

**Secrets of Supreme
Confidence: How to be
“Ten Foot Tall and Bullet
Proof” in any Area of Your
Life**

**By John Alanis
“The KING of Let ‘em Come to You”**

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Hey guys...

One theme I hear over and over in all my correspondence with guys is, “I’m not confident” or “I’m scared,” or “I’m nervous”... and “it keeps me from being successful with women.”

I understand where you guys are coming from, because I’ve been there. I used to get scared (to the point where I’d start physically shaking), nervous, and start thinking to myself, “this sucks, this feels bad, no woman is worth feeling this way over.”

Used to. But not anymore. And I’m going to share the process with you guys today of how I went from absolute fear to supreme confidence. I’m convinced you can do the same for yourself, if you take action.

People like to throw the word “confidence” around, but few really know what it means. Here’s what it means to me: absolute belief in yourself that YOU have control over all your outcomes BECAUSE you are prepared. When you combine belief with preparedness, you can’t help but exude confidence.

See, most people have neither belief nor preparedness. And they constantly compare themselves to others and fall short... hence they lack confidence. When you compare yourselves to others and you know you’re more prepared than they are your confidence will soar. And when you STOP comparing yourself to others, and compare yourself only to standards of excellence you have set for yourself, that’s when you have Supreme Confidence.

There’s also a corollary to confidence, and it’s this: not caring one bit what other people think about you. This is a trait shared by all successful people... they don’t give a rat’s ass about what other people think of them. They just don’t care, because they have an unshakable belief in who they are. Now, this most certainly does NOT mean they deliberately try to piss other people off. Or try to impose their beliefs on them. They don’t. Instead, they know that what they do works for them, and they know most other people have no clue what they’re talking about. Why? Because they’re prepared and others are not.

Take me for example. I have strong opinions and strong beliefs. Strong opinions backed by strong beliefs AND strong results create two reactions in other people: they either say, “yeah, right on King, it’s about time somebody has the guts to say what I’ve been thinking,” or “you’re a know-nothing loud mouth who just likes to toot your own horn.”

They’re either with you, or they’re against you, but they’re not ignoring you. And that’s the important thing: they’re paying attention to you because your strong beliefs, your strong self image produced an emotional reaction in them, either positive or negative. That’s confidence, guys. They respond to you, not you to them.

Weak opinions backed by weak beliefs produce NO reaction in others and therefore no results.

Look, I get told 20 or 30 times a day via email that I'm a loudmouth, an idiot, my stuff doesn't work, I'm a "dangerous jerk," I'm a "manipulator," etc., etc. And I don't care a whit... I find it quite amusing, AND if I don't get that type of feedback I start to worry because I know I'm not producing an emotional reaction in my readers.

See, for every "you're an idiot" email I get 4 or 5 telling me I'm great, I'm a visionary, my stuff works better than they ever could have imagined, etc., etc. And while I enjoy reading emails like this, I don't let them go to my head. Why?

Because I'm confident, but not arrogant. What's the difference? The confident guy recognizes he gets results, but realizes he can never quite learn, never quit preparing himself, and as smart as he is knows there's someone smarter, better, more talented, etc. etc., waiting just around the block. The arrogant guy thinks he knows everything, and as a result stops learning. And because he stops learning, he gets his teeth kicked in by the smarter, harder working, prepared guy.

The key to confidence is this: don't believe what anyone else says about you good or bad-- trust in your own abilities and results. Again, ability and results come from preparing yourself to succeed.

And now we get to the root of creating confidence. Yes, confidence can be created. And it's created by achievement, no matter how small to begin with.

When I was at my worst with women, I was in pretty bad physical shape—fat and sloppy. But, I decided I didn't like being that way, so I started reading about fitness and nutrition. And I started taking action.

You know what? A real funny thing happened to me: I started to see results from my actions. Oh, they weren't huge at first, but they were results. My pants were looser in the waist, and my shirts tighter in the chest. I went from 155 on the bench press to 185. All this happened in a month. And as I started to get results, I started to get more confident. I wasn't that much better looking (yet), but I knew if I applied what I now knew worked for me, I'd get there. So, I kept doing it. And I discovered something remarkable: my confidence "transferred" from one area to another!

Why? Because I'd discovered a "confidence building process." I knew nothing about fitness and nutrition, but after doing some simple research, taking action, getting results, and doing more of the same, my confidence soared, no matter the subject. I prepared myself to succeed. Here's the confidence building process I discovered:

Supreme Confidence Building Process

Note: before going through this process, sit down and WRITE out the specific goal you want to achieve in a specific time frame, i.e. define the “conditions for victory.” This will directionalize your mind to seek out the correct information you need to succeed. Yes, this is “Goal Setting 101” but it works, and while most people TALK about it, few DO IT.

1. Research—get good information from reliable sources. This is the first step in preparedness. The best source is from doers who’ve taught others to do.
2. Diligently study and absorb the information. Read it, listen to it over and over. You won’t “get it” the first time, but as you study it more and more you will start to have “flashes” of understanding and then complete understanding. This is just how the mind works... every time you re-read something you will see it from a new angle and get new understandings. This is true preparedness.
3. Take action—use the information. Go out and use what you’ve learned. Knowledge without real world application is useless... it produces phony confidence... you sound like you know a lot, but you’ve never applied it. Confidence and belief come from action.
4. Get results from the action you took. Keep this in mind: there’s no such thing as failure, only feedback. If you don’t get the results you want, that’s OK—in fact, you should expect to NOT initially get the results you desire—this is simply how the world works. You won’t be disappointed when you don’t, because you know if you keep taking action in the long term, you will get the results you desire. You “fail forward” into success.
5. Calibrate results. You’ve heard it before, but it bears repeating: The definition of insanity is doing the same thing and expecting different results. If you didn’t get the results you wanted (or even if you did) you need to sit down and carefully review your actions, looking for what you did that worked, and what you did that didn’t. Then you continue to do what worked, and take another course of action in place of what didn’t. This is how you zero in on a goal and create a refined course of action that works every time.
6. Refine action, get more information if necessary. Sometimes if what you’re doing is not working, you need to check the source of your information. There’s an old saying that goes, “School’s never out for the pro,” and it is 100% true. It’s a good idea to get information from multiple sources with multiple perspectives. That way you have a lot of information to draw on if you’re not getting results. I actively encourage all my guys to buy OTHER PEOPLE’S “meet women” products because many of them will give you a different perspective and course of action.

7. Test again, repeat. After you've done your evaluation, gotten more information and refined your course of action, it's time to go take more action again. Just keep repeating the process until you've achieved your goal. This "repetition of process" is what really builds your confidence.
8. Teach new skill to others. Once you've mastered the skill, you can really kick your confidence (and esteem) into overdrive by teaching it to others.

Here's an important key: first master the confidence building PROCESS by applying it to "smaller areas" of your life, then apply it to "major areas" where you lack confidence. Start with easier skills to build, then simultaneously move onto other skills. Confidence in one area bleeds over into other areas.

For instance, I used to love to play poker in college and in the oilfield. I was terrible in college, and really had no confidence in my poker playing ability (which was backed up by my continuous losing)... but I had a friend who was really good, and I wanted to beat him. So... I applied the same confidence building process to poker that I did to fitness: I did some research (bought a book by John Scarne, a famous gambler), prepared myself, took action (practiced like Scarne said to), tested my skills (played poker with my buddies, using my new knowledge), and got results (consistently went home a winner).

In college I was known as a loser at poker... when I got to the oilfield (with my new knowledge) I was known as "the big winner" and I had incredible confidence. Obviously this is not a "major area" of my life, but it gave me great experience with the confidence building process so I could apply it to other, major areas, of my life. I was "confident" in the "confidence process!"

How did I get confident with women? Exactly the same way I got confident in my fitness abilities and my poker playing abilities: I did some research, took action, got results and then took action based on those results, all the while not caring a bit what guys thought about me (and at first a lot of them made fun of me for going to a "Seduction Seminar"—now they beg me for advice and wish they had my confidence and results).

So, if you're having confidence problems with women, you need to master the confidence building process. Find something minor you're deficient in right now, that you can get quick results via application of good information. If you want a suggestion, try fitness... there's no faster way to build confidence than by getting in great shape (I'd consider that a major area, but it's extremely easy to get fast results with. Go check out www.MattFurey.com for the CORRECT information on how to get fit fast). As you go through the mastery process, pick another skill you can master quickly (public speaking is a great one, go to www.toastmastersinternational.org) and do so. Then, put your new confidence to work in the area of success with women... you will be astounded at the

results. And you will have new skills you can use for life, plus unshakable confidence... just like the King!

If you want some further confidence and self-image building resources, go check out www.psycho-cybernetics.com Visualization in the “theatre of the mind” can rapidly accelerate the confidence building process, and this website will show the resources to do just that. Pyschocybernetics has been used by just about every successful business person or pro athlete to accelerate their success, and it can do the same for you.

On with the fun...

-John Alanis,
The “King of Let ‘em Come to You”