

CHAPTER 2

OVERCOMING SOCIAL PRESSURE

Your time is limited, don't waste it living someone else's life. Don't be trapped by dogma, which is living the result of other people's thinking. Don't let the noise of other opinions drown your own inner voice. And most important, have the courage to follow your heart and intuition, they somehow already know what you truly want to become. Everything else is secondary.

Steve Jobs

Most people are not living their lives the way they want to. They aren't behaving as they would actually like to behave, aren't saying things they would like to say, aren't doing things they would like to do, are doing things they don't want to do, and, overall, are settling for what can only be described as a mediocre existence.

The number one reason for this is...

Fear

Specifically, the fear of being judged negatively by other people.

Because of this fear of judgment, there is a social pressure we feel to conform to the norms of the culture we're living in. This pressure influences us to seek approval from our community and avoid disapproval.

There are two types of this social pressure:

- Regular social pressure, and
- Societal pressure.

Regular social pressure is, quite simply, the pressure we feel to behave in a certain way because of what other people in our immediate vicinity may think about us.

Societal pressure is all the pressure we feel to pursue a path in life that is

deemed "acceptable" by others. This comes from your parents, teachers, mass media, society, and so on. Ever hear someone say, "Hey, you're turning 30. Time to settle down?" There you go. Or how about "You're not going to be a slut and sleep with that guy are you? You just met him!" There you go again. It's everywhere, it controls us, and most people aren't even aware of it.

Social and societal pressure are virtually the same thing – so I will use the terms interchangeably.

Whether they realize it or not, a lot of people are limited by their obsession with what others might be thinking about them. Imagine some movie where a teenager needs to get condoms. It's awkward. If there are a lot of people in the line he's nervous and doesn't want to buy the condoms because people will think, "Oh, you're a dirty bastard for having sex." This would be an issue in real life too, especially if you have had issues with sex.

In seduction, the limiting beliefs you have about yourself will reveal themselves. As an example, you see a hot girl and think, "Wow! She's amazing! I want to meet her," but you're worried about what she's going to think if you go and say hello. She might not like what you say. You might run out of things to say and she'll think you're a buffoon. Perhaps you're interrupting her and maybe she'll say, "How dare you approach me!" Maybe she'll think you're an asshole!

Whatever it may be, you worrying about what she's thinking prevents you from taking the action you need to take. In this case, the social pressure is coming from an individual. Now let's say you're in a restaurant and there's a girl you want to talk to, except this time she's sitting near a group of people. You feel you shouldn't approach her because "what will those people think?" How will these people you've never met judge you for being social and/or trying to pick up this girl in front of them? What if they realize you want to have SEX with her? How dare you approach her in a public place!

Social pressure is basically any situation where there are human beings around whom you let affect what you will and will not do. If you've ever been afraid or cautious to act out of your intentions because there are other people around who might think badly of you, you have succumbed to social pressure.

This keeps most guys locked in a prison of their own mind. It prevents men from meeting women and deprives women the pleasure of meeting real men. This is what keeps most people on the planet from living the lives they want to live. How many people do you know stuck in some boring, horrific job only because they are worried about what their parents/friends/co-workers would think if they quit it to pursue their TRUE calling.

The suffering is endless.

If you want to become a man – a real man – you need to realize that it's all just in your head. You think it's real? You think everybody actually cares what you're doing? Well guess what: NOBODY GIVES A FUCK about you. Everyone around you is so desperate to be accepted and too busy trying to conform and avoid judgment to even NOTICE what you're doing. Even if they did notice, you think they're going to SAY anything?? Most guys don't even have the courage to approach a woman and tell her she's beautiful. Do you think anyone has the balls to come up and challenge you when YOU do it?

These thoughts are not just irrational – they are delusional. In seven years, after approaching an uncountable amount of women and having lovers from dozens of countries – this has happened ONCE. One time in 2010, some guy told me to leave a woman alone. And guess what? He didn't like me re-opening a girl on the street because was one of those half-crazy guys, fuelled by anger, who probably hadn't had sex in 5-10 years.

People are weak, passive, dumbed down, and mainly absorbed by the trivialities of survival and mere existence. Except for maybe your mother, nobody gives a fuck about you. (In a lot of scenarios, she probably doesn't give a fuck about you either ;)

And yet you let this irrational fear of judgment prevent you from getting some? WOW!

Social pressure, if left unchecked, will ruin your life.

The funny thing is, we're not born this way. This whole mental prison is self-imposed. Think about it: were you always this way? I don't think so. Little kids don't care what anyone thinks! Ever seen a kid just jumping up and down, all naked and happy, in a room full of people like there is nobody

else around? Do you think he cares what they think? When you're three, four, five you just do whatever you want. You say what you want to say. That's why sometimes it seems that kids say something that's inappropriate and the adults go "Aww, he's just a kid. She doesn't know what she's saying!" But the kid knows exactly what she's talking about. She's not being inappropriate. She's just being honest! A 3-year-old doesn't worry about what anyone else thinks, but as we get older we start adopting ideas from society about what's acceptable and what's not.

When you reach about six or seven years old, you recognize that there are other people in the world. You realize you're a separate entity. Then you realize that you're you, they're them, and you start forming an identity of your own. That's when you start caring what other people think. That's where the problems begin!

Ever observe old people? They just stop giving a shit at a certain point and do and say whatever they want. They've returned to their child-like state of mind.

Isn't it amazing that the only time we're truly socially free is just after we're born and right before we die? Should we really suffer in a psychological prison for the majority of our time on this planet?

Most guys are so worried about what she's going to think, what other people are going to think, that most of their behavior is adapted to an assumption of what other people might consider 'acceptable.' Most of these assumptions are usually massively over-exaggerated or just plain wrong. Many men avoid possible negative judgment by avoiding beautiful women altogether! How ridiculous!

If you're a clever dude, you're thinking "Okay, I get it, but how do I deal with this?"

The best way to deal with social pressure is to eliminate the 'ego.'

Yo yo yo, Sasha! I just wanted to fucking THANK YOU for all the words and life experiences you share with us via YouTube, the blog or the podcast. (I love your podcast series more than the others btw, you should do more of these. They are fantastic!)

To be specific, I just love the way you live your life without caring what others will think about you and but because of that, I have made BIG changes in all areas of my life. I just feel that our parents and family always plays a major role of us being a retarded and having a shitty life by discouraging us and just not letting us do what we love doing, and thanks to you, I have broken all the "handcuffs" that most of the time, they put in us.

Now I'm just starting to experience all the awesome things life has to offer when you just get off your BUTT and make strong decisions without letting others fuck your path. I just love it. I'm right on my path of being a musician and now I have true friends, quit my shitty job and started doing what I love and the women just started to flock everywhere now that I'm just enjoying life.

And all of this just because I got off my butt and believed in what I love and started doing it. Thank you one more time and if you were here, I would kiss you (no homo) just to express how much I appreciate the twist you helped me make in my life.

From your friend from Brazil,

-Rafael.

The Ego

What is the ego? The ego is the part of you that thinks you're SO cool. It's your brain's idea of who you are. For example when you tell yourself "I'm smart" or "I'm good with women" or "I'm good at sex." So if something challenges this idea you have of yourself, it's uncomfortable because it's challenging your identity. It's very difficult to do anything that challenges our ego. That's where the problem lies. In reality, you are not your ego – you are a being that is much deeper, more powerful, and wiser than any 'brain' (but that is diving into some deep-ass spiritual shit, which I'll save for another book!)

Ultimately – you are NOT those thoughts of who you are. All those labels are bullshit and they are dangerous. Example: Your ego says you're a cool guy and that women love you. So, you know that if you walk up to some smoking hot girl and she laughs in your face – that's going to challenge that idea you have of yourself. So you'll stand there, do nothing, and go home and jerk off – as usual. If she rejected you, that would mean you're not as awesome as you thought. Right?

WRONG!

What some random girl thinks DOESN'T MATTER.

What strangers think about you DOESN'T MATTER.

What friend or colleagues think about you DOESN'T MATTER.

And you are keeping yourself in a mental PRISON by continuing to believe it does matter - never allowing yourself to enjoy life to its fullest.

Even worse, it will stop you from getting laid!

The truth is, whether some girl reacts well to you or not has nothing to do with who you are as a person. If you're a good guy, you'll still be a good guy even if a million women rejected you. (And if you're a real piece of shit, you're still a piece of shit even if that girl goes to bed with you!)

You are who you are. You need to stop letting your ego 'protect' you. It's only protecting itself, not you. YOU ARE NOT YOUR EGO – BUT IT TRICKS YOU into believing that you are. You are a greater, more powerful, immortal being that is much older and wiser than your ego and you should NOT let it control you.

So you're probably wondering "How do I kill the ego?" Good question!

There's no easy way to deal with the ego. The way to eradicate it over time is to start challenging social pressure at every opportunity possible. Start in small ways and then build that up over a period of time to the point where you're challenging it in a massive way. For example, staring at people through windows with your mouth open would be an easy one to start with. (Yes, you have to put your face RIGHT up against the glass!) Ultimately, you want to keep pushing your limits until there's no ego left. You will eventually realize it was all a con, society lied to you, your ego was lying to you, and you are actually FREE to do whatever you want!

My friend Marcus and I have a bunch of exercises that we've developed together that really challenge social pressure. We'll start our students at an easy level and then build them up slowly until we get them to a point where they are doing things they'd never, ever believed they could have done. And not only are they doing it – they're enjoying it! Some students get so addicted to the feeling of "not giving a crap" that they are more interested in walking up to girls and staring at their tits till they get told to fuck off than actually hitting on women.

That's how liberating it is to rid yourself of the ego! I like to take things one step further – I like to get my students addicted to making OTHER people feel uncomfortable. Once you get to that point – where you CRAVE other

people SQUIRMING at how awkward you are being – your ego is dead.

Compared to what the students start off doing, talking to girls is super easy. Add that perspective to a diminished ego and you have: Social freedom.

So to sum it up with fancy-talk: The systemic desensitization to social pressure is the solution to achieving social freedom and destruction of the ego. Simple as that.

It's actually a lot of fun. I explain and share a lot of the very exercises I teach on my bootcamps in your bonus Missions Pack and Approach Anxiety Annihilation PDF. After you finish this chapter, open those up and try a few for yourself!

HAVING FUN – The Secret to Being Free

A big part of challenging social pressure is getting back to that child-like state of not giving a fuck and having fun. Most people are just too serious and too logical, like ze Germans! So when you actually go back to what's fun and you start dicking around, you realize that you can actually achieve social freedom quite easily by just following your god-given instinct to have a good time. You realize that your own self-amusement should come first, way before what other people think about you. That is the point where the “impossible” becomes possible. In fact – it becomes fun.

Here's how you get started: Get a little diary and take it with you wherever you go. Write down every time you're in a situation where you felt that if something went wrong in that very moment, it would be socially awkward. Most people would shy away from those situations and make sure those things don't happen. So the rule is quite simple: DO THAT AWKWARD THING! If you're in an elevator and you need to fart and you're thinking “Oh, that would be awkward.” Fart. Let the fart go. LET IT GO!

Next time you're in a restaurant and everybody for some reason looks at you and you're holding a plate and you think, “Fuck! Wouldn't it be funny if I trip right now and drop the food?” Do it! Just always look for those opportunities. And if you don't see one, just think about what would be really funny to do today? Tripping over yourself or running into something or whatever, go ahead and do it. Put yourself in a situation and have fun with it. If you do one of those a day you'll not only cultivate a positive energy

and brighten other people's day, but you'll quickly see your fear of social pressure totally melt away.

SASHA! You're the one, YOU, who got me started on this whole going out and weirding people the fuck out. I've never even met you, but I'm fucking addicted to your YouTube channel. It was hearing your Fundamentals of Direct Game speech from the 21C that got me off my ass and talking to girls, and then eventually fucking them, and then fucking them weekly. I put that speech on a cd and I would literally listen to it everyday while I was going out and getting "rejected" 20-30 times a week. Eventually I started mixing in the social freedom exercises you teach your students and now my friends are amazed at how little of a fuck I give.

My best friend can barely go out in public with me anymore because I so often do something retarded and embarrass him, the funny part is I'm usually not even trying to be goofy. I just simply don't give a fuck anymore and I'm acting the way I feel like. It's great! You got me reading the Mutli-Orgasmic Man, which has changed me from being a guy who was terrified of having sex because I was so bad at it to being totally calm and confident when getting sexual with a girl because I know there's a good chance I'll be the best she's ever had.

Since last fall I've been in 4 uncommitted relationships and I'm still friends with all of them! Your podcast with Boris about doing what you want with your life inspired me to get serious about making fun money now that I've made good progress getting good with women and I've got a prank youtube channel up and running. My assistant is a photographer I'm in an open relationship with. It's amazing. She helps me go out and shoot my videos, then we come back to my place and have sex, she goes home, then I get to work editing the footage!

-Austin W.

SOCIETAL PRESSURE AND RELATIONSHIPS

Is it really a surprise that men are more depressed, disenfranchised, and emasculated than in any past generation?

If we look at the messages we're getting from Hollywood, it makes sense. Women are really put up on a pedestal. "Wow! She's so beautiful." Men are shown that they're supposed to have money, success, and nice cars to get these women. We've been brainwashed into this idea that we need to have 'achieved' something in life or own a lot fancy stuff in order for women to like us.

Interestingly, we're also taught that women are supposed to go out there and find a 'successful' guy who has a lot of money and that it's ok for them to rate men by their earning capacity. There is a term for those who value and/or date people based on how much money they have (to spend on them) – a prostitute. Society is actually quite comfortable with this form of

prostitution. It's normal that women basically sell themselves to the highest bidder. That's almost assumed. It's 100% socially acceptable for them to get a "provider." Just look up the definition of the word provider:

To supply means of support (to), esp financially: *he provides for his family*

That means financial security. So essentially, as we're told on a daily basis, the prostitution of women is OK – as long as it's the type where you sell your sex long-term and there's a ring involved. Of course, if you just want to get paid \$200 for sex with no strings attached, THAT'S IMMORAL. AND ILLEGAL! You'll go to jail for that in many places.

(This is a huge topic and is best left to the musings of Johnny Soporino. I highly recommend you check out his seminar inside *The Direct Dating Academy*.)

Personally, I have more respect for people who see hookers, pay them \$200, and then fuck them and leave than for a woman who will marry a rich guy because he's rich. That's much worse and has far more adverse long-term consequences. Divorce, estranged kids, lawyer's fees – divorce is no joke.

Because we put women on such a pedestal, we have a tremendous amount of pressure surrounding our masculinity. You see ads everywhere with unnaturally perfect, beautiful women. Is it any surprise that western women are so fucked up when they're expected to look like catwalk models? Women are obsessed with being something they're not and men are trying to become someone they're not to get the women. Nobody is actually being themselves! Is it a surprise that most marriages end in disaster?

Women spend hours putting on makeup, fake eyelashes, and god-knows-what-else to the point where their own mother wouldn't recognize them! And then men have totally false beliefs about what they have to be to get these girls. "Buy this, get the girl." "Get that job, get the girl." But the underlying message is – you can get the girl, as long as you act, talk, dress or look a certain way. Men are led to believe that they should be dating women who fit society's view of what's 'attractive.' And, naturally, the implication is that if you can't get that type of hot girl, you're not a real man.

And that's bullshit too. It's all bullshit.

Guys put women on these massive pedestals and then feel like losers when they can't get these idealized princesses. Some don't even try. Or worse, some will spend their entire LIVES doing what they think will attract women – only to end up alone. Or, marrying some average girl – because it's all they could get. BRUTAL!

Societal pressure leads many men down a path of misery where you WORK YOUR ASS OFF your entire life in the hopes of becoming that provider we're told we have to be attractive to women. There are no messages out there saying you actually have to improve yourself and get good with women. So most guys don't. Is it any surprise that when a man even considers approaching a woman he's unable to even say hello to her?

Let's take a look at all the excuses guys come up with when presented with the opportunity to meet a beautiful lady. Any of these sound familiar?

"I'm not good enough."

"I have an old, rundown car."

"I don't make enough money."

"I'm not smooth enough."

"My clothes aren't nice enough"

"It will be awkward."

"She's too tall."

"I'm probably not her type."

With all of this pressure it's a lot safer and easier not to approach her and just tell yourself some rationalization like the above excuses. Men end up punishing themselves for buying into societal BS and letting their ego get the best of them.

What's funny is that's actually not only social pressure. It's also society's pressure messing with you and stopping you from approaching her. It is society that's made you place so much of your self-worth in whether or not you can get hot girls. Therefore it's society that's programmed you not to go and talk to this girl. In a lot of cases, it's both societal and social pressure influencing you at the same time.

It's absolutely necessary to eliminate your fear of social pressure before you

start pushing yourself to approach women. If you still care what people think you'll never really improve because you won't be able to act as YOURSELF and your fear of judgement will still be controlling you. Step one is this: Stop caring what people think. If there's just ONE concept you truly apply from this book, this would be it above all else. So make it happen!

Social Freedom Mission

Find some plate glass in front of a café or restaurant. Stand in front of it with a blank stare like a total retard, looking way off into the distance. Stay there with a straight face for at least 3-5 minutes. People will notice – enjoy making them feel uncomfortable!

Hey Sasha,

Just thought I'd update you on something. When I took your bootcamp I had zero lays and zero belief a woman could find me attractive. I was very hung up on my height because I'm short at 5'4". Having got laid more than I imagined was possible since then, I have a much healthier set of beliefs about myself. However my height was still an issue for me, especially because I love tall women. I mean 6ft+. I still felt like it was impossible to get them, until last night :)

A couple of months ago I had a 5'10" girl, which I thought was good going. 6" taller than me! And the funny thing was, she didn't give a fuck about my height. It never came up. I love how you can be honest and direct with girls and the result is almost always positive. Last week I met a gorgeous 6'2" girl, and when I asked her out she said I was too short for her. I replied calmly saying, I love sexy tall women and she should give me her number anyway. She did. Last night I took her out for drinks and then took her home! It was so easy. She didn't really care that I was short. After sex she told me I was indeed the shortest guy she'd been with, but she loved how confident I was, and when I replied calmly and honestly (rather than some reactionary aggressive line) she thought she'd give me a chance. She said that in the past she found short guys to be lacking confidence and sometimes trying to compensate and that's what initially put her off rather than the actual height, which she didn't care about, at all!

She also said that as soon as I met her on the first date, walked in and smiled at her, she knew she'd like to go home with me. This is reality shattering, Sasha! A 6'2" girl sees a 5'4" guy and thinks he's sexy. WTF! I've spent so much of my life telling myself I'm too short for the girls I really want, and you know what, that attitude and that attitude alone was what was stopping me. Some girls (and she was gorgeous, German, 6'2", leggy, and more importantly she knew she was sexy and didn't lack confidence) don't care what height you are. I can no longer tell myself it's impossible to get tall girls.

These change all started with your bootcamp Sasha! Thanks a million!

-Fred

CHAPTER 2

OVERCOMING SOCIAL PRESSURE

MISSION 1: BURN YOUR EXCUSES

Write down all the thoughts that have ever popped into your head when you've seen a beautiful woman. Then cut the paper into pieces so each reason is on one small piece of paper. Hold them in your hands and ponder the fact that these stupid bullshit reasons have kept you from doing what you want. Meditate on it. Soak it in. Then make a small fire and throw all the piece of paper into the fire individually. Say "these excuses are BULLSHIT and I BANISH them from my life forever" as each piece goes into the fire.

MISSION 2: NOSE PICK

Stop a random stranger on the street and ask for directions – with your right index finger up your nose the whole time! When they finish, try and get them to shake your hand! To get strangers to stop and listen to you, make sure to stand in front of them, make eye contact and SMILE. Then speak slowly and clearly.

MISSION 3:

STD CLINIC

Stop a random stranger on the street, explain you don't know the area that well, and then ask them for directions to the nearest place where you can get an STD test.

MISSION 4:

PHONE SPY

Walk around the city, and always get a look at people's phones while they are texting. When they notice you, look away quickly, then try again. If they try and ignore you, get closer and closer to their phone until ignoring you becomes an impossibility. Repeat.