

X & Y COMMUNICATIONS

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WELCOME TO MORE DAVID DEANGELO INTERVIEW SERIES

LISTENERS: *This is the first newsletter for some of you and the second for others. I've gotten lots of emails and calls from you guys (and a couple of women, no less) and I have to say I'm honored to have had the chance to be a part of Dave's series. It still floors me how shocked some of you are when I answer the phone. Like it says on our website, I really do pick up the phone. I'm not about hiding behind a wall of Internet marketing. So again, welcome. You'll soon figure out that I actually like to WRITE useful stuff. Hang around and you'll soon get a feel for unique style in which the newsletters flow—the topics vary considerably from week to week.*

SPECIAL ANNOUNCEMENT: THE CHICK WHISPERER PODCAST FOR MEN IS NOW AVAILABLE: Steve "The Dean" Williams and I finally launched the long-awaited podcast for men only. Episode 1 is available at <http://feeds.feedburner.com/thechickwhisperer>. We answer your emails (questions@xandycommunications.net) and voicemails (210-260-6400) on the show, and will be having some heavy-hitters as guests.

Getting Beat By A Girl

There's a lot of talk about "approach anxiety", and for good reason. It has been optimistically estimated that over 80% of all men are terrified of approaching attractive women they have ever met. And let's face it: without overcoming this fear it's all but impossible for a man to experience any success whatsoever in meeting great women, let alone attracting and keeping them.

Most of the information I've read on the subject centers around teaching men to sack up and "get over it", using any manner of Jedi mind tricks designed to help us "deal with rejection", "visualize success", use "indirect openers", etc. But I've read relatively little on the subject that dives beyond the surface of the issue. Most of us are or were at some point in our lives afraid to approach women. Instead of being given a pep talk, I'd rather know WHY we as men are almost

universally affected by this, and HOW we fell into this trap. From that position of understanding, it makes sense that we can better figure how to dig ourselves out.

And it is absolutely a trap. It's an irrational fear for a man to be "afraid" of women. After all, most of us as men are not catatonic basket cases sucking our thumbs in a fetal position when it comes to other aspects of our lives. We play football in high school. We go downhill mountain biking, surf hurricanes, get concealed weapon licenses, street race muscle cars, ask customers for high-dollar sales orders, train pit bulls, get full-sleeve tattoos, do third-gear wheelies on GSXR-1000s and remove offending garden snakes from backyard sheds. Some of us even DAYDREAM about things like making high-pressure 20-foot putts for birdie on the 18th green at Augusta National.

Yet, we cannot bring ourselves to go talk to an interesting woman at a bar, an airport or even in our own dormitory at college.

To further underscore how bizarre this phenomenon gets, I remember running with a crowd primarily composed of United States Marines back when I lived in Yuma, Arizona. We'd park our sportbikes somewhere to grab a bite, see an attractive woman and NOT ONE OF US would talk to her. We're talking about guys who had VOLUNTEERED to risk their lives for this country, and furthermore had just finished a pavement blistering canyon run five minutes before.

What is going on here?

Here it is: it's not the WOMEN themselves we are afraid of. It's our own egos that hamstring us. Allow me to elaborate.

We as men are competitive beings. When we're out with our buddies it's one contest after another. That's all well and good, and we like it that way. But deep in the soul of every man is a mortal repulsion against getting "beat by a girl". Whether women like it, understand it, think it's silly and/or can deal with it is actually irrelevant. It's a fact. The archetypal shame associated with it is wired into our XY genetic code.

Remember back in sixth grade when the girls were maturing and the boys were, well...still looking like little boys? Remember in gym class how some of the girls could run faster and throw harder? It was a drag, wasn't it? When we as guys got older that problem took care of itself for the most part...except in two notable areas: the business world and, of course, the dating world.

In the business world women are going to get promotions and ascend to positions of power with or without any input from YOU in particular. If a woman "beats" you in that arena, you can either accept it and stick around or find another job.

But dating is another story. The "competition" is *mano-a-mano* when it comes to approaching a woman. And THAT, my brethren, is where we as men let our egos betray us. We tend to see approaching women as a COMPETITION. If you or I approach a woman with this mindset, we believe someone is going to WIN and someone is going to LOSE. If she REJECTS us, we lose—and we've been "beaten by a girl"! And even if we DO get a smile and a phone number, if she doesn't answer the phone when we call her we STILL are getting "beat by a girl". Given this situation, it's a no-brainer to see why most men don't even bother to talk to women AT ALL. The risks to one's psychological well being are just too great. Getting "beat by a girl" is more painful than crashing and burning anywhere else.

So what's the solution?

The discussions I've heard about reframing the approach so as to involve a QUALIFICATION PROCESS are the closest to hitting the mark. Our problem as guys typically is that we've PRE-QUALIFIED women before we've even met them based on their looks and/or how they appear to handle themselves from afar. Having already decided we like a woman before even meeting her, the insidious "contest" is on. Every time.

Instead of approaching women with our approval already sewn up, we need to start putting women to the test in the same manner they famously test us.

Men are typically the CHASERS and women the CHOOSERS in this society as a result of how men tend to view this stuff. Men who deserve what they want and who refuse to "settle" need to start raising the bar, refusing to offer up immediate approval to women we meet until they have proven to be as attractive AFTER we meet them as they were BEFORE we met them. Women instinctively evaluate us when we approach them, as we know all too well. It's time for us to start doing the same—which we have every right to do as fellow human beings.

And look what happens in that case. The "competition" factor has magically been lifted from the scenario. If we haven't yet reached our own conclusions when we approach a woman, she really can't "reject" us...or "beat" us, as it were. She can only pass or fail our own evaluation process. And as any man who conducts himself with dignity and refuses to "settle" knows, women who are rude and/or quick to dismiss us thereby fail the qualification process. The principle at play is much the same as when a pushy or otherwise socially inept man fails a woman's test...as well it should be. It's as simple as that.

Simple, maybe, but not easy. It may take some time to unlearn the poisonous habit of seeing the approach as a competition. But the fact remains that we as men have the power to view things in the more sober context of mutual evaluation rather than "winning" or "losing". In doing so we overcome THE major contributor to "approach anxiety". And I assure you the effort is well worth it.

Strangely enough, the women will even appreciate you MORE as a result. After all, women love real men.

Be good,

Scot McKay

DISCUSSION FORUM: I am seriously considering starting a message board. Email me at scot@datetoorder.com or call me at 210-260-6400 with your ideas and/or comments.

PODCAST UPDATE: Episode 24 of "X & Y On The Fly" is about kissing was finished and posted on Monday night. Michelle Penney from Kissing 101 (see <http://www.deservewhatyouwant.com/kissing> for that) and Janet Morehead from Mojo-Maker.com are our guests. The sound quality is great, and we think it's one of our best all-around episodes yet. The next

few episodes will cover Pickup/Seduction, Femininity, and Online Dating. GREAT interviews in store there, some of them already recorded. So subscribe on iTunes right now at [itpc://feeds.feedburner.com/xyonthefly](http://feeds.feedburner.com/xyonthefly). Meanwhile, the sixth episode of “Online Dating Profile Rating” (<http://feeds.feedburner.com/onlinedating>) was posted this morning at about 4am (don’t ask). As you would expect, all of these can be subscribed to via feed, through iTunes or via email. PLEASE write a review on iTunes and/or vote for us on Podcast Alley—we’ll love you for it (figuratively).

HOW TO MANAGE YOUR WILDLY SUCCESSFUL DATING LIFE: The new book is NOW AVAILABLE. Whether you already have a “wildly successful dating life” or would like to go about GETTING ONE the right way, this book is for you. Find out the details at <http://www.wildsuccess.net>. Which reminds me...

PAPERBACK VERSIONS OF ALL THREE BOOKS: Would you rather hold a real, hardcopy BOOK in your hands? I’ve got your back. Check out <http://www.lulu.com/xandy> and get any of the three books in paperback delivered right to your doorstep. And yes—Cook For Your Date is spiral bound for strategic reasons. Nice.

POWER SESSIONS FOR MEN and POWER SESSIONS FOR WOMEN: are where we share our very best material, specifically designed to help you go from GOOD to AMAZING in deserving what you want. The newly-updated info pages are online at <http://www.deservewhatyouwant.com/powersessions/men> or <http://www.deservewhatyouwant.com/powersessions/women>. The February edition of Power Sessions For Men takes the XYotF podcast’s discussion of masculinity to a much, much deeper level. Don’t miss that one, guys. I can’t think of a more important topic for men when it comes to improving skills with women. Emily just released her March edition day before yesterday. I’ll tell you, any woman who listens to that series is all but sure to become the kind of woman that no truly masculine, confident man could ever resist. So check it out: I not only have a top-notch wife, she’s out there increasing the population of great women.

Did a friend forward you this message? To receive this free newsletter on 21st century dating issues from X & Y Communications on a regular basis, simply go to <http://www.deservewhatyouwant.com>, drop your email in the annoying popup window, and download “Get What You Deserve” for free. Or, just email xandy@aweber.com. Easy stuff.

Questions? Ideas? Comments? Send to questions@xandycommunications.net. Your feedback is welcome. If you like what you read, please feel free to forward the newsletter to others. That’s how we build our audience.

X & Y Communications is dedicated to making you the most skilled participant in the dating world you can be, at whatever stage of life you are in. It's all about straight talk about the most creative subjects, somehow encompassing moral principles while being neither too shy nor too judgmental to hit the important things head on. The basic stuff you've heard a million times isn't rehashed around here. Enjoy!

Please also note that the information in this newsletter is for entertainment purposes only and is not intended to constitute professional advice.

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