can be a weird, don't do it all the time, don't you see a woman going, really, I don't know, yeah, and that's a little bizarre, but he can do it in a way, she won't notice, like tap your leg, keeps you out of your head, because suddenly your pulled, your attention pulled to your physical body, very good effective technique. Grounding. I give you an exercises for grounding, feel yourself in physical contact with the world around you and just focus on that, keeps you out of your head, my big tip is just find ways that will mini-exercise why you're talking to woman.

Now, our guys know about this one, I haven't talk about it much. Squeeze the table, puree a table, use your hands a literally squeeze it like this, cause nobody can tell that your doing that, you got a little bit tense arms, but squeeze it let go, squeeze it let go, this little exercises, bring, pull out your awareness to what's going on around you, rather than getting caught in your head, then the penny, another great technique i learned from a friend, take a penny put it into your fingers, you can try and bend it, it relieves tension, dynamic tension is where you physically resist your own body, like how it's gonna show a punch like we do some martial arts i put it out there right, punch, but then it tenses while I put it out really slowly and i resist my whole body is tense around that whole exercise of the punch and by doing so I actually get more accuracy in the punch, i got more aware of how my hands moving and things like that, turning it down like slow motion.

So you can use that as a way of again, getting grounded in your body, isometric resistance is also good too, putting your hand under the table and trying to lift the table gently with the the back of your hand. Breathing, get yourself connected to your breathing, deep in the belly, 3 in 3 out, meaning, ha ha ha haaah haah haah,.

So breath in 3 times to really fill up, and 3 times to really exhale, breath in through your balls, I know that sound gross, but what we really mean by that is, you breath so deep you feel your balls is filling up with air, when you can do that you forcing yourself to breath deep into your body, and again you get a much more confident state and physiology, daily practice that's all it takes, practice daily with a meditation routine where you do this one exercise and you're gonna find it immediately that you can take more control and ah more awareness over your state.

Iron wire is a demonstration that I would put in the body language section of this program just a quick note here that it's something you can do as a , ah, meditation and a very good way of controlling the energy in your body. It's a little eastern stuff for you and a little martial arts stuff too. Ah right there you go, little bit of body language stuff. Here's why you shouldn't be afraid to approach women. Number 1, women don't want to approach men, they don't want to do it. She knows that if she does approach you, that the relationship would probably not work out because she's the one who initiated, she's the one who had to kick it off. What kind of your relationship is it where the woman starts if off. She knows it intuitively.

Even though she won't say it, she does know it. Women get approach mostly by either jerks or really wimpy guys most of the time. So, there you go. That's why you gotta approach. You should never be afraid of approaching women because she's mostly getting approach by dicks out there. And if you can be the one guy that does it right correctly you gonna get somewhere. The absolute worst way to meet women is being unprepared. And we're conquering that right now. It's the worst way, and it's the biggest mistake I have make. But over 90% of guys wing it when they go in.

Winging it is not the same thing as being natural. Let's be very clear about that. Most guys don't know this either. Winging it is not the same thing as being natural. Rehearsing and planning something does not make you fake or manipulative or some kind of pick-up creep, it does not.

What it does, is it's showing that your taking conscious effort to take control of how you present yourself. Ah, dancers, have to practice. Martial artists, have to practice. We don't get this way overnight, everything takes practice. And yes, you do need material, you need material for yourself to use. So if you have something to fall back on when your mind goes, ok, you like that noise, huhp, I work that one all last night. Ha ha heh, the secret weapon that I use for approaching is this, a magic bullet opener.

Ah, it's custom. It's never the same for any two guys and we talked about this again earlier as well to throw away, the more you put in to your opener, the more you got invested and the more important the response becomes to you. Do you see the connection there. So don't put too much energy in your opener, it's not that important, it's not a big deal. We're gonna put a little energy in but we're gonna also throw it away.

So, throw away. It's easy throw in the garbage. It's meaningless, ok, to throw your opener is meaningless, by making it meaningless, you remove the emotional content of it, it's emotional attachment. And it's brain-dead meaning you could be in a comma and you could still deliver it.

Hey, men, it's Carlos, I just happen to see you across the room and I thought you had this fantastic energy about you. And I know I'd kick myself if I didn't forward and say hi. I, I can just say that. I can say it in many different variations. And sometimes it comes out differently but it says the same thing. I had that one so memorized I can say at anytime. I can be in a complete comma and I can do it.

That's the kind of approach you wanna have. I don't care if you steal mine, but you got to feel it. Ah, the opener, that we're talking about, the magic bullet opener, it's easy to acclimate with. Use an obligatory opener, I'm gonna repeat this again, this is how you gonna build yours. The "what time is it". The, "do you know where something is" or if you're in a bar, "what drink is that".

They feel obligated to answer. They will not resist or refuse your answer, ok. Ask her question she feels compelled to answer. And then make an observation she cannot refuse. You know something, you look like, you look just like my cousin. And that's like, totally freaked me out. Sorry, I didn't mean to stare at you but just weirding me out. My name is Carlos, by the way. Boom, you're there.

You're in a conversation. You see how easy this is. Ah right, that's the magic bullet opener. Two questions to ask when your making the decision to start a conversation or approach a woman. Number one, if I walk away and again, And I let my own fear beat me, again, how I'm gonna feel later on. Start experiencing the pain of failure now, to motivate you to do something while you still can.

Note, most guys have gotten so used to this pain, that they have totally blotted out of their mind. In other words, they have gotten so totally used to, walking away and not doing what they wanted to do and then later on feeling like, oh god, I'm such a dick, I can't believe I didn't do that and, brrrrppp! They just blotted out their mind. They get to the point where they're not even register it anymore. That they won't hold themselves accountable for the fact that forgot, or that they fail to approach that chick.

Number two, if I do approach and nothing comes of it. What am I gonna feel later on? How many rejections do you really remember, in your life? I don't remember very many. I remember maybe one. One stands out on my mind, but other than that, I don't remember any of the women that I've talked to that it didn't work out with. That's a good place to be.

Again, note, most guys create an alternate reality where they imagine the rejection being worse than the reality which is nothing. The reality is, nothing, you will feel nothing later if nothing comes of your approach. You feel nothing. Here's what to do when you feel like your slipping back in the shyness. Number one, is reframe the moment, ok. Remember that all women are nervous and insecure. This is an important reframe.

Yes, more than you, they're more nervous than you and more insecure than you but they hide it really well, ok. They just have a very established pattern, they have a routine they do for guys that approach them. Huh, how about that.

Women have a routine too. They have their own version of what we've trying to create. They've already got it rehearsed. They've already got it figured out. Coz' they deal with it all the time. You don't, because you haven't making yourself deal with all time. Starting to see the difference there. Big and important.

And there's number two here, I don't know why it's in there but both of them are that. The number two method, of things to do, when you started to slip back into shyness is what i've called the "hale mary". This is where you throw a pass that might not make it but what the hell, got to do it. Reveal something shocking or say something wild to her.

Give you an example, you know something I bet you I could dry you naked from memory right now, ah huh huh, I actually use that, and that was, it's a little over the top but it work. Coz' I have had a such ah, I have had a very good conversation up to that point. Ah right, that one's a freaky one, I don't suggest you use that.

But you can see what you can get away with. By saying something totally wild and outlandish, you can put yourself back in the conversation again, especially on those times when you feel there's a pause and you don't know if you can start the conversation going again, you start to lose it.

Use the gasp response which is this is an important technique I want you to remember. Never let a woman, take the conversation down the regular path where she expects it to go. Because if she expects it to go in a certain way and it goes that way, you successfully bored her. She's now thinking your dull.

Say something UN-PC with a little bit of smirk. Ok, I'll use an example of, let me think of a good one, oh ok, and I'll say something like "so what is it about gay people anyways, I mean there's always one of them that has to be like the real gender, like as a guy in a "gay-guy relationship" that's more of a guy and the other one is more of a girl. Well, if they need to be like a guy and a girl, then why aren't they straight.

Huh, I'll say stuff like this and chicks would be like, they'll think it's funny because I'm saying stuff that they would like to say but they can't. And again, if a woman gets indignant or reacts in anyway negatively, you do not react to her. You just call her on it. I usually say something like, "you know something, you're a pretty serious person, aren't you? You need let your hair down. I'm gonna buy you a ticket to a spa. They'll massage you there, ahahuh."

And I have fun with it because I've been making a decision of whether or not I would continue trying to talk to this woman. Never let the conversation go down the usual path, in other words, always say something that makes it a little bit ??? for her. She's starting to talk about her

sister, and her sister is going away to college, you can look at her and go, you think she'll having a lot of sex when she's there, i hear a lot of girls go to college like that, they had a lot of sex.

Again, it's freaking her out, it's like what, what are you talking about my girlfriend, not the first thing you say to her right, but somewhere in the conversation you gotta start showing her that you can take this thing and take control of it and make it fun, make it something she can't predict. Now it becomes fun for her to have this conversation with you. Really important, to really be able to reframe it. The best example of healthy social awareness is being aware of your surroundings, being tuned with your surroundings, but not focus on it. It's like your floating in a lake.

When you go out to a bar, you go out to a singles event of any kind. Healthy social awareness is to be aware of your surroundings, being tuned with it, so you are aware of what's going on around you without to having to look at everything. Don't look around too much wherever you go, this is a negative indicator for most guys that they don't realize they're doing. They're looking around a lot, looking a lot, don't do that.

Keep your attention very control, very focus. Because you're looking around a lot, people pick up on that, and they realized you're the guy who is there with nobody, who's looking for somebody, and is probably desperate. It's said, but that's what they picked up on, and it's a very big indicator, especially for women. Women see this, they see the guy that's sitting around there, looking around, scoping around.

The one thing you've been told as wrong is about how to be direct with women. Don't escalate verbally with women. Ok, you don't tell them what you gonna do. You're so beautiful I could kiss you right now. No, no, no, no, you do it, you don't talk about it. Ok, so don't escalate with woman verbally, you don't tell her how you feel about her, you don't tell her what's going on, next, you make it happen or it doesn't happen at all. Don't ever tell a woman where she can actually guess it for herself.

Like your starting to stare at her lips, you're looking at her eyes, you're looking at her lips, you know you want to say something like, I just so want to kiss you right now. No, and you're looking at her go, do you want to kiss me right

now. No, that's another one of those guru advise things I've heard out there before, no you don't do that.

You just work towards steady progressive escalation 'till you, 'till you get to the point a kiss is inevitable. You never had to ask for it. Ok, that's how you escalate, physically is you do not turn it into a verbal escalation. And there's new evidence that suggest this about women, and that is they're trying to go too far, too fast, will often do mean. Instead, you gotta escalate with building tension. Small steps, just like what I'm talking about.

Ever stronger, not necessarily applicable to digging or cold approaches by the way. This is a slightly different game, this is more of a bar and club type thing, wherever you're trying to escalate if you're out in an environment where you're gonna have a long conversation with her, you've got to escalate a little bit.

Ok, because going there for 30 seconds, getting her phone number and walking away is not using your full potential. Even though you'll be able to do that, you want to start being able to expand it from the inside out. So again, not necessarily applicable to digging or cold approaches but you want to take small steps ever stronger and move in closer and closer to your goal. And we're going to part two in the next video, go ahead and continue on to that right now.

I realize I gave you quite a bit of content here and it's okay if you don't get through all the tips. It's more or less a way of reinforcing a lot of the content that we've been talking about throughout the rest of this Week Two contents. But you do want to go through it at some point or another.

We talked about the evidence about meeting women and when you start feeling anxious. When you start feeling anxious, the most important thing you can do is to stop thinking and act right away, because the thoughts that start to enter your head start to manufacture emotions. They create the emotions that you're experiencing by focusing on, "Oh my God, what if she rejects me?"

Well now, I'm creating that fear of rejection. Fear starts to come into my head. You see how this works. It's the thoughts we entertain that actually create the emotional states that overtake us. So if you let yourself think, you're just going to create more anxiety. The more your thoughts run away from you, the more your anxiety will take over you.

Now an easy way to get past your shyness is simply be a greeter. One of the best things I can recommend is to find some way that you can be to perform this function being a greeter. One of the things I like to do, as a matter of fact, I'm doing it today is over the recording of this video is I'm going to be working at a stand or a promotional stand at a local fair.

Now a local fair is to promote different businesses in the area and one of them is the martial arts studio that I instruct at. So I'm going to help out there. I'm going to be a greeter; I'm going to talk to people. I'm going to hand out flyers. I'm going to actually do some announcing over the PA system there. And that was a great way for me to get myself out of my shell.

Another great way was at the tournaments that we hold. I volunteer to be the guy that gets on the microphone and says, "And the winner of the Green Belt Peewee Sparring is..." You know I get to do that whole shtick. It was actually a lot of fun because I got to ham it up a little bit; have a little bit of fun and get out of my shell. That's really what we're talking about here. So be a greeter.

Remember the funky inner game of permission. This is what I want you to understand. There's this whole greeting thing that relates to this mental concept of do I

have permission to do it? Who said you could do anything in life? When it comes to Halloween, who says you can do that? Well, everybody says it, right? Because everybody does it. It's like a shared holiday that we all indulge in, in the same way. Well, who's to say you couldn't do that another day of the week or another day of the month or another day of the year, right?

Well, that's the funky game of permission.

Who gives you permission like if Halloween happens to fall on a Tuesday but people are having their parties on Saturday, does that mean it's okay to do it that Saturday? Sure, what about that Sunday? Well sure. What about Friday? Well, sure I guess, if it's close enough. The permission game is something that's totally in your head and it's something you've got to totally give yourself the right to do. All right?

So be a greeter. Be the person like – I'm not saying you go to Wal-Mart and stand on the front and say, "Hi, welcome to Wal-Mart." I'm saying be – do that function of greeting people at a party, whatever it may be. Do some volunteer work. Volunteer work is another great way to get yourself really circulating and kind of out of your shell and out of your comfort zone.

One lesson I had wished I had learned years ago is that you only need to be slightly better than any other guy out there to win. Just slightly better, and believe me, when 90 plus percent of the guys out there are not very good with women or with attraction, it doesn't take that much. It only takes a small increment for you to outdo or outperform the other guys who are out there.

Trust me, it's a very easy thing to do. You only need to stand out but slightly. You do need to stand out, okay? Don't be dull. You have to stand out in some way. The more you do what other guys do out there, the more she's going to mentally throw you into the just be friends pile. It's programmed into her. She can't help it. The more you act like other guys, the more she's going to think, "Yeah, no big deal." Right?

Now how to stop the fizzle out. This is a question I get a lot from a lot of guys. When you're talking to a woman and the interaction starts to fizzle out, it doesn't seem to carry the energy. There doesn't seem to be interest. She's kind of like (sigh), obviously not into it anymore.

First of all, it's the biggest problem for guys who can approach because what happens is it creates anxiety because things don't go anywhere and the more you do it, the more things don't go anywhere, the more you're like, "Why do I bother approaching?" It's not you're really afraid of approaching; it's that you know you're not going to get the result you want so it becomes a "why bother?" Right?

You have to create sexual tension. That's the secret to avoiding the fizzle out. Create sexual tension. Create sexual tension. Remember that, okay? And the only way you can do it effectively is first of all, don't escalate verbally. You don't have to say things to escalate. As a matter of fact, you shouldn't say things.

You shouldn't say things like, "You're just so beautiful, I had to come over and I wanted to find out if you had a boyfriend and we can go out sometime." Bad, bad, bad, bad. Because what you're doing is you're forcing her to make an immediate snap judgment on you based on not knowing you as to whether or not she's going to want to be involved in any other way with you. Not a good idea.

The best way I can explain this is and the best way to do this is to do what I call the soft eyes and triangle stare. This is a body language thing that you can do. First of all, you got to learn how to handle the proximity between you and the woman that you're talking to. Get a little close but not too freaky close. Just enough that you can sense there's a little bit of tension like she notices that you're there and you'll see her eyes kind of look around a little bit. You'll pick up on the vibe that she's detecting that this is a sexual interaction, not just a social interaction.

We use the soft eyes triangle stare. The soft eyes are where your eyes kind of close a little bit, be a little bit soft. They're not hard and staring like this. This is what I mean by soft, relaxed, almost kind of stoned looking. Honestly, it's a little bit of a stoned look and then you do the triangle stare which is you look from one eye to the other, down to her lips, and then back up again. You do this pattern, a triangle.

So what you do is you're looking at her. You're going, "Uh huh." I'm exaggerating my eyes right now so you can see this effect on the camera. I'm going from side to side, eye to eye because that's the only way you can look at people. You can't look at both eyes at the same time.

We always focus on one eye or the other. So one eye to the right, down to her mouth, one eye to the right, down to her mouth, back up. Not too fast. You don't want to be going, you know, freaky crazy eyes, Manson lamps as I like to say. You make them soft. Go from point to point to point and that really does communicate sort of a sexuality about things that keeps it from fizzling out.

She'll know that there's something more to this than just a social interaction. That's the key. It fizzles out because she doesn't know where this is going and the guy starts to burn up against that, "Oh my God, she's not into this. I better back off because I don't want to get rejected." And so he stops putting out a vibe. It stops being sexual. The tension releases and there's nothing and that's how it fizzles out.

If there's one thing that you must have in your game, it's this. It's the hip pocket opener as my friend Lance likes to talk about it. I'm giving full credit to him because he's the one who invented it but at the same time, well I wouldn't say he invented it. I would say that this one is one that he invented. I have my own that I use but it's something you must have and this is the one that he uses.

I use a variation of this frequently. The first thing you say to a woman is "Hey, you got the time?" And she answers you back with either, "Yeah its..." or maybe she doesn't have a watch and she goes, "No, I don't." And you cut her off before she has a chance to answer and then you say, "You know what? I really didn't need the time. I just wanted an excuse to flirt with you." That's it. That's it.

And what you're doing is you're taking it from indirect, a question that she's going to feel obligated to answer, she's going to let down her guard and say, "Oh, the time. No, I don't have that," and then you get in. Go right back in with, "You know what? I was just looking for an excuse to flirt with you. My name's Carlos." And there you go. You're in.

She's just going to like laugh at it. It gives her a chance to laugh. It kind of lets a little bit of the – it changes the nature of the interaction in a way that you can see a kind of "uh" in her, okay? That's it. Basically this is an example of going from indirect to direct and you're transitioning fairly quickly. It's a very good way to immediately be able to approach, at any moment, any woman, anywhere. Really and you can do this in a bar. You really don't need

to. You can do it in a bar. You could say, "What's that drink you got there? You know what? I didn't really need to know that. I just wanted an excuse to say hi. My name's Carlos." And it works just like that and you practice that and you use it over and over. It will be effective.

All right. If there's anything that you need to do, you want to protect yourself against being LJBF'd which means Let's Just Be Friends. God knows that's the fate worse than death when it comes to meeting women. First of all, I want you to avoid neutral facial expressions.

This is really related to that fizzle out I was just talking about. Make sure your facial expressions are not neutral like that's neutral and who can read that, right? You want something like or you got to have expressiveness in your face. Expressiveness says that there's something going on behind the surface that she can relate to. There's emotions going on. If you're just neutral, she can't read you and that's weird.

It's almost creepy. That's why you have to make sure that you're avoiding neutral facial expressions. Like I said, practice that shit-eating grin that I've talked about. It's kind of sly, "Yeah, I know what it's about, yeah."

Avoid the land mines that create no reactions. In other words, she wants to put a no out there to establish her value and control on the interaction. Women want to. They're looking for the opportunity to go, "No, no, no, no, no. Back off." Or "No, no, no, no, no. No, no, okay, I don't know." Because it gives them a reason to be hard to get.

Watch out for that because it's out there. It happens more often when you're trying to escalate in the more bar and club environments where you have an opportunity to get a little bit more frisky but at the same time, she is looking for that. So be aware that that's something that every woman is looking to do. So part of our strategy in creating your approach, your personal attraction approach blueprint is to avoid that need for her to say, "No, no, no, no. Back off." But if you get it, it's not a big deal. It's actually part of the process. So don't go too far in trying to avoid it but when you get it, you got to know it for what it is. It's a necessary part of the process.

The one question you must never ask before or during an approach, "Do you have a boyfriend?" Guys make this

mistake all the time. They use this line. I don't know why. I think it's to maybe try to avoid or give themselves a quick easy out so that she can say "Yeah, I do," and he can go, "Oh okay, cool. Okay, bye." He gets to back off quick.

Don't use this one and then explore within yourself why it is you feel compelled to use that line. Don't use it. Don't use it before or during an approach. It immediately triggers a decision mode in her mind. Once you say that line, "Do you have a boyfriend?" She has to say, "Okay, if I say no that means that I'm available and he'll interpret that to mean that he has a chance so if I'm not interested right now, I better figure out." And she does. It also comes across as weak and approval seeking.

Three simple exercises to help you at approaching. Number one, approach people with harmless requests. We've talked about this already. Get the time, get directions, et cetera. Then we escalate up. Go talk to the hired guns. Go talk to the clerks in the stores. Go talk to the barista at the local Starbucks. Talk to the people who have to talk back to you, who have to interact with you. Use that to your advantage. Hired guns are excellent for that, and then start doing silly little throw-away approaches on women. Throw-away approaches could be anything as simple as walking up and saying – the one that I like is the one that disqualifies you immediately, "Hey, you know what? My girlfriend's birthday is next week and I've got to get her something cool and you look pretty fashionable. I'm wondering, where did you get those boots? Those are very cool boots."

You see what I'm doing there, by saying I have a girlfriend, I'm immediately not a threat to her and I've started an approach. From there, of course, you start to pull out the qualifications so as you're not disqualified, you can say, "Hey, you know what? This gal I know, she is looking for some kind of coat and you know what? You look like kind of fashionable. I'm wondering if you know any good places around town that I can get a good nice waistcoat." Use that to your advantage. And of course progress, progress, progress.

A simple way is to organize your rehearsed lines. This is part of the process is keeping it with you and keeping it memorized because what's going to happen is the context is going to change. You're going to be at work and you're going to be like, "Oh my God, I was practicing my opener last night and now I can't even think of it. I can't think of that process."

It's weird. It happens all the time. It's like when I learn a new form in the martial arts. If I change the context, meaning the place I'm practicing it or doing it or who I'm doing it in front of, it's suddenly, it eludes me. It's harder to do. That's why, of course, you do it over and over and over again but you also create tools to help you with that.

Number one, create an acronym for your particular opener, whatever it may be. Use the first letter of all the words or the first letter of each step and keep that in your head because that'll help you from losing it. Put it on a small card or even a sticky. I'd take a sticky note and I fold it.

Take the sticky note and you fold it in half so that the sticky part actually seals to the other side. Fold it perfectly in half and you got a very convenient piece of paper that you can put into your wallet and you won't lose, okay? That's what I've done before too.

Put it into your phone. Enter it into your phone in some way. If you have an iPhone, of course, that's an easy thing to do. Rehearse it. Record it. Put it in your phone and in an mp3 format or on your voice mail or on an mp3 player. Record it in your voice. Say it out loud with full inflection and everything so that you can hear it, hear yourself saying it over and over and over again. That will ingrain into your memory very deeply. Remember these four steps. They're very powerful.

Your three best options for meeting women. Well, I decided to give you a bonus. I'm going to give you five because there's like a billion of them but these are five of my tops. Where do you go most of the time, not counting your own apartment or your house? Where do you go most of the time because that's where you need to be trying to meet women.

A lot of guys are looking for some secret place they think that all the women are hiding in. "Hee, hee, hee...they won't find us here. Hee, hee, hee." They're not doing that. Women are everywhere. They're just – what you have to understand is where they are and you're there too? That's the place you need to be approaching. That's all that you need. Now yes, you do want to go out of your way but from time to time, you got to realize that just wherever you are is enough excuse. Yes, work. You can meet women at work and it's also a great way to meet

women. Just make sure it's not a direct supervisor or subordinate. Enough said.

Online, absolutely. Open up two accounts. Open up one on match.com and one on PlentyofFish. I was originally debating on creating an online dating program and I will eventually very soon. It's probably going to be a coaching session and this is one of my first bits of advice. Open up two accounts. Get on those two services. Start using it right away, online dating.

Social singles events. Go to friends' parties. Go to speed dating events. Those are great places for meeting women. Bars and clubs are also really good but only for practice. It gets you social. It gets you working your game. It gets you interacting. It gets you doing the things you need to do.

All right, so let's get through rest of these. And the effective ways to speed up your results is first of all, removing bad emotional responses. In other words, when you have a response inside your head that says, "Ooooh, ooooh that was bad." You got to go, "Wait a minute. No, no, no, no, no. That wasn't bad. That wasn't bad, I can deal with that. I'm the one creating the emotion. Let it go."

That's one thing you can do. The next is empty out the emotional contents so you can get back to what you need to be doing. Empty out the emotional content really means, "Wait a minute. Get back to the logical, rational part of this. What do I need to be doing? Why am I coloring it with fear, with anxiety, with uncertainty when I don't need to? What's the reason I'm doing this? My brain is trying to trick me. The saboteurs are at work. I can see them. I can hear them. Flush out emotion by repetitive mind-numbing action.

This is my personal favorite. You flush out the emotions of something by simply doing it over and over and over again. It's like when you're first learning a song. I always get discouraged on the guitar when I'm learning a song and it's not quite coming out right and I'm like arrgh, arrgh, arrgh. So what do I do? I do it over and over and over again so that I can't get discouraged as much. I have to just keep doing it and eventually, it's kind of like, okay, I'm getting it. I'm getting the song. I'm learning it better. It's coming through more and more and more.

Push out emotions if you have to. I'm going so far as to – when I've been in a situation where I'm feeling that frustration inside, I have to stop myself and go, arrgh, arrgh...it's like I'm hulking out of my brain. I'm like pushing it out mentally and psychologically. I'm like stressing it out. I'm like, "Woo...okay. I'm back to normal." Basically, I'm pushing out those emotions. I'm forcing them out with just this arrgh! I can't explain it any other way. It's like a psychological clenching and unclenching and it works. It really does work to help you remove some of that emotional content and these speed up your results drastically.

An often overlooked way to eliminate failure is simply to learn from it. It's the easiest way to eliminate failure. It's just simply by learning from it because when you learn from it, it's no longer a mistake or a failure. It becomes a lesson and it teaches you and then you don't make it again. Okay? Turn it into a lesson. Ask yourself, "What did I learn from this?" Remember, the idea of a failure is always much worse than the reality. Always, it's always much worse because your brain exaggerates. Reality, you deal with but your imagination will just go wild on you.

All right, two warning signs of approach burnout. Number one is you find yourself with a what's-the-point attitude. In other words, you're not afraid of – this is what I was talking about before, you're not afraid of approaching the woman but there seems to be like a why? Why even do it? I'm not going to get the results I want. And that's a burnout symptom that you have to watch and you have to take control of quickly because it will rapidly escalate into another form of approach anxiety which is almost approached ambivalence where you don't even think you're going to get anything so why bother? There's no emotional need for you to do it, okay?

You are feeling anxiety but you also aren't feeling excited in any way. If you noticed these emotions going on here, you're not feeling approach anxiety but you also notice that you're not feeling any kind of excitement about the prospect of meeting a new woman. It's kind of like, yeah, whatever. You don't feel any real draw to the action of meeting more women because you're not getting the results, you kind of reverse engineer that back into a starting state of why bother? So watch out for those two warning signs of approach burnout.

And a way to get faster results for meeting women is very simply establishing a daily and weekly routine which leads

us directly into this week's exercises. Now again, the exercises will change based on your particular situation but for the most part, you're going to have of these very much in common. Establishing a daily and weekly routine is part of this week's assignment. But I'm going to go through them really quickly here with you so we can get onto the main part of this week's information. We collapse this down here; make it a little easier for you to read.

First assignment is count your blessings. What I want you to do is make a list of all the blessings that you have in life. For example: your health, your job, your car, your financial security, your family, your friends, your skills that you have in life, your hobbies. Whatever it is, everybody has blessings and you need to be able to identify them and remember them on a regular basis. Review them. Meditate on them every morning; it's a great thing to do. I like to do that myself. It gets me grounded before I start today because I can never be far and too far off if I remember where I'm coming from and the good things that I do have in life. So often, it's very hard for human beings to appreciate what they do have.

Another exercise that I want you to do is – these are the optional ones, by the way, for this week. The story of the pedestal – overvaluing women while undervaluing yourself is a common problem for guys. They overvalue women, they put them up in a pedestal and then they undervalue what they are truly capable of. They don't see themselves as worthy of these fantastic women, these beautiful gorgeous creatures who are so holy and pure that we cannot defile them. Oh please!

Give me a break.

Really, knock women off the pedestal. They don't want to be there; at least most of them don't want to be there. And the ones that do want to be there, you don't want to be around. You got to overwhelm yourself. This is a good exercise. Expose yourself to a flood of attractive women. What I would recommend is going online. Go to Google, look up beautiful women. Look up videos. You know what? Honestly? You can use porn for this too. You watch enough porn, after a while, you become numb to it. You're just kind of like so what? Okay, that's another woman with big boobs humping a guy, okay great.

And I did this once. I did this therapy. A friend of mine had like, this was way back when he had a ton of old VHS

tapes that his uncle had recorded off of pirate satellite or something and they're all porn and I just watched them like hours of them. After a while, it started to be like, "Okay, I'm pretty done with this. This isn't even really all that exciting." And I found myself even days later going, "You know what? I don't really need to. I'm kind of sick." It's kind of like I'm smoking 10 packs of cigarettes in an hour. You make yourself so sick of it; you don't want to do it. All right? So another great therapy. It's over-exposure therapy. That'll help you knock women off the pedestal a little bit.

Fear of rejection. This is another exercise. It's optional but I think you might want to try, if it's something that comes up frequently for you. It's basically about managing uncomfortable emotions. What you do is you get somebody that you know to say no to every question that you ask. Just get the tone. Okay, I'm going to ask you a bunch of questions and all I want you to do is go, "No. No way. No." And just refuse everything you want and you know, it could be you could even get a woman to do this, if you want. Walk up to her, "I want you to refuse everything. I want you to reject me in the worse way possible." And you'll find that after a while, you're like, "Prrr...okay, that's nothing for it all. As a matter of fact, it's kind of funny." You'll get to used to it a lot quicker.

The public stance. This is a good one. Practice by standing in busy places. I like doing this. I stand on a busy sidewalk in San Francisco and what I'll do is I'll let people move past me. Now I'm standing there. They got to move around me. I practice making eye contact with them as they pass by. And I also practice the stance, the way I'm standing in that crowd as people move around me. The temptation is to like move and, "Oh, excuse me. Oh, I'm sorry." Get out of their way. No. For once, I want you to just sit there and be in that space and command the space that you're in. You'd be amazed. This exercise is very powerful. If you can do this one, I highly recommend it.

Now, the ones that are not optional for this week that I need you to get started on are the Easy No-Charge Approach exercise. This is one of the ones you'll find in the link on your week two page in the content or excuse me, in the exercises. It's not a No-Charge Approach because they're not charging you for it. It's a No-Charge Approach because there's no charge of energy that makes you feel like you're risking yourself, okay?

There's the Seven Seconds exercise where you're going to create your universal opener which could be indirect or direct and the opener will not – this is something important to understand. The opener is not the reason that women are not responding to you. It has nothing to do with your opener. It has to do with everything else around it and that's the Seven Seconds. The Seven Seconds are the seven seconds that a woman is evaluating you when you first walk up and talk to her.

Body language – another important thing to work on. I'm going to give you the options and I will highlight these in the exercise when you pull it up. What I'd love to give you a chance to do is to send me something visual of yourself so that I can evaluate it and give you some feedback and honest critique on how you're carrying yourself.

You can video yourself walking and talking, maybe telling a story, maybe doing something where you're trying to convince me of something, like being persuasive. Put it on video. I don't care what it is but send it to me so that I can evaluate you honestly and carefully. The way you can do this is you can upload it privately to one of the private video services that are out there like I think...was it Vimeo, there's Viddler, there's oh...not Hulu. I'm thinking of Hulu as the one but it's not...oh, bleep! BleepTV is a good one.

Find one of these places that you can upload it too briefly and then you can just take it right down, if you need to. But you can send me the link to that and I will take a look at it, all right? Call my 800 number. ...877-986-2669. That's XUMA NOW. 986-2669...877-XUMA-NOW. And what I want you to do is call the 800 number and leave me a sample of your voice. I really do want you to do this one. This is not optional.

Hold up a picture of a hot woman in front of you and then maybe tell me about what you do for a living as if you're talking to that woman and do it on the phone so that I can hear your voice and I can hear how you do this. Now at first, you're going to be a little embarrassed so if you need to do it a couple of times and practice it, that's fine. But when you do it on the phone, do it the way you would normally do it. Let me hear your voice. Let me hear how you would do that and I will give you an extension to use on the page because I want to give a specific extension for you to do this to, so I know that you're calling in.

Send me a picture. This is another one of like an option I want to give you. My girlfriend and she's got some female friends that have also volunteered to do this for you and I think it's an awesome opportunity for you is they will look at a picture and give you an honest appraisal of how you can change your style, what you can do to make yourself look a little bit more presentable. Just send me a picture of yourself. Plain and simple. Don't do it from 10 years back. Don't do it from five...don't even do it from five months back. Give me a recent picture of yourself, okay?

Put your camera on auto timer or have somebody do it with your phone, whatever it is. Send me a picture of yourself and I'll have Jen and some of the ladies evaluate you also. I think that's an awesome opportunity right there. Okay? Yeah, send me a picture of your bad boy smirk. I'd really like to see it. I want to see how you're working on that...that attitudinal grin in the attire that you usually wear. Maybe the attire that you wear going out at night or weekends and also, the attire that you use when you're out during the day when you're just casually dressed. I'd like to see that, okay? So awesome opportunity for you there to send me that.

Also, you're going to need to do a draft of your transition tease and close because we're working on your personal blueprint. We want to get these words and format set. You're also going to establish your schedule and routine. We're going to find, because I was talking about that earlier, the way to get faster results from meeting women is to establish your daily and weekly routine. Well, that's what you got to do. You got to establish your schedule and routine. Whatever you set up, I want you to start out small and build it up, okay?

It's going to start up very easy to do. The point is to make it very easy for your to accomplish, so easy in fact that you're like, "I got to work on this. I got to make it bigger. I got to make it more challenging." You will naturally want to make it more challenging but if it's too challenging upfront, you will naturally want to quit and I don't want that and you don't want that. So make it small to start with. Maybe it's just going out Fridays, that's it. Go out Fridays for a drink at the local pub. That's it. That's all you got to do, okay? But make that a routine that you stick to. And then as it starts to become more and more regular, you start to realize okay, I'm going to add in on one dating. So many emails per day, so many profiles for you, yadda, yadda, yadda.

And finally, anthems. We're going to finish up on some of the inner game stuff by creating our anthems here too. I want you to identify five situations where you feel that you are pushed to the point of being shy or feeling inferior with women and you're going to give me those five situations, okay? Just identify five situations where you feel like your shyness is being forced out, where you're like, "Hmmm..." and you feel a little bit submissive or you feel like you're pushed into that spot. You may have started out to a good state but it's being pushed slowly into feeling more and more inferior. What are those situations that do that? And then we're going to use anthems as a specific way to counteract those, to give you an antidote.

And there you go. Recap and summary, there's so much stuff here. I don't want to do that for you. So we can probably spend another hour doing that. You probably should have gotten a ton of content to review but more importantly, the exercises are where you're going to get the results. So go there next.

Coming up next week, we're going to get into the progress to results where we're going to talk about more specific parts about the...we're going to basically complete your approach and you're going to start using that effectively and we're going to start to work on getting you into a repeatable cycle so that you're number one, eliminating your fear, your anxiety, your doubts. Number two, you're getting results based on the natural part of your personality which is what we've been working on, bringing it out this whole time and we will continue to do throughout the rest of the program. A lot of work this week but I know that you're going to be able to go through it pretty quickly because the exercises are actually made to be very short, very snappy and lot of them are optional. Do them, if you like. I think you'll get a lot of benefit out of them but just make sure that you complete the mandatory ones. And I'll be talking again soon. This is Carlos Xuma, see you X out.

SHY 100

So what I'm going to share with you is an exercise that I actually got from one of my students. He basically extended an exercise that I gave him a while back and created something that was very, very powerful. Very, very effective at getting you to be more natural, more relaxed around women.

Okay, it's called the Shy 100. Tribute is due on this, Karen extended my exercise and turned it into something that is really very effective, very cool, and I've been using it for many years now to help students get past their own self-limiting beliefs about women and kind of help you not come off the pedestal a little bit.

One of the most effective things you can do is to again, to kind of numb yourself out of feeling any kind of anxiety or adverse reaction to having to talk to women. The best way you can do this that I found is to basically give away energy.

Give away value.

It's like you're a guy who is standing on the corner of a street corner and he's got a stack of pamphlets and every one of those pamphlets has a little bit of a nice compliment on it and your job is to give that out to everybody that passes by you. You're not trying to get any money.

You're not trying to sell anything. You're just trying to hand them out and it's actually pretty easy to do. If you've ever watched people who do this on the corner, they put something in front of somebody and our first impulse or reaction is to take it from them. It's really interesting; you have to fight that impulse to not take the flier. Well, this is going to be a lot easier for you to do even than that.

What I want you to do is to find women and I don't necessarily mean even women that are exceptional attractive. I want you to find any woman that you can walk up to and give a compliment to and then walk away from them right away.

What I want to make a point to do is your goal of a hundred of these kinds of mini-approaches, these little mini-approaches are simply meant to get you out of your get mentality and into the thought process of a guy who

knows how to give value to women. He knows how to make other people feel good and doesn't need to get something back. It doesn't need to be transactional.

That's the part that's most important. Because most of the anxiety created of walking up and talking to a woman comes from – you guessed it, having to get something from her. You're feeling like, "Oh...I got to get something from her. I got to trick it out of her. I got to somehow...I got to manipulate things and trick my way into getting her phone number or getting her interested in me."

Because you don't feel like you can do it naturally. Well, news flash...you can do it naturally and easily, simply by doing one little thing, giving energy freely, not expecting anything in return.

So what you'll do is this: You're going to walk up to a woman and again, I highly recommend you, make it a woman that you're not even interested in sexually. It makes it even easier to do and then you can gradually change your focus and your targets.

Walk up to a woman that isn't particularly maybe attractive but has something nice going on about her. Maybe she's got a really cool set of earrings; maybe she's got a really great way of carrying herself; maybe she's got a delightful laugh; maybe she's got beautiful smile; maybe her eyes just sparkle with a certain amount of happiness and joy.

Whatever it is, you're going to recognize it and let her know about it. Let her know about it. It's a tough thing for us to do. It's a tough thing, I think, for most people to do which is to give away what we don't feel like we're getting enough of ourselves. It feels painful in a way.

Wait a minute! I want people to be doing that to me!

Well, you know what? Sometimes you got to give to get and the interesting thing is, when you create this energy, this force field, this aura of a man who can give away that kind of energy, you bet!

You're going to find other people give it back to you freely because you're now going to be in a position to receive. Most people don't have a good acceptance mentality meaning they don't have a good way of letting themselves be grateful and accept what other people give to them.

We all believe that every strand manipulates in some way. We all believe that somebody is trying to make us obligated to return the favor. I'll give you an example. Across the street, my neighbor had her...she pulled up her truck and in the back was kind of huge box.

I don't know if it was like a piece of exercise equipment or maybe a frame of something for the house but she obviously couldn't get it in herself and I'm across the street and I'm working on the garage and I see her over there and I walk over and I say, "Hey! You need some help getting that in the house?" And she's like, "No, no, no. My son will be coming along in a minute. He'll help me." And I'm like, "Come on. I'm right here." She's like, "No, no. Don't worry about it. He'll be here in a minute and he'll be able to help me with it."

Now, in a way, that was insulting because I was there. I was perfectly capable of helping her. We know each other. We're neighbors but she absolutely refused my help when she obviously could have used it. It would have been nothing for her to say, "Yeah sure, here, you take one end. I'll take the other. We'll get this thing in the house." Now, why did she not do that? The reason being, of course, the reciprocity principle.

Human beings, if you study anything about influence and I highly recommend you do, I recommend Robert Cialdini and his book on Influence, you'll know that we don't want to let ourselves be indebted to other people. We don't like that.

So when somebody does something nice for us, we feel an immediate need to repay the favor so that we don't feel in their debt. It's a deep psychological response created through again, thousands and thousands and thousands of years of evolution.

The cool thing with this particular exercise is that you'll be invoking that reciprocity principle in a way that does not raise any negative feelings of, "Oh my God, I got to pay that back," and "I got to make sure I'm not indebted to this person." No, what she's going to want to do is be – her way of repaying you is to simply be open and accepting of your compliment. It's a very weird little phenomenon but it does work this way.

So you're going to set a goal of a hundred, a hundred women that you're going to do this for. And you're going to find that after a while, even after maybe five or six of

these, you're going to find, first of all that all anxiety seems to disappear. Number two, you're going to need more of a challenge. You're going to need more attractive women to meet.

And then number three, you're going to find that you want to stick around a little longer in the conversations. Now what I recommend you do up front, is to make this extremely short, like literally a drive-by shooting. You happen to be walking by. You don't even quite face her.

You say, "You know what? I'm sorry. I'm just on my way to get back to work but I had to let you know. You have this really wonderful glint in your eye. You just have this look of joy about you and I thought that was really refreshing. Anyway, have a nice day."

And you keep walking. You turn away. You walk away. You don't give her a chance to respond. And the funny this is, you're going to find women grabbing you by the arm and saying, "Wait, wait, wait! Oh, thank you. I'm so glad you noticed that."

They're not going to want to let you go. Isn't that a cool feeling to have? I think so. That's what you want from all of your approaches is that feeling that women want you.

They want you there. They want in the interaction. They want to be talking to you and that's a great way to induce it.

So again, step one. Find women that you're not particularly attracted to and just find something you can compliment them about and do it in a drive-by fashion.

Number two is of course, to choose women that are maybe a little bit more attractive but again, keep it short until you start finding that you know what? I can take this interaction a little bit further. I can go further with this, if I wanted to. Then, go ahead and do it. But don't go too far. Keep it in your control. Keep it in the realm of, You know what? I can do this. I can do this because if you push too far too fast and then you get blown out for whatever reason or something negative happens, then you're going to be immediately conditioned against everything you've done so far.

It's like trying to snowboard too fast and you crash really hard. Oh man! Getting back up from something like that, let me tell you, it's not easy to do. I can tell you from

experience. So again, take your time. Go easy. No need to overdo it, oversell it, or anything.

And that is your Shy 100. If you can do this exercise, I guarantee you, I absolutely guarantee you, if you do it, it will work. I guarantee you beyond any shadow of a doubt, it will work. I dare you. I defy you to prove me wrong. Get out there and try it. If you can only do the Shy 10 or the Shy 20, you'll be better off than you are with none.



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!

A handwritten signature in cursive script that reads "Carlos Xuma". The signature is written in a dark ink and has a fluid, personal feel.

Carlos Xuma

Alpha Lifestyle Coach

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