



PLEASE DISTRIBUTE THIS BOOK FREELY

Provided that all content and links are left intact, and that proper attributions are made to the author and the Attraction Institute.

Click to share this book on your preferred social media site:

- [Digg](#)
- [StumbleUpon](#)
- [Delicious](#)
- [Facebook](#)
- [FriendFeed](#)
- [Twitter](#)
- [Fark](#)
- [Propeller](#)
- [Slashdot](#)
- [Technorati](#)
- [Reddit](#)
- [EMAIL](#)
- [Let Me See More Options!!](#)

COPYRIGHT NOTICE

All rights reserved. No *part* of this publication may be reproduced or transmitted in any form or by any means, electronic or mechanical.

Any unauthorized use, sharing reproduction or distribution of parts herein is strictly prohibited.

You may and are encouraged, however, to freely distribute this document as a *whole*, without any changes or editing, or reprint its content as long as the links are left intact, and proper credit and attributions are included.

LEGAL NOTICE

The author has published this document as a set of personal opinions.

While attempts have been made to verify the correctness and reliability of the information provided in this publication, the author and Attraction Institute do not assume any responsibility for errors, omissions, or contradictory information in this document.

The author and Attraction Institute are not liable for any losses or damages whatsoever, including but not limited to personal and business loss.

The information contained in this document is not intended as advice, legal, medical, therapeutic or otherwise, and provided for educational purposes only. You are highly encouraged to seek advice of a competent professional when applicable.

The reader of this book assumes all responsibility and liability of the use of these materials and information.

Attraction Institute Proprietary Limited, the author and www.seductioncommunitysucks.com assume no responsibility or liability whatsoever on behalf of the reader of these materials.

ADDITIONAL NOTICE AND DISCLAIMERS

No guarantees, promises or suggestions of any results are made, whether implied or stated. Individual results may vary from those achieved by author, Attraction Institute employees, members and past students.

Everything herein is provided on an "at your own risk" basis.

CHAPTERS:

1. Thank You
2. How To Read This Book
3. Double Your Rate Of Improvement (a prologue by Steven)
4. Unusual Trends In The Seduction Community
5. How To Become A Man Of Her Dreams (And Why Seduction Community Advice Ruins Your Chances Before You Even Open Your Mouth)
6. What You Haven't Been Told About Being A Natural
7. Why Trying To Develop Confidence Is Making You Nervous
8. Why Trying To 'Demonstrate Traits Of An Alpha Male' Is Preventing You From Being Alpha Male'
9. Why Doing Affirmations Is Bad For Your Congruence
10. Is Trying To Be High Value Making You Low Value?
11. Your Inner Game Brain Transplant
12. Eliminating Your Limiting Beliefs
13. Why Learning Pickup Is Preventing You From Being Great At Picking Up Women
14. The Ugly Truth About Approach Anxiety
15. Is Learning Routines Making You Run Out Of Things To Say To A Woman?
16. Learning Qualification Is Preventing You From Naturally Qualifying
17. Learning Calibration Is Making You Uncalibrated
18. Inner Game Chapter I
19. Advanced Inner Game Chapter I
20. Advanced Inner Game Chapter II

I. THANK YOU.

First of all, I want to say thank you to the pioneers of the seduction community.

Without their years and years of hard work, working on theories, testing them out, getting 'blown out', time and time again, these fresh new ideas would not be possible.

A huge thanks also has to go out to all neuroscientists.

Also thank you to the spiritual masters. Those guys hit many nails on the head 3000 years ago, and we're only just discovering the depth and power of it when applied to growth as a Man.

I also want to point out that the information that's contained in this book has been available for thousands of years.

It's just that until now, no-one was aware of how to it applied to attraction, seduction, and becoming a real man who is a true master of interplay between the masculine and the feminine.

By emphasising that seduction community "SUCKS", I am not suggesting that the men of seduction community, who come to it for advice on how to become successful with women, suck.

Rather, I use the title, and the subsequent chapters of this book, to illustrate that the advice these men receive from seduction community "Gurus" almost always short-changes them, and leads them down the path of forever *pretending* to be the kind of man who is successful with women...

Rather than ever *becoming* one.

2. HOW TO READ THIS BOOK.

I want you to think of the biggest sticking points you're facing in your so-called "game".

They may be centered around not knowing what to say to women, wanting to improve at a faster rate or wanting to quell the nerves you experience when approaching a woman.

Or all of the above.

As you're reading through this book, keep them in the front of your mind.

Keep asking yourself: how can this book help me solve my problems?

I'm sure that you've heard plenty of theories as to how you can become better with women.

What I'm going to show you here, however, is not how to overcome them by struggling against your sticking points.

I'm going to show you how to make them not matter any more.

Because it is not the spoon that bends, Neo - only yourself ;)

3. DOUBLE YOUR RATE OF IMPROVEMENT (A PROLOGUE BY STEVEN).

"The rate of improvement of my game is frustratingly slow", said Bob across the table.

We were sitting in a quiet Sydney cafe. This was the first time Bob and I had met, but I have heard a guy say those words many times before.

"Don't get me wrong", he continued. "I'm getting a lot better with women than I used to be. The days of being a hopeless nice guy are over."

"These days, I can get a girl's number here and there..

"Sometimes that number will hook, but sometimes it won't. I get a date here and there. But my game still doesn't feel...", Bob paused, stuck for the right word.

"It doesn't feel ...", his eyes travelled upwards, as if trying to find the right answer written on the ceiling.

"... Tight. My game doesn't feel tight."

It was interesting to note that the community terminology rolled off Bob's tongue with ease. Language is a great window into a person's life, and it seemed that for Bob women were still very much things to be 'gamed' and 'hooked'.

It's not his fault, really. It's something that has been shown to him as part of "The" way to becoming better with women.

He paused, exhaled and continued.

"A lot of the time, I feel like I need to 'eject' from an interaction on a high note .. before I screw something up and she loses interest in me.

"And despite my progress, sometimes I still get stuck for things to say. Sometimes things still get awkward..."

"And lets face it, I don't end up intimate with most of the women I approach with the intent of seducing. See, what I would really want would be to have a girl hooked on every word I say-"

"Bob, stop", I cut him off. "You're in the wrong place. I can't help you."

He blinked. He blinked again. We shared a moment of silence. He was searching my eyes, trying to figure out whether I was joking or not.

When he saw that I was deadly serious, he continued:

“But I thought AI was all about helping guys who are no longer absolute beginners hit that next level? with women” he looked at me, puzzled.

“It kinda is. But mostly it’s not.” I paused, allowing my words to sink in.

“Bob, if you’ve come here expecting to learn some more clever things you can say to women, you’re in the wrong place.

“If you’ve come here to learn some tricks on how to maintain women’s attention, you’re also in the wrong place.”

“Technically speaking, you’re in a wrong place even if you’re interested in improving your ‘game’. Sorry.”

“Is there a ‘BUT’ around the corner?”, he queried.

I smiled. Like most guys in the community, he was smart. “There may be. Depends on whether you decide if that ‘BUT’ is right for *you*.”

“Well, we have some time, so fill me in. I want to know.”

“OK,”

I paused, gathering my thoughts.

“All those problems you just told me about are symptoms of a deeper cause, which no-one has pointed out to you. Until now.

“And you’ve come to AI because those symptoms are troubling you. That’s why everyone comes.

“But what you haven’t been told is that by focussing on the symptoms you’re missing 99% of the picture.

“See, you *can* become successful with women, on some level, by just treating the symptoms. There is enough seduction community literature on the Internet already which will allow you to do that.

“Thing is, treating the symptoms leaves the real causes under the surface, and continues to jeopardize your long-term success.

“Demonstrating the qualities of someone who is successful with women - as seduction community teaches - makes you better at one thing: demonstrating qualities of someone who is successful with women.

“If you want to actually BECOME the kind of guy who is successful with women, inside and out, you have to look below the surface level of “game”. You have to communicate with women from your core.

“Hold on”, he challenged. “Wouldn’t having tight outer game improve my self-image, create positive beliefs, and in the end improve your inner game?”

“Good question. You will see why that is not the case by the time we finish talking today, I promise.

“But first, we need to become curious about the reasons we are on this journey in the first place. So, why are you trying to become better with women, Bob?”

Bob shifted in his seat and aimed his eyes into the ceiling once again.

There was a pause as he immersed himself in thought.

“Are you noticing a desire in yourself to tweak your answer before you speak the words?”, I interrupted.

He cast his eyes back on me and smiled wryly - “Yes”.

“What does that feel like?”, I asked.

“It feels .. safer that way. It’s like a part of me doesn’t want to divulge the real reason. Maybe I don’t even want to think about the real reason to myself. I want to craft it into something more .. acceptable”

“So, you tried to logically analyze the situation and give me an answer that you thought I wanted to hear?”

“Is that bad?”, Bob looked worried.

“Not at all. We all do it. But if you told me what I wanted to hear, would you be yourself in this moment? Would I get the real you?”

“Guess not.”

“And if the real you wasn’t present in this conversation, would we be able to change anything about the real you during this session?”

“I see your point.”

“Now, do you ever feel the need to do the same around women?”

“Yes, sometimes. Actually, yes – a lot of the time. I tend to try and figure out what to say, then what to do next, how to create attraction-“

“Stop. Good. Do you think the women are getting the real you when you’re caught up doing all that?

“Heh. I suppose not.”

“Now, I’m sorry to cut you off there, but I am interested in something you just said and I’d to explore it further for a moment. Why are you trying to create attraction with women?”

“Ummm...”

“Real reasons, Bob. Not the story you created for yourself and others.”

“I guess I feel like if I get the girl, life will be better. I will be able to finally sit back and relax.”

“Do you think there is a chance that you’re not getting the girl because you think life without the girl isn’t as good as it would be with her?”

“Yes, but surely having women will improve the quality of my life. You’re suggesting I lose all motivation to get better and enjoy having moderate success with women and life in general?”

“I’m suggesting that you’re getting moderate success because of the reasons you’re not happy with moderate success.”

There was another moment of silence. A longer one. We were running out of time, so I decided to leave Bob with a few things he could think about after we parted.

So I continued,

“You might have heard a lot about demonstrating qualities of a guy who is not attached to the outcome.

“Now, if you feel that a beautiful woman is someone you must ‘get’ to fulfill you, aren’t you attached to the outcome before you even begin talking to her?

“Or are you attached to the outcome before you even open your eyes in the morning?

“This attachment to the outcome is a substitute for a lack of love within yourself with some love from the outside world.

“And because you can’t just walk up to her and say, “Hey, you look like someone who will make me fulfilled”, anything and everything you say to her from the moment you open your mouth will be lacking in authenticity. And the ‘game’ begins.

“Just like it did a few minutes ago - when you were tempted to tell me a story you thought I wanted to hear - rather than share your core experience.

“When you’re approaching women with game, rather than core, are you doing it from a place that is full of courage? Can you be unshakable and deep,, knowing that nothing she can say or do can affect your sense of self?

“Probably not”. Bob was in thought again.

“This is where the seduction community comes in. It will teach you how to ‘game’ and ‘demonstrate traits’ of a guy who is not attached to the outcome. Who is there to give her a gift such as an offer of sincere compliment, how not to act too keen, and so on.

“You may rehearse that by doing countless approaches until that act is more or less second nature and you’re playing it cool, but on a deeper, core call it “energetic” level - you will not be fooling anybody.

“Sure, you can pretend to be someone you’re not – as a lot of people in this world do.

“But the women – and people in general - you’ll attract to yourself will be the people who are of the same mindset - looking for someone to complete them.

“Will that make for lasting, deep, passionate sexual encounters and relationships where people grow together? Or will it make for relationships of co-dependency?

“True charisma, strength confidence, and depth – the kind that you sense from very few people in this world – results from true alignment to your principles, to your core, to your essential nature.

“And that’s not something you get to by treating your symptoms.

“And that what AI helps guys achieve. Helping you evolve on the deepest level - so that all surface symptoms do not even register on the radar of your everyday reality.

“It’s not for everyone, and not everyone is ready to go along this path. But if you think you are ready, then I’d love to help you make rapid progress along this path. It may not seem like an easy journey, but most guys find it quicker and easier.

“Because rather than tinkering with a myriad of external symptoms, you can reach into their common core and turn them all off for good.

I took another moment to gather my thoughts.

“Most guys discover seduction community because a symptom is bothering them. They read up some advice and put a band-aid solution over the top of it. But, of course, the cause never really goes away. Which means another symptom pops up, or the old symptom keeps on returning.

“That’s when guys do more Internet searching and find inner game. It is at this stage that they usually come across AI.

“Thing is, most of them, despite saying that they want to fix their deeper issues, are still looking for band-aid solutions.

“And the first thing that LoGun and I will tell you is that if you’re still interested in another symptom relief, we can’t help you. It’s not what we do.

“That’s why at the start I said you’re in the wrong place. The troubles you mentioned to me at the start were, if I remember correctly, women losing interest in you, the rate of improvement of your game is slower than you expected and that you still get stuck for something to say.

“Those are all symptoms, Bob, and they may seem like an elephant in the middle of the room and thus hard to ignore, but by focussing on them you’re just making your journey to success that much more long, frustrating and unfulfilling.

“Does that make sense?”

“Yea”, he was pondering.

“So here is the irony. Most guys choose to look at the symptoms, and continue looking at the symptoms, because to them it seems like looking deeper is a journey that is unnecessary, long, and difficult.

“To them, success with women seems to be just around the corner, and they think that if they only fix “this one last little thing”, they will live a life of sexual abundance, being a cool guy and being accepted by everyone, and never have to think about seduction again.

“The problem is, of course, is that as soon as you fix one symptom, another one surfaces. And so, the prescribed remedy by seduction community gurus is to go out 3-4 times a week and practice, practice, practice.

“Most guys, of course, don't have the dedication or the time to do that, so they go out 1-2 times a week. At that rate, it takes them 3-4 years to cover up all their symptoms.

“So, the choice is yours, Bob. You've been in the seduction community for a year or so?”

“Just over a year”, Bob answered.

“So you may have another 2-3 years left until you suppress all your symptoms. And despite all that you'll be the same old guy inside.

“You'll just repress him enough so that hopefully, most of the time, he will not show.

“Or you can take a journey deep inside and radiate a power from inwards out, so that the stuff on the outside takes care of itself.

“Your choice, and forever will be.”

4. UNUSUAL TRENDS IN THE SEDUCTION COMMUNITY.

Do you want to know a secret?

Too bad.

Nope, sorry. I just don't like you enough. Yeah... Hmm...

Nope.

Oh... Ok. I'll tell you. Only because if I didn't, this would be the shortest book in history. Not because I like you :-)

Whist you're sitting at your computer screen, at home, or at the office, wherever you are right now, there's a change going on in the seduction community.

It's been brewing for a while now but more and more people are realizing something clever:

Focusing on seduction is not the best way to become better at seduction.

The seduction community has been through several major trends in its short history. And by reading this, you're sitting at the forefront of the next major wave.

And you're about to learn some ways to solve your problems that will put you so far ahead of the pack that other guys are going to be asking YOU for advice on how to deal with their issues.

So here we go...

Early pioneers of the seduction community focused on figuring out what the behaviour of guys who were cool and naturally good with women looked like.

Then they proceeded to imitate those guys. Or, in seduction community lingo - 'demonstrate qualities' of those guys.

As a result, these pioneers began developing routines, lines, and methods. And they began to see results! Women were responding!

Their ability to decipher and manipulate the social structure, and their understanding of evolutionary psychology was next to none.

Men went from having no clue about how to get those women they'd always desired to having a tonne of information at their disposal.

After months and months of rote memorizing routines, methods and techniques, guys were able to start applying them on some of the hottest women on earth.

The weaponry was developed to such a level that they had a technique to combat every possible scenario. And if they didn't, there were forums of guys willing to pass on the answer they read from another e-book or DVD set.

Everyone thought that was as good as it got.

Then came the next generation of seduction community material.

It was inner game and natural game. Guys started to move away from their reliance on rote memorizing routines, and focussed more on mindsets.

They started to dig inside what made these routines so powerful and used hypnosis and NLP to develop empowering beliefs.

Through months and months of specialized training, these guys learnt how to suppress their anxiety and emotional state, so that their outer game techniques were able to flow much more effortlessly and consistently.

Everyone thought that was as good as it got.

What I'm about to give you, right now, is a sneak peek into material which has its origins outside the seduction community.

Yet, its ability to improve men's ability in attracting and seducing women has so far proven to be profound.

And whilst this material takes all the theories of the seduction community into account, it also makes them totally obsolete.

It's not about finding a way to try and fix a problem every time one comes up. It's not about finding a way around a problem or hiding from it.

It's about dissolving that issue's very core, so that it's never part of your world again.

Now, some guys ask me at this stage – “Are you saying that other ways don't work?”

On the contrary. There are heaps of success stories out there to prove that they can work.

But what I'm going to show you is a new path that can take you through your journey in half the time and with a quarter the effort of these other philosophies.

What's more important, (to me and to the guys who have so far embraced this, at least), is that the success with women we get comes from a deep place of authenticity and growth.

Sure we all want to have more sex, hot dates, cute girlfriends and so on.

But underneath it all, there is something else. It's about truly getting all that BECAUSE you're a better man, not because you want to get all that stuff because you're hoping that it will make you a better man.

It's about getting real with women, and seducing them from a place of love – by offering them a gift of your seduction.

It's about becoming real men of power and purpose in a world of rudderless lost boys looking for a place to park their wee-wees so that they can temporarily feel better about themselves.

It's for men who want to get more sex, but who don't measure their sense of self by their ability to get sex.

By the way - yes, I just said 'wee-wees'. Deal with it ;)

So, as you can see, this stuff is not for everyone. But if you feel like this is your thing, I'd love if you stuck around.

Now, I'm about to debunk many seduction community myths about opening, qualification, banter, sexual tension, rapport, leading, escalation, and closing...

And then I'm going to debunk the myths of approach anxiety, confidence, and what it truly means to be needy.

In the end, I hope it helps you spend more time watching her perky little titties bounce up and down in your lap.

And less time stuck behind a computer screen, asking for advice on forums, watching DVD series on decoding the social matrix and then going out to 'game' women.

The best thing about this is that as you and I go on this journey, we're not going to try and find solutions to the myriad of surface issues.

We're going to find the common core that they all have, and tweak that, so that the surface issues just melt away.

Finally, we're not going to learn more individual techniques for getting better with women. We're going to have a look at what's going on at their core, so you don't have to remember any of them.

They'll just naturally happen when you interact with women.

Think about it - a guy who was born a natural doesn't have to learn all these techniques - he just does them naturally (ironic, isn't it?).

They're a product of the way he interacts with his world. And when you shift the way you interact with the world on a core level, then learning these things will also become unnecessary.

This isn't going to be one of those 'how to' manuals where I fill your head full of information over the next 9 chapters.

Instead, I'm going to destroy the myths that have been keeping you from being totally calm when walking up to the girl of your dreams.

And the myths which have been preventing you from generating that uncontrollable sexual spark, before you've even said anything to her.

Anyhow, enough teasing. Let's do it ;)

5. HOW TO BECOME THE MAN OF HER DREAMS (AND WHY SEDUCTION COMMUNITY ADVICE RUINS YOUR CHANCES BEFORE YOU EVEN OPEN YOUR MOUTH).

Let's kick this party off with one of my favourites.

It's probably the number one trick that the seduction community is using to keep you on their forums, buying their DVD's, taking their workshops, and not getting the success you thought you'd have by now:

Becoming the Man of her dreams...

This is one of the most obvious paradoxes I've ever seen yet it's never discussed in the community.

According to the seduction community, the path to becoming the Man of her dreams is by changing yourself to fit her standards.

You need to stop living your life for yourself and change the way you do everything, just so she'll do you the honour of spending time with you, yet you still need to be the prize.

Oh, and remember not to be needy either..

Can you see the paradox here? Don't demonstrate traits of a guy who needs her approval, yet make sure that you do things she approves of.

How can you be the prize whilst you're changing the way you live your life in hopes that she becomes attracted to you?

How can you be non-needy whilst you're needing her for your sense of satisfaction?

I'm not saying that changing the way you do things can't get you results. Trying to be the kind of guy she's interested in can get you results.

In fact, it can actually improve your success with women considerably but, it's laced with a very deeply ingrained flaw.

Lets say you meet the woman of your dreams. She's just incredible.

Everything you've ever wanted. You get her number, chat to her on the phone, arrange to meet up, and when you do finally get together, you're carrying a gift for her.

She opens the box and finds a very beautiful necklace.

What does this say about you? Does this demonstrate that you're more likely to be the Man of her dreams or not?

Well, it's a trick question. It doesn't indicate anything either way.

Being the Man of her dreams isn't about what you do, it's about why you do it.

If you bought that gift along just to try and increase the chance that she'll be with you, then I'll tell you now, you're definitely not the Man of her dreams.

If you bought the gift along because you saw it and thought she'd look beautiful in it, then you might be the Man of her dreams.

And if you bought it because you knew that acting unattached to the outcome combined with giving her a gift may spark attraction – well, then you may be on the way to becoming a PUA.

But are you truly, deeply unattached to the outcome?

The point I'm getting at here - the difference isn't the action, it's the motivation. It's not what you do, it's not even what those actions demonstrate. It's your purpose.

The Man of her dreams might be a rock-star, a banker, or a garbage man because what he's doing isn't the important part.

It's who he is underneath. It's not the 'what', but rather the 'why'.

It's his desire to live his life on his direction, to live his life by the principles that he knows to be right.

He's living his life by his deep desires and not what someone else has told him to do.

As such, he doesn't need to worry about becoming alpha, or to stand out from the crowd, or develop that uncanny quality we call charisma.

He can't help BUT be charismatic, and totally unique, and alpha, because on the surface he cannot be anything but a unique, powerful, enigmatic representation of what's inside him.

Is the guy who's trying to be the Man of her dreams the same kind of guy?

Is he living his life by his deep desires? Or is he living his life for her?

Is he unique in his representation of self? Or is he trying to fit her mould?

So many guys get into the seduction community and change themselves just so that women will do them the honour of spending time with them.

Their life is not about fulfilling their deeper purpose. It's about crumbling under the social pressure in hopes of trying to get some love from the world.

When was the last time you ever heard a woman say:

"I wish there were more guys who'd play chameleons and morph into whatever they thought I was attracted to, because they were too afraid to say exactly what they're thinking"?

Now contrast that with the amount of time you've heard women say this:

"I wish there was more real Men out there."

Well, what does it mean to be a "REAL MAN"?

Well, lets begin by what doesn't quite live up to the standard of being a real man.

You can't be the Man of her dreams by trying to be the Man of her dreams - because the Man of her dreams doesn't try. He just does.

He isn't living for anyone else. He's not looking outside himself for answers. He's doing what he knows is right.

I know it seems logical to just act like the Man of her dreams but you're actually creating a lose / lose situation.

She loses because she doesn't get what she wants - a Man who has the balls to stand on his own two feet, to do what he wants, when he wants it.

A Man living his adventure, his life, and taking control of his world.

You also lose - because you're not fulfilling your deep desires.

You're repressing what you truly want to do, to say, to be and you're limiting yourself to a mere sliver of your full potential.

All in hopes of getting some 'sexy action' from women, and acceptance from the rest of the world around you.

And the irony is, it is the very reason you're not getting acceptance in the first place.

Is that the way you want to live your life?

I know this seems counter intuitive - becoming the Man of her dreams by not trying to be - but it's the path to achieving personal fulfillment.

You get what you want. She gets what she wants. You create a win / win situation.

You get to live your life on your terms. You get to fulfill your deep desires. You get to have all the happiness and fulfillment you've ever dreamed of.

And she gets to be with a Man who doesn't need anything from her.

She gets to be with a Man who is completely full without her so that when they spend time together, it's out of desire and not need.

(Rather than being with a guy who is just demonstrating qualities of not being needy).

Now the point of this isn't to tell you not to change.

It's not to tell you to stay the same and just see what comes your way. It's to get you to focus on the most important person in the equation: you.

This journey has to be about you becoming the kind of person you want to be. That's the secret to getting the results you want.

This journey has to be about you living *your* dreams, *your* desires, *your* principles - on your journey. If you make it about her, then you've already lost.

And let's say she did choose to spend time with you because of the Man you pretend to be. How fulfilling do you think that time is going to be?

If you keep changing yourself so that she'll like you more, you're going to remain constantly trapped in this endless cycle of unhappiness and disappointment.

You're going to constantly need to come up with new openers, new routines, new structures, just so that some women will do you the honour of spending time with you just because of the guy you pretend to be.

To become the Man of her dreams, become the Man of your dreams. Live your life on your terms and break out of this endless roller-coaster that the seduction community has got you riding.

So how do you do this?

The first big community myth that I need to dispel is that you need to change yourself so that she'll be attracted to you.

This is one of the most damaging pieces of advice that anyone can give.

We all know the incredible power of neediness to ruin any chance you have with her ... yet if you're changing yourself so that she'll like you, you're actually being needy before you've even spoken to her.

You're changing your life just so that she'll like you more. Sure, you may be 'demonstrating qualities' of a guy who is not needy - by following advice of 'pickup gurus' - but are you actually not needy?

And how can you ever hope to be not needy when this is the fundamental basis of everything you're doing?

By working on becoming the kind of Man that she desires, you're actively making yourself needy.

Even if you're running with the 'be the prize' mentality, you're only doing it so she'll be more attracted to you.

It may fool her for one night but when you meet up with her again, you're going to be in trouble.

The first thing that's keeping your rate of progress painfully slow is that you're trying to be the kind of Man you think she wants rather than being the kind of Man that you want to be.

Stop trying to change yourself so that you'll get her. It's keeping you needy. It's making you outcome dependent.

It's the fundamental basis of why you're not getting undreamed of results.

6. WHAT YOU HAVEN'T BEEN TOLD ABOUT BEING A NATURAL

"I want to have the same knee-buckling effect on women as the guys who were naturally born with that ability. But if trying to change myself into one is the very thing stopping me from getting there, what do I do?"

Great question.

Let's try a little exercise here.

Imagine yourself standing in an electronics store.

Look around you - look at all the plasma TV's, the LCD TV's, look at all the laptops, the white goods.

This is the imaginary playground that we're going to play this out in.

Now, I want you to imagine yourself as a salesman in this store.

You've just joined the sales floor and you're quite new to this.

You haven't really had much experience selling anything before. So you get out there and you start selling the products you have.

After failing a few times, you start to realise there's an art to this, so you enlist the help of a 'community' (yeah, I'm making really subtle analogies - it's a skill, deal with it) of guys to help you get better at selling.

You very quickly work out your issue. Most of the potential people in your shop are 'just browsing'. And most walk out without having bought anything.

Many of them just come in to kill some time.

They walk along the shelves which are creaking with your goods. They pick up a box here and there and look at the packaging. And, as you're hoping they'll take this box to the cashier, they put it back down again.

And walk out.

And if they do buy anything, it's just because they'd decided before they walked into your store that they were going to buy something that day.

Your problem is compounded by the fact that there are 4 more shops, selling goods just like yours in the area.

So just selling it on the features isn't going to work well as a long-term strategy. You need to find a different way - a better way!

This is where your colleagues – more experienced sales people step in. They give you the low down on how to be more effective on selling the products you have.

You reduce the price. You throw in some little bonuses. You learn some really cool sales techniques and you hope to god that these tricks will do the job.

After all, you know that selling is an emotional process – and if you can shift the emotions of your customer, then he is likely to buy something.

Err, buying is not a choice – your colleagues tell you ;)

And you hope that over time you'll become REALLY good at applying these tricks, so that you're so effective at shifting your women's... err, I mean customers' emotions that most of them don't walk out empty-handed.

BUT - and here's the limitation – it doesn't matter how good your selling techniques are, you're still selling the same old product.

You're still just trying to move stock that the customer could walk next door and buy. You're still SELLING, PITCHING, WHEELING AND DEALING.

Can you see the similarity between that process and that of the seduction community?

Both are teaching you to take whatever product you have, right now, and try and sell it better.

To take the same fears, anxieties and doubts, wrap it all up in a nicer paper with a nicer bow, and try and find people whose emotions you can shift to persuade them to buy it.

Sure, you may have better sales techniques, sure, you may have better bonuses, but you're still selling the same thing.

And the end result is - you become more comfortable and confident selling it. Because you've done it many times before.

And I'm not saying this can't work.

There's heaps of evidence to support that it's worked for some.

(And a lot of salesmen make a living using that approach – simply because they don't know there is a better way), but does it really sound like the method you want to live by?

And do you think that becoming a better salesman will ever, EVER change your product?

You might make it SOUND better, but in the end, under the surface, it's all the same stuff.

Do you wonder why your same old roadblocks keep coming up, over and over again?

You don't have to do it this way. There is another, far simpler, far faster path to getting what you want.

So, imagine yourself back in this store again. You're just running the same old tricks, trying to move the same old product.

Some people are looking, most of them aren't buying anything. But it's just a numbers game, right?

RIGHT?

Then one day, a brand new store opens up across the road from you. It's also an electronics store, but there's something different about it.

It's not flooded with staff, it's not piled high with boxes, and it doesn't have signs screaming 'Crazy, crazy, sale time!' and a guy standing with a microphone out the front telling passers-by all about the 'amazing' specials inside.

It's just one sales guy, a few items, and one line of happy customers lining up to buy – and who are stoked when they do.

The salesman across the road is not desperately trying to convince everyone to buy his stuff. He's not desperately trying to compete with everyone using the same sales techniques and bonuses.

He's simply chilling out.

He doesn't even seem like he cares if people buy his stuff or not.

And yet they do!

In fact, it seems like he has to urge people to slow down because he has more customers than he can handle.

On your lunch break, you wander over to have a look around. And this is when you see the real difference.

He's not selling the same things as you. His products are also electronics goods, but they seem... different. There's something about them that makes them more valuable, more complete than anything in your store.

You finally get to this sales guy and ask him about his wares.

"These electronics are the only type of its kind the world. Many people don't like them. But those that do, absolutely LOVE them..."

"I don't even need to advertise. The products sell themselves. Are you interested? Cool! But to make sure you'll love it, I need to find out a bit more about you first..."

He hands you a clipboard with a list of names attached.

"Here, put your name on the list, write down what you're willing to offer, and if you're the right type for my products I'd love to sell you one."

You are blown away as you're scribbling on the clipboard.

This guy is not resorting to trying to dress up the same thing that everyone else has, he's not resorting to underhanded, manipulative sales techniques - he's not resorting to dropping the price to get it to move.

He's not really even being a SALESMAN. He's being a CUSTOMER.

He's shopping around to find the person that he decides is worthy of having his wonderful and unique products.

Sure, he could probably get a higher price if he learnt some fun little tricks. But he doesn't need them.

Is everyone who walks past going to be interested? Of course not.

But having unbelievable sales technique isn't going to get you every customer anyway.

But the ones who are interested, are very keen to have his stuff. They know it's value, they know how rare it is, and they're willing to work for it.

And this is the way you take your game to the next level. This is the way you blow through your roadblocks, smash through your barriers, and get the results you want.

Instead of struggling to move the exact same product as everyone else and just varying your sales pitch, why not invest some time in making a more solid product?

Someone so unique, someone who knows who he is and what he stands for, what he is looking for - that instead of having to try and convince anyone who walks through your store to buy it, you've literally got people lining up that you can take your pick from.

You don't have to learn how to be a better sales man.

You don't have to compete with every other guy out there and try to sell your products better than him.

Become a customer so that you can go out and 'shop' for women, letting them tell you why they're good enough for you.

Find the unique, confident and rock-solid you so that you don't have to waste months of your life pouring over confusing techniques, just so you can condemn yourself to hoping that one day you'll internalize them and women will sleep with you.

Don't fake it. Actually make it.

I'm not promising you that you will be able to get every girl you see but consider this: do you really want to be able to?

What good is it going to do you?

Do you really want to spend your time hanging out with a woman who likes you for the guy you pretend to be?

Do you really want have to hide your real self so that she doesn't run when you start to relax? I don't know about you but that doesn't sound like much fun to me!

Now some of those gurus out there are telling you to pretend like you've got a unique product and eventually it will be a unique product.

Their rationale is that if you pretend enough, it's magically going to transform itself into something brand new. Sounds solid, right?

RIGHT?

Well you can believe it, and buy into one of the biggest lies that the world tells us. Here's the lie: "Learn more theory and go out and act differently, until you 'internalize' the stuff and become the NEW you."

When you accept this lie, you'll end up in a situation where 50-95% of the women you approach lose interest in you.

Some within a minute. Others after a few days.

It's that 'conversion' problem I was talking about in the inner game essentials videos.

It doesn't matter how much time you spend pretending that your TV can wash the dishes.

As soon as you pour some water into it, it will not work very well. It doesn't matter how long you spend telling someone that your washing machine can knit jumpers. Once it's put under pressure, it's going to crack.

And this is the same deal with guys 'internalizing' these new behaviours.

Sure, they may be able to demonstrate these characteristics when out in field, but as soon as they're put under pressure, or into a situation where they don't know what to do, it all falls apart.

Pretending that your product is a fun and exciting roller coaster doesn't change the fact that underneath it's still shit-scared, wanting, and looking for something else to complete it.

(OK, I'll drop the metaphors .. hopefully you get the picture).

If you want to spend the next year continuing to fill your head with more 'seduction theory' and hoping that your 'conversions' improve then go ahead.

But, if you get to the end of that time and you're sick and tired of having most women you approach lose interest in you then there's another path you can take.

Yes, you wont be able to get every girl, but the ones you do get will love you for who you are.

They wont just be airheads who fall for a set of routines and techniques, only to get bored with you when your routine stack runs out, they'll passionately desire to be around you, as long as you choose.

7. WHY DEVELOPING CONFIDENCE IS MAKING YOU NERVOUS

"Just be more confident!"

Your mum probably told you about just as many times as your friends did.

And, funnily enough, it's one of the few pieces of information that has transcended the community from the general population.

But unless you're very careful, developing confidence can be one of the very things that holds you back from getting the success with women you want.

It can take a relatively straightforward journey and turn it into a never ending roller-coaster of brilliant highs and miserable lows.

Lets try a little exercise here:

I want you to imagine yourself at your most confident.

I want you to put yourself back in the place in your life where you've just felt invincible, like nothing could stop you.

It may have been when you got that girl you were chasing, it may have been that night where it was just on with every girl you saw, it may have been when you won your football grand-final, whatever it is, find your place of power.

How does it feel to you? How does it feel to be there? If you haven't got a place you can recall, just visualise a confident version of yourself.

Then imagine the woman of your dreams standing in front of whatever your image of perfection in this moment happens to be. Is she blonde? Brunette? Curves? Model thin?

Then imagine her standing, looking at you, smiling, with that look of love and devotion, how does it feel?

And then it changes. All of a sudden it's not love any more, it's slowly changing. First to indifference, then to unfamiliarity, then to distrust, and finally, hate.

"I don't like you. You're not worthy of me." She says. "You're not worthy of anything, you're just shit. You're just a piece of shit. You're not fun, you're not cool, you're just shit at life."

Yeah... It's pretty rough. And yes, you're going to feel it if something like that was to happen.

But what are your thoughts about what she's said? Do you sit there, wallowing in self pity or do you accept that she thinks that and move on with your journey?

If you're anything like most guys in the community, you've just hit the downward side of the roller-coaster.

You've just taken the plunge down that slippery, slippery slope that's going to put you right back where you started again.

But this doesn't happen to everyone. Some people are able to bounce back very quickly from something like this and can even take it as a positive step forward in them finding the woman of their dreams. What's the difference?

There's one key element of true self confidence that's lacking that means you get stuck on this ride.

The community tells you that the way to becoming more confident is performing the same action successfully, again and again.

It says that when you can achieve an outcome repeatedly, then you will be confident. And it can feel like that too! But basing your confidence on your ability to achieve a specific outcome can be very dangerous. Why?

I want you to imagine yourself in your favourite bar. Then you see the girl of your dreams. Can you guarantee that you can make her like you? Can you guarantee that she's going to want to be with you?

No. You cannot.

Even if you were the most awesome person in the entire world, even if you were the Dalai Lama, you still could not guarantee anything.

Why? Because she's a human being.

She's had experiences, interpreted those experiences, and come up with a totally different map of the world to you. She may dislike you because of the colour of your skin. She may dislike you because of the way you dress.

She may dislike you because of your height. She may just be in a really shit mood; she may have just seen her ex-boyfriend hooking up with another girl, you don't know.

You cannot guarantee this external outcome - or any external outcome for that matter.

If you base how good you feel about yourself on your ability to achieve an external outcome, you're trapping yourself on an endless roller-coaster.

You cannot now, or ever will you be able to, guarantee an external outcome. Ever.

There is no way it's possible because there are factors involved in achieving an external outcome that lie outside your control because they're external to you.

They're simply not in your sphere of influence.

You may be able to increase the likelihood of success by accounting and preparing for these possible external elements but there will always be a chance of failure.

If you choose to base your self confidence on this then you're going to be riding the seduction roller-coaster forever.

You'll be stuck relying on the next big guru to give you the latest piece of technology to overcome these continually occurring problems.

If you study and study and study, you may be able to get to a point where you're able to get the girls you want fairly consistently, and during this time, you're going to feel pretty good about yourself.

But as soon as you can't, it's all going to go downhill.

Mystery's breakdown in Style's famous book 'The Game' (pg. 193) is a perfect example of this.

He's traveling around America, seducing women, feeling great, then all of a sudden, a girl he's interested in goes back to her boyfriend and-

"Mystery went quiet. He didn't speak for ten minutes. Whenever we asked him a question, he responded monosyllabically. It wasn't that he loved Carly, he just hated rejection" (p.181).

From there, he goes to see his ex-girlfriend. She's lost 15 pounds, has a great arse and wont take him back because she's seeing other guys. He gets worse.

He goes from threatening a Reverend with a knife to locking himself in his apartment and spending days masturbating to internet porn. This 'black hole sucking up attention' (p.192) was surviving on anti-depressants just so he could sleep.

The roller-coaster he's riding moves closer and closer to the bottom of its journey.

He was thinking about death a lot, thinking about hurting himself and doing something destructive, and suicide -

"When I'm awake, life sucks. It's futile" (p.199).

Mystery's feelings of self worth are based off his ability to achieve external results.

Being 'the world's greatest pickup artist' is the source of his confidence and when he doesn't live up to that image, he goes completely down hill.

The only thing that was able to pull him out of that dark, dark place was months of therapy.

Does that sound like something you want to choose to bring into your life?

So what do you do? How do you get off this roller-coaster and still be able to get the results you want?

The problem is based around how you value yourself.

If you're looking at external factors to let you know how good you are, you're going to keep getting the same result: up and down and up and down. It's a never ending ride.

The secret to getting off this roller-coaster is shifting how you value yourself.

The self-confidence that the seduction gurus have been ramming down your throat is self-belief, which is only one component of self-confidence.

There are two major parts to confidence - and other major part that they're missing is self acceptance.

Self-acceptance isn't about feeling good because you're good at this, or can do that, or can get this goal.

It's about feeling good about regardless of what you can or can't do. It's about fully accepting yourself, as you are, right now, and that in this moment, you could not be anything other than what you are, right now.

Lets say you were back standing in front of the woman of your dreams again.

You're standing looking at her smile, looking at her as that smile turns to a frown of hate, and she lets go on you again. If you'd based your self worth on how she reacts to you, you're going to feel like shit.

But, if you based your self worth on how much fun you create in your life and how much you love yourself for the sake of loving yourself, then you might feel a bit sad, but you also might feel a bit happy.

Sadness would come from the fact that she's not the girl of your dreams, but happiness would come from knowing automatically that this girl isn't actually the girl of your dreams.

And you didn't waste years of your life with her. You can move on from her and find the actual girl of your dreams.

Here's something to play with in your mind: if how you feel when she tells you to fuck off depends on how you feel about yourself, is it going to be a faster path to mastery to keep learning new and different ways to stop her from telling you to fuck off?

Or is it going to be faster to simply feel better about your self?

So, the inevitable question, how do you develop self-acceptance?

Well, just hold on to your horses for a minute.

I'm going to go through and explain how the issue you're facing here is at the core of just about every issue your facing and then I'll show you how you can solve them all at once.

8. WHY TRYING TO 'DEMONSTRATE TRAITS OF ALPHA MALE IS PREVENTING YOU FROM BEING ALPHA MALE

I'm sure you've seen an Alpha male before: those strong, confident guys who move through the world without barriers in their world.

Those guys who just seem like nothing is an issue for them and they just draw people in with effortless ease.

And I'm sure you know the effect that they have on women...

Want to be one of those guys?

Well, the community has one path to get there...

But what I'm about to show you is not only how the path they're giving you will never actually get you there, how taking this path is what's stopping you from getting what you want, right now, but also show you just how simple an alternative path can be, if you choose to take it.

So how do you become an Alpha Male?

Well, the standard community way is to simply fake it till you make it.

If you pretend to be Alpha for long enough, surely after a while you'll internalize those behaviours well enough - so that you'll just become one.

Right?

Sounds all good on the surface, until you understand the way a true Alpha male walks through the world.

I want you to think through all the different 'Alpha Males' you've been able to meet. Were they all exactly the same?

Did they all do the exact same thing? Did they all follow the same rules? No, of course not. They all had their own lives and all did things their own way.

Some are very Macho. Some are very loving and accepting. Some are very driven and focussed. Some are very relaxed and playful. They all do things differently.

Do you think these guys are following somebody else's rules or structures? No, I don't think so either.

The thing that makes these guys Alpha isn't the rules or structures they follow, it's not the e-book they read or the course they took in high school. In fact, it's nothing external.

It's that they do what THEY want, when THEY want to do it. It's not that they do what other people tell them to do, it's that they know what they stand for in life and they follow it.

They do what they desire.

And this is where the community is leading you astray, they're telling you that you can become the kind of guy who simply does what he deeply desires in every moment, by following a set of rules that someone else has told you.

Can you see the contradiction?

They say that if you do what someone else tells you to do for long enough, you'll eventually do what you want to do.

How can you ever get closer to being the kind of guy that does what he wants by continuing to follow a set of rules laid down by somebody else?

By following this path, you're not becoming Alpha, you're just becoming a louder, more obnoxious kind of Beta.

Taking the path of following someone else's rules and structures is the reason you weren't getting the results with women you wanted in the first place.

You were listening to your mum's advice about being nice to women, you were following social standards about buying her dinner.

You were imitating the soppy stuff you saw in movies, and it wasn't getting you where you wanted to be.

You were doing what someone else told you that you needed to do and surprisingly, it wasn't helping you get the happiness in life that you were looking for.

If you want to spend the rest of your life trying to internalize someone else's set of rules, hoping that you'll eventually become Alpha, good luck, but there is an easier way.

If a true Alpha male does what he wants, when he wants to, then the path to becoming Alpha is simple: become the kind of guy who knows what he wants and goes after it. That's it.

There's no complex set of rules you have to internalize, there's no intricate set of structures that you have to follow.

It's simply you doing what you want, when you want. That's the secret to being a true Alpha Male.

If you want to be the kind of Man that women naturally flock to, it's not about living this journey for them, it's about living this journey for you.

So here's a question I want you to consider:

Do you think it would be faster, easier, and more enjoyable to spend years and years trying to internalize a whole bunch of someone else's rules about how you should live your life - just so you can hopefully, one day, be the kind of guy that women are attracted to?

Or do you think it would be faster, easier, and more enjoyable to do what you want, when you want to, so that you don't have to think about getting women, they just want to be around you?

“But what if I love World of Warcraft, or dismantling car engines?”

Then that’s awesome! Knowing what you want is the first step towards filling your life with things that you’re passionate about. But here’s the rub, it doesn’t actually matter what you do. It’s all about why you do it.

Women don’t flock to Alpha males because of the specific activity he does, it’s because he’s the kind of guy who has a fulfilling life.

He comes to the table fulfilled and happy so his time with her is spent sharing happiness and excitement rather than desperately trying to get it from the other person.

9. WHY DOING AFFIRMATIONS (TO DEVELOP POSITIVE BELIEFS ABOUT YOURSELF) IS BAD FOR YOUR CONGRUENCE

Confidence and positive beliefs are very closely intertwined, but as there's such a huge emphasis placed on them in the seduction community, I think it's worth while mentioning them.

The same concept that we were talking about in 'confidence' is also present in the area of beliefs.

Not in terms of beliefs having two key parts but the concept that having a dualistic view of the world is one of the big things that's stopping you from getting off the plateau you're on.

It is also a great way to illustrate the inherent limitation in this dualistic view of reality.

Lets say you have been working on the belief that women find you attractive. You've been able to find sufficient evidence to support this belief and it's now internalized.

Imagine yourself in your favourite bar right now.

You're feeling good, you believe that hot women find you attractive and things are going well.

You've "opened a couple of sets" and things have gone OK - so you decide to have a crack at the hottest girl in the club.

You confidently stroll over, say hi, and what does she say: "Ummm... Why are you talking to me?"

You feel a bit shit now. So you decide to go back to one of the sets you opened earlier. As you're feeling a bit down, and you're not as fun, they're really not interested in what you have to say so the set dies.

How's your positive belief now?

You were sitting at the top of the roller coaster ride, and now you're on your way to the bottom.

If you try to develop positive beliefs, what you're doing is putting yourself in a position to have negative beliefs.

If you think that one thing is objectively true about yourself and therefore makes you valuable, when that 'truth' is proven inaccurate, you become much less valuable.

You're keeping yourself on this roller coaster which you will spend the rest of your life riding. The reason being, the beliefs you hold are shaped by the experiences you have every day.

Every single piece of information you take in affects how you see yourself and the world and most of the time, it's on a subconscious level.

If you want to really understand this, check out this website:

<http://www.understandingprejudice.org/iat/>

It'll show you just how and where your beliefs really sit.

If you choose to try and develop positive beliefs about yourself, other people, and the world, you're forever going to be fighting a battle to try and make yourself feel good.

You're forever going to be riding that roller coaster and holding yourself back from getting the consistent success you want.

The way you get off this roller coaster and slingshot through the barriers you're facing is the same way you develop self acceptance, but before I show you just how to do that, I'm going to show you just a few more ways that this impacts your reality.

But what if you didn't try and develop positive beliefs?

I'm not talking about sitting at home dwelling on negative beliefs about yourself, but instead getting rid of these external beliefs about yourself all together?

What about instead of trying to convince yourself that everyone is going to react positively to you when you go and talk to them, you accepted the fact that some people are going to be attracted to you and others are not?

What if you accepted that just because someone doesn't find you attractive, it doesn't actually mean you're valuable or un-valuable, you're just someone they're not specifically attracted to?

Do you think you would feel so bad when someone says they're not attracted to you?

Here's a question for you to consider:

Do you think it's going to be faster to keep trying to prop up your positive beliefs and fight against the inevitable negative feedback you experience in your life?

Or do you think it would be faster to get rid of them all together so that you didn't have to battle against anything?

Now, for the inevitable question: how to?

Well .. I'm going to highlight one more common issue before I let you in on the core of what I'm talking about.

10. IS TRYING TO BE HIGH VALUE MAKING YOU LOW VALUE?

'Value', 'status', whatever you want to call it.

As far as the seduction community is concerned, you're supposed to get more of it, fast. If you don't, 'high value' women won't want to be with you.

Fact.

But what I'm about to show you is that not only is this a long and slow path to go down, but trying to be high value is one of the key reasons why you're not getting the high value women you want.

Imagine yourself back in the bar again.

You've had a good day, you're feeling fairly good, you're body language is tight, you've internalized a few Alpha Male characteristics, you've internalized some routines that you know are going to impress people.

You're a high value guy.

You see a stunning girl standing in the corner with her friends and decide she's the kind of girl you want to meet tonight.

As you start to head over to her, you see some guys go and join her group. It looks like something out of revenge of the nerds!

You see the way they're standing, you see the way they're carrying their drinks, you see the way they're dressed, and you know it's no competition. In comparison to them, you're much higher value.

You know you could get the girl. You feel good.

You're about three steps closer and you see another group of guys join in with her. These ones look a little sharper. You can see it in the way they interact with the people around them.

They may be PUA's, you're not sure, but you can see you may have some competition.

It's OK though, you know how to imitate a guy who's got his shit together, you know how to demonstrate things that are going to impress the women. In comparison to them, you're still higher status.

You know you could still get the girl. You still feel good.

You're about three meters away from her and 3 more guys roll in. These guys have their shit together.

They look like they fell off the cover of GQ or something, they look sharp. You know you've seen them somewhere before - maybe TV, maybe on E-News, but you're not sure.

They're acting all confident, they're laughing loudly, they're high value guys. In comparison to them, you're not so high value.

In fact, in comparison to them, you're actually lower value. How do you feel now? Do you think you could get the girl now?

By trying to be high on the value scale, you're actually ensuring that you'll always have people above you.

If you're looking at guys and saying "he's got less value than me" then unless you're a rock star, you're ensuring that there's people somewhere that are going to have more value than you.

If you view the world as having an objective measure of value that involves external possessions, you're making sure that unless you're the very top person in the world out of 6 billion people, there will always be people who are going to be higher than you.

And what if you did nail value?

What if you did make it to number one in your school / work / favourite bar / social circle, what happens when you step out of it?

What happens when you go to a different bar where different things are valued? Where are you then?

But what if you didn't look at things in terms of external value? What if you didn't compare yourself to anyone else?

What if you just accepted who you are and that there's other people out there who have a different set of skills / talents who different people find attractive? How do you think this scenario would change?

Do you think you would have to spend months and months trying to collect status? Do you think you'd have to waste your time trying to analyze the external situation?

Or do you think you could just walk up and be open about who you are, what you stand for, and see whether she's your type?

Here's something to consider:

Do you think it's faster and easier to try and boost your status up continually so that you can be high status in every situation you find yourself in?

Or do you think it would be faster and easier to stop comparing yourself to anyone so that status didn't matter?

Which way do you think would help you get what you wanted, quicker?

And how to? Well, now it's time to show you the core...

11. YOUR INNER GAME BRAIN TRANSPLANT.

Dichotomy... It's a fucker.

It's really what's going on behind all these issues. What the fuck am I talking about?

Well, it's this idea of separating things to two ends of a spectrum – good and bad, better and worse. And it's the cause of a huge amount of your issues.

Instead of trying to explain the whole thing, I'm going to take a quote from a guy who had his shit together over 2000 years ago - Lao Tzu:

Success is as dangerous as failure,

Hope is as hollow as fear

What does it mean that success is as dangerous as failure?

Whether you go up the ladder or down it,

Your position is shaky

When you stand with two feet on the ground,

You will always keep your balance

What does it mean that hope is as hollow as fear?

Hope and fear are both phantoms,

That arise from thinking of the self.

When you don't see the self as the self,

What do you have to fear?

This is a quote from the Tao Te Ching. Wow... what a head fuck of a book...

What (I think, as we can never know for sure) happens when we separate things into these dichotomies, means that things must fall into one category or the other.

And no matter what you do, it's going to cause you issues because there's a chance of falling into the negative category.

(i.e., there's only a 'bad' if you look at things as 'good')

The way to not fall into the negative dichotomy category isn't to make sure you're in the positive one all the time: *it's to stop looking at things in dichotomies.*

If you put something into the 'good' category, the things that fall outside it then become 'bad'. When you put something into the 'better' category, the things that fall outside it become 'worse'.

But if you don't put anything into the 'good' or 'better' category, then nothing is 'bad' or 'worse'.

If you don't try and go up the roller-coaster, you'll never go down.

If you don't try and convince yourself that you're good at something, you won't think you're bad at it.

If you don't try and be above someone, you'll never be below others.

Now you should have realised by now that I'm not saying 'don't try and change anything', but the point of this is to get you to realise that this good / bad, better / worse, higher / lower is actually the root cause of your lack of success and your painfully slow progress.

Breaking through all the barriers that you're facing in your world starts when you realise that the only place they exist is in your head, and to get rid of them you just have to start looking at the world in a different way.

"But there are things that are bad!" Well, yes. If you choose to look at them that way.

If you walk up to a stunning girl in a club and she tells you to "fuck off!", is that good or bad? Some could say good, other could say bad. It really depends on which perspective you look at it from.

An objective perspective of the world is where you view something as objectively better or worse, regardless of your personal preference; something intrinsically has more value than something else.

For example, an LCD screen is better than a Plasma screen.

Now, at this point in time, most people say "I think some things are intrinsically more valuable" and I would agree with you, specifically in my world, but consider this: is everyone's view of what is better and worse the same? Has your view always stayed the same?

Is a 2009 Ferrari more valuable than a 1999 Land Rover?

Well, yes if you live in the city and go out on race tracks on the weekends. But what if you live in the Kalahari Desert, have very limited access to service stations and spend most of your time driving through low lying scrub?

A Ferrari would be almost useless. The Land Rover would be far more valuable.

Is an FHM model who's ridiculously hot yet insecure, needy, and high maintenance more valuable than the girl next door who's cute, but not anywhere near as physically attractive as the FHM model, yet is confident, fun, playful, and has things in common with you?

Well, if your purpose is to try and impress your mates and the other guys in the seduction community then the FHM model is the one to go for but if you actually care about your long term happiness, then the girl next door is more valuable.

It all comes down to what you're trying to achieve in life.

That determines what is more valuable to a person. If you're trying to travel overland through the Kalahari Desert, the Ferrari would be useless.

If you were trying to impress your petrol head mates, then Ferrari would be the best option.

But does that mean the other option is objectively less valuable?

Value is determined by purpose. What you're trying to achieve determines what you value on that journey.

In the words of a much more eloquent Man than I: Nothing is good nor bad till thinking make it so.

Here's something for you to consider:

Is it going to be faster to learn different ways to prevent and deal with the thousands of different 'bad' things that can happen to you?

Or is it going to be faster to get rid of the idea of objectively good and bad, learn to focus on what you want out of life, and go about filling your life with those things?

So as you can see, I'm showing you the difference between two very different ways of doing things.

And they're not just different in ideology, the different ways of thinking actually operate in two very different areas of the brain.

Let me tell you a bit about them.

11. ELIMINATING LIMITING BELIEFS.

I love the brain. What a glorious creation.

Everything you experience in your world is a product of the way your brain functions.

Everything.

Nothing lies outside the function of the brain.

But one thing you may not be aware of is that it isn't just random chance or the product of genes that determines your experience of the world - it's actually the way you've trained your brain.

Every time you get nervous standing in front of a beautiful woman, you do so because you've trained your brain to do that.

Every time you get stuck inside your head trying to come up with the next perfect thing to say, you do so because you've trained yourself to do that.

And what I'm going to show you here is how the solutions that the pickup guru's are giving you is never going to solve the core of your issue, and what you need to do to actually cut to the core.

Now what I'm about to let you in on here is the cutting edge of Neuroscience. It might get a little dry in parts but it's necessary for me to help you understand the difference between these two ways of thinking and how they're impacting on your world.

There are many, many different neural networks that run through your brain but for now, we're just going to focus on two of the major ones.

They both have very different roles and responsibilities and using one or the other will result in a VERY different experience of the world.

They operate independently and never at the same time and are the core of everything that's going on.

These are the Default and the Executive Networks.

The Default Network is the labeling, judgmental, comparative, critical, and analytical pathway in the brain.

It takes the information that floods in through your senses, puts it into little boxes and assigns value to it so you know how to deal with, and what to do, with that information.

As you can probably guess from this description, it's the part of the brain that's responsible for looking at things in dichotomies.

It's the side that says 'this is good, that is bad' and responsible for 90% of the issues that you face in meeting women.

It's the side of the brain that you're using when you're standing in a club wondering what the people around you might think if you go and approach her.

It's the side of your brain you're using when you're desperately hoping that she doesn't tell you to "fuck off!" when you go over.

It's the side of your brain you're using when you're stuck inside your head trying to work out the perfect thing to say.

It's the side of the brain that thinks in value and status.

It's the side of the brain that community guru's are trying to improve in the hope that you will one day have every answer to every problem. What they don't realize is that there is a much, much simpler option...

Now don't get me wrong, you can get good results by using this side of your brain. You can learn not to care what other people think, you can learn things to say, you can learn how to deal with any reaction she could possibly have, but you don't have to.

You don't have to spend years developing a stack that can hopefully deal with any situation. There is an easier way.

If you're in the labeling, judgmental, and comparative side of side of your brain, you're always going to come up against issues.

It may be in her response, it may be in comparing yourself to others around you, it may be getting inside you head trying to deconstruct the situation, it could be anything really.

You may be able to come up with solutions to your issues but there are always going to be things you've never seen before. Each woman is different. Each interaction is different.

There's always going to be problems which stem from looking at the world through that lens. But, if you move over to the other pathway you're going to see something very, very different.

The other pathway is the Executive Network. It's the experiential part of the brain and doesn't look at things in a dichotomies.

In fact, it doesn't even know what dichotomies are! All this network knows is how things feel to you. It's experiential, intuitive, creative, and purpose driven.

It's not stuck in the past, trying to pull out all the information you have learnt, and it's not stuck in the future, trying to project everything that could possibly happen and come up with solution to things that don't yet exist.

It just lives now.

It doesn't try and label her response, it just knows how she feels to you.

It doesn't try and work out what other people are thinking, it just knows how people feel to you.

It doesn't try and work out the perfect thing to say, it's just assessing whether she feels like the kind of person you want in your life.

It's not creating unnecessary problems by trying to box things in and compare them against other things it knows; it just feels.

So how does this help you at all?

Well, because you're not stuck inside your head trying to come up with the next thing to impress people with and you're just focussed on working out if this woman is the kind of person you want to be around, you're much more in the present moment.

You're not thinking about what other people may think of you, so your approach anxiety isn't an issue, you're able to listen to what she's saying to pick up on all the clues she throws you so you don't run out of things to say.

You're able to pay attention to all the non-verbal clues she's constantly feeding you so you can tell what she needs from you right now.

But most importantly, you stop giving a shit about what other people think and you start living your life on your terms.

You start living that Alpha Male lifestyle because you desire to and you start being the kind of Man who women intrinsically desire to be around.

In essence, you're able to be the kind of guy who naturally has effortless interactions with women.

The question that I've been asking you, over and over throughout this book is 'do you think it would be faster to keep fighting the never ending battle with your Default Network, or to not even worry about struggling against it, and just move over to your Executive Network?'

So, what do you think?

But, before you make a decision, I just want you to know a few more things about your Executive Network and how it impacts everything in pickup.

13. WHY LEARNING PICKUP IS PREVENTING YOU FROM BEING GREAT AT PICKING UP WOMEN

I love visualization exercises. Yes, they take some time but they're really handy in trying to get you to feel what I'm trying to get at.

I want you to think back to the worst nights you've had in field. The ones where everything seemed like hard work.

When nothing flowed.

Where you had to try and think up everything you wanted to say before you said it, where you had to try and come up with the right lines, the right techniques, the right systems and it always came too late.

The nights where your mouth felt unusually dry, your stomach felt unnecessarily tight and your anxiety was through the roof.

Every time you spoke to a woman, you just had this feeling that the clock was ticking and she was about to walk away from you at any second.

Where was your head on these nights?

Were you just enjoying everything that was going on around you?

Were you 100% present with the people who were around you?

Were you saying the first thing that came into your mind?

Were you doing the first thing that came into your mind?

Were you allowing the natural, real you, to come out?

I can't speak for you but I know that when I'm having those nights, they just feel shit. They're just hard work. Everything takes effort.

I'm not enjoying anything, I'm not present with the people I'm with, I don't say the first thing that comes to my mind, I don't do the first thing that comes to my mind, I hide the real me away and make my life difficult by trying to pretend to be someone I'm not.

Now, let's throw in a bit of contrast.

I want you to think back to the best night you've ever had out in field. It may have been last week or last month, or it may have been long before you joined the community.

You may have had a girl begging you to take her home or it may have just been one of those nights where you knew it was on, regardless of whether anything happened with her.

The nights where it wasn't anxiety, it was excitement. The nights where there was no tightness in your body, you were just relaxed, open, and free.

The nights where you gave yourself permission to be the kind of guy that you desire to be.

Where was your head on these nights?

Were you just enjoying everything that was going on around you?

Were you 100% present with the people who were around you?

Were you saying the first thing that came into your mind?

Were you doing the first thing that came into your mind?

Were you allowing the natural, real you, to come out?

Well I can't speak for you but I know that when I have those nights, I don't think about anything.

I don't try and break down the social matrix, I don't bother trying to come up with new and crazy openers, I just flow. I just say the first thing that comes to my mind and then just roll with whatever she throws at me.

So what's the difference here?

Think back to the brain function information I just gave you. Can you see any similarities?

The nights where you struggle, the nights where everything is hard work, you're stuck analysing the external environment, you're trying to break down the social matrix, you're trying to label, judge, and categorise the external environment.

They're the nights when you're operating out of your Default Network.

In complete contrast, the night where everything flows, where everything is effortless, you're just experiencing everything around you, you're following your desires, just doing what you want, when you want to do it.

They're the nights where you're operating out of your Executive Network.

This is the big difference: You're not getting better at using one part of your brain, you're simply just switching over to another part of your brain.

There's nothing you need to 'internalise' to be able to be the kind of guy that women just can't control themselves around, it's simply a matter of switching where you're focussing.

Whenever you learn a set of rules, of structures, of 'you have to do this but you can't do this', of 'when she does this, it means this', and you try and apply them in your life, you're putting yourself into your Default Network.

You're choosing to fight against the restrictions of good and bad, you're choosing to place yourself on a status ladder, you're choosing to battle against negative beliefs, because you're choosing to operate out of the part of the brain that thinks like that.

But whenever you simply relax, just flow with whatever comes into your head, stop trying to analyze, stop trying to break things down, stay present with the people around you and with yourself, and just focus on experiencing everything that's going on inside you and around you, you're in your Executive network.

Now, I know what you're thinking "I've seen guys who have learnt pickup and they're good at pickup!

They've studied and practiced and internalized and now they can do all the things I want to be able to do!"

The reason that guys can get good through learning pickup is they get to a point where they think they have every situation covered and they have the skills to deal with everything that could come their way and so they stop worrying, stop struggling, and actually relax into their Executive Network and let it take over.

They use the information and past experiences to let go, relax, and use the skills that we were all born with.

Now you can go down this path if you want, but it's much slower:

As soon as you come up against something you've never been up against before, you have to check back onto your forums, into your e-books, and into your Default Network to try and work your way around it.

This is why this path takes so long: because every time you find something you don't know how to deal with, you have to then go away and learn a new technique to deal with it.

But it doesn't have to be this way.

You don't have to rely on trying to remember reams and reams of knowledge, you don't have to struggle trying to internalize concepts for months and months to get to a place where you switch over to your Executive Network.

You can do it right now, if you choose to.

You can choose to switch over to the part of the brain that acts outside of the status paradigm, that's self accepting, and that has the most powerful beliefs possible, if you choose to.

Here's something for you to consider: Would you prefer to have to learn a whole bunch of information that may never help you access all the skills you were born with or would you prefer to just learn how to access that naturally attractive Man you have inside?

"So how do they come up with things to talk about? How do they deal with approach anxiety? How do they qualify? How do they know when to kiss her?"

Good question...

What I'm going to show you is how the idea of internalizing these pickup concepts is one of the biggest scams that you've ever been subjected to.

It's the pickup companies' way of getting you to think that you need their products when in fact, it's your reliance on products, structures, and techniques that have been holding you back this whole time.

Intrigued yet?

14. THE UGLY TRUTH ABOUT APPROACH ANXIETY.

Approach anxiety is rated as the number one biggest issue that guys think they have to overcome in order to start getting the success they want but, it's this very mindset that's making it worse.

I know it sounds a little weird but think about it.

What is approach anxiety?

For me, it was basically fear, but there's a whole bunch of symptoms that go with it: tightening of the chest, sweaty palms, butterflies in the stomach, but the big one was tunnel vision.

As soon as I felt that nervous energy come up, my mind seemed to go blank, and it's like I would lock down totally. I'd just shut down.

But why? Minds are never blank, there's always things - regardless if it's a feeling or a thought - going on there, so what was happening in my brain?

It wasn't that there was nothing going on in my brain, it was that I was totally focussed on the anxiety.

I was standing there, in that bar, looking at this creature of perfection, and all I could think about was 'how do I get rid of this feeling in my body? How can I stop being nervous so I can just be naturally attractive?'

It wasn't that there weren't things around us to talk about, it wasn't that there wasn't anything about her that I wanted to know, my problem was that I was so focussed on trying not to feel anxiety that I wasn't thinking about anything else.

It wasn't the anxiety that was causing my brain to go dead, it was my thoughts about how do I get rid of this approach anxiety that was causing my brain to go dead.

And even if I did manage to motivate myself to approach the girl, all I was still thinking was 'how do I hide the fact that I'm nervous?' And where did that get me? Nowhere.

I'd have nothing to say because I was in my head trying to come up with ways to hide how I really felt.

I was directing all my attention inwards on myself and so I missed everything that she was giving me.

There were plenty of things to talk about but I was so focussed on pretending that I wasn't anxious that I missed all of them.

It wasn't the feelings that caused me to shut down, to run out of things to say, to completely fuck up my interactions, it was the thought that the feelings shouldn't be there. It was the fact that I was directing all my attention on trying to get rid of the anxiety rather than focussing on what I was really there for: getting to know her.

Labeling my feelings, judging them as not productive, and trying to logically come up with solutions for them was putting me into my Default Network and was shutting down all my natural abilities.

It wasn't till I started accepting that anxiety was just my body's way of telling me that I liked this girl that things started to change.

Once I was able to accept that there was no problem with this feeling in my body that I'd labelled anxiety, and that it was just a very natural reaction that doesn't actually change the way I act, it stopped becoming an issue.

In fact now, I normally won't approach a woman until I feel that energy rising in my body, because now I understand it's my body's way of telling me, without me even paying that much attention to her, that she's the kind of woman I want to meet.

By labeling this anxiety as bad, you're putting yourself into the Default Network. You're putting yourself into the network in your brain that battles against beliefs, that works inside a value ladder, and that has to learn confidence.

If you just accept the feeling and stay present with it instead of judging it, you'll be able to transition over to the non-judgmental part of your brain.

But, and this is the really interesting part of approach anxiety, if you did want to get rid of it forever, here's how you can.

Csikszentmihalyi is a psychologist who has studied the phenomena of 'Flow' for over 30 years. This thing he calls flow is the same thing as 'being in state'.

He discovered that if you entered an activity where your perceived challenge met your perceived skill level, you would enter into this state (FLOW).

This, in itself, is a very interesting topic that has many relevant factors for the seduction community' but the most relevant part for us, right now, is what happens when you step outside the area of challenge equalling skill.

When your perceived skill level exceeds the perceived challenge level, you experience boredom.

This is pretty obvious when you think about it. I'm sure you've played many games or done many activities where there was just no challenge and it just got really boring for you.

But, when your perceived skill level is less than the perceived challenge level, you experience anxiety. I'm sure you've experienced this in your life somewhere as well. Maybe it was playing a computer game, maybe it was doing an exam, where it was so far out of your current skill level that you just got really nervous.

Now, think about approach anxiety. It's just another form of anxiety and like all forms of anxiety it follows this challenge and skill paradigm.

The reason you're experiencing anxiety is because you perceive that the skill level required to talk to her is far greater than your current skill level. You see challenge as being greater than skill.

But what physical challenges do you actually face?

Is it really greater than your current skill level? Well, you have to get in physical proximity of her, and you have to be able to communicate information to her. Are there other ones? Anything? No.

So where does this perception of the challenge being greater than your current skill level come from? If it's not from the physical world, where could it be?

The challenges that you perceive only exist in one place: inside your head. They only exist because of the way you're analyzing the world around you.

They only exist because you're judging and categorizing potential reactions, potential outcomes, and trying to come up with ways to deal with them before they occur. They only exist because you're in your Default Network.

If you weren't trying to work out how to get her to like you, if you weren't trying to work out how to deal with potential obstacles, if you weren't trying to analyze, judge, and categorize the world around you, then these imaginary challenges that cause you this anxiety wouldn't exist.

Here's something to consider: do you think it would be faster to keep trying to come up with ways to beat approach anxiety so you can start approaching or do you think it would be easier to be able to do everything you want to be able to do, regardless of how you feel?

15. IS LEARNING ROUTINES MAKING YOU RUN OUT OF THINGS TO SAY TO A WOMAN?

I've been there plenty of times before...

Standing in front of beautiful woman, THAT beautiful woman that you've been waiting to talk to all night, FINALLY having her listen to what we have to say, and then it happens...

The brain freezes over, nothing comes out of your mouth, and it all goes down hill.

How do you fix this?

Well...The seduction community says you should just learn more things to talk about and, on the surface, it seems like a logical solution but what I'm about to show you may change your mind on that.

Not only is learning routines getting you to miss ALL the clues and hints she's giving you to take the conversation in new and exciting directions, but it's also preventing you from coming up with fun and interesting things to say.

Yeah, I know, this sounds a little strange but has anything I've written so far seemed normal, right off the bat? Stay with me here and I guarantee you'll get what I'm talking about.

Lets start with missing all the cues.

I used to run out of thing to say, all the time. It used to kill me. I'd do OK with the girls I wasn't that interested in but as soon as you put me in front of a woman who I REALLY wanted, it'd all go to shit.

My mouth would go dry, my palms would go sweaty, it'd feel like I had blinkers on, and my mind would go totally blank.

I searched around trying to find an answer to this for a long time and always came up with the same response: develop a bigger routine stack!

Sure, that sounds great in theory but...

I needed quite a few things to talk about to make sure I had, every situation covered so I settled on 40 routines. According to popular theory at the time, it takes 20 sets to internalize each routine. So, by simple maths, I needed to do 800 sets just to develop my routine stack!

Before I'd worked on any other part of my game, at 20 sets per week on a BIG week, I was going to have to spend 40 weeks on this??? You've got to be kidding me... There had to be a faster and easier way...

And then I found it...

Guy usually learn pickup as a sequential process. They focus on approaching. They work and work until they get good and then, they hit their next road block - running out of things to say.

I've coached heaps of guys through this one and there's one little thing that EVERY SINGLE ONE of them changed and it gave them amazing results. It wasn't learning more things to talk about, it wasn't learning reframing, disqualification, or Yes and..., it was far simpler.

After patiently listening to thousands of conversations, I developed this revolutionary, one-step model that will transform the reactions from women, forever. This is the most powerful technique available.

A technique that will not only ensure that you will never run out of things to talk about, ever again, but that will never have you worry that this will ever be an issue again. Want to know what it is?

Listening.

Yes.

Listening.

It's the single biggest issue preventing guys from having conversations that just flow.

They're so caught up in their head trying to come up with the next amazing thing to say that they're not even listening to the woman right in front of them.

I'm not talking about building that chemistry or pushing her buttons, I'm just talking about having fun conversations. That other stuff can come later. Learn to walk before you try to run.

In my experience, learning that higher level stuff can actually be very detrimental.

Guys get so caught up trying to do those intricate games and structures that they forget to listen to what she's actually giving them.

When you were running around the football field, or in the playground at school, rough housing with your mates, she wasn't. She was sitting with her girls friends learning this ancient art of 'having a conversation'.

She was learning to listen to her girlfriends, she was learning to listen for their clues, she was learning to be present in the conversation rather than trying to come up with the next killer thing to impress the girls.

She knows how to give you leads. She knows how to give you tangents. She's been doing it for years! The only thing that's stopping you from having those flowing conversations isn't that you don't have enough things to say, it's that you're not listening to her clues.

If you don't believe me, try this: head out to a bar, and I want you to eaves drop on a conversation between two women.

I want you to sit there and listen to the flow of the conversation and for all clues and hints and possible tangents that you could take if you were part of that conversation. Take note of just how many different things you come up with.

I guarantee you that when you stop trying to impress her with all the amazing things you've done and you just chill out and listen, you'll never have to worry about the embarrassment of running out of things to talk about again.

Great, so now you're listening, but how do you come up with creative and interesting things to talk about?

It's time to go back to that good old brain function stuff again. I've mentioned how the Default and Executive networks function in different ways, and here's how it applies to having fun conversations.

Your Default network works in a linear process. It functions sequentially: A=B=C=D. It's only able to make small, logical connections between the elements of the conversation.

For example: If you're hanging in a bar, chatting away to a beautiful woman and she mentions sunbaking, where can you go with that?

Well, if you're in a particularly logical moment, you might mention the current dangers of sunbaking, or how much you like sunbaking, but how far is that going to get you?

If you've studied some improv and reframing, you might make some jokes about her being one of those high maintenance girls who wear those stupidly expensive bikini's and spends all day lying on the beach, occasionally running down to the water, dipping their toes in, freaking out about how cold it is, and then running back to their towels for another 8 hours of sunbaking. But how long can you keep that up for?

On the other hand, your Executive Network functions totally differently: it makes non-logical connections.

It doesn't connect on the logical elements of a conversation, it connects on the experiential elements. Let's say she mentions sunbaking once again and you're in an Executive network moment. Where would you go?

"Hmmm... I love lying around in the sun. It feels so amazing. It takes me back to my childhood. Up until I left school, I used to spend my entire summer at the beach. We'd get up..."

Or

"I had the most amazing holiday last summer, we went for a trip up the coast and spent the whole time just lying in the sun..."

Or whatever stories you have in your world about the experience of lying in the sun.

Instead of talking about logical information or trying to tease her into submission, you can open up, share something interesting with her, and connect on a real level.

As you're in the experiential part of your brain, your stories are full of passion, emotion, and she gets to see the real you rather than having to wade through a whole bunch of miscellaneous junk to see who you really are.

Your conversations will be much more emotional, much more real, and the connections you form will be much more powerful.

Now, there's also one more incredibly powerful benefit of the Executive Network when it comes to not running out of things to say: thinking big picture.

It doesn't focus down on the small details of what's going on like the Default Network, it thinks towards the overall objective. It's not trying to work out the next thing to say, it's focussing on 'why am I here?' It moves towards goals.

It's assessing the women through this idea of 'is she the kind of woman I want in my life?'

This results in always having things to talk about because there's always more things you want to know about her and her world.

What does she love?

What makes her sad?

What is she passionate about?

Are her values the same as mine?

"But I've seen guys who learn routines have great conversations with women that are fun and playful. If you can't do it by learning routines, how can they?"

I didn't say you can't do it by learning routines, it's simply a much slower process.

You have to get yourself to a point where you feel like you have enough stories to cover any situation so that you can recall on demand so that you don't need to logically analyze the situation and you can relax.

Here's something for you to consider:

Do you think it would be faster to have to spend months and months of your life trying to memorize detailed stories about someone else's life?

Or do you think it would be faster to simply be able to bring the stories from your life, right now and in a way that she can connect with and is drawn to listen to?

17. LEARNING QUALIFICATION IS PREVENTING YOU FROM NATURALLY QUALIFYING WOMEN.

I'm not much into community concepts but I think qualification is one that is actually very important.

For those who don't know, it's essentially screening a girl through a set of standards to let her know that you're attracted to her for more than her looks. It's pretty simple.

What the community hasn't told you about qualification though is not only do you not have to learn this, but thinking that you have to learn this is the very thing that's stopping you from being able to do it consistently.

If you want to 'internalize' qualification, right now, instead of having to spend months and months trying to squeeze it into your routine stack, here's how you can do it:

Imagine you're buying a new car.

You're standing in the sales yard with the sales man, asking plenty of questions about all the different cars - you're looking for a car with plenty of power, great handling, but you're not really fussed about having 4 seats.

He listens, responds appropriately and narrows down your choice.

Essentially you're 'qualifying' the cars. You're asking questions to make sure that you get what you're looking for. Did you need to learn how to do this?

Did you have to read about this in some form of car guide e-book? Did you have to download a DVD set to let you know the structure of this? Did it take you months and months of practice sales yards to get this right?

No, that's absurd.

Someone didn't have to teach you that you need to ask questions about the cars in order to find the one that's right for you, you just do it.

So why don't you do this when you're meeting women? What is it about interacting with beautiful women that means you have to try and build this into your 'routine stack'?

The difference is what you're trying to achieve. The difference is your purpose.

I just need to stop you here for a second we need to be honest with each other for a second. And not just any kind of honest, I'm talking balls out honest.

You're standing in a club, just chilling with your boys, and all of a sudden, you see her. It's not just any 'her'... It's 'HER!' The one you've been looking for - your HBI 2.

You're having a good night, so you decide to give it a crack. You walk over and open your mouth.

At this point in time, what exactly are you trying to achieve? What is your purpose?

Is it to give value? Is it to have fun? Is it to share the love? Maybe... But why? Well, if you're anything like what I used to be, you're doing these things for a very calculated reason.

Want to guess what? It's pretty obvious when you think about it - to get her to like you. You're acting this way because somewhere you've read or learnt that this is the way to get the ones you want.

Now, if you're trying to get her to like you, do you think you're going to naturally qualify? Do you think you're going to naturally screen her through your set of standards?

If your goal is to try and show that you're the kind of guy that she should be with, are you going to naturally assess her as a person?

No.

You're going to be trying to make sure you meet her standards. You're going to be trying to make sure that you're the kind of guy she wants to be with.

When you were shopping for a car, you were going after what you wanted. You were trying to find the perfect car for you and you naturally qualified.

Your whole purpose changes when you go out to meet beautiful women and that's why you need to learn how to qualify.

If you're learning to qualify, it means that you're doing it because you're trying to find a way to make girls attracted to you, which means you're not going to naturally do it.

If you're becoming the Man of her dreams by becoming the Man of your dreams and filling your life with the people that you want in it, it's going to naturally happen.

If you want to 'internalise' qualification, right now, rather than spending months and months trying to remember to squeeze it into your stack, simply work out what you're looking for in a woman and go after it.

This also relates back to the Default and Executive networks.

The Default network only focuses on small details. It logically breaks down the information and tries to work out what it means.

The Executive network focuses on the big picture. It takes the information and assess what it means in relation to the goal you're trying to achieve.

If you're choosing to work out of your Default network, you're choosing to be nervous, you're choosing to have to try and defeat negative beliefs, you're choosing to have to battle against low value, you're choosing to have to try and remember things to talk about and you're choosing to have to learn to qualify.

If you're choosing to work out of your Executive network, you're choosing to be 'confident', you're choosing to work outside of beliefs and status, you're choosing to not have to deal with approach anxiety, you're choosing to use the creative areas of your brain, and you're choosing to naturally qualify.

Here's something for you to consider:

Do you think it would be faster and easier to learn confidence, positive beliefs, high status behaviours, how to beat approach anxiety, things to talk about, and qualification?

Or to just use the part of the brain that deals with all these things naturally?

17. LEARNING CALIBRATION IS MAKING YOU UNCALIBRATED.

The community seems to approach this idea of calibration like it's some kind of martial art that you can only master after month after grueling month getting blown out, but they're shooting up the wrong tree.

It's not that hard. It's not anywhere near that hard. In fact, when you know what's going on, there's actually nothing to learn!

Do you need help to work out when someone's angry?

Could you tell by looking at a picture of them?

Do you need help to work out when someone's sad?

Could you tell by looking at a picture of them?

Could you tell when someone's bored?

Could you tell by looking at a picture of them? Then why do you think you need to try and learn how to tell when someone's attracted to you?

I'll tell you why.

There's another piece of the brain function puzzle that I didn't tell you about.

The Executive Network is not only the experiential part of the brain but the intuitive part of the brain. It contains the areas of the brain that process non-verbal cues and sound tones.

And unless you're Autistic or suffered great trauma when you were less than 3 or 4, these parts are basically developed in your brain.

Due to the fact that you can't communicate via language when you're that age, you rely very heavily on these areas to help you decipher the work around you.

What does this mean for seduction?

Well, you're actually calibrated already and if you're having trouble with calibration, it's because you're using the part of the brain that's not calibrated - yes, I'm talking about the Default Network.

The reason you need to learn calibration is because you're logically trying to be calibrated.

You're trying to find a logical basis for what you're interpreting from her.

If you weren't trying to logically analyze the situation and come up with the perfect thing to say / do, then this wouldn't be an issue.

Here's something to consider:

Do you think it would be faster, easier, and more simple to spend hours and hours learning all the different subtle body language cues and concepts?

Or would it be simpler to access the part of your brain that already knows these cues?

18. INNER GAME CHAPTER I

There's a whole bunch of underlying factors that are going on that are the reason you're stuck in your Default Network when interacting with women.

They range from your work situation, to your upbringing, to your 'knowledge' about meeting women, but luckily for you, they can all be overcome very simply and very easily.

You might be surprised to hear this but the way you're acting when you're around beautiful women is actually a highly evolved skill.

Yeah, I know it sounds weird but it's a skill that you've spent thousands and thousands of hours developing.

Why am I telling you this?

Because when you really understand that there's nothing wrong with you and everything you do is just a habit that you've developed, then you're halfway to changing things so they're more productive.

If you're still stuck in the mindset of trying to 'fix' what you're doing, you're forever going to be trapped in the part of your brain that isn't going to help you get what you want.

After all, right and wrong is a part of the Default network.

I'm sure you've been through this scenario at some point in your life: in class, or in the playground, you've said what you thought and you've been ridiculed for it.

Maybe it was just once, or maybe it took you a couple of times to learn it but usually, it takes just a few small examples to learn to equate saying what you think with pain.

And maybe this wasn't just in your everyday life but maybe just with women.

You had a few examples where you've said what you wanted to say, got shut down for it, and now associate saying what you think to women with pain.

Now when you try, because you've associated that action with pain, your words come out half-arsed, you don't stand behind them, and so they get torn apart again.

It's a pretty rough self-fulfilling prophecy.

So where's this skill I was talking about? Well, this link that you've made between saying what you think and pain is a very powerful skill.

You've learnt that if you say what you think, it leads to pain, and so you've learnt to protect yourself from pain by not saying what you think.

You've also learnt that interacting with women can cause pain so in order to protect yourself from more pain, you get anxiety in anticipation of pain so you don't go ahead.

All you're experiencing is a connection you've made in your brain somewhere in your past.

If you want to change how you react to stimulation, all you need to do is make new connections in your brain. It's pretty simple.

Yes, this might sound simple but let me explain what I'm talking about.

Common scientific understanding of brain function all the way up until late last century was that the brain was a fixed and rigid machine and that once it was set in one pattern, it was very, very difficult to break.

In fact, it was thought it was so rigid that once you got to a certain age, you may as well give up ever trying to change because it's not going to happen.

This was until scientists started investigating this phenomena known as neuroplasticity.

Now, I'm not going to go into the finer specifics of it (if you want to know more, check out 'The Brain That Changes Itself' by Norman Doige), but the basic idea of it is that the brain is less rigid than we thought.

In fact it's very, very, far from being rigid. It's not so much that it's a machine; it's far more like a muscle than anything.

It has the ability to change itself, not only very effectively but also very quickly.

The new understanding of the brain that we have today is very interesting.

Your brain is made up of billions and billions of neurons that are all responsible for different elements in your brain. When those neurons are triggered by an electrical current, they cause a response to happen.

This could be in terms of an awareness, a feeling, a sensation, or an action. When neurons in two different areas of the brain are triggered at the same time, they start to form a connection.

If that simultaneous firing happens repeatedly, that connection gets stronger.

Just like a muscle, the more you use it, the stronger and faster it gets.

You can actually train your brain so that one specific piece of information can set off a whole series of other responses without any further stimulation.

The classic community example is approach anxiety.

You see a beautiful woman. You equate talking to her with pain. This triggers your anxiety response. You don't talk to her.

Has she actually done anything? Has anything actually occurred between you and her?

Has she said anything to you? Has she in any way indicated to you that something bad is going to happen if you talk to her?

No. Yet you still feel anxiety.

This association issue also occurs because of the habits you go about in your every day life. In your work environment, how much time would you spend logically analyzing data, objects, or people? 50%? 70%? 90%?

How do you think you're training your brain here?

If you're spending the majority of your waking time stuck in your Default Network, training your brain to logically analyze everything that you see, how efficient do you think your brain is going to get at it?

Do you think it's going to become your automatic choice of network?

Essentially, you're using your Default Network because you think you need to.

Somewhere in your past, you've used it and it's helped you get what you thought you wanted. It stopped you from experiencing pain and so now you use it all the time.

I hope by now that you can see that not only is this process not going to help you improve at lightning speed, it's also the very thing causing most of your issues in the first place!

Here's something for you to consider: now that you understand what's causing your issues and that there is an easier path, do you want to take it?

I ask you this because I'm about to let you in on the key ingredient to making the big shift.

19. ADVANCED INNER GAME CHAPTER I

Everything I've shown you throughout this book isn't some kind of magic bullet or fairy dust solution, it's about making a choice.

It's all about making the choice between the long, hard slog of trying to step by step 'internalise' all these different seduction community elements and simply allowing your natural skills to come out from under the layers of crap that have been piled on top of them.

Right now, I'm going to show you how to start making that choice.

If you want to double your rate of improvement, you need to simplify the whole process down into a simple and easy to apply way of incorporating all these elements at the same time.

So here it is.

Well, what I'm about to show you is not only how to be 'confident' (or more accurately, not be un-confident), live outside negative (and positive) beliefs, and be perceived as 'high value' (but not really care about value at all)...

But also how to deal with your approach anxiety, qualify naturally without thinking about it, find the perfect opener every time, flow in conversations with ease, be totally calibrated, come up with the perfect close on demand, and how to be able to do it without having to learn another thing.

Now I know this might sound like BS community marketing hype, but it's not.

I'm not going to feed you some convoluted theoretical structure, evolutionary psychology psycho babble or even charge you money for this, I'm simply going to point out one of the most obvious, simplest and yet most powerful seduction concepts ever: the power of purpose.

There's one simple little element in the community that seems to be over looked: interactions are purpose driven.

What I mean by this is that everything you do whilst interacting with another person is a product of two elements:

1. What you want to achieve, and
2. How you think you're going to get it.

Think about it. How would your actions change in line with these different purposes?

- Trying to impress your boss.
- Trying to get fired by your boss.
- Trying to get rid of your incompetent boss so you could complete your work and leave.
- Trying to see if your potential boss is compatible with your work desires

What kinds of things would you talk about? How would you talk about them? How much weighting would you put on what the other people said?

Ok, now lets go over these with different maps of how you get what you want.

- Trying to impress your boss who:
 - Likes it when people suck up to him
 - Respects independent thought
 - Thinks that dominant behaviour is a sign of a good employee
- Trying to get fired by your boss who
 - Likes it when people suck up to him
 - Respects independent thought
 - Thinks that dominant behaviour is a sign of a good employee
- Trying to get rid of your incompetent boss so you could complete your work and leave.
 - When you know he is just looking for validation of his efforts
 - When you know he only responds to dominant and assertive behaviours
- Trying to see if your potential boss is compatible with your work desires
 - When you really value micromanaging and constant positive reinforcement
 - When you really value space and integrity
 - When you really value a challenging work environment

How would you start the conversations?

How nervous would you feel? What kinds of things would you talk about? What kind of stuff would you talk about?

How open would you be about yourself and what you wanted?

Everything you do is a product of what you're trying to achieve and how you think you get it.

Now for the fun part.

If you're coming up against the same sticking points when you're out in field, there's something behind it.

If you keep performing the same actions that you know you shouldn't, then you're doing them for a reason: what you're actually trying to achieve and how you think you get what you want.

You have a map inside your head that says 'if you do this, and this, and this, then you'll get what you're after'.

"But I don't! I know that supplicating, that being needy, that not qualifying isn't going to get me what I want."

No you don't, you just THINK it. If you KNEW it, you wouldn't do it any more. All you have is information floating around inside your head at the moment.

It's not real to you. You haven't realised it yet.

If you want to be able to change all the elements you've been working on since you joined the community without ever having to spend months and months internalising confusing information, then the path is simple:

Change what you're working towards and how you think you're going to get it.

In order to do that, you first need to know where you're at, right now.

There's no more hypothetical questions for you to consider; now it's down to the real deal.

Try this: think about all the things you're doing in set that you know you shouldn't be doing, all the things that you hear yourself say and you slap yourself in the face over, all the sticking points that are holding you back, and then have a good hard look at them.

Try and work out what your purpose is (actually do it now, it'll make a whole world of difference to the way you engage the rest of this book).

If you're having trouble, go through the list of purposes I wrote above and compare your actions in set with the actions you'd be doing in those examples.

See if you can find a commonality. It should become pretty clear very quickly.

Every field report I read, every sticking point analysis I go through, every set of roadblocks that guys present to me all come from a very common core.

If you just try and treat the external symptoms, you're just going to keep banging your head up against the same wall.

You're just going to keep yourself fighting the same battle, over and over again. It could take months, it could take years, who knows.

If you want to move beyond all these issues forever, it's time to take a different approach.

Once you've worked out what you're trying to achieve, then you can start changing it.

To help you down this path, I've got a (free) seminar up on the website that will help you understand these concepts in more depth. It's an exclusive seminar that I ran for some of our trainee instructors.

In these videos I go into much more detail about the different levels of what you're doing, how it's affecting you, and the pathway you can take to change your world, right now.

You can find them here:

<http://www.attractioninstitute.org/what-they-dont-tell-you-about-inner-game-1>

One note I need to make. In these Inner Game Essentials videos, I refer to the left and right prefrontal cortices.

These are less specific names for the Default and Executive networks.

So when I say left prefrontal cortex, I'm referring to the Default Network and when I'm talking about the right prefrontal cortex, I'm talking about the Executive Network.

20. ADVANCED INNER GAME CHAPTER II

Won't doing what I want make me incredibly selfish?

Yes, it will. But it's not like it's anything different to what you're doing already.

Why did you help your mate out with that thing that other week? Yes, because he asked, but how did you feel when you did it?

Tired? Sure. But what did you get out of it?

Was it the feeling of satisfaction knowing that your mate was looked after? Was it the feeling of comfort knowing that you were important?

Was it a feeling of superiority that you could do something that he couldn't?

What ever it was, it was because you got some kind of pleasure out of it.

Now, I'm not saying that you're the only one. I'm the most selfish person you know. The only reason I coach is because of the pleasure I get out of seeing guys smash through their boundaries and achieve their dreams.

The only reason I am part of the Attraction Institute is because of the feeling of satisfaction I get from helping make the world a happier and more fulfilled place.

I'm a selfish prick. And so are you.

In the best kind of way.

So you're already selfish. Don't worry about being selfish.

Now I'm sure you've been around someone who was selfish and you hated it. I had too, before I realized something very obvious.

He was running off, doing his own thing, and not doing what I wanted to do. It gave me the shits. Why?

Because I wanted to do the things that interested me and not the things that interested him. I wanted to be selfish and he was busy being selfish, and I was letting this give me the shits??

I was angry at him for doing the exact same thing that I wanted to do to him??

The problem here wasn't that he was running around doing the things that he wanted to, it was that I was expecting him to run around and do the things that I wanted to!

How selfish is that?

I was putting the responsibility for my happiness, for fulfilling my desires, on his shoulders and then getting the shits when he wasn't. But what if I just went off and did what I wanted?

What if, instead of placing the responsibility for my happiness on him, I took control of it myself?

If I walked away and did what I had the shits about not being able to do, would I still care about what he was doing?

No.

The only reason you do anything in life is because of the feelings you get out of it, or think you will get out of it.

And so does everyone else so stop worrying about becoming something that you already are because everyone else is already the same.

21. SO, YOU'RE SAYING THAT BEING IN THE SEDUCTION COMMUNITY IS A WASTE OF TIME?

No, I'm not. There are some great tips in the community that can help you get what you want in life.

I've even put a whole bunch up on the [Attraction Institute Forums](#).

But what I'm saying is that you should use that stuff to ENHANCE who you are - rather than REPLACING who you are.

If you get rid of the roadblocks that are preventing you from letting out the natural, cool, fun self that lies underneath then you'll surprise yourself by how little you actually have to learn.

"But I can't do this because I'm unhappy!"

Bullshit. You think you're unhappy because you don't have a woman in your life when really, you're unhappy because you think you need a woman in your life to be happy.

Do you think the fact that you're unhappy could be one of the major reasons why you don't have a woman?

Do you think the fact that you're expecting a woman to make you happy is one of the key reason why she' doesn't want to be part of your life?

Do you think if you were happy INDEPENDENTLY of her then she'd be more likely to want to be with you? Do you think it's fair to put someone else in charge of your happiness?

How would you feel if someone else made you responsible for their happiness? Ever wondered why you get things when you stop going after them?

Because you stop relying on them to make you happy.

Till next time,

LoGun, Master Coach

Attraction Institute

Transforming PUAs Into Real Men Since 2007

RECOMMENDED ADDITIONAL RESOURCE:

<http://www.innergamechallenge.com>