

Ross Jeffries' Speed Seduction®



“Destroying Approach Anxiety” Video Seminar Transcript

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The Speed Seduction® transcript may contain viewpoints that may be considered controversial by certain audiences. It is intended as a powerful guide for self-respecting, intelligent men who are looking to avoid from "real-hate-shun-ships by default" and instead claim the happiness that they deserve.

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Good morning, good afternoon and good evening to all my fans, friends, and viewers around the world!

Today I'm proud to be bringing you another in our free video broadcast seminars on the topics that you pick. The replays for these free monthly video seminars are always available on www.RJReplay.com.

Any time you go to www.RJReplay.com, you can not only watch this one, but also the videos from the previous months. This is just the second in the series, but over time we'll build up a nice archive.

If you'd also like to get the transcript of this talk and the audio file so you can put it on your iPod, that does require an email address. If you go to www.RJReplay.com and give us your email address, we will send them to you.

You get the video for free whether we have your email address or not. This is my community outreach. This is my service and my way of giving back to the community. If you also want the transcript so you can read it in detail and listen to the MP3 file, I do ask for an email address. We're very nonaggressive. We won't bombard you with marketing messages.

You have chosen by popular vote, by sending in your emails to MySeduction1@gmail.com, the topic "How to Destroy Approach Anxiety," so that's what I'm going to be talking about today.

These monthly free community broadcasts are sponsored by www.RJCoaching.com. That is my coaching program.

If you'd like to get me as your expert teacher, guide, coach, mentor, and someone who has been in this game for 20 years and has seen every kind of problem, block or barrier and every unique skill set—part of a great coach is seeing where you're uniquely skilled

in ways that you don't even know they're bringing it out—I encourage you to check out my coaching program at www.RJCoaching.com.

Enough of the preliminaries. Let's get to it.

Approach Anxiety. This issue of being anxious, that feeling of being blocked or fear before you even open your mouth or say anything, is pandemic. It is all over the place. It hits guys from every walk of life. I almost sound like I'm talking about a disease.

I've had guys who are Special Forces veterans who have shot people and have jumped out of airplanes, who are afraid to talk to pretty girls.

Approach anxiety is not just about the anxiety you feel when you're about to talk to a girl. Some guys are fine going up and talking to women. They only start to feel that anxiety when they're about to make their physical move or do something they think of as a "close."

I define approach anxiety as that overwhelming sense of fear or being blocked when you want to make some kind of move.

I tend to look at things in an unorthodox way. This is going to sound strange at first, so let me dig a little deeper with you. Then maybe you will begin to see the intelligence in this and think, "Wait a minute! Ross is making sense." Follow along with me, and let me share this discovery I've made about what approach anxiety really is.

When people are deeply stuck, often the problem is not what they're defining. The problem is not what they think it is. If they could see clearly what it's about, the problem would begin to lose its grip. Obviously, they're not seeing clearly. I think approach anxiety, first and foremost, is the result of a philosophical and informational problem.

If you have approach anxiety, it's because you are not allowing your experiments in the world to tell you what will work. You're not allowing your behaviors or actions with other

people to show you what will work, either in that individual situation or overall in some context of life.

Rather than letting your own experiments and behavior show you what's going to happen and how people will actually respond, you spin around in your head trying to figure out an absolutely perfect, guaranteed answer.

I think a huge part of approach anxiety is just a bad information gathering system. You're attempting to get information about the external world through internal processing. You're taking a system which works for some things and attempting to use that system for a problem, program, situation or application which it was not designed to do.

To use a metaphor, you could take Microsoft Word and tweak it to make it a better word processor program, but Microsoft Word is never going to be a graphic program. It's just not designed to do that.

Part of the problem with approach anxiety is that you have a bad epistemology. Let me delve into that realm of philosophy for a minute. Many of you are thinking, "What does this have to do with overcoming approach anxiety and getting laid?" Stick with me for a minute and I'll show you.

There's a branch of philosophy called epistemology. Epistemology fundamentally deals with the question, "How can we know something?" How do we gather information? How do we gain our knowledge about the world?

One branch of epistemology says that you can figure out everything about the world intuitively without doing any experiments. You can just get it through pure logic or some revelation from God. You can get what you need to know about the external world.

There's another branch of epistemology that says the only way you can get information ultimately is by experimenting in the world. This is called empiricism.

For those of you who have approach anxiety, the bottom line is this. You're trying to get certainty. You want certainty about what your outcome is going to be before you take the step. You want to make sure that you're going to get it right before you actually do the behavior.

The problem with that is, first of all, there's no guarantee. Secondly, you wind up never being certain and never taking a step. You're not going to take a step without being certain, and you can't be certain without taking a step, so you wind up never being certain and never taking a step. This is the problem. You stay locked in chasing your tail.

I think approach anxiety is the result of two conflicting desires being present at the same time. You have the desire to move forward and talk to the girl. On the other hand, you have an equally powerful, conflicting message saying, "No, hold perfectly still. Don't move a muscle. Don't say a word until you're sure you're going to get it right."

It's the conflict between those two equally powerful, opposing commands. It makes you feel like you're being pulled apart. You want to step forward, but you want to stay still.

That subjective sense of anxiety you feel in your body is not fear of the woman. It is the friction being produced by two equal and opposite forces in your body, two equal and opposite neurological commands.

One neurological command is saying, "Move forward." The other is saying, "No, stay perfectly still." It makes you feel like you're being torn apart. This generates a tremendous amount of noise in your system.

By the time you decide what you might say, the opportunity has walked away, or you're pushing through so much pain that that wall of pain obscures your message. I really want you to think of this as an information problem and an internal conflict problem.

Here's the interesting thing. When you seek a guarantee in life, you're saying to that system in your mind, "Come up with a guaranteed move that will guarantee I'll get what I want with no chance of failure."

After a while, the system says, "I can't do that, so instead I'll give you a guarantee of failure. I'm going to project absolutely a guarantee of failure." At least if you're certain you're going to fail, you have some certainty.

This is the weird kind of kinky twist to approach anxiety. All of you guys are projecting that you're going to fail and people are going to reject you. At least you're certain. "I'm not going to make a move because I'm certain I'm going to fail."

It's that need for certainty that really is the crux of approach anxiety, not fear of rejection. The need for certainty is what really and truly drives it.

I want you to follow this. What we have with approach anxiety, first of all, are two conflicting desires. One is the desire to move forward and talk to the woman. The other desire is the desire to hold perfectly still and not say a word until you're absolutely certain you're going to say the right thing

It's like if you had a little toy robot car and a controller with joysticks. You tell it to turn left and turn right at the same time. If you give a command to a little robot car to turn left and right at the same time, your car is going to stall, and the motor is going to burn out.

The same thing is going on in your neurology. When you say, "Don't make a move until you're absolutely certain," then, "No, talk to the girl," you're getting two conflicting commands. Does that make sense? It should make sense.

What is the answer? Is the answer to try to get even more certainty before you take a step?

This is another trap within approach anxiety. Within that desire to be certain before you take a step, there's a tiny little area of legitimate, reasonable adult concern. It does make sense to try to have a sensible move in mind before you make the move.

There is some legitimate, adult, rational desire to have your ducks in a row, to have your cards ready before you play them. I understand that. But when you move over into that neurotic desire to demand that you must have certainty, that's where you get into trouble.

I'm going to give you another rule for personal change. I want you to really stop and think about this. Generally speaking, if you have a behavior or way of thinking, feeling or responding that's keeping you stuck, inside of that is some legitimate, adult, reasonable, rational desire. The problem is when that rational adult desire gets mixed in with a crazy way of thinking. Then you're really stuck.

Remember what I'm saying. I'm going to make this very clear. If it's true that approach anxiety is nothing more than a conflict between two opposing commands, one to move forward and one to stay perfectly still and not say a word until you're sure you're going to get it right, inside of that demand for perfect certainty is a little bit of reason. It is reasonable to try to make sure you have some kind of a sensible approach. I get that.

Here's what we really need to aim at. What do most guys do? What are most guy's bad solutions to approach anxiety? There are three bad solutions to approach anxiety.

One is to continue to try to find absolute certainty before you take a step. What do guys do? They study more material and buy more stuff. That's good for me, business-wise, if they buy more of my stuff, but that's not really what I want. I want people to get results.

They jump schools. They'll say, "I'm not perfectly sure with Ross Jeffries, so I'll go study the Misery Method. Maybe the Misery Method will give me something, and I'll be perfectly certain before I take a step."

They'll go to another bootcamp or buy someone else's course. They'll collect stuff. I know that a significant portion of the guys watching this broadcast, either the live broadcast or the replay on www.RJReplay.com, are collectors. They have a basement full of everyone's courses. It's my courses, Misery's course and Real Social Dickheads courses. They have a collection of all their wristbands and nametags from all of the seminars they've been to.

The problem is that they don't have even a reasonable degree of skill in any of those systems because they're looking for certainty before they really move ahead. One bad solution is school hopping and continuing to collect stuff.

The second bad solution is to push through the pain. Pushing through pain is better than doing nothing. Sometimes it's necessary. I don't recommend it.

The problem with it is that you're generating this wave of anxiety in front of you. How do you think other people, especially women, are going to respond to someone who is radiating clouds of anxiety pushing forward ahead of them? How do you think people are going to respond to that? Not very well.

If you are in an airport, especially nowadays, and you see a really suspicious person whose eyes are darting around and who is fidgeting with something in their jacket, they have a really bad vibe.

The problem with pushing through pain is that you're pushing a lot of pain out ahead of you. What does that do? It obscures your message because anything you try to say is conveyed through the pain. It obscures the message of other people because however they respond to you, you're going to see it through your haze of fear.

You may not even see that you're doing well. Many of you have that problem. You push through pain and don't feel like you're making any progress. Is it that you're not making any progress, or is your mind so warped by the anxiety you're in that you can't even see

it when people are responding well to you? I think it's a little bit of both. Pushing through pain is not an ideal solution.

The third bad solution—by “bad,” I mean not very effective—is pumping yourself up. You spend a week pumping yourself up. You listen to my tapes, do a lot of exercises, and get yourself in a peak state. Then you go out and sarge.

That's not necessarily a totally bad thing. While you're in that peak state, you could make some progress. The problem is that pumping into a peak state takes a lot of energy.

It's like taking three days to warm up your car just so you can drive for 10 minutes or taking a week to warm up your oven just so you can bake cookies for 10 minutes. Those are great metaphors.

Of these solutions, the peak state is probably the best one, but it's not very efficient because it takes forever. It's also telling your mind, “In order to approach girls, I need to take a week to prepare and pump up into a peak state.” It tells your mind, on a deeper level, that approaching girls is a really scary thing. It requires your full power. It's sending a bad meaning message, even if it works.

What are the real, practical, usable solutions to approach anxiety? I want to suggest two or three of them. Any one of them can work, depending on your situation and where you are. The Ross family motto is, “In success, there is hope.” There are actually two or three solutions. Your own unique situation will determine which works best for you.

I have done this for 20 years. I have seen thousands of people walk through my door, and I no longer believe that one piece of advice fits everyone. You have to tailor it according to the person's situation and how much they already have in their head.

First and foremost, I would assist you in not needing so much certainty before you make a step. Rather than trying to be totally certain before you take a step, I would decrease your need for certainty.

How do we go about decreasing your need for certainty? We do it with a meditation practice. We do it by building something called equanimity. What does equanimity mean? It means you do not fight with your flow of internal experience. Don't resist, fight or buy in to it.

To teach you equanimity with uncertainty, I would teach you to tune in to the raw feeling in your body. What is the actual raw physical feeling you have in your body when you feel uncertainty?

Forget the internal dialogue you say to yourself. Forget about visualizing people rejecting you. Tune into the raw feeling of uncertainty in your body. Sit with it and track it every 10 seconds. Is it changing or the same? It would sound like this: same, same, changing, changing.

Over time, you stop fighting the uncertainty, stop dancing around it, and stop buying into all the messages.

The big problem with the feeling of uncertainty is you're fighting it. Second, You're buying into it. You're assuming the uncertain or anxious feeling is a signal the other person is about to reject you.

This is a key point. I'm going to go really slowly here. If you understand this key point, 50% of the approach anxiety is going to melt.

You think anxiety or nervousness is a sign you are about to be defeated in the external world. Someone is going to humiliate, reject or defeat you. In reality, that feeling of anxiety is only a signal about what is going on in your own body. You can tune into it and stop fighting it.

Stop assigning any information meaning to it. Tune into the raw feeling.

Over time, it breaks up into energy and ceases to be a signal. First, it ceases to block you. Second, it ceases to be interpreted. It stops being a signal that you are about to fail. It allows you to move forward. This is really crucial.

Not only does the feeling diminish in intensity, the meaning of the feeling changes. Instead of the meaning of the feeling being, “Stop! I’m about to be humiliated,” it becomes, “I’m just experiencing some kind of internal conflict that has nothing to do with how people might treat me in the world.”

The minute you begin to understand what the signal does, you stop fighting the signal. When you stop fighting the signal, you stop boosting the signal. The signal turns into energy.

When you stop fighting and buying into the signal, the meaning of the signal changes from, “You’re going to be defeated,” to “It’s just an internal conflict you are having.” This is a powerful and profound technique.

My YouTube channel is www.YouTube.com/user/speedseduction. There is a video there from a presentation I did at a Stylelife conference. I took someone through this exercise. They tracked their feeling without fighting it. You can do it yourself.

I teach this in a program called Nail Your Inner Game. I go into detail about having the anxiety experience without buying into the message that says you’re going to fail, and without fighting it. It stops becoming a block. You won't need the certainty before you take a step. Go to www.Seduction.com and click on “Products.” You will see Nail Your Inner Game. It goes into great detail in four DVDs. It’s a great product.

I want to make another point here. When you do this, not only will you lose the fear of approaching women, but something else will happen. When you no longer need a guarantee of certainty, you become very attractive in a subtle way. You step into a new

area of life and into the unknown. This is a subtle but profound, important and powerful point.

When you step into the unknown and don't need a guarantee to face uncertainty, you have a very different kind of confidence.

That's not a cocky master of ceremonies, most charismatic, "light up the room and entertain everyone with your stories" kind of confidence. It's not a center-of-attention kind of confidence. It's the kind of confidence that has nothing to do with whether or not people like you or whether you're the top dog.

It's an approach-to-life confidence. It's an acceptance of your self-confidence. It says, "I don't need a guarantee before I step into the unknown." That's very subtly attractive.

Ninety-nine percent of the people in the world will not step into the unknown unless they have a guarantee. I don't mean diving out of airplanes or reckless sports. Ironically, many people pursue that kind of thing because they are scared to make moves in their real life. In real life, they are terrified to step into uncertainty where they may fail. That need is taken care of through some dangerous sport.

There are two aspects of this uncertainty. You no longer fight it and no longer buy into it. You don't fight it because you're aware of it and are tracking it. You don't buy into it because you no longer assume feeling anxious means you're going to fail. The only assumption you make is that you have some kind of internal conflict going on.

When you no longer buy into the messages anxiety gave you, you are free to put your own meaning on events. You can be free instead of freeze. There is a subtle, powerful aspect to this. This is one powerful approach to destroying approach anxiety.

There is a second aspect, a behavioral aspect I would like to add in. Many guys are so concerned about saying the right thing that they never say anything. I give people my Manny the Martian exercise.

The Manny the Martian exercise has you saying something absolutely ridiculous to women. Why would I want you to go up and say something absurd to women that will almost guarantee they won't want to talk to you? I want you to see that you can say the stupidest thing in the world and not fall apart. Everything will be okay.

Stylelife Academy has something called Pick Up Labs. If you go to Pick Up Labs, they have a whole assignment based on my Manny the Martian opener. You can go there and check it out.

The point of Manny the Martian is to walk up to women and control the pace at which you speak. You're going to be saying something stupid, so don't worry about the words. Walk up to a woman and say, "Hi, I just wanted to tell you my name." You extend your hand to shake theirs." Then say, "I'm Manny the Martian. What is your favorite flavor for a bowling ball?"

Watch what they do when they are paying attention to you and go inside to think about what you said. Watch what they do when they come back again.

It's a pacing and calibration exercise. If you do 10 Manny the Martian exercises, you'll drop your fear of approach. You're saying the most stupid things. You know women are going to be confused. Now you know you can say anything. You'd also be surprised to find that about one in five women think it's funny and play with you. They might say, "My favorite flavor in a bowling ball is fuck flavor," or cherry flavor.

I'm going to make a blog post. My blog is www.Seduction.com/blog. We're moving everything back to www.Seduction.com. For now, go to www.SpeedSeduction.biz/blog. I'll do a video telling you how to do the Manny the Martian exercise. If you're watching the replay of this, it will be in the archives. On May 18, 2009 we'll have it up on the blog.

The second aspect of getting rid of approach anxiety is to do some behavior exercises. Go out into the world with something stupid and don't worry about rejection. It's meant

to be stupid. You'll understand that you can do things and not fall apart when people have a weird response to you.

Once you have the anxiety part out of the way, do the positive rehearsals. That's doing affirmations and visualizing the way you want to stand, look and sound. It's very powerful to do positive rehearsals.

Overcome the need for certainty, and learn to be okay with anxiety. Once you have done that, it's perfectly fine to do positive rehearsal.

If you do positive rehearsals before you overcome your need for certainty, the positive rehearsal will feed the need to be certain before you take a step. You'll be trapped doing nothing again.

I have products called Beyond Confidence, Magick/Psychic Influence and Unstoppable Confidence. I want you guys to do that after you learn to be okay with uncertainty. You have to do things in the right sequence. The final step would be doing positive rehearsal, which I absolutely believe in.

Thank you for watching this. I recommend that you check out my coaching program at www.RJCoaching.com. If you want a product that covers this in depth, check out my Nail Your Inner Game program. Go to www.Seduction.com and click on "Products." You'll see Nail Your Inner Game. I strongly recommend this product. It deals with all this and has exercises for handling uncertainty and approach anxiety.

It will also show you how to program in the real beliefs for learning. These are not beliefs for certainty, but beliefs for taking on a learning orientation. You can step into the unknown without needing the guarantee, and you can be confident that you will learn what you need and enjoy it.