

Online: DoubleYourDating.com

How To Change Yourself

e-book

The **DOUBLE
YOUR
DATING** *Series*

David DeAngelo

How To Change Yourself

**A Man's Guide To Inner Change, Reaching Goals,
And Making Things Happen**

By David DeAngelo

©Copyright 2004, All Rights Reserved

<u>1. Why YOU Need to be the One to Change</u>	4
<u>You're the Only One Who Really Cares about Your Success</u>	4
<u>Trying to Change Reality Instead of Changing to Suit Reality</u>	4
<u>2. Guiding Change</u>	5
<u>Definite Major Purpose</u>	5
<u>Constant Improvement</u>	5
<u>3. Recognizing the Obstacles</u>	6
<u>Preventing Ourselves from Success</u>	6
<u>Common Reasons for Negative Emotional States</u>	7
<u>Identification Leading to Over-Generalization</u>	8
<u>Identification Entails 'Meaning'</u>	9
<u>The Alluring Victim Syndrome</u>	11
<u>4. Adopting a More Successful Attitude</u>	12
<u>Making Mental Feedback Loops Positive</u>	12
<u>Re-Interpretation and Eliminating Failure</u>	13
<u>The Influence of Others</u>	14
<u>Inner Work and Mental Preparation</u>	15
<u>5. Common Pitfalls</u>	18
<u>Unrealistic Expectations</u>	18
<u>The Paralysis of Analysis</u>	19
<u>Jumping to Mastery</u>	19
<u>Not Valuing the Result</u>	20

1. Why YOU Need to be the One to Change

You're the Only One Who Really Cares about Your Success

No one cares like you do, except perhaps your mom, and she wants you to be a good wus-, I mean, hus-band. If you really want success, you must first take full responsibility for your results. No one else is ever going to give you success in life.

In fact, others often would rather see you fail. Subconsciously, even most people are pleased by your failures. You may be lucky to find a handful of true friends, but otherwise you're the only one who cares about what happens in your life.

Take personal responsibility! Accept that you're the only one to make success happen, that you'll do whatever it takes to accomplish your goals, and don't accept from yourself any excuses for failure.

Trying to Change Reality Instead of Changing to Suit Reality

In "Market Wizards", famous Trader Vic Sperandeo tells a story of a stock-market contest that had an unexpected result: the smartest guys lost all their money. Why?

When they had a stock of a company, the smartest held onto it regardless of whether the price started to decline. They were so sure their higher valuation was right, even though the market was sending signals that the actual value of the stock was worth much less. They waited for the market to suddenly correct itself and validate their thinking. It didn't.

If you're not getting what you want, don't be so arrogant that you hold onto your beliefs and methods just because you think they're right. It's much better to open your mind and accept the reality as it is than to insist on sticking with how you thought or hoped it was.

In Aikido they say, "Be the water, not the rock." When water hits an obstacle, it flows around it. When a rock hits a barrier, it either breaks or stops, but never gets past. Only by discovering how life actually does work can you figure a way to adapt. You sometimes need to change in order to reach your goals.

2. Guiding Change

Now that you fully understand the need to change, let's explore some ways to actually make change happen.

Definite Major Purpose

Napoleon Hill talks about the concept of 'Definite Major Purpose' in his book, "Think and Grow Rich." You've got to have a clear idea of what you want. A concrete goal allows you to spend more energy working in the right direction.

Take some time to actually ponder this thought. I recommend actually using a pen and paper to write some ideas about what you really want and why. This process forces you to formalize your thoughts and allows you to evaluate them objectively.

Your Definite Major Purpose, for instance in dating, may be meeting more attractive women, finding a fulfilling long-term relationship, having more casual sex, etc. If you can develop one powerful declarative sentence to guide all your efforts in this area, you'll go a lot further, faster. The learning will happen naturally if you've got a core thought to which you can start attaching.

You can develop a Definite Major Purpose for all parts of your life. Theoretically, it should be possible to link them into one about your entire life. It's a big mental shift to make, but one that will be helpful in setting a direction in life.

Constant Improvement

Once you've got a Definite Major Purpose, you can apply W. Edward Deming's concept of Constant Improvement. Instead of setting a limited goal, just keep improving. For instance, in dating, there's no reason to stop at a specific point by saying, "I'm going to move up to dating 9s", "I'm going to date much more beautiful woman", etc. Don't stop you've doubled, triple, quadrupled, or quintupled your dating!

Yoda said a lot of wise things in the original Star Wars trilogy (too bad the second set SUCK!). One of my favorite quotes is, "There is no try." Give up on your mama's advice to just "try your best" and resolve to "do whatever it takes to make this happen."

Consistent effort creates "luck", as in "let's go get lucky" BY

CHOICE.

If you consistently make an effort at approaching and interacting with women, you will also have consistent improvement. Eventually, you can achieve a level of mastery where you rely more on your skills than just luck. It may happen quicker for some and slower for others, but it's possible for anyone.

Constant improvement not only allows you to accomplish heights you never imagined, but it prevents you from falling back once you've reached them. Remember that time inevitably brings change, for better or for worse. If something doesn't grow, it will shrink.

3. Recognizing the Obstacles

Preventing Ourselves from Success

All change means is trying something you haven't done, so applying the concepts of Definite Major Purpose and Constant Improvement means making the effort to change and getting past a lot of inertia.

Have you ever been in a situation where you saw a woman that you wanted to meet, but you didn't go over and talk to her? Of course... we all have. I've realized that this happens to us all at different times. The question I want to answer is "why?"

Why is it that we don't just walk over and start talking? What do we do to prevent ourselves from being successful? More importantly, how do we overcome this self-defeating pattern of thought and action?

The short answer is that most of us use our imaginations to create horrible ideas that prevent us from taking action. We need to start imagining good things happening, so we'll want to take action.

As you may already know, a bad habit isn't always easy to change. If you've been imagining the worst for a while, then it might take more than just some positive thinking to get this handled.

In the fascinating book, "Mean Genes," a couple of evolution specialists point out that humans are horrible at assessing risk and return, and that they often make horrible decisions for themselves. But here's the kicker: we all make the same mistakes most of the time, and this is most likely a GENETIC pre-disposition!

You might want to talk to that woman, but then imagine some painfully scary but unrealistic ideas about getting rejected and walk away instead. After these poor decisions we often say to ourselves, "Damn it! Why do I keep doing that? I'm such a loser", and we beat ourselves up even more over it. This way of thinking can turn into an endless cycle of decline.

What's the answer? Well, first you have to learn to get out of the habit of making yourself feel bad and afraid, and into the habit of making yourself feel good and optimistic. Remember, you've been doing some things for a long time now, so it might take some time and effort to change your thinking.

Everything has a reason, even negative states of the mind, but by understanding the reasons and seeing how they can be INVALID REASONS, we can overcome them.

Common Reasons for Negative Emotional States

1. Most negative emotional states probably evolved as survival states. Those who were afraid of dangerous situations were more likely to avoid them. Thus, they were more likely to survive and more likely to pass on their genes.

Fearing failure may have been advantageous at a certain time in our evolutionary history. Fear, made us avoid risky situations—the unknown or the uncertain—which could have led to unpleasant physical states, such as injury or death. Our fear of failure, therefore, could actually be more of a fear of the unknown.

2. Negative emotional states such as fear or unhappiness allow us to draw sympathy from others. We learn to enter negative emotional states in order to elicit attention, not because doing so has any practical effects. Victim and martyr syndromes are thought and behavioral patterns in which some people get stuck, because they're the easiest way they know to gain attention from others.

3. Mere habit can cause us to enter negative emotional states. If some event caused you enter into a negative state, it becomes to fall into this negative state each time a similar event occurs. This repeated association makes the event an 'anchor' and ties to those negative feelings automatically whether or not there is a valid reason for them.

For example, if Christmas were a stressful time of year for your

parents, and each year they would get into fights, you might develop a negative association with the holiday season. Even after you left home, Christmas might still depress you because of years of associating it with stress and unhappiness.

Identification Leading to Over-Generalization

To make sense of the information blizzard storming our brains, we 'identify' each part of an experience with the most similar one we have had in the past. We link this current experience to other similar ideas, senses, memories, etc. that we also felt in those moments. The stronger our current experience, the stronger the link becomes and the deeper the association our minds connect to it.

Identification strips the individual specifics of an experience, so that it is more easily connected to our existing thoughts by the essentials. Identifying involves simplifying, so it becomes harder to distinguish between these experiences since there are fewer traits in your mind to differentiate.

However, when all the complexities that surround the experience are missing, 'over-generalizing' can occur. Over-generalization happens when ideas that don't have a real cause-effect relationship on each other become connected just because they share similar characteristics.

Both 'identification' and 'over-generalization' came in very handy a hundred thousand years ago. It usually meant the difference between a long life or a quick death. If our ancestors didn't quickly 'identify' that a lion was dangerous, they would likely get eaten. And if they didn't 'generalize' that a tiger and a cheetah (which look like lions) were also probably dangerous, they would also be more likely to be eaten.

However, these particular mechanisms have created some challenges in the 21st century. Our fears, which were valid for situations involving physical risk earlier in our evolution, now limit us in instances where the risk tends to be mostly psychological.

To give an example, let's say that you're bald.

Let's also say that today you approached a woman, and she said that she didn't date bald men. While you were feeling dejected and depressed over the situation, you then saw a hair replacement ad that portrayed bald men as lonely and unable to attract women.

This kind of experience could lead a man to OVER-generalize and begin to make himself believe that no woman would ever be interested in him. Even worse, he would have a strong negative emotion attached to the belief that would be triggered every time he thought about the topic. Once this sequence happens, it can become very difficult to escape this mental trap.

Every time you see an attractive woman, you'd feel the desire to be with her. You'd then feel of the fear of being rejected like last time, experience the accompanying emotions of depression, and "remember" that attractive women don't date bald men. All of a sudden, these incredibly engineered and evolved survival mechanisms became your personal prison.

Of course, this process doesn't just happen to bald men who are rejected by attractive women. It happens to other guys who are short, poor, older, younger, too tall, too fat, too skinny, uneducated, insecure, fearful in general, and just about every other type of person you can imagine.

All it takes is one emotional experience for a normal person to begin generalizing and thinking, "That's just the way it is."

Identification Entails the Wrong 'Meaning'

Another powerful and dangerous element of identification is that our brains try to make everything "mean" something. If a thought didn't have *some* connection to our existing belief structure, we'd have no where to put it because there'd be nothing to which to connect it. So our resourceful little brain cells go ahead and link everything to something already in there.

You might not realize that you connected that awkward first school dance, along with all of the pursuant emotional discomfort, to social situations with women in general. Yet, any explicit 'meet-women' situation might cause you great anxiety because of a subconscious belief that your failure in that first situation was the result of your being no good with women rather than your not knowing how to dance.

Here's an outline of how humans gather, process, and respond to information from the outside world:

1. We perceive events, communication, etc. through our senses, which modify the different signals of the outside world (light,

sound, etc., into the electrical signal of our brains.

2. Our mental filters pass along what we believe is true and what we know how to perceive or understand, while discarding everything else.
3. Our mind uses memory to associate the signal received with signals experienced in the past. That's when "meaning" occurs. (At this step, we often have influential emotional associations beyond the logical ones, which can psychologically blind us to the reality that was originally behind the signal.)
4. The thought-signals that result in our brain from the outside-signal either lead to action or more connected thoughts until a new outside-perception arrives.

In this process, all kinds of things can go wrong and lead us off in the wrong direction.

In step 1, we may miss the initial signal if it's outside the limits of our senses, e.g. sounds under 20 Hz or above 20 kHz. The ring of your phone, for instance, could be too quiet.

In step 2, our mental filters might block or ignore something vital, simply because we think it's impossible or just don't know it exists. For instance, a woman might be using eye contact to show she's interested but since you don't know anything about body language, you don't notice and never ask for her number.

In step 3, if we connect the signal to the wrong memories, we get the wrong meaning. In this case, we usually have an inappropriate and often emotional reaction. For instance, if a woman doesn't return your phone call, you might get upset and feel bad about yourself because you don't realize how common it is.

In step 4, when deciding what to do about it, if we have an incorrect idea of what's happening because of some of the problems described, we might act in a way that ruins our chances of success.

For example, if you take it personally that she didn't call and assume she isn't interested, you'll never call again—when the fact is that there could be other reasons for a woman to not have returned your phone call. If you'd just wait and call a bit later, you might learn that she's just been busy with a project at work. Just don't call up and say "I called you, why didn't you call me back?"—that might forever ruin your chances.

Steps 1-3 are almost *always* subconscious, and even steps 4 and 5 are only *sometimes* conscious. You really have to focus on both the environment you perceive and on your internal states in order to catch misleading or faulty subconscious processing. Faulty associations are the root of narrow perspectives, prejudice, mismatching disorder, etc., and they're powerful because they happen subconsciously.

The Alluring Victim Syndrome

As we discussed earlier, negative mental states often are used to generate attention, which can cause a person to be trapped with the victim syndrome. This syndrome implies feeling that external forces are causing negative things in your life and makes you view life as a passive experience that *happens to you* rather than an active one *in which you wield power*. There's a lot of reasons this attitude is so appealing:

1. It's an easy response to dealing with defeat. Saying you're not to blame is easier than accepting responsibility for what goes wrong in your life. At least in your mind, it shifts the negative off you and onto someone or something else.
2. When you're the victim, you don't have to put any effort into changing things. It wasn't your fault, so why should you try to change it?
3. It gets sympathy and negative attention, which is better than no attention at all.
4. Those who come to live their whole lives as victims can become experts at manipulating others through guilt and emotion. Some learn to use sob stories to take advantage of good-natured people who will provide material and emotional help for the victim, while placing the blame on others and using the ensuing guilt to get whatever they want.
5. It allows the use of irrational thinking that's based on emotion—the way things should be are based on the premise that life should be fair—which is easier than logical reasoning, which leads to sometimes painful conclusions.
6. Finally, the victim syndrome can be a deeply ingrained pattern that is learned from parents, siblings or friends. Learned victimization is often a person's total perspective, so everything is interpreted to fit within the paradigm of injustice and

negativity. Even good things become twisted into negatives—hidden motives are found, unlikely risks or side-effects are weighed very importantly, etc., because the 'victim' is so used to seeing everything negatively they can't believe something good is happening to them.

In the end, being a victim means your life will never improve because you have given up. By blaming what's wrong on external forces, you're giving them all the power and leaving yourself with no way to change your situation for the better. The first step in moving past a negative experience is accepting your share of the responsibility, by learning from it and accepting it as an unfortunate risk that you ran because the alternative, positive outcome was worth it.

4. Adopting a More Successful Attitude

Probably one of the first changes you need to make is to perceive experiences more positively. This simple change in perspective is an absolutely crucial element of the successful mindset.

Especially when it's a negative experience, find a positive connection to make, e.g. rather than "Who is to blame?", ask the positive question "How can I make it better?"

A negative outlook expects problems and failure, so that's what you'll see first when you examine the possibilities. A positive outlook expects benefits or solutions and finds them just as easily. Being positive brings success, and we can make ourselves more positive with the right effort.

Making Mental Feedback Loops Positive

Emotions are deeply rooted in your subconscious, so to deal with changing them we need to explore the connections between your conscious and subconscious.

Your conscious and your unconscious minds are wrapped in a powerful feedback loop. The unconscious guides the conscious and if you do it actively, the conscious can also guide the unconscious. When an unproductive or negative unconscious drive exerts its influence, you can either let it control you or consciously redirect your thinking.

Subconscious patterns or drives come about unnoticed and

mysteriously grow inside us without our even realizing it. Yet, they wield a profound influence on our conscious life. It's possible to reverse this process and use conscious thoughts to influence our subconscious, but it requires concentrated and attentive effort.

Changing your subconscious patterns is a constant cycle of vigilantly looking for them and making the effort to reprogram them. If you catch yourself entering into a negative state of mind, e.g. "That woman probably wouldn't be interested in someone who looked like me," you have to break down consciously the associations that are at fault and change them, e.g. "She would probably be attracted by my killer personality and that's a more important issue for women than physical appearance."

Even when you've caught them though, change takes time to become permanent so keep watching for those limiting beliefs. These subconscious limiters have been developing in hiding for years.

Take a moment to reflect on how huge a role the subconscious plays in all aspects of your life, not just in dating. Now reconsider how valuable the ability to change your subconscious is. If you agree that this power is worth the effort it requires, then make the commitment to start wielding conscious control over your subconscious.

Re-Interpretation to Eliminate Failure

Once we're programmed to interpret things we see out in the world a certain way, sometimes, we have to reprogram ourselves. Most guys see a really attractive woman, dressed beautifully sexy and think she must be powerful and intelligent. If no one told you that a lot of women dress sexy because they're insecure, you wouldn't think about it in this way.

The most critical reinterpretation you need to make is to use failure to create change towards success instead of accepting the situation as a permanent state. In the words of the publisher Malcom Forbes, "Failure is success if you learn from it." As long as you're learning from it, you'll improve. As long as you improve, failure becomes gradually less likely while the chances of success become much higher.

The fear of failure and the resulting feelings of depression are mostly because of a limited perspective. Wanting instant gratification means that any result other than success is a totally negative experience. Looking beyond instant gratification and instead towards learning a set of skills to gain an eventual mastery of the situation in

general let's you see value in failure. Recognizing that you can turn failure into something positive is a huge leap forward in overcoming your fear of it.

Part of the instant gratification mind-set is the belief in a "magic-bullet", some mysterious technique that is guaranteed to work all the time. Because they think such a solution exists, they're either waiting to learn it before even trying anything or attempting something that completely fails. Rather than learning from this failure, they expect whatever they did to work always. This is childish wishful thinking – real world interactions are just too complex.

This doesn't mean you should run off and try to learn 100 different approaches to every situation. Start with one good default thing to do in each situation and practice until it's solid before you try to become the show-off guy that knows 100 ways to do something.

The point is that nothing is going to work every time, but you can learn how to improve your approach by seeing it fail. You'll have far more success focusing on one technique and improving it than diluting your efforts trying everything at the same time.

Failure is viewed as a totally negative thing for most people because they give up easily and don't learn from obstacles, setbacks, and challenges. They assign meaning and generalize far too much—"She rejected my advances so she must not like me, so most women must not like me." Learning to take an "investment" perspective, realizing that setbacks will occur, learning to expect them, and looking for lessons contained in them can do wonders for diminishing both fear of failure and failure itself.

The Influence of Others

In his audio tape series "The Psychology of Achievement", Brian Tracy talks about the concept of the "Reference Group." The idea is that you become like those with whom you spend time working, talking, and associating.

Eliminate the negative people that you don't want to become like and surround yourself with those who are successful instead. You'll unconsciously become more like them just by being around them.

If you're not good with women, but know or meet guys that are, have the courage to tell them that you'd like their help. As long as you openly ask, they won't think you're trying to take advantage of

them by wanting to hang out with them. Wanting to be successful yourself and trying to learn from those who are already successful is both good for yourself and good for them *if* you actually rise to their level.

Inner Work and Mental Preparation

We've explored how powerful our subconscious is and how important it is to ensure it's a positive factor. Don't criticize yourself when you talk to yourself, don't tell yourself you're bad, ask why you were so stupid, or why you're screwing up. When something doesn't go exactly as you wanted, just visualize the improved way you'd like it to go next time and shrug it off as okay for now.

Make it a habit to be nice to your unconscious through positive self-talk, affirmation, and visualizations. The following exercises will use your conscious thought to create positivity into your subconscious.

Exercise #1: Controlling Your Emotions and Inner States

Now to address the idea of 'states'. By 'state' I mean the feeling that you have in your body. Many guys that I know make themselves feel horrible when they think of the idea of meeting women. This way just doesn't help.

Can you remember a time when you felt happy and excited? Can you remember a time when you felt powerful and energetic? If you can, then you can HAVE THESE FEELINGS ANY TIME YOU WANT THEM. Most people don't use their memories to help them feel good because they say "Well, that's not really how I'm feeling, I'm just imagining it." Well, I have news for you: You're ALWAYS just imagining it. You might as well imagine it at times when you need it instead of having it happen on accident!

Here's how to apply this idea:

Write down three states that you'd like to be able to put yourself into anytime you'd like. Then, write down three times in your life when you felt each of those states. Finally, close your eyes and put yourself into each of the three situations that made you feel the state that you want. Also, do SOMETHING UNIQUE with your body as you're remembering. For instance, if you'd like to feel powerful and confident, while you're remembering times when you felt this way, breathe out quickly while puckering your lips.

If you do this process of remembering the states and exhaling quickly at the same time, all you have to do in the future is close your eyes, breathe out quickly while remembering the feelings, and you'll have the states that you want. It's like having a 'push' button for feeling good about yourself.

Next, you have to practice putting yourself into your three powerful states when you're in different environments. So go to different places and practice getting yourself into your states with distractions, etc. This might take some doing, but once you have it mastered, you'll be able to get yourself into a positive state when you're not feeling it to begin with (Could this exercise be useful when you're feeling shy or afraid to meet someone? Maybe!)

Exercise #2: Ideal Self-Image

Start this exercise by closing your eyes and making a picture of the you that you would like to become. Imagine how you would be standing, how you'd be breathing, what you'd be wearing, the expression on your face, etc.

Now go a little further and imagine what would be inside that ideal self: the beliefs you'd have, how you would deal with different situations, why your posture is held that way—because you were confident, relaxed, etc.

Finally, imagine what is behind that ideal self; what are some of the things that ideal self would have been through to have that image, what are the experiences that formed its beliefs, etc.

Get the whole image together and make it as vivid as you possibly can. You can always go back, add, or change this image as you think of things you forgot to add or want to modify. Now take that image and throw it up in the air so far that it's just a tiny dot you can't even see anymore.

Now watch it multiply into a million of them which start falling down all around you in every direction— into your past, your future, ahead and behind, above and below, everywhere. See it inside all the experiences you're going to have and everywhere you can look, all the way to the horizon.

Get all you need, then come back and open your eyes. I've done this exercise for years. It can be used any time you want, at a crowded bar, a concert, a business meeting, etc. Just do it and see it

everywhere. The more you do it, the more you will become this person.

Exercise #3: Timeline

The timeline exercise is a little more involved so you'll want to get comfortable before you close your eyes. Imagine there's a line that represents your life. The past might be behind and the future ahead, or the past could be to your left and the future on the right, wherever they naturally happen to lie for you.

Next imagine that you're starting to float and slowly rise up and above the line. See it from a different perspective, remembering the spot where you were. Gently float backwards over it while looking down and seeing recent experiences go by. Accelerate as you go further back to times when your significant memories are spaced further apart, all the way back to beginning of line.

Now land at the spot where it begins. Perhaps you even see the lines of your mother and father crossing your line. Take one step back to just before the very start of your line. Now imagine an eternal source of love as a glowing golden light floating in through top of our head, through your heart, and out your chest onto the beginning of your timeline. As it starts pouring out, it starts to light up your timeline.

Light it up a little at first and make your timeline glow brighter as light continues to flow. It's lighting up the line further and further out. You might see dark spots that represent trauma, things that happened when you were younger but as more light pours the more you relaxed you become and the more those dark spots lighten up. You might start to feel better as light lightens up the line.

Think that energy and float up over your timeline. Notice how the dark spots are brighter and you might have a brighter feeling about them, you might float forward to now and see dark spots reframed in a different way as learning experiences. With a relaxing breath you come back to now and open your eyes.

Do whatever you want inside your own personal time and space, and use this exercise to heal and recharge yourself. Though the effects may fade a little days later, each time you do it they can become a little more permanent and even the blackest spots can be lightened with enough healing energy.

Exercise #4: "I Like Myself"

This exercise may sound foolish, but it's an easy way to give your positive energy a boost. Say "I like myself" 10 times, even if you need to say it through gritted teeth.

It seems fruit-cakeish but you've just got to utter this sentence like you mean it. If you don't, then do something so that you do. Say it like you mean it and actually LIKE yourself while you do it. You must convince yourself that you do.

One of the most powerful anchors to failure is lack of self-esteem and the associated negative outlook. You must give yourself permission and feel that you deserve success.

5. Common Pitfalls

Once you've committed to changing, there are a number of negative habits and excuses we easily develop. Learn about them now so you will catch them if they creep into your mind and can reject them before they take hold.

Unrealistic Expectations

When they first think about changing to something new, e.g. adhering to a diet or entering into a relationship, people tend to become very enthusiastic and set high expectations. But when it's time to make the actual effort, they're rapidly discouraged especially if the success for which they had initially hoped doesn't come easily.

Instead of just boosting your expectations, use that initial excitement to face the risks in the reality of the situation. When you're burning to hit up the clubs, recognize that there is a risk of facing rejection. Use your initial enthusiasm to see this possibility as just part of a process that leads to success.

This knowledge is an investment in your life. I think attractive women really prefer a man who knows this stuff for long-term relationships as well as for dating, especially since learning this material helps to lead to long-term happiness. However, it's not just limited to these aspects of life, so incorporating this material into your psyche will also have a positive effect in many other areas too.

But you have to put in the time to learn this stuff so it becomes

reflexive. That's just how humans work. The subconscious really controls the overwhelming majority of our actions and until you have buried this stuff deep in there, it's hard to fulfill your full potential.

Have you ever found yourself doing something over and over again, and said, "Hey, wait a minute. I want to stop doing this"? Well, it's a freaky feeling, but you probably know that.

In my experience, long-term change isn't what you might call "easy." Just like one of those memory foam space pillows which will return to its original form, we humans tend to go back to the way we were as soon as the pressure is off.

The Paralysis of Analysis

A common mistake from guys who are trying to improve their success with women is getting too caught up learning tricks, dialogues, and other theory to actually put any of it into practical use. The desire to change their lot with women drives these guys to study dating, but the study itself gives them the feeling that they're doing something about it, which can be an excuse that allows the fear of approaching or rejection to overwhelm their remaining desire to get results with women.

This "paralysis of analysis" is a trap that prevents a lot of guys from actually going out and getting the sort of real experience you *have to have* in order to start succeeding. Theory has its place, but it's useless without practical application. The sort of learning that can only come from real experience "out in the field."

There's a distinct difference between a belief from book learning and knowing something from experience. Knowledge that comes from experience leads to more conviction and confidence. Others look to see how strongly you believe in this knowledge. To sell something you must communicate confidence in these beliefs, so to convince others about attraction you must have also acquired some practical experience.

Jumping to Mastery

Mastery is when you don't even have to know what you're going to do, but you can just make it happen regardless of how things flow.

Mastery requires energy, focus and determination, so it's the land

of the big boys. Newbies always want to learn the tricks, the flashy moves of the masters first. But before you go down moguls, you've got learn balance and control.

A lot of success comes down to delaying gratification, putting off results in exchange for learning a skill. Instead of talking to one woman and keeping the conversation going for 3 hours, talk to 20 women for 3 minutes and try to get emails—master that skill first.

Also, think of every step between you and your goal when setting your expectations. To cross the river from your home shores of wussy to the promised land of mastery, you must put a steady foot on each stepping stone in turn.

Some guys have a technique which works great, so they're getting numbers and asking for dates. But they didn't pay attention to all the pieces, like what to do on the actual date or how to kiss, so they don't reach their final goal.

Wherever you're at is fine. You can start with props, canned lines, etc., just as long as you work your way up from there and don't try to jump to the end. Work along gradually from getting numbers in three minutes to moving towards establishing intimacy.

Not Valuing the Result

If dating or women just aren't that important to you, that alone can be enough to prevent you from taking action. If the dissonance associated with doing what it takes to meet women is greater than the dissonance of being single, then you'll stay in your comfort zone.

There's no getting around the fact that it's going to take some amount of effort and some risk to improve your results. You have to decide that it's important enough to you to be worth putting some work into it. If not, you've lost before you've even begun.