

The Approach Ladder

Step 1: The Light Flicker

Every week you are going to have a new step to climb on the approach ladder. Each step will help build you up and get you started in using your approaching muscle.



I have worked with 100's of thousands of men over the years and one of the most common questions I get is: how can I approach a woman I am attracted to and make her want me?

To which my response is typically: "do you know how to approach other people? Are you comfortable approaching a random guy on the street?"

The response I usually get back is I can't approach them either but what does that have to do with approaching beautiful women I want?

This comment is very common. In fact, I used to think the same way when I was overcoming my extreme approach anxiety, after I had my stroke at the age of 20.

I used to say; "How does approaching stupid random people help me approach and engage people I actually want to talk to?"

You may believe that your approach anxiety is strictly isolated towards women you find attractive but I guarantee you that this fear is towards all people that you feel you have no business talking to.

Once you can approach any stranger, without too fear or anxiousness (a little fear is *natural* and part of the fun!) it will make it 10x's easier to approach women are attracted to.

Steps:

1. Approach people you find hideous ;-)
2. Approach women you are NOT attracted to
3. Approach women you want

LISTEN UP: If you have trouble approaching a 75-year-old man on the street, who you want absolutely nothing from, then how are you going to ever approach a beautiful women that you want to date or have sex with?

Work in little steps and soon strolling up to a gorgeous woman in the mall is going to feel a lot more natural.

Your first step in the approaching ladder is called The Light Flicker. It's a small step but an essential step you must take to get to the top of the ladder.

Approach Ladder Step 1

For this week, you must:

Approach 10 PEOPLE a day and say “hi, how are you doing” then walk away.

Random people. People that cannot accept your money (waiters, retail clerks, bus drivers etc...).

The exercise of approaching 10 people a day is the exact same exercise I gave to myself and the same exercise I have used to coach 1000's of men to success with women.

Once you start doing this exercise, you will start to see what myself and 1000's of others have seen.

You will see how much you change.

You will see how people will start engaging you.

You will see how opportunities are always around you.

Because opening yourself up to everyone, makes you ready and prepared for when someone great comes along. If you are not ready, you will miss the opportunity every time.

Approaching 10 people every day:

Increases Your: Confidence, comfort level and energy.

Decreases Your: Fear of rejection, attachment to an outcome, stress levels when approaching those you want to approach.

Overall it will make it easier for you transfer that comfortable, natural approach to a person you are interested in.

There is a world of people around you and it's time to start noticing.

Think about it from a woman's POV. If you are that guy who walks into a place and says hi to people, starts conversations, engages people, she's going to want you. You are a man of value. A man everyone knows or at least she thinks that.

You suddenly become more appealing without saying a single word to word to her.

On the flip side, if you go unnoticed and suddenly sneak attack her with an approach, possibly your first approach of the day, and you're all nervous and don't know what to say, she'll write you off in a matter of seconds.

You are not allowed to go home until you approach 10 PEOPLE.

People are everywhere: supermarket, coffee shops, and street.

Your Job:

Your only job, other than approaching is to take notice. Take notice

of how people react, respond. Are they surprised? Are they nice? Are they not nice? Are they happy to be approached?

I call this step the light flicker because saying hi to people out of the blue, is literally like flicking a light switch. Suddenly people become alive under your control.

Have fun!

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