

THE 7 STEPS TO

**INNER
GAME
POWER**

**BUILDING UNSTOPPABLE
CONFIDENCE WITH WOMEN**



**DAN SILVERMAN
MIAMI DATING COACH**

DISCLAIMER

The Seven Steps to Inner Game Power is a book designed to help an emotionally healthy person build confidence and is not to be used as a substitute for therapy. It is not to be used as personal or medical advice. It should be used for novelty purposes only. This book and all of its contents are copyrighted by Miami Dating Coach, LLC with all rights reserved. It is illegal to copy, distribute, or create derivative works from this book in whole or in part or to contribute to the copying, distribution, or creating of derivative works of this book without permission from the author.

ABOUT THE AUTHOR

Dan Silverman is Miami's best known dating coach. In his teenage years, he was considered to be the "nice guy" by all of his female friends. He became fed up with his bad luck with girls after a series of heart breaks. So, he began his studies in love, dating, and relationships at the age of 18. He spent countless hours reading every article, guide, and piece of advice he could find. He then formulated his own techniques and practiced them. After many hours of testing and practicing in the field, he established an online dating community to share what he had learned. As a result, Dan made a name for himself in Miami as a resource for men and women to answer questions about dating. In time, Dan began teaching free seminars and boot camps until he decided he was ready to coach professionally. He started his dating coaching company, [Miami Dating Coach](#), in October 2006. Since Dan was also a professional actor, he integrated such skills as relaxation techniques, body language, vocal projection, and communication skills. Dan also worked with his father. He was office manager for Wade H. Silverman, Ph.D., a Board Certified Clinical Psychologist and 2010 President of the Florida Psychological Association helping to manage his practice. There, Dan learned a plethora of information in applied psychology.

Dan's formal education includes a Bachelor's Degree in Theatre and a Masters of Business Administration from the University of Miami. Dan Silverman resides in Miami and made television appearances on CBS4 Miami, My33, MTV, and Univision. He continues to coach both men and women in enhancing themselves and their dating skills, eliminating insecurities and building confidence.

INTRODUCTION

This book is intended to help you master your thoughts, belief systems, and perceptions in your dating life. You will learn to approach any woman with confidence. You will also learn to build your self-confidence in all areas of your life, including your job, and your family. The theoretical foundation for most of what is discussed is based upon the concepts of cognitive behavioral therapy.

I recommend you first glance through the book to get an overview of what is discussed. Then, go through every page highlighting anything that stands out for you. While you do this, practice each and every one of the exercises in the order in which they are presented. Do not skip any of the exercises since they are cumulative. Finally, use this book as a reference in your future dating endeavors. Whenever you hit a snag in your dating life or have trouble with a certain step, go back to the book and review. Repeat any exercise as many times as you need to until you get it right.

This book teaches a process that can take many months to fully master. However, I have taught students who use and apply these concepts and are successful in less than a week. The reason why some people take many months is that insecurities or bad habits have been ingrained in their subconscious for many years. If these concepts are learned during their earliest formative years, it will take months of hard work to change them. If you are not **fully committed** to the process of change, return this book because it will be a waste of time to read.

From here on out, you need to make a promise to commit yourself to this process, even if it takes a few months. If you do, I promise you will see results.

If you haven't already, please sign up to receive my newsletters at www.innergamepower.com and take the free six week Inner Game Ecourse as an added bonus.

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PART 1

**INNER
GAME**

EXPLAINED

What is Inner Game?

Imagine that your friends want to see if the “player” image you have of yourself is true. You might find that every time you are out with them you tend to feel anxious to meet their expectations. What happens if you have a bad night in the field or get rejected by a woman? Suddenly, your confidence is evaporated and your night is ruined. Maybe you have these ups and downs frequently. Why? Because you seek continuous validation by focusing exclusively on outer game, and not working on your inner game.

Outer game is technique, pick up lines, and social skill. Inner game is your confidence and an unshakable belief system. Even if you can demonstrate an excellent approach, you can still fail if you have poor inner game. If you let the opinion of a stranger or even your best friend dictate how confident you are, then you are relinquishing your personal power. If you have no confidence, or are plagued with insecurities, then your negative thoughts will sabotage your outer game.

Strong inner game is the foundation to great outer game. A lack of inner game will ultimately make you fail, just as a house without a solid foundation will crumble. Many guys think that if you are successful mastering the art of outer game resulting in getting attention from women, you will be confident. This is false. Even if you have the ability to attract beautiful women, you can still be miserable. This is because you are not comfortable with success. Deep down, you feel you don't deserve it. Sadly, I have seen many guys including pick up gurus who are outwardly successful but still feel miserable. They may use drugs to mask their problems, fail to hold onto meaningful relationship with a woman, and continuously seek validation from everyone.

Most people think that you can gain confidence through trial and error in the field. In other words, when you become successful at attracting and dating women, you will gain

confidence in yourself. While it is true that ability and technique can generate confidence, it can only be maintained by inner game: a strong and unshakable frame. Are the first rays beginning to dawn? "Having" beautiful women won't necessarily make you feel successful.

How do we successfully initiate and maintain inner game power? Through the process of expanding your comfort zone and reframing negative limiting beliefs, which we will learn about later in this chapter.

External Validation

Do you want to achieve confidence that never leaves, despite what life throws at you? Then do not rely solely on external validation. External validation is the good feeling you get when someone compliments you, when a woman gives you her number, when your friends think you're a ladies' man, when you have a lot of money, had a major makeover, or look physically fit. These are all sources of confidence that people receive, and though it's great to enjoy these good feelings, it is unhealthy to exclusively rely on external sources. We all have our bad moments. All of us get rejected, are socially snubbed, or even insulted. All of us make mistakes at work or are subject to bad luck. It is at these times that we need to rely on internal validation, our own value of ourselves.

As an example, it is well documented in television and newspapers that the lives of many celebrities are totally messed up. Many of these rich, famous, attractive, and desirable people turn out to be drug addicts, kleptomaniacs, serial-divorcers, and even suicidal. Think about all the rich men who drive Ferraris and live in mansions, but have no one with which to share these possessions. My father once told me, "Money can't buy you health or happiness, but it can provide a down payment." Keep this in mind. Enjoy your material things and the attention you receive from people, but never seek it out to become happy.

Internal Validation

Internal validation is grounding your confidence from within yourself, using things about you that do not and will not change. Are you a good person, committed, intelligent, passionate, creative, or possess any other positive principles or traits? Do you have experiences in your life of which you are proud? What positive traits in your character or personality do you admire? When your confidence is based on these inner riches, you will truly have inner game power. You do not have to be rich, famous, depend on praise from others, or depend on women's opinions of you.

As a final note, I am not preaching validation avoidance. It's healthy to feel validation from others. Compliments are great. Getting laid is great. Getting two women to make out with you for a picture is fun. But remember, there is a **huge** difference between enjoying validation from others, and **needing** validation from others.

EXERCISE 1

Validation Sources

Write a list of as many things as you can that give you the most self-confidence. List which ones are externally validating and which ones are internally validating. Don't be embarrassed about writing your external validation. Also, make a mental note if any of your external sources is a **need** rather than an enjoyment.

Do you have more external validation than internal validation? If so, that is a major cause of your lack of self-confidence and you need to focus in on more of your positive characteristics.

Is your list of both of these sources small? This means you need to give this exercise more thought or you may be looking negatively at yourself. You need to concentrate on thinking positively. Think of times in your life when you have felt confident and write them down. Were they internal or external?

Keep the list handy for future reference. You'll be updating it over time and editing it to create more internal validation sources. You will also be using it in Exercise 14.

Great Advice Vs Practical Advice

We've all heard our mothers give us advice on how to pick up girls, "Just be confident and you'll do fine!" or your coach teaching you how to play basketball, "Just throw the ball in the hoop and you'll win!" It's great advice sure, but it's not practical. If we could all just be confident, there wouldn't be a single lonely man on the planet, and if we could all just throw the ball in the hoop, we'd all be NBA stars.

Practical advice is teaching you how to get there, how to become more confident, and how to throw the ball in the hoop. It is the journey from here to there with which we are most concerned with. That is what this book is designed to do; to teach you the path of self-improvement.

Building confidence is **not** a quick fix. There is no magic pill I can give you that will make you confident. You will have to put a lot of time and energy into this if you want to succeed. If you do, I promise you that you will see results.

The Outside-in Approach

One of the ways to build confidence is through the outside-in approach. This is actually commonly known and applied. As you get better with your social skills and outer game techniques, you'll start receiving positive reactions from women. You will become competent at meeting and dating women. Your skill set will give you a sense of confidence because women are now showing that they are attracted to you.

Your success with outer game is necessary, but not sufficient. As I warn previously, you cannot rely exclusively on the positive reactions of women. You cannot rely on method

alone or else you will become a master pick up artist constantly seeking validation from others. However, it is fine to feel confident in your skills and the effort you put into achieving them.

Imagine when you were a kid and got your first bike. You looked at the contraption with excitement and fear as the freshly polished steel training wheels shined. Just getting on the bike took an hour of your parents coaxing you.

For the first few months of riding, you rode wobbly, awkward, and scared with both hands death gripping the bike handles. You fell off the bike many times and sometimes got bruised. Through these trials, you learned the art of riding a bike.

After a few more months you no longer needed your parents' coaxing and got the hang of it! Finally, you started to ride the bike without training wheels, ride standing, without hands, and accelerate really fast down steep hills. You became confident through your own experiences and not by your parents compliments. You felt proud to have mastered the bike. You learned that after failing many times, you succeeded overcoming your fears to master this skill.

Trial and error leads to competence which leads to confidence.

Be the child. The child sees his fears as exciting challenges to conquer. The best way to implement the outside-in strategy is to systematically go out and experience trial and error. This will stretch your comfort zone. Constant exposure to the very stimuli that gives you anxiety will make them feel normal. If you are terrified of getting blown out and rejected when approaching women, then you need to get blown out and face rejection. After so many times of experiencing it, you'll soon see it's no big deal. You will not be injured. There will be no permanent damage. In fact, your fear of approaching women will disappear.

Working on your inner game is a lot like working out at the gym. When you step outside of your comfort zone, you will feel uncomfortable. When you lift a heavier weight for the first time, you are stepping outside of your comfort zone. The more you lift, the stronger you will become. Your comfort zone will expand. After practicing the outside-in approach, you will notice the things that used to terrify you or feel heavy are now easy to do. It is now **inside** your comfort zone. Just like working out, you must continually practice your inner game to grow or stay strong. If you do not, your comfort zone will shrink back to where it began just as your muscles atrophy when you stop working out.

EXERCISE 2

The Newbie Mission

Go out to a populated area and say “hi” to as many people as you can. You can try this exercise with a friend and compete against each other. Tally up your scores, and whoever has the highest score by the end of the night gets a dinner paid for by the loser. I can’t stress how much it helps to have a wing work with you [For the uninitiated, a wing man is a buddy who watches your back and plays the outer game with you.] Just like going on a diet, getting started on a huge project, or quitting smoking, having someone with the same goals as you working on the same assignment quickens the process. It also helps to keep the mind occupied, taking the edge off, as if it was a game. In reality, when you have mastered your inner game, you should always feel like it’s a fun game when you are out meeting women.

EXERCISE 3

Face Your Fears

List your biggest fears about going out, especially those involving approaching women. Are you afraid of approaching a woman who is by herself, in a group, or a woman and a man who could possibly be her boyfriend? Are you afraid of dancing in public because you'll look like an idiot? Well, guess what?

You're going to do all of these things! You can bring someone with you as emotional support. After writing down your fears, write a list of challenges from easiest to hardest, and try to get as far as you can go each night.

Perhaps on your first night, you can take the list with you, and just hang out. Don't approach anyone. Get accustomed to the environment. The next night, try the first three challenges. Do more if you feel up to it.

You must experience at least a little discomfort. Otherwise, you will not be able to expand your comfort zone and improve. Just like the saying goes when you are working out, "no pain no gain." Keep doing this exercise throughout your entire journey towards inner game mastery. Practice expanding your comfort zone even when you start getting good. In life, you can only grow or die. If you're not expanding your comfort zone, you are withering away. Get out there and **do it!**

The Inside-Out Approach

The inside-out approach is the other way of achieving confidence. The inside-out approach takes a completely different perspective on confidence building. It's what the majority of the rest of the book is about. It is also how I coach students in my Inner Game Boot Camps in Miami. In a nutshell, the inside-out approach involves going inside of your mind and retooling all of the negative perceptions and thoughts that prevent you from feeling confident. This is a cognitive behavioral approach to building confidence and many psychologists take this route when performing therapy.

The great thing about my Seven Steps Method is that you do not need a psychologist to use it. If you are seeing a therapist, this is also a great tool to supplement your own therapy sessions.

Some of your negative perceptions may be a function of traumatic experiences from your past. This book is not intended to solve such issues as sexual or physical abuse, substance abuse, or chemical imbalances in the brain. For these issues, you will require a licensed psychologist or psychiatrist. That being said, whether you plan to see a therapist or not, this book should help you in your path to inner game power. Now, you must learn how your mind functions and the way you have been programmed throughout your life.

Societal Programming

Societal programming has played a major part in the development of your values, morals, belief system, and perceptions. Much of societal programming has been obviously helpful ("Do unto others as you would have them do unto to you," "Hard work is essential to achievement.") The teachings of our greatest philosophers (and not a few of our school teachers) have developed positive value systems in us.

Unfortunately, not all societal programming is helpful. Women in particular are influenced by Disney and Barbie. They have been ingrained with the notion that women are worthless unless they are beautiful princesses or queens. They are also told that a knight in shining armor will come save them and make everything right in her world. Furthermore, the only man who can save her has to be a rich and handsome prince, and that everything in their life “just happens” or is determined by fate that they cannot control. Too many women actually follow these beliefs, making it almost impossible to fulfill their expectations.

Similarly to women, men are also negatively influenced by culture and advertising. Many people have told you, “To get lots of women you need to be really good looking, rich, drive a nice car, or be famous.” “Show her how much you love her and buy a diamond.” You see it all over billboards, music, and television sitcoms, that a man must be good looking or rich to achieve success. Societal programming can make us feel unworthy of a fun lifestyle and quality women. Understand that through the years, you have allowed yourself to be programmed. This doesn’t mean you can’t do anything about it.

Changing Our Personalities

Imagine that your subconscious mind is a computer’s hard drive. All of your memories and sensory input is stored in that hard drive. The memories and input you have collected over the years will determine how your computer screen will look, move, and operate. The computer screen is the actualization of your perceptions of everything and anything that exists in your reality. Both positive and negative beliefs have formed to create what is now our current personality.

Everyone's perceptions are uniquely different. The way you see the world is very different from the way I see the world. There may be some areas in which we have similar perspectives, but it is impossible for us to see the world in exactly the same way. Throughout our lives, our mind has gathered different information, and received different sources of feedback. Thus, our personalities are different.

Many people are resistant to the idea of changing their personalities. Why should you be someone that you are not? Why should we change who we are at our core? Whatever happened to "just being yourself?" This is a valid argument, and I don't advocate being someone you're not. However, I want you to look at it from this perspective. Suppose your true self is someone who views the world, women, or any challenge in life with fear or resentment. Is this who you want to be? Is your true self a person who is unhappy? Do you want to be emotionally unhealthy?

If you do not like aspects of your personality, change them! We have been gifted with the ability to change our personality to our satisfaction. This is a great thing! What would you like your true self to be? Someone who carelessly approaches strangers and easily makes connections with people? Someone who has choice in who he chooses to date or marry? Someone who lives and works in a way that is aligned with what he wants in life? This can be your true self.

If you just had the realization that you need to make some changes, then you are a lucky person. Some people do not realize this their entire lives. Develop an image in your mind about what you would like to develop and do something about it.

If you don't have an idea about what you want in life or the kind of person you want to be, then you need to do some self-examination. What do you want to do in life? What kind of woman do you want to be dating? What sort of social skills do you need to develop? Go with what instincts tell you. If you feel comfortable with your choices, then you know they

are correct. We can all agree that the person we want to be is a happy person. So follow what makes you happy. "Follow your bliss" as some wise men have said.

If you're familiar with the movie "The Matrix", you could say this is the red pill of inner game. There is no going back. From here on out, you and only you are responsible for your own hard-wiring. No more blaming your ex-girlfriend or ex-wife for screwing up your life or sucking your soul. No more blaming your mom for the years of bad advice she gave you to attract women. No more blaming your friends for the years of putting you down and making you feel inadequate.

When you blame anything but yourself for your own negative perceptions and wiring, you are putting all of the power to change outside of yourself. Accepting responsibility gives you the power to change yourself, and it's the first step you must take.

Changing these nasty negative beliefs and perceptions are absolutely necessary to becoming confident. They don't just go away when you get good at outer game or when you start getting attention from women. They won't always go away even when you expand your comfort zone. The inside-out approach must be used in combination with the outside-in approach to achieve inner game power.

EXERCISE 4

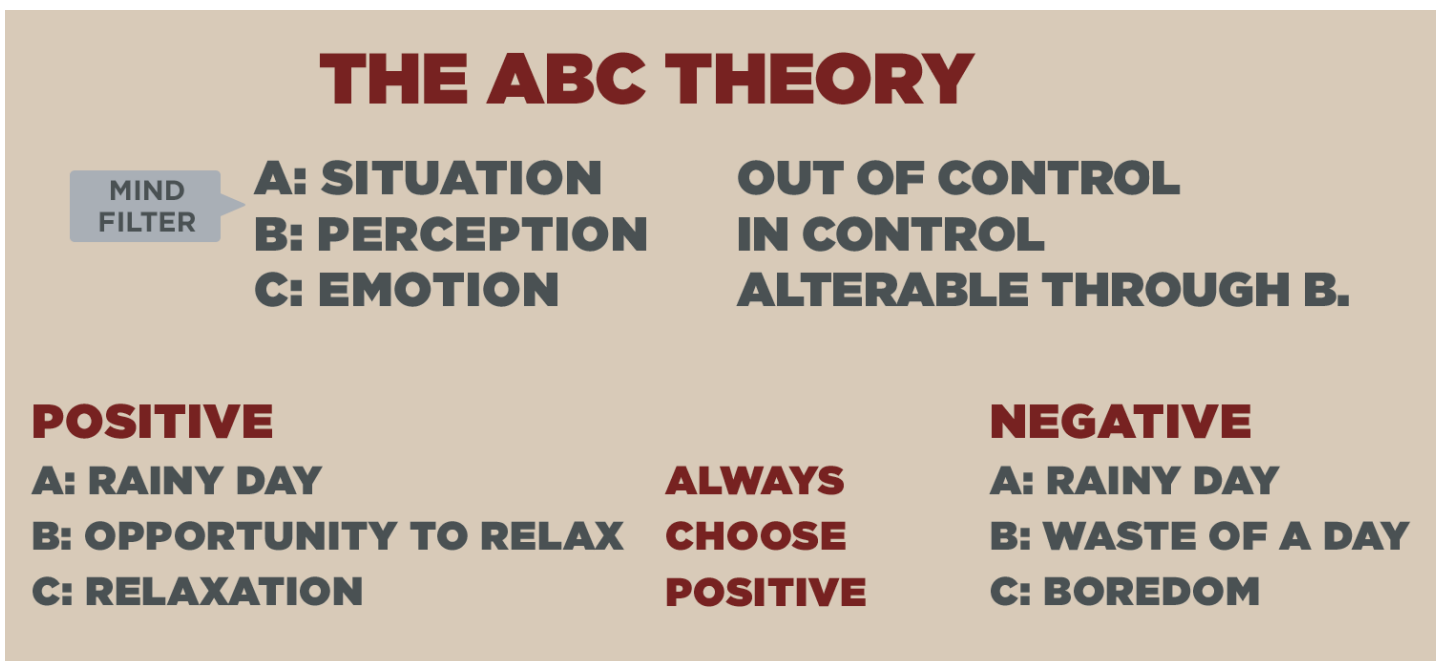
Your True Self

You can't be successful until you define success and set some goals. Take time to think about who you want to become at the end of this journey you are about to begin. What will make you feel happy? What kind of woman or women do you want? What kind of friends do you want? What kind of activities do you see yourself doing? What kind of guy are you? What kind of personality will you have? Think of everything you can that represents your true self.

Write down your thoughts. These are your goals that define success. Keep it with you so you are constantly reminded of why you are doing this. You can even create a dream board with images of what kind of man you want to become, what kind of lifestyle you want to live, and what kind of women you want as companions. Print pictures or cut out photos from magazines of what you desire and paste them on a poster board. Tape it to your door, above your computer, or anywhere so you can see them every day. This will help you stay focused in accomplishing your goals.

ABC Model

There is a process that cognitive therapists use called the ABC Theory. This theory comes from Rational Emotive Behavioral Therapy (REBT) originally developed by Dr. Albert Ellis. The theory has been researched and developed over many years. In this book, we will employ a process based upon ABC theory specifically tailored to the Seven Steps to Inner Game Power. The ABC Model describes the process of experiencing a situation and having an emotional reaction. Examine the figure on the next page:



A: *represents the situation you are experiencing.*

B: *represents your perception of the situation.*

C: *represents your emotional response.*

So for example, let's use an example of an individual who woke up and saw it was raining. He was planning on being productive that day by running errands and exercising outside. So as soon as he hears the thunder that woke him up, he believes his day is wasted. He feels disappointed or even gets depressed. He then sulks around all day in boredom.

In the ABC Model, this is what occurred:

<i>A: (situation)</i>	Rainy day.
<i>B: (perception)</i>	Waste of a day.
<i>C: (emotion)</i>	Disappointment and boredom.

Now, let's use an example of a man who is at a bar and sees two beautiful women he wants to approach. Instantly, he feels fear and a sharp pain in his stomach. He perceives they are out of his league, and he doesn't want to risk being rejected in front of people. So, he decides to stare at them the entire three hours that he's there.

In the ABC model, this is what occurred:

<i>A: (situation)</i>	Two beautiful women are sitting at the bar.
<i>B: (perception)</i>	These women are out of my league so I will be rejected and humiliated if I approach them.
<i>C: (emotion)</i>	Fear.

The first situation I described, a rainy day, is out of your control. There is nothing you can do about changing the weather. Similarly, the second situation I described is also out of your control. You cannot make the two women sitting in front of you disappear.

The emotion that you feel is alterable. The manner in which you change it is to alter your perception, or as the cognitive behavioral therapist would say, “reframe” your cognition (thoughts). As an example, if someone in a werewolf mask holding a knife jumps out of a closet, you may feel frightened. Upon closer examination, you realize that this is a prank and calm yourself down or maybe even laugh. In this example, the fearful person did not ignore nor deny his fear, but filtered it through his perception of the event. Many people attempt to talk themselves out of feeling a negative emotion. The man in the bar might say to himself that he is the prize while approaching these women with gritted teeth, but this will not work. His emotion (fear) is an automatic response that can only be controlled through reframing or altering his perception of the situation.

You are in complete control over your **perceptions**, and by changing your perceptions to conform with a positive reality of the situation, you can change your emotions. In reality, the man at the bar does have a chance if he is determined to try to be successful. I cannot emphasize this point enough. You cannot be successful unless you perceive that you **can** be successful. It is self-defeating to be paralyzed by your emotions. Thus, working on the B part of the model, the perception, is where most of our inner game work will manifest itself.

Let’s again use the example of the rainy day. Now, imagine that this individual wakes up and hears the rain outside. He did plan to be productive, do errands, and exercise, but this man makes the decision to perceive what can be rather than what is in his immediate emotions. After an initial disillusionment, he decides that the rain provides him with a great opportunity to bond with his girlfriend, relax, and enjoy the sound of the raindrops hitting his roof. So, he embraces the situation, begins to feel very relaxed and at peace as he calls his girlfriend.

The initial perception:

A: (situation)	Rainy day.
B: (perception)	Waste of a day.
C: (emotion)	Disappointment and boredom.

The changed perception:

A: (situation)	Rainy day.
B: (perception)	An opportunity to relax and bond with my girlfriend.
C: (emotion)	Relaxation.

These are two different perceptions emanating from the same initial reaction to the exact same situation. In the former example, the individual experienced a negative emotion and formed a negative perception. In the latter example, the individual experienced a negative emotion, but formed a positive perception and acted accordingly.

Now, let's use the example of the bar scenario. A man at a bar sees two beautiful women he would like to approach. At first he is intimidated because they are so beautiful and is frightened to approach them, but then he perceives that these women are here to meet men, and he knows that women are attracted to his charm. So, he approaches them and is successful. This makes him feel confident and excited to approach more women.

In the ABC model, this is what occurred:

A: (situation)	Two beautiful women are sitting at the bar.
B: (perception)	They are here to meet men and will be attracted to my charm.
C: (emotion)	Confidence.

Compare that to:

A: (situation)	Two beautiful women are sitting at the bar.
B: (perception)	These women are out of my league so I will be rejected and humiliated if I approach them.
C: (emotion)	Fear.

The more that you practice the ABC model, the more your initial fear will reduce until it disappears.

The Mind Filter

Between **A(situation)** and **B(perception)** is the mind filter. Your mind filter is your conscious decision whether to accept or reject any influence upon your perceptions. Throughout the years, whatever societal programming and input you received has been blocked or accepted through this filter.

If, for example, you see sex as an evil and sinful thing due to years of religious programming, the programming passed through your mind filter and is the reason why you currently perceive sex this way. When you were a child, ministers, priests, parents,

and others would threaten you with the wrath of Satan if you were to engage in acts of lust. This made an emotional impact on you and therefore, you chose to accept it as true. Throughout life, you were exposed to this belief and you accepted the influence society had on you.

Let's also say, for example, you are a seven foot tall person, and someone just told you that you are short. You respond with laughter because you obviously know you are a giant of a guy! You know this because of all the years of programming from everyone calling you tall and having to look down at people. This person's opinion of you did not make it through your mind filter.

Using a more related example, let's assume you think that women aren't attracted to you. You believe this because you chose to allow all the negative influences that led you to believe so pass through your mind filter. Perhaps you had a crush on a girl in middle school, and she told you that you're ugly. Since it had such an emotional impact on you, you accepted her statement as true. As you matured, every event that could have been possibly perceived as rejection by a woman became so. You never took into account the women that could have perceived you as attractive and desirable. Perhaps you were complimented by women, but chose to reject their influence by saying, "No I'm not."

It is important that you learn to pick and choose correctly what passes through your mind filter and what doesn't. Accept the influences that empower you and deny those that limit you. For years, you may or may have not been in control of your mind filter because you didn't understand that it existed.

Why is this idea powerful? Because it **will** make you more successful and confident with women. Even if a man is physically unattractive, he will have attractive features. If he concentrates on his strengths, his attractive features, he has a much greater chance of being successful with women. A confident man has a much better chance of starting a

relationship than a self deprecating man. Even if the confident man was rejected 99% of the time, he will eventually find one woman who likes him.

Also, a man who assumes that women are attracted to him and shows confidence is much more attractive to women in general, good looks or not. He will find success because of his inner game. Even if the insecure guy approaches women, he will likely appear scared, insecure, timid, and will fail. This is because of his lack of inner game. If you see yourself being this guy time and time again, you can be fixed through the power of the ABC Model and the Seven Steps.

Taking Responsibility

Another important concept to understand is the power of taking responsibility. Stop blaming outside influences for your negative perceptions. You allowed these influences to pass through your mind filter. Although negative people, society, or external circumstances made you believe the negative perceptions with which you are now plagued, it is your responsibility to change them. It is you who chooses to continue to believe that crap. Do not live in the past and sulk about how messed up you are. If you do, you can't improve. Accept who you are in the present with all your flaws so that you can begin to work on yourself.

If you take responsibility, you put the power to change in your hands rather than fate. Taking responsibility avoids victimization, which only allows you to wallow in your own misery. Do you want to be eighty years old and still feel insecure, not worthy of quality women, and still blame your mom for telling you to be a nice guy? I didn't think so.

EXERCISE 5

The Elusive Obvious

Look around the room and count the number of yellow objects. If you are in an area that has no yellow, then count a different color such as blue, green, or white. Do this now.

Now, keep your eyes focused on this book as you read the rest of the paragraph, and do not look up again. Can you count the number of black objects in the room? Close your eyes and attempt to count all the black objects in the room. Obviously if you know there are no black objects, choose a different color. When you open your eyes, see how close you were. Do this now.

Now unless you were in a room with which you are extremely familiar, your answer about the black objects will most likely be **way off**. Why?

Oblivious to Obvious

The exercise we just performed is exactly how your mind takes in information. It takes in what you focus on. Black objects were all around you, clearly visible, but you were unable to count them because you were focused on the yellow objects.

Guess what? When you focus on all the negative things in your life (the yellow), you may be missing many of the positive things (the black). If you are meeting women and focus exclusively on clues that they are disinterested, you will not pick up on clues of their interest in you.

If you are looking for proof that you are a loser, that's what you will notice. If you are looking for proof that women are attracted to you, you will begin to notice smiles, eye contact, touches, and all signs of interest. Even if a woman turns away from you, you will perceive it as a sign of interest because she is playing hard to get.

EXERCISE 6

Focusing on the Positive

Think about an insecurity that you may have. Once you have it in your mind, come up with five examples of why you believe this way. Do this now before you move on.

How long did it take for you to come up with your five reasons? Pretty fast, right?

Now, come up with five examples that prove your insecurity to be wrong. Do not stop until you come up with real life examples, even if these were years ago. Do this now before you move on.

It took you much longer didn't it? Do you know why? Because you were focused on the negatives rather than the positives. You might have been surprised when you came up with examples that prove your insecurity to be wrong because you never thought this way before.

Going back to the elusive obvious exercise, you metaphorically started looking around the room (your life) counting the black objects (positive examples).

You will be using the skill you learned in this exercise when you read about Steps 3 and 4, bashing and reframing.

Asking Positive Questions

Your mind can be your greatest asset or your worst enemy. Many people get caught up in negative thoughts. They let these thoughts consume them. Anytime you talk negatively to yourself or ask yourself negative questions, your mind will always come up with answers for you.

What kinds of questions are you asking yourself? Are you asking yourself, “Why can’t I approach women?”, “Why can’t I meet women?”, “Why am I such a loser?”, “Why do women find me unattractive?”, or “Why can’t I be successful with women?”

Questions such as these are both negative and limiting. They focus on an obstacle or something that causes you stress, and they also limit you in your growth.

When asking yourself negative questions, your mind will go through its programming why you will fail. Does this help you? Does it empower you? Absolutely not.

When asking yourself questions, it is important to understand what makes a question negative or positive and limiting or non-limiting. You want the question to be both positive **and** non-limiting. Before asking yourself any question, you must first ask yourself, “What is my goal?”

Let’s use approaching for example. Let’s assume you are terrified of approaching and that your ultimate goal is to be able to approach with confidence. What will you ask your mind to get you to that end goal? You might ask, “How do I approach with confidence?”

When you ask the question this way, your mind will not start blaming you for a lack of confidence. It won’t tell you why you can’t approach. Instead, your mind will tell you what to do to improve your skills. Now you see that asking yourself in the form of a “how” question is empowering. Your mind will give you a plan to follow.

Let's use another example. Let's assume you have been heartbreakingly rejected by women for most of your life, and you have zero confidence. If you are always asking yourself, "Why do women reject me?" your mind will show you all of the experiences you have gone through to prove why women reject you. This is not empowering and only leads you to become less confident.

What is your goal? Perhaps it is to become attractive to women. What if you ask yourself, "How can I be more attractive to women?" or "What is attractive about me to women?" Your mind will then focus on ways that you can become more attractive. You may also be surprised that you can find more than a few experiences in your past in which women did in fact find you attractive.

From now on, make sure you are asking yourself positive non-limiting questions. Ask yourself, "How do I approach women and make them feel good?"; "Where and how can I meet women?"; "How am I a catch to women?"; "What do women find attractive about me?" or "How do I become successful with women?"

Now, let us move on to the seeds of success - *The Seven Steps to Inner Game Power*.

PART 2

**THE
SEVEN
STEPS**

THE SEVEN STEPS

STEP 1

RECOGNIZING NEGATIVE THOUGHTS

STEP 2

ASKING WHY

STEP 3

BASHING

STEP 4

REFRAMING

STEP 5

LISTING YOUR AFFIRMATIONS

STEP 6

**RECORDING AND LISTENING TO YOUR
AFFIRMATIONS**

STEP 7

LOOKING FOR PROOF

STEP 1

**RECOGNIZING
NEGATIVE
THOUGHTS**

Self-Sabotage and Excuses

Before you can begin changing your negative beliefs, insecurities, and self-doubts, you have to learn how to recognize them. You may know some of the reasons on a surface level, but your insecurities and negative beliefs might be much deeper and extensive than you think. You must be able to recognize the deeper issues in your subconscious that might not be as obvious to you.

You are always communicating with your mind in one way or another. It can be difficult to recognize negative thoughts when you are not paying attention. Sometimes you may not be saying things out loud or in your head, but you are simply feeling an emotion. This is key. Returning to the ABC Model, it's important to know that for every emotion you feel (C), a perception was the cause (B), and that perception was self-sabotaging. This is key to understanding Step 1 of The Seven Steps to Inner Game Power, recognizing negative thoughts.

Notice every time you feel a negative emotion.

When facing situations in which we do not feel comfortable, our subconscious mind will start bombarding all of these negative beliefs we have about the situation and ourselves. This is what is causing you the discomfort. Since it's impossible to screen every thought that enters our head, let alone try to understand the deeper meaning on the spot, we can simply recognize our negative thoughts every time we feel bad and **write them down**.

This means, every time you feel angry, sad, depressed, fear, resentment, jealousy, or helplessness, write the situation down and how you felt. You may even catch yourself saying a negative statement out loud as you feel a negative emotion. Write your statements down as well.

Keep a Journal

It is important to keep a journal with you as you follow your path to inner game power. Go to an office supplies store and purchase a small pocket sized notebook and small pen. Keep it with you at all times so that you can record any negative emotions or limiting beliefs as they come to you. This is especially helpful when you are out socializing and become overwhelmed with anxiety, fear, or any other strong negative emotion.

It is difficult to logically analyze your emotions when you are in such an emotional state. If you write them down while you are feeling them, you can go back to them later when you are comfortable and are able to think more clearly.

EXERCISE 7

Recognizing Negative Thoughts

Plan a time to go to a location that is outside of your comfort zone such as a club, bar, street or park. Grab your notebook and pen because you will be practicing Step One. You must write down your feelings and thoughts every time you have a negative emotion. So for example, if you experience anxiety before you go to one of these locations, write down your negative feelings and thoughts. When you arrive and experience a deepening fear, you will again write down your feelings and thoughts. Once there, push yourself to do things that normally make you feel anxious or fearful. You can use the list of fears from Exercise 3 to help you come up with challenges. You can do things like, approach an attractive woman who is sitting by herself, approach a group of people, tell a woman you think she is beautiful or dance with a woman. Before and after these challenges, write down the situation and any negative emotions that you felt.

Throughout the night, pay attention to how you feel. What are you feeling? What are you thinking? Remember, all of these negative thoughts and feelings come from negative perceptions about your situation. However, you aren't going to try and figure out why you are feeling these things until you leave. You are only trying to recognize your negative thoughts so that you can analyze them later. It is very difficult to analyze logically when your mind is in a highly emotional state.

Continue to do this exercise for a few weeks. By going out and practicing this exercise, you will get to the bottom of your real insecurities and negative feelings. You will not be able to do so without putting yourself in an uncomfortable state. It is not the same to sit comfortably by yourself thinking of how you feel when you are in certain situations as it is to actually be in them. Keep this list for the next exercise.

STEP

2

**ASKING
WHY**

Why Are You Feeling This Way?

As you recognize your negative emotions, you need to figure out what is causing them. This is where you need to ask yourself, “Why am I feeling this way?” “Why is this situation causing me to feel this emotion?” “What is my perception?” Probe deeper and deeper. Keep asking until you get to a belief.

EXAMPLE 1

Let’s say you wrote down that you felt an intense fear as you walked towards the bar and became overwhelmed seeing so many people. Ask,

“Why did this situation make me feel this emotion?”

Perhaps your answer is,

“Because I’m not used to doing this.”

This is not a belief. It is a rationalization, something you make up so as not to think about why you are bothered. Then ask,

“But why do I feel fear?”

You then might answer,

“Because I don’t want to get rejected or make a fool out of myself.”

This is still not a belief, but an explanation. Explanations are logical reasons for an emotion. Then, you finally ask yourself,

“Why do I feel (believe) I am going to be rejected?”

Your answer may be,

“Because women don’t like me.” Or

“I am not a good enough person.” Or

“I am not good looking enough.”

These are all irrational because they are self-defeating and not true all the time. You just feel they are true.

EXAMPLE 2

Let’s say you wrote down that you felt pissed off after leaving a club because you didn’t approach at all or did not get any numbers. Ask,

“Why was I so pissed off?”

You might say,

“Because I am a failure and I’m never going to get good at this.”

Once again, these are both irrational because they are self-defeating and not true all the time. Notice that there were two negative beliefs.

Root Negative Limiting Beliefs

With each feeling, statement, or situation you wrote down using Step 2, you will come upon lots of different negative limiting beliefs. When you ask why to a negative limiting belief, you will discover even more negative limiting beliefs that connect with each other. Eventually, you will find your core or root negative limiting beliefs.

Your belief system works a lot like a tree. It has a series of leaves that connect to its branches, which connect to the roots of the tree. When you find your core negative limiting beliefs, you want to focus your energy working on those particular negative beliefs over all others. By doing so, you will eliminate many negative limiting beliefs that stem from that root limiting belief. You want to destroy your insecurities at the core.

After working with over one hundred different students one on one, I have discovered that there are two core negative beliefs that I continue to come across with both men and women.

I care what others think of me.

I am externally validated.

These two core negative limiting beliefs are 99% of a person's main source of insecurity, fear, and anxiety.

When you come to the point where you no longer care about the judgment of others, you will feel free in any social situation and glow with confidence. When you are validated from within, your self-esteem will remain rock solid no matter what life throws at you.

Let's attempt to find the root negative limiting beliefs in these examples.

EXAMPLE 1

I'm going to get rejected by women. (Negative limiting belief)

Why?

Because I always get rejected by women. (Negative limiting belief)

Why do you believe you get rejected by women?

Because I'm not good enough for a hot woman. (Negative limiting belief)

Why do you think you're not good enough?

Because hot women typically aren't attracted to me? (Negative limiting belief)

Why do you believe this?

Because hot women that I've been interested in reject me. (Negative limiting belief)

Why does this matter to you?

Because it shows that I'm not good enough for women. (Negative limiting belief)

So your value is determined by a woman's opinion of you?

Yes.

We have now discovered that all of the negative beliefs above are caused by this root negative limiting belief:

My value is determined by the opinion of a hot woman.

EXAMPLE 2

I'm never going to get good at this. (Negative limiting belief)

Why do you believe this?

Because I've always been unsuccessful with women. (Negative limiting belief)

Why have you been unsuccessful with women?

Because I'm not what they are looking for. (Negative limiting belief)

Why?

Because women want handsome, rich, and powerful men and I don't have any of that. (Negative limiting belief)

We can easily restate this negative belief into the root negative limiting belief:

I need to be handsome, rich, and powerful to be successful.

EXERCISE 8

Finding Your Negative limiting Beliefs

Take the list you made in Exercise 7. Here you have a long list of emotions and negative thoughts. You have a list of Cs (emotions) that occurred during As (situations) and perhaps some surface level Bs (perceptions).

Ask yourself, "Why did I feel this way?" Your mind will help you come up with answers. Write them down. Ask yourself, "Why?" again and again until you come up with a negative limiting belief and write it down.

When you come up with a negative belief, continue asking why until you feel you have gotten to a deep enough reason. You will know you've gotten deep enough when saying your answer makes you feel more negative emotion than the others.

Move on to the next one and expand that list you originally created. Ask why to the rest of them. You'll notice as you do this exercise, some negative limiting beliefs repeat themselves more than others. If you see this happening, these are your core negative limiting beliefs. Highlight them because you will want to start working on these first.

If you are having trouble understanding how to do this exercise, I have made detailed examples of how to do this in Part Three of this book.

Save this expanded list for the next exercise.

STEP 3

BASHING

The Nail Analogy

Imagine that your mind is a white-washed wall in a room. All over this wall there are nails hammered into it. Most of these nails are solid gold nails helping to support the stability of the wall. However, some of those nails are black and rusted. The gold nails are the positive beliefs and the black nails are your negative beliefs. You want to remove those black rusty nails.

To change a negative belief or habitual negative thinking, you cannot just try to cover up the nails with wallpaper or paint i.e. fake beliefs. This is going right back to my point about great advice versus practical advice. You can't just tell yourself to be confident, and poof, you will be confident. It's like walking up to women saying to yourself, "I'm the prize. I am the catch. These women are lucky to be talking to me," as you grit your teeth and clench your fists in fear because you don't believe what you're saying.

The nail or negative belief will still always be there no matter how hard you try to forget it or fight your negative thinking. The only way to remove this negative belief is by loosening the nail, removing it, and putting a new nail in place. The way we do this is through Step 3, bashing it.

The Angry Lawyer Technique

Loosening the nail is bashing the negative belief. We bash it by using the Angry Lawyer Technique. The way to use the Angry Lawyer Technique is to put your belief system on trial and cross-examine it. If you are great at arguing and convincing people, this technique will come naturally to you.

Question the validity of your negative belief. Do it with conviction and force just as an angry lawyer would. Ask “how” and “why” questions. Start the question with “Isn’t it true that...” “Have you ever...” and “Is it possible that...”

If there is any way to prove your negative belief wrong, do it. Use different perspectives. Try to use different frames of mind. Question and explore every alternative possibility. Just try every angle.

Continue to bash your negative belief. Do not take the pressure off. You want to destroy the negative belief until you feel the “pop”.

The “Pop”

Your objective is to make your mind doubt its own negative belief system. This can be psychologically uncomfortable and feel strange. You’ll eventually notice a feeling of confusion. You will start doubting the validity of your negative belief. It will sound ridiculous to you. This is when you “pop” the nail out. This is when you know you have done enough bashing of that particular negative limiting belief.

Angry Lawyer Technique Examples:

Let’s take an example of how you can apply the angry lawyer technique when bashing your own negative limiting belief. Let’s use an example of the negative limiting belief, “People don’t like it when I talk to them.”

Negative Limiting Belief: “People don’t like it when I talk to them.”

“Is it true that every person you talk to doesn’t like it when you talk to them?”

“Well, if this isn’t true, then how can you say that people don’t like it when you talk to them?”

“Is it possible that when people seem to not enjoy talking to you, you misinterpreted their response? Maybe they were simply depressed about something that had nothing to do you or maybe they were just deep in thought.”

“Is it possible that some people are boring and won’t be able to enjoy a conversation with anyone?”

“Is it possible that these people are just not sociable and don’t like to talk to anyone?”

“Has there been a time when someone told you that they enjoyed talking to you?”

“Has someone told you that they don’t enjoy talking to you?”

“No? Let’s suppose someone did say they don’t enjoy talking to you. Can you fairly use that person to represent the entire population of everyone who has spoken with you?”

Wait for the “pop.” It may take some time, but don’t stop bashing your negative belief until you truly think it’s B.S. The value of Step 3 is often overlooked in many self-confidence and affirmation books. Many people make the mistake of assuming that if they think positive thoughts, they will erase the negative ones. This is simply not true. You will never get over your insecurities until you convince your mind that those negative beliefs are B.S. Only then can you start thinking positive thoughts that will **stick** no matter what happens. That is what this book is all about.

EXERCISE 9

Put Your Beliefs on Trial

It is now time to do some powerful transformational work. Take the list of negative beliefs you created in Exercise 8, and practice bashing them. Practice seeing things in a different perspective. Allow yourself to make excuses, rationalizations, and whatever negative thoughts that come to mind. Do this especially when your mind refuses to be convinced. This will allow you to discover more negative beliefs which you can bash later. In order to fully destroy negative beliefs, you will need to learn Step 4, reframing. Do not stop this exercise until you experience the “pop”. Then move on to the next exercise.

STEP 4

REFRAMING

Combine Bashing and Reframing

The final and most devastating step in destroying a negative belief at its core is reframing. While you use Step 3, bashing, to shatter the validity of the negative belief, you use Step 4, reframing, to generate positive, non-limiting beliefs in its place.

To truly develop positive thinking and beliefs, you have to become accustomed to looking at things in a new, more positive way. With every negative limiting belief, there is a valid, positive, non-limiting belief. These positive beliefs will help you in dramatically changing the way you think about yourself and your potential success with women.

For example, instead of seeing a situation as a woman rejecting you, you could see it as her playing hard to get because she likes you. Instead of seeing yourself as shy, you could see yourself as mysterious. Maybe you think that because you don't look like a player, women won't talk to you. Instead, you can think that your looks help you slip under women's radar because you won't set off their defenses.

Steps 3 and 4 are intertwined and are generally done at the same time. While you are disproving your old beliefs, you are also looking at them from a different and positive perspective. When you look through a positive lens, it sheds light to a different way of thinking, making it more likely to experience the "pop". The more you practice this in life, the more successful you will become. Negative people are rarely successful.

Reframing Examples

Focus on the positive as you attempt to use the angry lawyer technique with reframing. Let's use the same example negative belief from Step 3, "People don't like it when I talk to them."

Negative Limiting Belief: “People don’t like it when I talk to them.”

“Isn’t it true that if someone doesn’t like it when you talk to them that they can’t see or appreciate a great guy when it slaps them in the face?”

“Isn’t it true that their ‘rejection’ is great for screening cool people from dull people?”

“Can you think of a time when someone enjoyed talking to you?”

“Can you think of specific memories of people enjoying conversations with you?”

“Why did they enjoy the conversation with you? Was it because you’re fun to talk to or attractive?”

“Have you ever experienced making someone’s entire day because of something you said?”

“Has anyone ever told you that you’re easy to talk to or have you had people desire talking to you?”

As you reframe, you should notice a pattern of positive self-talk. You are now proving that you are an awesome person that people love to engage. Thinking that you are an awesome person can be difficult if you’ve been spending your life looking down on yourself. This is why it’s important to sit down and list the reasons why you are a great person.

EXERCISE 10

Positive Perspectives

Now that you learned how to reframe negative limiting beliefs, use the same list of negative limiting beliefs you bashed to reframe them. Try combining Steps 3 and 4, bashing and reframing, simultaneously.

As you reframe your negative beliefs, write down anything that hits home. List anything that makes you feel a powerful positive emotion and anything that makes you experience the “pop”.

Again, do not stop this exercise until you feel the “pop”.

Bashing and reframing are skill sets that can take a long time to fully master. It’s okay if you are having some trouble completing these exercises. This is why people hire me to coach them through my inner game consultations.

If you want to hire me to help you, please send me an email at dan@innergamepower.com. I can communicate by telephone or with a webcam if you are outside of the Miami area. To see my personal coaching website, visit www.miamidatingcoach.com.

STEP 5

**MAKING
A LIST OF
AFFIRMATIONS**

The Nail Analogy Revisited

Let's go back over the nail analogy in which we compared your mind to a white washed wall and your negative beliefs to black rusty nails. We talked about how you just can't wallpaper over your negative beliefs by positive thinking. We need to bash and reframe the negative beliefs until they no longer exist. We need to loosen the nail and pull it out.

It is also important to understand that you can't simply remove the nail and leave a hole in its place. Your mind will not allow a hole or gap in its programming. Your mind will just fill in the gap and replace that hole with the same nail. You can do a fantastic job of bashing and reframing your negative beliefs. However, if you don't fill the hole you created in your belief system, your mind will compensate by going back to its negative way of thinking.

We need to create and use a list of **affirmations** to fill the holes in our belief system. By listening to them on a constant basis, we pound a new nail into the wall which replaces the old one.

Affirmations

Hopefully you have been doing your exercises. If you haven't, you must go back and start on them from the beginning. If you do not, you will not understand the rest of the steps.

If you completed the last few exercises, you should have a list of negative beliefs. You have also bashed and reframed them. Somewhere in the process, one of your reframes should have sparked a positive emotion. It made you laugh or feel great for at least a brief moment. That reframe was an affirmation.

What is an affirmation? It is the opposite of a negative limiting belief. It is a positive non-limiting belief. You want to take that list you made and create a new list of affirmations for yourself.

This list will become your new belief system. These will be your new nails. You will use these affirmations to reprogram your mind and banish the negative crap that has been plaguing you for so long.

Normal Affirmation Examples:

“Women love it when I approach them.”

“I get excited when I go out to meet women.”

“It’s so unbelievably easy to meet women.”

Notice how these affirmations are both positive and non-limiting, but notice the words that I use. These affirmations can and should be taken a step further. You want to feel powerful emotions when you read or say your affirmations. Write affirmations with emotionally expressive words like “love,” “adore,” “wild,” “crazy,” “worship,” “treasure,” “thrilled” and “ecstatic”. Exaggerate if you need to. Powerful affirmations are the ones that spark confidence inside of you, and confidence is exactly what we are after.

Powerful Affirmation Examples:

Look at the difference between these two affirmations:

“Women like having me around.”

“Women tear each other’s hair out to get my attention.”

And these two:

“Women think I’m sexy.”

“Women salivate at the sight of me.”

The second affirmation of each set would be more effective in making you feel a sense of confidence.

Beware of making affirmations that appear to be positive, but are limiting. Here are a few examples of what not to say.

Incorrect Affirmation Example 1:

“Women who reject me are stupid and are easy to move on from.”

Though this empowers you to move on from getting rejected, it still focuses on the negative. First, this affirmation leaves a bad taste in your mouth about women. Second, it will build up a lot of resentment, hostility, and animosity towards women that have a slight negative opinion about you. Finally, why should we even mention the word “rejection” in an affirmation? It shouldn’t be used because it’s negative. Let’s reframe “rejection” into “playing hard to get” or take it out altogether.

Correct Affirmations for Example 1:

“She may be playing hard to get now, but she won’t when she’s in my bedroom.”

“She’s got good taste if she can recognize what’s in front her.”

“When a woman is having the worst night ever, just give me two minutes and I’ll make it her best.”

I never bring up the word, “rejection.” There is no focus on the negative. There is no negative avoidance such as attempting to avoid rejection or feeling bad about being rejected. One might think the third affirmation brings up a negative, “when a woman is having the worst night ever”, but in reality, this affirmation comes from the positive reframe, “What if she’s not actually rejecting me, but just having an awful day?” You can’t stop someone from having a negative attitude (A: a situation), but you can perceive that her bad attitude is because of something that has to do with her, and not you (B: your perception).

Incorrect Affirmation Example 2:

“I will not allow fear to get in the way of my dreams.”

This may seem to be motivating, and it’s a brave statement to make. However, it is not an effective affirmation because it is negative avoidance. When we focus on avoiding obstacles, we give too much power to the obstacle. It shouldn’t be in the mind. You’re focusing on the negative and losing sight of the real goal.

When you avoid, your path involves moving away from your obstacles, but your path is not leading **towards** your goals. Your affirmation must have a goal in mind to make any kind of positive change in yourself.

In the above example, the affirmation attempts to avoid fear. What is the goal in mind here? Your dreams. So instead, let's write the affirmation this way.

Correct Affirmations for Example 2:

“Courage will guide me to my dreams.”

“I will accomplish all of my dreams.”

“I am unstoppable at achieving my dreams.”

As you can see, there is no negative language and no obstacles we are trying to avoid. The affirmations are goal oriented towards achieving your dreams. Fear wasn't even mentioned.

How to Write a List of Affirmations

Make sure you write your affirmation in a first person format. Meaning, you should write “I,” “me,” “my,” “myself”. You do this because you want to focus on yourself and not external factors. Who cares about everything else outside of you? You can't change things about the outside world, but you can change yourself. By writing affirmations in first person, you will instill specific positive beliefs about yourself. Look at the difference between the affirmation examples.

First Person Affirmation Examples:

“Women are beautiful people who have sexual desires.”

Can be turned into...

“Beautiful women have sexual desire for me.”

“People go out to have a great time.”

Can be turned into...

“People have a great time with me when I go out.”

“Women like a guy with a great personality.”

Can be turned into...

“Women like me because of my great personality.”

If you do not feel a powerfully positive emotion when saying your affirmation, it is not an effective affirmation. The positive feeling must at least match the negative feeling associated with your negative belief. When you say your affirmation, you should feel confident. It should be powerful enough to positively affect you when you say it.

An affirmation does not necessarily have to be believable or logical to work well. It only needs to motivate you towards your goals. An excellent example of this is a seminar I watched many years ago. It was a dating seminar where speakers went on stage to talk about how they became successful with women.

One of the speakers walked onto the stage. He sat down on a stool and started speaking to the audience. “Do you want to really know why I’m so good with women?” he said with a cocky smile on his face.

He started looking around the room making eye contact with everyone, leaned back, eyebrows raised and said,

“Because I believe that I am a walking sausage with feet. And every woman in the world wants to have sex with me.”

You could see an aura of confidence shining from this man as he finished his sentence. Indeed, he was arrogant.

Judgments aside, this was a powerful affirmation for him. Obviously he is not a walking sausage with feet, and not even Brad Pitt can make every woman want to have sex with him. What really matters is that it **works** for him.

Think about it this way. Who is most likely to be successful with women, a guy who is trying to be a “realist” and believes he will get rejected if he approaches a woman, or the guy who thinks he is a walking sausage that women cannot say no to?

Think about it another way. Even if a woman isn’t interested in the guy who thinks he’s a walking sausage, isn’t it possible that he could make her become attracted to him after a few minutes of conversation just because he is so confident in the way he speaks to her?

So remember, your affirmations don’t necessarily have to be “true” as long as **you** believe in them.

EXERCISE 11

Write Your Affirmations

Use the same list that you worked on in Exercise 10. Did any of those reframes hit home? Turn them into affirmations. Remember the following rules that make up an effective affirmation:

1. It must be written in first person.
2. It is positive and non-limiting.
3. It is written in positively expressive words.
4. It is oriented towards a specific goal.
5. It produces a powerful positive emotion.
6. It does not focus on the negative or avoids the negative.
7. It does not have to be “true”. You simply have to believe it.

Write as many as you can. The best time to create an affirmation is right after you’ve successfully completed Steps 3 and 4, bashing and reframing a negative belief. This is when your mind is most receptive to a new idea. Be sure to read Part 4, “Powerful Frames to Adopt” later in this book to enhance your affirmation building skills.

STEP 6

**RECORD AND
LISTEN TO YOUR
AFFIRMATIONS**

How to Record Affirmations

After you have written down a list of affirmations, you need to record them on an audio device so you can listen to them every day. You can use whatever method of listening you prefer, whether it is through your computer, Ipod, CD, tape, or MP3 player. The process of listening to your affirmations on a daily basis will solidify the new positive beliefs in your mind. It will also prevent your mind from going back to its old negative way of thinking.

Now that you have a list of affirmations, you need to prepare a script or a series of statements to record. The ways to write down your affirmations are the following: 1) in the original first person, 2) in the second person (replacing “I” with “You”), and 3) in the second person followed by your name. Here are a few examples.

Recording Affirmation Example 1:

“I am attractive to women.”

“You are attractive to women.”

“Dan, you are attractive to women.”

Recording Affirmation Example 2:

“Women love to be around me.”

“Women love to be around you.”

“Dan, women love to be around you.”

Sometimes you have an affirmation that can't be stated in the first or second person. With these affirmations, you can either tweak them into a workable affirmation or simply repeat the unchanged affirmation three times. Here are two examples.

Tweaking Affirmations Example 1:

“She’s got good taste if she can recognize what’s in front of her.”

Can be turned into...

“She’s got good taste if she can recognize me in front of her.”

“She’s got good taste if she can recognize you in front of her.”

“Dan, she’s got good taste if she can recognize you in front of her.”

Tweaking Affirmations Example 2:

“It’s so unbelievably easy to meet women.”

Can be turned into...

“It’s so unbelievably easy for me to meet women.”

“It’s so unbelievably easy for you to meet women.”

“Dan, it’s so unbelievably easy for you to meet women.”

How Our Mind Processes Information

Your mind processes information consciously and subconsciously. The conscious mind operates when you are fully aware. As you read and learn from this book, you are processing the information consciously. Why? Because you are paying attention.

Suppose that you are reading this book in your living room with your radio playing music and your television tuned into the news. You are only subconsciously aware of what song is being played and what story is being broadcast because you are concentrating on this book. What you may not realize is that the music or the television story may affect your mood while you are concentrating on this book. You weren't thinking about your mood before I brought it up, so now you are consciously processing it. Using this principle, record companies sell "mood music" to enhance "make-out sessions". Television programs promote "happy talk" to snag listeners.

By listening to your affirmations and by concentrating on them, you will develop a positive mood. This will enhance your success in incorporating your new positive beliefs. Through repetitious exposure to your affirmations, your mood and belief system will be positively affected throughout the rest of the day.

Making an Impact

Can you remember what you said at 6:45 P.M. a month ago? Do you remember what you learned on your second day of algebra class? Can you remember what errand you ran two years ago? Most of us cannot remember these things. They are forgotten because they do not impact us. Do you remember the happiest moment in your childhood? Do you remember what it was like when you went to the hospital because you were so sick? Do you remember how it felt to be on your dream vacation? Most people can recall these events because they made an impact.

So, how can we make an impact with our affirmations? We listen to our affirmations and verbalize them to help us feel confidence. We then visualize them using as many senses as we can to make them more powerful. By doing so, we create positive emotions and attach them to our affirmations.

Verbal Affirmations

Your first affirmation tape will be used to record verbal affirmations. They are used to generate feelings of confidence. When recording, make your voice empowering and emotional. You will listen and repeat the affirmations out loud. You will notice that this exercise will positively affect your mood for the rest of the day.

The best time to listen to this track is when you are about to meet women. You are then juxtaposing your confidence and positive mood to the task at hand. For example, listen to them as you drive to a bar or listen to them before you leave to a party. Remember, if you don't feel confidence when listening to a verbal affirmation, record it again with more enthusiasm or create a more effective affirmation.

Visual Affirmations

There is a second and equally important way to impact your affirmations, visualization. Put yourself in a deeply relaxed state and visualize what the process of successfully realizing your affirmations would be. This is called Visuo-Motor Behavioral Rehearsal (VMBR). It has been proven through research that visualization increases your chances of success. There have been many psychological studies on VMBR. These studies have found that those who visualized the process and outcome of success significantly increased their performance level even relative to real life practice. One such study was performed in 1983 on women's intercollegiate basketball players. The group that used VMBR had significantly greater

accuracy of shooting foul shots than a control group that had no practice and even another group that physically practiced. This concept is widely used in top books about success such as *Think and Grow Rich* and *The Secret*.

When visualizing, use as many of your senses as you can. Let's suppose your affirmation is "I love approaching women." Imagine the moment you spot an attractive woman. Feel the excitement about approaching her. Hear the sounds of the club. Feel the music vibrating. Smell her perfume as you watch her smiling at you.

It is necessary to visualize in a deeply relaxed state because we can enhance the experience. You will be in a super conscious state or a state of heightened awareness. You will be much more sensitive and receptive to positive thoughts and emotions. Being in a deeply relaxed super conscious state is also called a hypnotic state. Hypnosis is a powerful tool in psychological therapy. It is commonly used to rehabilitate victims of post-traumatic stress disorder, phobias, panic attacks, and pain.

You may be wondering, how do we induce ourselves into a hypnotic state if we are not hypnotists? Actually, a hypnotic state is a natural state that we put ourselves in every day! For example, when you are deeply into reading this book or into watching a movie, you are in a hypnotic state. You are aware of somebody talking to you, but you are into your movie or TV program.

Deep relaxation is the same as hypnosis. Many people hypnotize themselves by meditating, by lying down and putting on headphones, or by taking a hot bath. Whatever you do to relax is the best way to listen to and visualize your affirmations. Take some time to relax before you turn your visual affirmations tape on.

If you are having trouble relaxing, close your eyes and take three deep breaths. Count down from ten to one. Visualize the numbers as you count down. Feel yourself

becoming more relaxed. This should be enough to get you to relax. You can also visualize yourself in a peaceful place.

When recording your visual affirmations, make your voice soothing and relaxing. It should be spoken slowly, softly, and calmly. To get an idea of what this sounds like, look up any video on YouTube about hypnotic induction, and listen to how professionals sound. If you are good at sound editing, you can add music or alter your voice on the track to make it work more effectively. This is not required, however, and a simple recording of your voice will be fine.

Practice and Repetition

When it comes to affirmations, practice and repetition is key. You need to listen to your affirmations over and over again like a gym routine. If you start to get bored by the sameness of your affirmations, spice them up. You can add music that inspires you. You can use a sound editor to create interesting effects in your voice like echoes, bass, and other funky stuff. You can replace old affirmations with new ones. Incorporate all of your affirmations into a verbal track and a visual track. Listen to them on a daily basis. You must be dedicated to achieve results.

EXERCISE 12

Record Your Affirmations

Using the affirmations you created in Exercise 11, create two CDs, audio files, tapes, MP3s or whatever you use to listen to music with your affirmations. Dedicate one track to your verbal affirmations and the other to your visual affirmations.

Listen to one of each **at least** twice a day.

Follow all the guidelines to record effective affirmations:

1. Each affirmation should be written in three ways: the first person, the second person, and the second person including your name.
2. Verbal affirmations should be recorded in an empowering voice.
3. Visual affirmations should be recorded in a relaxing voice and should be listened to in a deeply relaxed state.

Staying Motivated

As you start working on this area of your life, there will be many occasions when you will not want to go out. You may even dread approaching women. The reason why you don't want to do this is because it makes you uncomfortable. You must keep at it.

You should find out what negative beliefs cause you to feel discomfort. Also, remember that you must push your comfort zone. Earlier in the book, we talked about the outside-in approach to building inner game. You must combine the Seven Steps with field work to expand your comfort zone.

You can't do this all at home. You must go out **at least** twice a week. Set goals. As an example, you may decide to start a conversation with twelve women each week. Eventually, you should challenge yourself to meet twelve women in one night. If this sounds impossible to accomplish, you should consider taking an Inner Game Boot Camp with me to assist you. You can learn more about my boot camps at www.miamidatingcoach.com.

If you are having difficulty staying motivated, stop masturbating. Being horny will give you that extra motivation to go out. Do not masturbate unless you go out and accomplish your goals. When you come back home from a day or a night of practice, you can reward yourself. One day, you'll have a woman doing it for you!

Don't stop practicing your affirmations, even when they drive you crazy. You may not realize it, but your mind is changing and your self-image is improving every time you listen to your affirmations.

The process of changing may make you dread your affirmations or get demoralized. Your mind is fighting the process. This is expected, just like you would strength training at the gym. For the first month or two of working out hard, you're going to feel the pain in

your muscles. You will experience muscle pains. They may hurt like crazy or even become weak, but your muscles are changing, and in the end, will turn out much stronger. The same happens with your mind.

So, don't say I didn't warn you if this happens! It's going to suck. Just stick it out. Which is a better option, the tension of listening to tapes and going out, or going back to where you were before you picked up this book? Suck it up and do it. Stay committed. It may take a few months just to **start** seeing progress. Stick it out, and I promise you will see results.

Losing Negative Friends

As you begin to change yourself in a powerful and positive way, you will be faced with a lot of resistance and opposition from some of your friends, and maybe even family. Negative or insecure people feel satisfaction at the expense of others. There may be negative people in your life that you will undoubtedly have to confront in order to fully develop your confidence and self-esteem. They will not want you to grow. These people will not want to see you grow as they will no longer have someone they can feel power over or sulk in misery with them.

There are only two outcomes that can happen with these kinds of people. They can either decide to change positively with you, or they will no longer be a part of your life. You may lose those you considered to be your best friends. This must be done because they tend to tear you down.

As you read this topic, you may be thinking about particular people in your life that will not accept a new you. For some, this may be a sad period in their life. Don't worry if you lose their friendship. It is the people who want to see you grow who are your **true**

friends.

The worst scenario is when the negative influence is a family member, perhaps your mother or your brother. These are people you can't simply cut out of your life. The only thing you can do is to limit the amount of negative exposure you have to them. If they begin to express doubt in you, yell at you, or isolate you, don't allow them to continue. You can leave the room, avoid the topic, or tell them to stop talking negatively about you.

You can say things like, "Mom, I love you, but I don't want to talk about that anymore. I'm a more positive person now." Or "I appreciate that you've always been there for me, but I need you to believe in me now." You can't ever change people, so don't ever try. People can only change themselves.

STEP 7

**LOOK FOR
PROOF**

Stop Searching for Negative Beliefs

Before you can implement Step 7, you should be going out on a regular basis, expanding your comfort zone, writing down your negative beliefs, bashing them, reframing them, creating affirmations, and listening to them on a daily basis.

You will come to a point when you have written down every negative belief, reframed them all, and made affirmations. If you notice that the same negative beliefs recur over and over again, then it's time to stop Step 1. You have now found all of your negative beliefs.

You should only go back to Step 1 when you find new negative limiting beliefs. If you continue to search for them, you will remain in that negative mindset. Now, you must begin looking for proof of your affirmations.

Your affirmations will become reality when you have experienced them. Your mind needs proof to believe the affirmations. Look for proof. Seek them out. Stop seeking the negative beliefs.

If you are attempting to meet women, and you experience approach anxiety, a lack of confidence, or any other negative emotion, do not attempt to find out why you are feeling that way. Instead, instantly reframe yourself.

One way to do this is to turn your emotion (C) into a situation (A), and tell yourself, "I'm feeling negative right now, but this is a great opportunity for me to expand my comfort zone." You can also do this by thinking of your affirmation and imagining the success you will have when the affirmations come true.

Prove Your Affirmations

As you go through life with a different perspective, look for proof of your affirmations. When positive things happen to you, like when woman gives you her number, smiles at you, or kisses you, repeat the affirmation in your mind.

Remember your affirmation at the moment they occur. This event will be remembered every time that you listen to your tapes and reinforce your new positive beliefs. This is powerful ammunition because it makes listening to your affirmations that much more effective.

As I've said many times in this book, you must go out on a regular basis to achieve success with inner game mastery. You will not find proof of women being attracted to you, or women fighting over you, or women thinking you are a walking sausage with feet when you're sitting on the couch at home. The more you go out, the more you will find proof of your affirmations.

Eventually, you will take your affirmations for granted, and your insecurities will be a thing of the past. You will no longer need to listen to your affirmation tapes because you are now completely confident. Everyone has insecurities, but a person with inner game power knows how to overcome them. You can always repeat the Seven Steps anytime you find inner game problems. When you finally achieve that level of success, congratulate yourself. Be proud of your accomplishments, live a happy life, and approach any woman or relationship with confidence.

EXERCISE 13

Look For Positive Proof

You will not be able to perform this exercise until you have spent a great deal of time meeting women, practicing all of the steps and exercises, and discovering all of your negative limiting beliefs. The amount of time it will take you to be confident is relative to how much you practice. A person who goes out every night will become confident much faster than the person who does so once a week.

When you have successfully completed all of the previous exercises, and can find no more negative beliefs, stop searching for them. Begin looking for proof of your affirmations. Continue listening to your tapes as you look for proof. Once your new positive beliefs have been internalized, you can consider yourself successful and move on to other things. Congratulations!

PART 3

**PRACTICAL
APPLICATION
OF THE
SEVEN
STEPS**

In Part 2, you learned how the Seven Steps work. There are many ways you can apply them. One way is to find a friend who is interested in improving his inner game as well. Have him buy this book and do the exercises together. You can both play the part of the angry lawyer and help each other reframe, go out together, and record each other's tapes.

Some people apply the Seven Steps in their head, while others write in a journal. I discovered a way that I like to use on myself whenever I feel the need to rid my negative limiting beliefs.

If you have a computer and a word processor, then you too can do it my way. The process involves writing down your negative beliefs, asking why, bashing, reframing, and coming up with affirmations all in the same document. This is effective for me because I can document everything my mind was going through as I wrote. I can always go back to bash and reframe or reinforce certain ideas in my head. Even if you don't want to use a computer, the illustration of my practical application of the Seven Steps can help show you great examples of the "how to" part of the Seven Steps.

Dan's Application of the Seven Steps

On the first page, write down all the negative limiting beliefs, fears, frustrations, negative emotions you felt in situations, or anything that you believe limits you. Bold the ones that affect you the most.

Example First Page:

I'm not good enough for a hot woman.

I'm insecure.

I don't like how *my body* looks.

I'm shy and women are turned off by it.

I don't know what to say when I interact with women.

I can't handle rejection.

Then you will address the negative belief that affects you the most because it leads to your root negative limiting belief. Write it down. Does it take the form of a negative limiting belief, or is it a fear, frustration, rationalization, or a negative emotion? Remember, before we can change our belief system, we have to engage Step 2, to discover the negative limiting belief.

Write your negative limiting beliefs in ***bold red*** and any negative thinking in *normal font red* as well.

Example 1:

I'm not good enough for a hot woman.

(No change needed. It is already in negative belief format.)

Example 2:

I freeze up when I approach a hot woman.

(This is not a negative limiting belief, but an emotional reaction (C) to a Situation (A).)

(We need to keep asking “why” until we find the perception (B), which is your negative limiting belief.)

Why?

Because I get nervous.

(Still not a negative belief.)

Why do you get nervous and freeze up when you approach a hot woman?

I'm worried I'm going to screw up and get rejected.

So you believe that you're going to screw up and get rejected?

Yes.

(Now we have a negative limiting belief with which we can work.)

I'm going to screw up and get rejected if I approach a hot woman.

Example 3:

I don't like how my body looks.

(Though it may appear to not need a change, it does. This is only a negative belief, but we still have no idea how it limits us. We need to include this or else we will be aiming at an invisible target. Why is this belief important? How does it limit you?)

Why or how does this limit you?

I'm skinny, scrawny, and short, and women will find me unattractive.

(Now we have something with which we can work.)

Once you have identified your negative limiting beliefs, it is time to begin bashing and reframing. Whenever you say something positive or reframe something into a positive, write it in **blue**. If you happen to come up with a possible affirmation, write it in **bold blue**.

Bashing and reframing takes much more time and effort than identification or affirmation building because you will be changing years of negative programming. It is important to be completely honest with yourself when you write what you are thinking.

You may feel like a schizophrenic talking to yourself, but you are only retooling your programming. You are taking the role of your own counselor, asking the questions which will lead to you getting over your insecurities.

Do not get carried away emotionally during this process. You need to think rationally to retool your thoughts. You won't make any progress in an overwhelmed state. If you become overwhelmed, take a break and gather yourself.

Although I have told you to write down your negative thoughts, I do not want you to obsess over them. That is, don't write paragraphs and paragraphs, don't write in all capital letters, or commit them to memory. This may cause you to spiral out of control. Like my dad says, "Don't swim in your own crap." You are only tightening the black rusty nail, or strengthening your negative limiting belief when you do this. If you are writing negative questions, rewrite them into more positive questions.

Example 4:

I'm not good enough for a hot woman.

How do you know this? Do you have any experiences of this happening?

(Bashing)

I think so.

Really? You have had a woman state, "You are not good enough for me" to your face? (Bashing)

Well, no, but I feel like hot women reject me all the time.

How do you know that they are rejecting you? Do you approach lots of hot women? Can you make that kind of statement that you're not good enough for all hot women? Have you approached every hot woman you've come across? (Bashing)

No I haven't. I just feel like they would.

You may feel like they would, but you have absolutely no proof they will. (Bashing)

Has there ever been a time where a hot woman enjoyed your company? Is it possible that there could be at least one hot woman out there that would like you? (Reframing)

Well sure.

Can you think in your mind right now, times when a hot woman was having a great time with you and possibly even attracted to you? (Reframing)

Yes.

Do you think it's possible she thought you were good enough for her? Do you think it's possible that she thought you were above what she wanted? (Reframing)

Yes.

What is hot to you? Just looks or a beautiful woman that can appreciate a great guy like you? (Reframing)

A beautiful woman who can appreciate me.

Would you want a woman who doesn't appreciate you for who you are?
(Bashing)

Hell no.

So if you're not good enough for a particular woman, is she good enough for you? (Bashing and reframing)

No way.

I know a woman is hot if she can appreciate me for me. (Affirmation)

Example 5:

I freeze up when I approach a hot woman.

Why?

Because I get nervous.

Why do you get nervous and freeze up when you approach a hot woman?

I'm worried I'm going to screw up and get rejected.

So you believe that you're going to screw up and get rejected?

Yes.

I'm going to screw up and get rejected if I approach a hot woman.

How do you know you are going to screw up and get rejected?

Because I've screwed up so many times before.

Well sure, but how do you know you were rejected? Is it possible that you were so nervous that you got yourself rejected, and that **if you had just been yourself, you may have gotten a number?** (Bashing)

Sure. Maybe.

Is it possible that **the women actually liked you**, but you didn't see it because you were so focused on yourself? (Bashing and Reframing)

Yes.

Can you think of a time in your life where you talked to a woman and made her like you a lot? Perhaps at a house party or a friend who was introduced to you? (Reframing)

Absolutely.

Have you ever had a woman attracted to you? (Bashing)

Yeah.

Have you ever had a woman want to kiss you or sexually escalate with you? (Bashing)

Yeah.

Well, with this kind of evidence, isn't it true that because women have been attracted to you in the past, you'll do great if you approach a hot woman? (Bashing and Reframing)

Ha ha, yeah. (Notice how in this particular answer there was a "ha ha". This is a sign of the "pop" we discussed in Steps 3 and 4 where you begin to doubt your negative limiting belief. Whatever was said that caused the pop should be included in the affirmation you create for this particular belief.)

Isn't it possible that some women may be sexually excited at the thought of you approaching them? (Bashing and Reframing)

Sure.

Can you imagine a group of women, all of whom have been attracted to you, sitting at a table and staring at you hoping you would approach them? (Reframing)

Ha ha! Yeah.

Do you think you'll get rejected by them? (Reframing)

Hell no.

Women get sexually excited at the thought of me approaching them.
(Affirmation)

Example 6:

I don't like how my body looks.

Why or how does this limit you?

I'm skinny, scrawny, and short so women will find me unattractive.

Have you ever seen skinny, scrawny, and short guys with hot women?

Yeah, of course, but they usually have money, power, a nice car, or something else that makes up for it.

Wouldn't you say that's pretty superficial?

Well, women are superficial. They are only attracted to a guy if he has one of those things and I don't have any of them. (Here we came up with two negative beliefs that root from the original negative belief. Now, we must begin bashing and reframing these new negative beliefs. Let's write them separately so we can work on each.)

Women are superficial.

Do you think all women are superficial? What about hippies in San Diego, or hot famous actresses who devote their lives to charity. Are they superficial? (Bashing)

Well, no.

So it's a gross overstatement to say all women are superficial? (Bashing)

Well, the ones I'm attracted to usually are.

Do you think it's because you are superficial? (Bashing)

Yeah, I think I am sometimes.

Do you want a woman who is superficial, who only wants to date you because of looks, money, or status? Do you want a woman who doesn't give a crap about who you are as a person? (Bashing)

Of course not.

So perhaps you need to stop running after superficial women and go for the ones who aren't. (Bashing and Reframing)

Yeah I should.

You should or you will?

I will.

I will only date women of quality who are down to earth, care about people, herself, and especially me. (Affirmation)

Women are only attracted to a guy who has money, status, or looks, and I don't have any of them.

Is it possible that women can be turned off by a guy who has all of these things? (Bashing)

Yeah, it's possible, but some will still date the guy.

Is that the kind of girl you're looking for? (Bashing)

Of course not.

Isn't it true that women can be attracted to other things like personality, passion, romance, fun, positivity, and internal things like that? (Bashing and Reframing)

Well, yeah of course.

Do you have any of these qualities? (Reframing)

Sure I do.

Like what? List them. (Reframing)

I run my own business, I have a great relationship with my family, I cook great meals, I know how to take care of a woman, I'm a great listener, I'm funny... (This should go on as long as possible, writing all the reasons why you are an awesome guy, but I am shortening it for the sake of this book.)

Women want me because I'm a great catch.

Finally, on the last page of your document, write a list of all the affirmations with which you came up. You can even write them in the three different ways (see “How to Record Affirmations”) so they are prepared for recording. Save your document and look back to it whenever you need.

Now, go back and observe the way you thought. Were you obsessing? Were you excessively negative? Did you catch yourself breaking any of the rules listed in this book like asking yourself negative questions, writing affirmations before you thoroughly bashed and reframed yourself, or talking negatively about yourself? Do you notice a pattern of internal or external validation? If you observe yourself breaking these rules, be aware and stop this behavior.

It may seem overwhelming at first. I am always available to help in this process. You can contact me by emailing me at dan@innergamepower.com.

PART 4

**POWERFUL
BELIEFS
TO ADOPT**

Powerful Success Comes From Powerful Beliefs

To build unstoppable confidence, we have to rid ourselves of negative limiting beliefs. We also have to incorporate positive non-limiting beliefs that will push to success. We use affirmations to do so.

Through my years of developing inner game coaching, I have discovered a series of powerful beliefs that are required for anyone to be confident. Many people require different positive beliefs than the ones I designed to be confident because there are an infinite variety of people. In future programs, I may include more than the ones I have listed below, but these are the ones that I know are required for any man to be unstoppably confident with women.

\$1000 Bottle of Wine Analogy

Imagine walking into a room full of people with a bottle of red wine. The wine has no label on it. However, this wine is special. It's worth \$1000. Nobody knows this of course because the bottle looks plain.

You approach someone and ask, "Hi, would you like some wine?" and the woman says, "Of course!" You pour her a glass, and she takes a sip. "Wow, this wine is excellent!" she replies. You then walk up to another person and ask, "Hi, would you like some wine?" and she says, "Yeah, sure. I'll try it." You pour her a glass, and she spits it out of her mouth. "This is disgusting!" she blurts. You then walk up to a third person and ask once again, "Hi, would you like some wine?" She says, "Hell no. I hate wine. Get that crap away from me!"

Now, let us ask the million dollar question... Taking into account the reactions of all these people, is the bottle of wine worth any less than a thousand dollars? Of course not. Even if an entire room of one hundred people spat it out, it's still worth \$1000. Similarly, no matter what people say or think, you are that \$1000 bottle of wine. You are **intrinsically valuable**.

What if we replace the person who spat the wine out with a woman who rejected you?
How can we apply the \$1000 bottle of wine analogy?

What if this woman has bad taste? What if she has no idea about the taste of fine wine?
What if she has no appreciation of fine wine?

Now, what if the bottle of wine was you? Let's ask the same questions. What if this woman clearly has bad taste in men, would never recognize a catch if he walked in front of her, or would never appreciate a catch if she met one? What if she only dates trashy men who treat her like crap? What if she can't appreciate your qualities?

What about the woman who outright refused the wine? Maybe she doesn't drink. Maybe she just dislikes wine no matter how expensive it is. Maybe she had a nasty experience drinking wine or has a hangover. Maybe since there was no label, she judged the wine to be nasty.

If the bottle was you, we could make the same statements. Maybe she isn't looking to meet men because she has a boyfriend with whom she's in love. Maybe she just isn't attracted to men who have your ethnic background. Maybe she's a lesbian. Maybe the way you are dressed turns her off.

Maybe she was offered wine all night and she's sick of all the awful tasting wine she's had to try. Maybe she has an alcohol problem and avoids booze. Perhaps men have been hitting on her all night and she's sick of being approached. Maybe she's in the process of a nasty break up with an ex. These perceptions can be used for you to never take a rejection personally.

As you can see from the above discussion, there are a myriad of reasons why women do not accept your advances that have nothing to do with your personal qualities. You need to believe that you are that thousand dollar bottle of wine. If you don't truly see yourself as an awesome guy and a prize, you need to ask yourself the following question:

“Why would an attractive woman who has her choice in any man choose me?”

Make sure most of your reasons are internal and not external. As an example, if you have money or are well built and an auto accident causes you to lose both of these qualities, you can still depend on reliable internal reasons such as charm and likability. Go back to Exercise 1 for a reminder on how to come up with reasons.

Never allow your mind to come up with negative beliefs. Remember what you learned in the Asking Positive Questions topic? Do not say to yourself things like, “A hot woman would never choose me” or “I have nothing to offer.” I’m sure there were times when an attractive woman enjoyed your company. I’m also sure that you have many valuable qualities to offer women.

If you still don’t believe in yourself, allow me to illustrate a reframe. Hundreds of thousands of women that have laid their eyes on you since you hit puberty. The odds are likely that many enjoyed your company. Let’s give an impractically negative estimate that one out of a thousand women will like you. You pass by at least a hundred women each time you go to school, work, or shop. Assuming these facts, it is safe to assume that one of those women thought you were cute and would have gone on a date with you. You just never approached her. Now imagine if you approached these women and asked them out. You’d have a new date every week!

Here are some examples that I personally use as reasons why an attractive woman who has her choice in any guy would choose me.

Reasons Why an Attractive Woman Would Choose Me:

I know how to have a great time no matter where we are.

I can stimulate her emotions and keep her happy.

I know what women want and how to give it to them.

I can sexually please her.

I am a good hearted person.

I am very giving in a relationship.

I am honest with people.

She can be secure that I won't ever cheat.

I can make new friends with ease and introduce her to strangers with confidence.

I'm mature and understand her emotional needs.

I'm independent and non-needy so I can provide her with a challenge.

I won't take her BS and can keep her respect.

I'm sweet and romantic.

I created and built my own company while following my passion.

Use my reasons to help create your own. Write as many reasons as you can. Make a journal of them to read every morning when you wake up, before every date that you have, and before every social gathering you are about to attend. It will give you a much needed boost in self-confidence.

EXERCISE 14

You Are a \$1000 Dollar Bottle of Wine

Grab the list you created from Exercise 1 that gives you internal and external confidence. If you haven't completed it, do so before you begin Exercise 14.

Use that list to come up with reasons why an attractive woman would choose you. Why are you that \$1000 bottle of wine? Base most of your reasons on things that never change about you. What is intrinsically valuable about you? How are you more attractive than a basketball star, a business mogul, a famous actor, and players?

Never stop expanding this list. Make an affirmation for each reason so you can record them. Then listen to them so you can internalize them. This exercise will significantly improve your self-esteem. In order to have success with beautiful, high quality women, you must develop self-worth.

Indifference

If you are going to learn at least one lesson in this book, it would be this. Learn to be indifferent. Indifference is the peak of inner game power. When a woman tests you or disrespects you, you must remain indifferent. When you are dating an infatuated woman you must be indifferent if she decides to leave you. If a woman gives you the finger or calls you a loser to your face, you don't care. In fact, you find it humorous. When a woman tells you that she's going to stop talking to you if you don't buy her a drink, you could care less.

When faced with situations that would make most men cringe, let it roll right over your back. Life is too short to obsess over things outside of your control. Life is too short to give much importance to any woman you just met, or one who attempts to assert control over you. There are other women out there who would love to be your girlfriend.

Indifference is attractive to women. You provide them with a challenge. You show them that you have balls and self-respect. You don't give away your power to anyone. So when she finally does win your heart, she values it tremendously. In a relationship, she knows that she cannot abuse you, because you are a happy person with or without her. You **want** women in your life, but you don't **need** women in your life. You **want** your girlfriend, but you never **need** her. Women always need to feel this from you or they may walk all over you. Nice guys tend to have this problem. So if you're a nice guy, perform the following exercise.

EXERCISE 15

Show a Willingness to Walk Away

Exercise the discipline of being indifferent. Show a willingness to walk away from situations that don't meet your standards. Walk away from a beautiful woman when she does something you don't like. If a woman acts snotty or gives you crap, don't let it affect you the slightest bit. If she gets dramatic, call her cute and get back to what you were doing. Don't let a single hair rise on your neck no matter what is thrown at you. Here are some examples of ways you can practice this fundamental discipline.

Walk away from a woman you just met if she has an attitude or doesn't meet your standards.

If a woman says she has to go, don't ask for her number. If she offers it to you, take it. If not, let her go.

Genuinely tell a woman that you think she is gorgeous without putting her on a pedestal and without flinching.

When a woman tests you by giving you any kind of crap, smile and tell her that she needs to try harder.

Don't give in to drama or show that it affects you.

When a woman tries to order you to do something, smile and playfully do exactly the opposite.

When you are driving, don't give in to road rage. (This one is the hardest, but it's great practice.)

Opening Up To Emotions

Don't make the mistake of taking the concept of indifference too far. You must also allow yourself to be human. If you are indifferent to everything, you are missing out a lot in life. Many people are terrified to open up emotionally and be vulnerable. If a woman you like kisses you, enjoy it and allow yourself to feel all the emotions that come with it.

I've worked with clients who are so afraid to approach women because they think they'll break a woman's heart or get heartbroken themselves. They fear another painful break up. This is just silly. Part of living your life to the fullest is experiencing as much as you can. Yes, it's true that you may get your heart broken or go through a terrible breakup. Would you rather live the rest of your life alone or experience wonderful relationships and get heartbroken from time to time?

Enjoy every moment you spend with a woman. Embrace heartbreak, fear, excitement, and everything in between. This is what makes us human and is also what makes women attracted to us. Women say they want a man who is strong, yet sensitive. What they mean is that they want a man who can open up to his emotions, allow himself to be vulnerable, but is resilient when bad things happen. He will keep his composure.

Let's say you are feeling fear before you approach a woman. You must bite fear in the ass and approach her anyway. Another example is if you approach a woman and your worst fear happens. She curses you out, calls you names, or tries to embarrass you in front of everyone. Instead of getting angry and losing your composure, choose to be indifferent. Laugh it off, and walk away saying, "It was a pleasure meeting you".

The point is to find a balance between absolute indifference and completely giving into emotion. You need to allow yourself to be vulnerable emotionally, but not lose your composure. Allow yourself to love, and don't be afraid of heartbreak. Allow yourself to be

committed to someone, but know that you're going to be okay if it doesn't work out. You'll always find someone else. You know you can find love again, just like you have. When you have a girlfriend or wife, you're in it all the way.

What Doesn't Kill You Only Makes You Stronger

Most people instinctively avoid pain, including emotional pain. While avoiding physical pain is acceptable, avoiding emotional pain weakens you. Unless you're a mentally unhealthy person, emotional pain cannot kill you. It can only make you stronger. Think for a moment about the worst emotional experiences you've faced in your life. Do you regret them? If you do, can you think of any ways in which these experiences influenced you in a positive way? Are you still alive? If you're reading this then you obviously turned out alive.

Pain also allows us to experience pleasure more intensely. If we didn't go through all the crap we have gone through in our lives, we would take our good times for granted. Experiencing the fear of approaching, pain from rejection, and loneliness will make you appreciate having someone in your life. You might fear approaching that group of hot girls by the bar because of the possibility of getting rejected, but honestly, what's the worst that can happen? You'll live, I promise you. You'll be okay, and you'll move on.

EXERCISE 16

No Regrets

Think of all the negative experiences that you have associated with your lack of confidence. What has led you to have problems with women, low self-esteem, fear of rejection, fear of failure, or a fear of heartbreak? Were you rejected by a girlfriend? Did you continuously fail at approaching women? Did your father tell you women will never like you? Write your reasons down. You see these events or reasons in a negative perspective. Maybe you use these as an excuse to be a loser. Guess what? You're not the only one who's been through crap. Everyone, including confident people, have negative experiences. The difference is that confident people accept their past and view it in a positive perspective. They see their negative experiences as reasons why they could grow stronger, become more mature, and learn valuable lessons.

It's time to reframe all of these past experiences that you wrote down. Take time to positively reflect on them. Write why experiencing those traumatic or negative events empower you, help you grow, or make you appreciate yourself. Here are some examples of things you may write.

The years of teasing over my acne as a teenager make me appreciate compliments. It also allows me to be more understanding towards unattractive people.

My father's absence while I was a child helped me to mature and become more of a man than most men my age.

My wife who cheated on me helped me to understand why women cheat so that I can prevent it in the future. It also taught me the invaluable lesson of how to spot women who are not ready for relationships.

Not having a date in a long time has given me motivation to improve my skills with women.

Failure is a Learning Experience

What is failure? Is it when something doesn't go your way? Does a negative outcome always result from failure? Remember, things don't go your way all the time, and an outcome is only negative if you perceive it as such. A failure is a negative outcome only if you don't learn from it.

Thomas Edison experienced "failure" time after time trying to perfect his invention of the light bulb. In an interview with Edison, he was asked, "How did you stay motivated creating the light bulb after failing a thousand times?" He responded by saying,

"I have not failed a thousand times. I have successfully discovered a thousand ways to not make a light bulb."

Michael Jordan is known to be one of the best basketball players of all time. He's experienced failure just as much as anyone else, but he became a legend because of how he perceived failure. In an interview with Michael Jordan, he was asked about how he became successful. He responded by saying,

"I've missed more than nine thousand shots in my career. I've lost almost three hundred games. Twenty six times, I've been trusted to take the game winning shot and missed. I've failed over and over and over again in my life. And that is why I succeed."

Successful people embrace their failures and take pride in them. Failure gives them an opportunity to show resilience and a willpower to fight. They build confidence through both positive experiences **and** negative experiences. Don't allow failures to affect your outlook. They are a part of the journey to success. Every time you fail, be proud of yourself that you aren't quitting or giving up.

Abundance Mentality

Abundance mentality is the belief there are many fish in the sea. It means that if one woman rejects you, there are many other women out there. It's the belief that there are hundreds of women out there that are just as great as she is and thousands that are even better. There will be another one right around the corner.

You can have all the secret pick up and attraction techniques in the world, but without this mentality, you will always come off as needy. Many women will walk all over you because they know you need them more than they need you.

A woman will always be more attracted to a man that knows he can have other women. It makes them respect you and value you as a man. It lets them know that there are boundaries they cannot cross with you. It also gives that special lady you commit to validation because you are a man who can choose whatever woman you want, and you choose her.

You must have abundance mentality to acquire inner game power. There are many exercises you can do like the affirmations exercises in this book, but the best way to acquire this mentality is to live life in abundance.

When a woman doesn't meet your expectations, even when she's hot, make the choice to not talk to her anymore. When a woman is disrespectful, stop calling her and

don't return her phone calls. Show yourself that you can live without her. Go out that night or the next to meet women.

Remember, if you are a single guy, you should be dating more than one woman at a time. You're looking for that "one out of a thousand" woman. You want an amazing woman who is right for you. To do so, you will need to meet a thousand women to find her!

Also, if you are dating more than one woman, and one doesn't work out, it won't be a big deal because you have other women. You will also behave in a way that shows you are indifferent and non-needy. You won't call her too much, you won't obsess over her, and you won't scare her away by telling her you love her after the first week of dating her.

Once you have met a woman who makes you happy, you can stop seeing other women and evolve your casual relationship into an exclusive committed relationship. However, even in a committed relationship, she needs to intuitively know that you are with her not because she's the only one out there, but because she is your choice over many others.

Outcome Independence

Don't place too much importance on being successful with any given woman. No woman, especially one you barely know, is worth aggravating yourself over. Sure, you want to date that woman or bring her home, but you don't **need** her. It should not matter what happens.

When you want a woman too much, you give off a desperate vibe and it will turn her off. Most guys do this, especially when a woman starts showing interest. Stop trying so hard. Don't work too hard for any outcome like getting a kiss, a number, or anything else from a woman. Just enjoy your time with her, and screen her as a potential date.

You must be process oriented, not result oriented. Concentrate on learning the skill, not getting the number. You should only care about learning something from the experience, and getting better at your social skills or confidence. Results are produced from the process. So what if she flakes on you or doesn't give you her number? Did you learn from your experience? Did you grow as a person by practicing your abundance mentality and being indifferent?

Video Game Analogy

Another powerful frame to have, particularly when you have overwhelming approach anxiety, is the video game analogy. Can you remember playing Pac Man, Super Mario Brothers, or Sonic the Hedgehog as a kid? Have you ever played a role playing game like Doom, Final Fantasy, or World of Warcraft? When you played these games, you realized it is not reality. Though you immersed yourself as the character, you were unattached to any outcome. Granted, you wanted to win. When you died or failed your objective, you may have been frustrated, but you never took it personally. You didn't get depressed and insecure because you couldn't pass Greenhill Zone Act 3 or get past 1500 arena rating. Instead, you chalked it up and tried again.

Use this same frame when you go out. You are playing a video game in real life. If you get rejected, that's okay, just start over. You can even give yourself a character name when you go out. I used my nickname, "Jester", when I went out. So if I got rejected, I didn't feel like it was me, Dan, getting rejected, but "Jester". I knew I'd do better the next time if I continued to use skill and practiced. Get out there. Dating is the best game you can play. You have unlimited continues!

Self-Amusement

A major reason for your approach anxiety is that trying to hook up with a woman is supposed to be a lot of fun and not a root canal. When you are out meeting women, and feel terrible anxiety, one way to give a quick boost to your inner game is to engage yourself in self-amusement.

Self-amusement is doing activities that you find utterly hilarious. Everyone and everything is your plaything. Lose the frame that you are out to pick up women or that you're out to get over your approach anxiety. Instead, create the frame that you are out to have a kickass time! Act silly, do foolish stuff, play games with people, or give yourself challenges. A good challenge can be to approach ten people with less than ten seconds between each approach. Approach a woman and propose to her for the fun of it. Do anything that will provide a great time.

Sometimes you will experience moments of zero approach anxiety. You'll feel like you are living completely in the moment, and you own the world. You'll feel like you can talk to anyone. Everything just seems to click. This is called being in state. When you experience this, you are in a natural state of self-amusement. You aren't in your head or thinking too much. After spending a long time practicing your inner game, being in state will happen to you all the time. This is what confidence is, and it's what you're working to achieve. This comes from letting go of your ego, not caring what people think of you, not over thinking, and just living in the moment. Practice self-amusement often.

FINAL THOUGHTS

Remember, this is a journey. It is not a quick fix. This book will only work for you if you stay committed and practice. If you commit and dedicate yourself to improving, I promise you will see results, guaranteed. Make sure you do all of the exercises at least once. Some of the exercises you will need to do on a regular basis for a long time. That's fine. Everyone has aspects of their inner game that need more work than others.

You don't have to go at this alone. It is much harder to improve this area of your life without anybody taking the journey with you or coaching you through it. I am always available to do consultations with you on your inner game. If you need help with the exercises, need weekly coaching, or need things explained in more detail, I can be of service to you. My email is dan@innergamepower.com. Sign up for the newsletter so that you can be informed of any upcoming teleseminars or videos. You can receive a free six week ecourse to supplement your exercises. You can find the newsletter sign up at www.innergamepower.com.

You should also find a wingman. There are online communities of people looking to improve their skills with women. You can meet likeminded guys through

forums in your local area. Most cities have at least one. I host an online community on my personal coaching website. You can find one in your city by going on Google and typing “(Your City) Dating Forums” to see what’s available. Sometimes the forums are subpar, or full of shady people, but it never hurts to try and find a wing through it. If you have bad experiences with all the forums you join or one doesn’t exist in your city, do what I did and create a new one! You are welcome to join the community I set up at www.miamidatingcoach.com.

I would love to hear any feedback, comments, criticisms, and testimonials of my work. Send them to my email address at dan@miamidatingcoach.com. Thank you for purchasing my book. I hope it brings you unstoppable confidence and the kind of love life you want. May you find much success and happiness.

A handwritten signature in black ink on a light-colored background. The signature is written in a cursive style and reads "Dan Schuman".

Special Thanks

My dad, Dr. Wade Silverman, for going through a root canal editing my book. I'm glad you never stuck that fork in your eye.

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