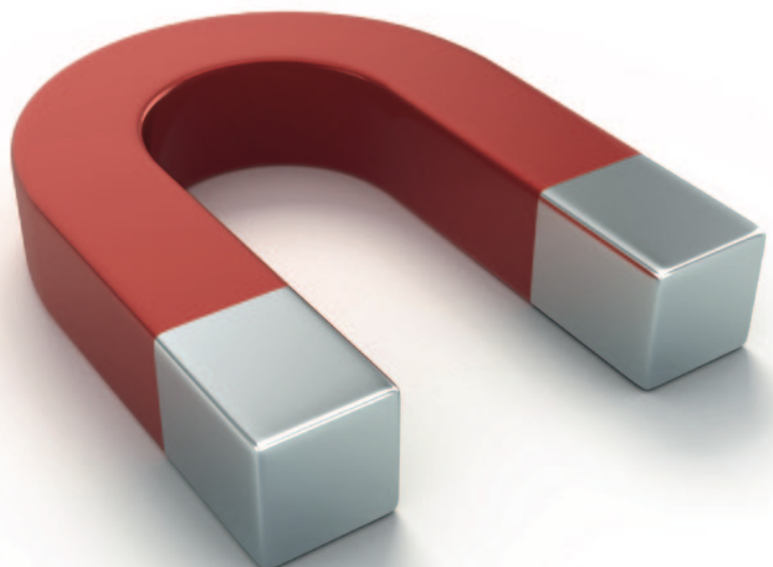


How to be more confident approaching women

by Mark Tyrrell

The **science** of why women find
self confidence so attractive
and how you can use it

Steps 1 and 4 from the course **10 steps to
be more naturally attractive to women**



How to be more confident approaching women

Mark Tyrrell

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A word from the author



Hi, I'm [Mark Tyrrell](#) of [Hypnosis Downloads](#), and I am the author of '[10 steps to be more naturally attractive to women](#)'.

Many, many men have difficulty approaching women.

As a young(er!) man, I myself was terribly shy with women and so I wanted to create this course to stop other men having the same troubles I had. I wish I'd known what I know now when I was a teenager!

The good news is that the science of attraction has advanced a long way in recent years, and we have put that research together with cutting-edge hypnosis to create the ultimate way to change yourself into someone who is both confident with women, and naturally attractive to them.

'How to be more confident approaching women' contains extracts from '[10 steps to be more naturally attractive to women](#)' and shows that it is possible for you to become perfectly at ease with women you find attractive.

I hope this free excerpt from the course will show you just why you can be hopeful about your future prospects with women.

You can [read more about the full course here](#).

All the best

A handwritten signature in black ink, appearing to read 'Mark', written in a cursive, flowing style.



Where do you start?

If you want to naturally and effortlessly attract women, you have to put some effort in.

Contradiction?

There may be some guys out there who truly never have to give attracting women a thought – but I’ve never met any, and I’m willing to bet you haven’t either. Of course, some people find the whole business of getting together with the opposite sex easier than others – like everything else in life.

But – like everything else in life – you can always get better at what you do.

And you know what? When you get really good at what you do, the rest of the world thinks it’s effortless.

What’s wrong with trying to attract women

Now the mystery of attraction between the sexes, on both sides, is that those who are most visibly making an effort are the least likely to be successful. If she picks up that you are ‘trying’ to attract her, she is most unlikely to be very interested. Why? Because you are focusing on the wrong thing. Or rather, on the wrong person.

No matter what you may be saying or doing on the outside, the focus *inside* when you are ‘trying’ is all “How am I doing? Am I winning or not?” And women can tell.

I hate to say this, but in the attraction stakes, this is shooting yourself in the foot. It’s all about *you* and not about *her*. She becomes just the trophy you are after, and believe me, there isn’t a woman on the planet who wants to be a trophy.

How much do you really want it?

Now before you get totally downhearted and conclude that there is no hope for you, let me ask you this.

Are you **really, truly, in earnest** about wanting to get together more easily with women, and maybe even find yourself a serious partner?

Are you ready to acknowledge that there is **no instant fix** or magic spell that will just 'make it all happen'?

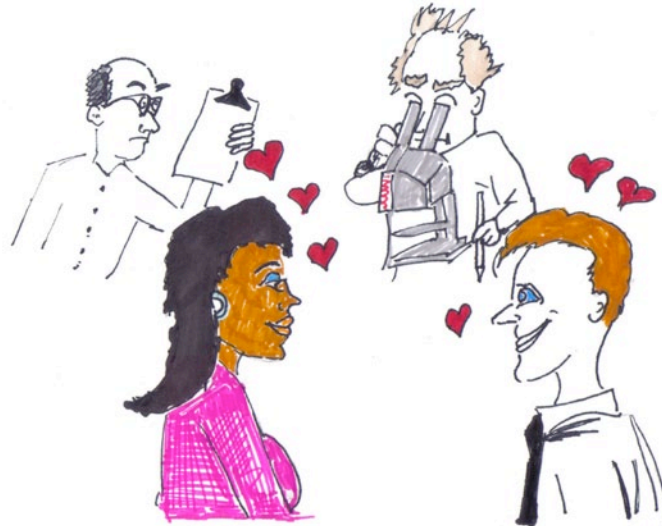
Are you man enough to **do what it takes** to learn what you need to learn so that you can give yourself the best possible chance?

If you can answer **YES** to those three questions, then I have good news for you.

What science has to say about attraction

A great deal of research has been done into what attracts men and women to each other. It is not just 'luck of the draw'. The critical factors have been analyzed in detail. There is no doubt that looks and wealth play a major role on the very big picture level of *all men* and *all women*. But down at the individual level – where *you* are – looks and wealth matter significantly less than you might think.

You might not be able to do much about your looks (though you can look after yourself and dress well). You may or may not have room for maneuver on the wealth front. But pretty well *every* other factor that counts in attraction between the sexes can be *dramatically* affected by *what you do*.



A great deal of research has been done
into what attracts men and women to one another

You already know what you have been doing so far hasn't got you the results you want. If it had, you wouldn't be reading this. Understanding *why* you have been doing things that don't work isn't as important as finding out what *does* work, *learning* how to do it, and *getting on with doing it*.

The researchers have already done the job of finding out what works. Now anybody can learn it, if they're willing. And that means *you* can learn it.

Hypnosis can help you make fundamental changes - easily

Here's some more good news.

If you want to master new skills, develop new habits and generally enhance your life, the most powerful tool available to help you is hypnosis. In hypnosis, you don't only learn at the conscious level, in your head. You don't just learn the 'theory'. You literally reprogram the neural pathways of your brain so that the new behavior becomes a real, natural, fundamental 'part' of you. Just who you are and what you do.

This is why the full **10 steps to be naturally more attractive to women** course **combines** the essential findings of the research scientists on what works in the attraction game with **carefully selected hypnosis sessions** to enable you to begin to make real changes that will really make a difference.

It won't only make a difference to how you get on when you meet women. It'll make a difference to the whole of your life, giving you a confidence and self-assurance and ease with other people that is not 'put on' as a ploy in the hope that somebody will be attracted – but is just who you naturally are.

And a man who is at ease with himself and others is just – naturally – attractive.

Interested? Read on!

How to be more confident approaching women aims to give you a real taste of what's in the full 10 step course.

And not just a few paragraphs.

As well as this introduction, you have

- the **full** text of Step 1 – **Building self confidence**
- the **full** text of Step 4 – **Approaching women with confidence**
- PLUS the **full** text of the article '*How to be more attractive*'

You won't find the practical exercises or the hypnosis sessions and assignments (available when you acquire the full 10 step course) but otherwise you have all the material included in these steps.

I believe you'll find them invaluable.

Mark

Building self confidence

[Step 1 of 10 steps to be more naturally attractive to women]

Talking to women is no small thing. We're talking about the beauty of human interaction here, and ultimately the very progress of the human species. So it makes sense to lay the ground properly and know what you're doing.

But what really makes a woman *want* to talk to you and – more crucially – become attracted to you?

It's often said that "love is blind" and there is no rhyme or reason as to why some people are attracted to some other people. We've all seen lovely women drawn to guys who fall a bit short in the personal beauty stakes and no, it's *not* just about money, because status can be conveyed in many different ways. It can all seem something of a mystery.

But there *is* science behind attraction. And in this course you'll learn what steps to take to naturally increase your personal sexual magnetism through tried and tested means.

Forget how you look, what you earn, or how big your... err... muscles are. There is something that you can't bottle, collect or see, but you and everybody else can *feel* it. And it can make all the difference in the world.

You already know what it is: **confidence**.

Women love self confident and relaxed men. In fact, the less stressed you are, the more sexually attractive you become. (1) Which, when you think about it, is rather good news for us guys because, while we can't make ourselves taller, or *that* much better looking (though we can make the best of what we have), we can all learn to be more self confident.

Women instinctively know when you're relaxed around them.



Self confidence can make up
for other shortcomings

How to attract women through confidence

But it's not just about *being* more relaxed and self confident, although women will certainly pick up on this. It's also about *projecting that confidence in the right way*. This is something we'll share with you throughout the course.

Human communication is incredibly subtle, and we all pick up unconscious signals all the time, so it's important that there is a close match between

- how you want others to *perceive* you and
- how you actually *feel* inside.

Sure, we can all fake self confidence to some extent, but to really benefit from this highly attractive quality you need to *genuinely feel* it. It needs to become part of who you are – a personal power, so to speak – that you can start to tap into *at will*. Especially around women.

Self confidence: Fake it to make it

Take a minute to really think hard about what self confidence *looks like*.

Head up? Open posture – easily taking up space with your body? Relaxed gaze?

In one study, researchers found that men who held their heads up were more attractive to women, (2) and another survey found that maintaining a confident body posture could – in turn – *make you feel more confident*. A kind of 'fake it till you make it' writ large. (3)

So *practice* acting and looking like a confident person – or, rather, looking like *you* when *you* are confident.

Exercise • You can do this

[Available in **10 steps to be more naturally attractive to women**]

Now let's look at the mysterious appeal of the 'bad boy'.



Some women are attracted to the self confidence and 'edgy' unpredictability of 'the bad guy'

Why do women seem attracted to the 'bad boys'?

It sometimes seems that a lot of women are attracted to 'bad boys', or 'jerks', but it's important to remember that it's not their 'badness' or 'jerkiness' that is the operative factor. It's the *self belief and energy* they exude. The badness/jerkiness may be the price (some) women are willing to pay just to be exposed to some of that refreshing self confidence.

That's how important it is.

Self confident men keep women on their toes and bring surprise, challenge and the excitement of the (pleasantly) unexpected into their lives. If the self confidence crosses over into arrogance, some women will still follow that confidence far into the badlands, just to stay connected with the intoxicating sense of powerful self belief.

Your self confidence needs to be optimal when you're around women in order to be your most attractive. How do you do that?

You start by focusing on your *general level of confidence*, regardless of women. In the later sessions we'll address how you can then *use* your improved self-confidence in attracting women.

That's why we're starting with a pure confidence builder.

So what is your first step in your journey to increased attractiveness to women?

Assignment 1 • Self confidence booster

[Available in 10 steps to be more naturally attractive to women]

Right, that's all for now; be sure to learn all you can from this first session.

Just relax with the material and 'make it your own', so that it starts to be second nature to you.

Notes

- (1) One study found that women considered men with low stress levels (as measured by levels of the stress hormone cortisol) more attractive than their stress-head counterparts. So simply learning to relax with women will make you considerably more attractive. This study ('Evidence for the stress-linked immunocompetence handicap hypothesis in human male faces') was published in the Proceedings of the Royal Society B in September 2010. Non-scientists may prefer to read this related news article: [Low stress levels 'increase male attractiveness to women', Abertay research finds.](#)
- (2) A tilt of the head, it seems, can make both men and women look more attractive, according to a new study. Australian researchers have found that men are considered better-looking when they tilt their heads backward. The study ('[A New Viewpoint on the Evolution of Sexually Dimorphic Human Faces](#)') was co-authored by Danielle Sulikowski of Macquarie University and Darren Burke of the University of Newcastle in Australia.
- (3) Liverpool University's Professor of Clinical Psychology and Headroom Consultant, Peter Kinderman, speaking to the BBC, stated: "There is considerable scientific evidence that just the physical act of a smile can induce positive emotions in a smiler, just as standing straight and looking up can help us feel more confident." (See BBC News article: [Swansea accentuates the positive](#))

Approaching women with confidence

[Step 4 of **10 steps to be more naturally attractive to women**]



Our doubts are traitors
and make us lose the good we oft might win
by fearing to attempt

William Shakespeare (babe magnet extraordinaire)

I'm going to share a few secrets with you on the best way to approach women, and then I'll give you some 'exercises' to do.

Before we start, I want to draw your attention to something. When I talk about 'what women like', you must always remember that I am talking *generally*. This is important – and here's why.

The secret of Matt's success

Back in school at the age of fifteen or so I don't think I'd yet had a coherent conversation with a girl, let alone dated one. But my friend Matt was a different story.

Matt had loads of girlfriends. We other boys couldn't see what Matt had that the rest of us didn't. He wasn't specially good looking. Or funny. Or stylish. He was pretty average all round, as far as we could tell. But he *did* have something: a working knowledge of 'the numbers game'.

The truth struck me at a school dance. Matt would go round and ask *scores* of girls to dance with him. If one said no, he'd simply move on and ask another. I cornered him the next day and quizzed him about this, and I remember nearly word for word what he said (it was pretty important information for me!).

"The way I see it," he said, "it's like this: if I talk to, say, sixty girls in an evening, perhaps forty of them are going to talk to me, quite happily. Then out of that forty, maybe twenty will dance. And out of that twenty, I can count on at least two being prepared to go on a date. But I can't tell in advance which two it will be!"

Wow. It really was that simple.



Always remember it's a numbers game!

What Matt had that the rest of us didn't (at that stage) was the ability to brush off rejections and see the bigger picture.

It really is a 'numbers game'. And that's what I mean by 'generally'.

Even if – 'generally' – you are not the ideal of physical perfection, if you are confident enough to play the numbers game (perhaps with a bit more subtlety than Matt), you will meet women who want to know you – and especially if you take what you are doing on this course seriously.

So what I *want* you to do is to rack up *lots of rejections*.

Why? Because that means you're practicing the numbers game and getting better as you go. Matt wasn't any better at talking to women *at first* than any other lad, but he learned. Through *practice*.

So how do you actually approach women confidently?

He who dares wins (and attracts women...)

Remember in Step 2 how I cited the research that shows 'bravery' as the most desirable characteristic? Well, guess what? The very act of *approaching* a woman demonstrates to her that you've got, well, balls (if you'll pardon the expression).

The truth is, the more attractive a woman is, the *less* likely men are to approach her. This is because they assume they don't have a snowball's chance in hell. So, whether the approach is ultimately successful or not, your courage in making it will be noted, and appreciated.

But before we get onto the confidence bit there are some do's and don'ts to keep in mind. I said it's partly a numbers game, and it is, but that doesn't mean there isn't an *art* to approaching women.

Approaching women with style – the dos and don'ts

DO THIS!

Do approach women you are **actually attracted** to if you are looking for a date. But for 'practice', talk to as many women as possible.

Do **think about the context** of your approach.

Sure, she might like to talk to you, but how busy is she? She needs to have the time to speak to you and not be rushing back with the groceries or trying to meet her boss's deadline on something.

Do accept refusals with **grace** (and mark it up to experience!).

DON'T DO THIS!

Don't **be obvious** about 'the numbers game'.

If a woman has seen you buttonhole every other woman in the bar before you get to her, she won't feel very special. Be discreet.

Don't be too **intense**.

Remember, you are a talker, not a stalker (we'll come onto how to actually talk to women in later sessions).

Don't approach women when you are **drunk**.

True confidence doesn't smell of whiskey or beer, or spit while talking, or leer suggestively down cleavages.

Exercise • The more, the merrier

*[Available in **10 steps to be more naturally attractive to women**]*

In the next step of this course, I'll be describing certain behaviors that will most likely enhance your attractiveness, but before all this you need to be in the right *emotional* state to approach an attractive woman.

Remember, women find men who are stressed less attractive – it's as if they can unconsciously detect the higher levels of stress hormone pumping around your system. So it's vital to be able to *relax* when talking to new women.

If you have been following these steps carefully so far then you'll already have started to feel more relaxed generally and specifically around women. But to make this feel truly natural and instinctive, so that you can almost forget that it's happening, you need to *specifically* rehearse approaching women while feeling relaxed in your mind.

The more you do this, *specifically*, the more incredibly natural and easy it's going to feel.

Assignment 4 • Approaching women

*[Available in **10 steps to be more naturally attractive to women**]*

Be sure to notice small changes as well as big ones in how you *feel* about approaching women as well as in what you *do* about approaching women.

In the next session, I'll give you some tips on how to actually 'be' when attracting women, and tell you more about what science has to say about 'attractive' behavior.

Article • How to be more attractive

9 tips to be more magnetic to people you fancy

“You stop even seeing good looks after a while! You start taking them for granted because you need more from a person. If you can demonstrate ‘more’ when you meet people, then you are often seen as attractive regardless of looks.”

“Too many men and women trade on their looks but don’t work on their personality or character. A book might have a wonderful cover, but if that’s all it has then who will want to read it? Girls, as you say, seem to like me because of who I am, what I say and do. I’m no looker, perhaps, but I’m not talking about beauty here; I’m talking about attractiveness.”

I had merely exclaimed to a pal (perhaps a tinge enviously) how women seemed to fall at his feet. How did it happen? I was still under the illusion that looks were all when it came to dating, but Matt didn’t have looks, he wasn’t tall or rugged, but he was funny, razor sharp, confident, knew how to talk, and he had his own unique style. In short, he had ‘something about him’ in bucket loads.

The vital difference between attractiveness and beauty

Physical attractiveness boils down to whether someone looks as if they would be a good ‘vehicle’ in which to pass on your genes to the next generation. Markers of fertility in women include youth, waist to hip ratio, healthy skin, fuller lips and white teeth, clear large eyes, small chin, and glossy hair; and in men, height, clarity of eyes and skin, muscle mass and tone, good teeth, and other ‘health markers’. This all adds to a sense of health, vitality, and a good genetic bet.

In both sexes, physical symmetry is deemed most attractive. However, someone can look great, tick all the gene boxes, but leave you colder than a March morning on the north face of Everest. Attractive people can even be ‘ugly’ on paper, but they hold some kind of fascination.

What I want to talk about here are the behaviours that will make you more attractive regardless of how you look. After all, as Matt said of himself, he was “no looker”.

1) How to be more attractive: Like other people

That’s right; being an unsmiling, ‘cool’ and mysterious, reticent façade hinting at a tortured unhappy soul may attract some people, but not most people. People like people who seem to like people. And how do people demonstrate they like you? They smile. Smiling faces are deemed more attractive (1), and smiling whilst looking directly into the eyes of another person makes you seem even more attractive. Smiling sends messages like: “I am likable. I like you. I am confident, optimistic, and energetic.” So drop the intriguing ‘misery chic’ and laugh, smile, relax, and find the best in others. And leading on from this...

2) Make people around you smile (especially people of the opposite sex)

Matt would walk into a room and within minutes, women would be laughing and smiling. He had an impact and everyone could see many other people liked him. Why was that important?

According to a study by British psychologists (2), we’re more likely to find someone attractive if we catch members of the opposite sex smiling at them. In the tests, women rated men more attractive after they had been shown images of other women smiling at them.

The researchers found that men respond to women in the same way - if she seems popular (judged by how much other men smile at her), she’ll seem more attractive to a man. Both sexes subconsciously take account of their sexual competitors’ views when judging the appeal of a potential partner and may place value on a potential partner based in part on how they feel others value them.

So next time you’re out and about and you want to appear more attractive, it’s worth smiling and being friendly to everyone around you; because when they smile back at you, it’s going to make you more attractive. But...

3) Reserve special attention for the person you want to attract

Special focused attention is flattering. So whilst it’s great to have other men or women smiling at you, to be more attractive to that special person you need to be especially interested in them. Ask about them, talk about them (but not just about them, else you’ll seem stalkerish). How much attention we give someone (not too little or too much) can even make us seem more attractive when someone has never met us.

Research was done (3) on what made the most attractive personal ads for both men and women. For both sexes, ‘it’s all about you’ ads which gave little or no personal information were deemed a little creepy, whereas the ‘it’s all about me’ ads were equally unattractive, making the writer seem a self-absorbed bore. The most effective personal ads were about 70% me and 30% you. So if this tells us anything, then lavish

attention on the person you are interested in up to a point. But also show that you have your own life.

4) Be more attractive by being yourself more

Keep it real. Well, realish. Most people make special efforts with those they're attracted to and that's fine, but don't fake it completely. I knew a woman who would pretend to have done all kinds of things she hadn't if the guy she was with expressed his interest in it: "Oh really? I love football/scuba diving/19th century Patagonian stamps too! What a coincidence; we were obviously made for each other!"

People will know if you are faking it to that extent. Being comfortable within your own skin is attractive and that means having your own point of view, likes and dislikes, and ideas and interests.

5) Be a little different

Go out in my home town on a Saturday night and get mugged - I'm (half) kidding. Seriously, you'll see hundreds of young men and women all dressed the same, same clothes, speaking in the same tones, using the same words, texting furiously at the expense of just enjoying being with the people that are physically present. Of course, conforming to type is important for most young'uns - especially if they feel they haven't yet formed their own identity. But to be especially attractive (above and beyond physical looks), you need to be a little different or at least memorable.

Consider adopting a certain subtle style of dress. Decide what your opinions are. Don't just go with the herd. Listen to and learn from those who communicate well and learn to communicate in your way. One thing I noticed about Matt was his unique way of talking and using language.

6) Health is sexy

'Heroin chic' aside, markers of health are attractive. So you may not naturally be the most symmetrical, stunningly beautiful woman or handsome man, but anyone can try to get enough sleep and exercise (both of which are natural beautifiers), eat healthily, and avoid too much alcohol.

7) Don't dis your exes

If you want to be more attractive, don't communicate too much negativity. Cynicism is depressing. But it's especially not a great idea to rubbish your ex-partners (at least not too soon!).

Hours spent offloading your regrets, anguish, and resentments over past loves can make any possible new ones feel as redundant as sunscreen oil on a winter's midnight. And they may feel they're getting an unwelcome glimpse of their own possible relationship fate.

8) Be bold - but caring

Both men and women like daring men and women. Women like men who are brave and take calculated risks (4) and men like women who are direct and bold in their chat up lines (5). We men don't like subtlety when looking for signals as to whether a woman is interested.

And it seems that women are more likely to feel a brave man will look after their interests better than a less confident guy - the need to feel protected apparently runs deep. But it also seems that women don't just like macho, but a blend of brave and caring, tough and sensitive. Demonstrating these traits is what makes you attractive - so if you're a guy, cuddling a poodle whilst talking about your next white water rafting expedition should do it.

9) Be funny (if you're a man)

A man can be perceived as daring if he uses humour, especially in front of groups (where the risk is he fails to raise a laugh). Yet, be warned: men prefer women who laugh at their jokes, but don't crack funnies of their own too much. The fact is, in general, men don't like women who are funnier than they are! (6) I cringe to even write this. But women do tend to find funny men attractive; so if you're a guy, make 'em laugh, and if you're a woman (and want to seem attractive to a man), find one who genuinely makes you split your sides.

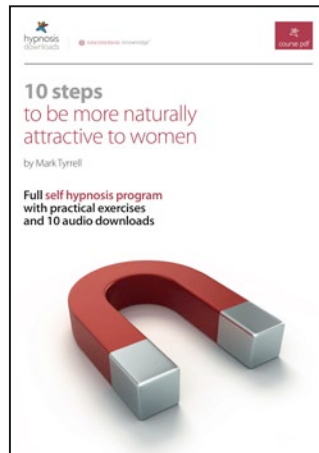
Remember, all of the above should be by products of you relaxing with yourself and being friendly and interested (which make you interesting). Trying too hard to 'be more attractive' can produce diminishing returns as the 'trying' starts to get in the way of the 'just being'.

Matt's attractiveness was apparently effortless, but was also founded on natural psychological insights.

Notes

- (1) Claire Conway and colleagues at the University of Aberdeen in Scotland found that both men and women deemed faces looking straight at them to be more attractive and more likeable, even if the faces looked disgusted. Though unsurprisingly, there was a greater preference for smiles.
- (2) According to research carried out at Aberdeen University in 2007 by Ben Jones, author of the paper in the Royal Society's biological research journal.
- (3) As reported by Dr Richard Wiseman in his marvellous book *Quirkology: The curious science of everyday lives* (pgs 168-172).
- (4) In a recent study entitled 'Who dares wins', two researchers conducted experiments on attraction and found that women prefer risk-prone brave males to risk-avoidant non-brave males. Kelly, S., Dunbar, R. I. M. *Human Nature*, Vol. 12, No. 2. (2001), pp. 89-105.

- (5) According to the research reported in the journal *Personality and Individual Differences*, scientists at Bucknell University in Pennsylvania, USA, found that men prefer a direct, no-nonsense approach when being chatted up by women, since they had trouble 'reading' hints, even if they were accompanied by coy smiles and body language.
- (6) "Men see being funny as a male thing," explained Dr Rod Martin, who led the project. The findings are published in the scientific journal *Evolution and Human Behavior*, January 2006.



A powerful 10 step course that uses hypnosis to program your unconscious mind with the attitudes of men who are confident and successful with women. [Find out more.](#)

10 steps to be more naturally attractive to women

Full self hypnosis program with practical exercises and 10 audio downloads

Introduction

- Step 1 Building self confidence
- Step 2 Overcoming self consciousness
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- Step 7 Conversation starter
- Step 8 Be funny
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- Step 10 Dating confidence

PLUS FREE BONUS STEP

Overcome fear of rejection