



Approaching Women Confidently

...and making attractive first impressions.



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Table of Contents

<i>6 Reasons You Should Actively Meet Women</i>	3
<i>The 4 Fundamentals of a Good Approach</i>	5
<i>Meeting and Starting Conversation</i>	10
<i>Dressing Well and Looking Your Best</i>	14
<i>The Basic Rules of Fashion</i>	14
<i>Required Items For Your Wardrobe</i>	15
<i>Frequently Asked Questions</i>	17
<i>What if she rejects me?</i>	17
<i>What are the differences between meeting girls at night vs during the day?</i>	17
<i>How do I get rid of my approach anxiety?</i>	19
<i>Don't girls just want to be left alone?</i>	19
<i>What if I don't have anything to say?</i>	20
<i>Contact Me</i>	21



6 Reasons You Should Actively Meet Women

Realizing I had the option of meeting women completely changed my life. Here's how it can change yours.

Have control over your dating life

Once you start meeting women actively, you are in the position of power. It's your choice to pick a great woman and you don't have to feel helpless. If she isn't your type and you don't click, you can find someone else.

Build higher quality relationships

What's the likelihood that the first woman who comes into your life is perfect for you? Or even highly compatible? The divorce rate is 50% because people rush into relationships that aren't right.

By having the option to meet any woman, you dramatically increase your chances of creating something meaningful and fulfilling. Trust me, it's better to be single than in an unhealthy relationship.

Confidence in the bedroom is confidence in the boardroom

As your confidence with women increases, so does your confidence in social and professional settings. The same skills you use to attract a woman will benefit you in presentations, networking opportunities, and meetings. Strong body language, vocal tonality, and eye contact are vital to your career.

Expand your social circle

Even if you don't hit it off with a girl, you can make a new friend. And guess what? Women have female friends they'll introduce you to. Also, having a wingwoman by your side is one of the best ways to meet *other* women. By going out and being more social, you'll find good company.

You will grow as a man

Approaching an attractive woman takes courage. You have to overcome your fears and put yourself on the line. You get better at listening, being comfortable in your own skin, and not taking rejection personally. Most of all, you learn how to express yourself honestly and create deep connections with people.

Meeting women is essential to transform from a "nice guy" to a real man.

Because it's really fun

Experiencing a magnetic connection with a woman is an unbelievable feeling. Having a girl laugh at your jokes, open up to you, and become attracted to you is a feeling that no man should ever miss out on.

And let me tell you, there are few things as incredible as being in bed with a gorgeous woman. To get there, it all starts with hello.



The 4 Fundamentals of a Good Approach

1. **A Genuine Smile.** Nothing makes a stronger first impression -- it exudes positive energy, is non-threatening, and shows you've got guts.

A girl wants to be with a guy she can have fun with. She won't be able to relax and enjoy herself if you seem nervous, tense, or just plain blank-faced. And if *you* don't smile, you can't expect her to reciprocate.

2. **Strong Eye Contact.** Constantly looking down or anxiously darting your eyes makes a woman uneasy. Be boldly honest and communicate your interest through locking eyes -- she'll find you more trustworthy and intriguing.

Exercises to improve eye contact:

Walk down a busy street. For every person coming towards you, hold eye contact and smile. You'll notice how many people perk up and will return a warm smile or greet you.

After that, start greeting them with a simple "Hi" while smiling. Again, you'll notice how many people return the gesture and how it encourages your mood and motivates you. This will help overcome approach anxiety as well.

Practice eye contact regularly throughout the day with cashiers, baristas, tellers, and everyone in between.

3. **A Clear and Powerful Voice.** Slow down and speak clearly. You can't build a connection with a girl if she's struggling to understand what you're saying. Speak with purpose — it draws her in and hides any

nervousness you're feeling.

Learn to project from your diaphragm (chest voice) and not from your throat (head voice). You will have a more resonant and attractive tone that carries. When you're using the right muscles, your real voice will begin to come through.

See this [chart on diaphragmatic breathing](#) and this [article on vocal projection](#) for reference. YouTube has tons of great videos on these subjects as well.

Exercise to find your chest voice:

Hum at a comfortable pitch. Move the pitch slightly lower; pay attention to how your chest feels. Hum until you can feel the vibration in your chest. Continue humming and try to increase the vibration. Next, move the pitch slightly higher; pay attention to how your nose and mouth feel.

Open your mouth. Hum until you feel the vibration in your tongue and lips, behind and above your mouth. Continue humming and try to increase the vibration again. Finally, return to your chest once more. Repeat the whole exercise, always ending with your chest in order to develop a full, luscious sound.

Exercise to develop your chest voice:

Sitting straight or lying down, put one hand on your stomach. Breathe in, attempting to move your hand out as far as possible. Your stomach should rise while your chest stays relatively still.

Notice how it feels; this is how you want to breathe when you speak in order to use your entire lung capacity and get the fullest, strongest, and richest sound.

Exhale quickly but make no sound as you do. Sound is an indication of tension. Breathe in again. Now, when you exhale, say the first letter of the alphabet. Continue until you reach Z.

As you progress through the alphabet, pretend that with each letter you are speaking to a target farther and farther away. By the time you reach the end, you should be very loud and strong.

4. **Self-Assured Body Language.**

- **Stand tall.** Don't slouch or hunch over. Years of playing Quake and Diablo didn't make this a simple task for me, but by consistently reminding myself it became second nature.
- **Keep your head up.** Look straight ahead at the horizon and avoid looking down while you walk.
- **Take up more space.** Place your feet shoulder width apart while standing and sitting. This demonstrates you are relaxed and comfortable.
- **Relax your shoulders.** They should not be stiff or tense. Lift your shoulders up and let them drop. They should fall back and rest naturally.
- **Don't cross your arms or legs in front of you.** Closed body language looks defensive and like you're protecting yourself. Think about it: when someone gets mad or upset, what do they instantly do? Also, we tend to mirror body language and if you don't look relaxed, the other person can't relax either.

The only exception is the [figure 4 position](#) as you are still taking up space in a comfortable fashion.

- **Avoid leaning in to talk to women in loud venues.** Getting too close too soon from the front is aggressive and distracting. Speak louder (from your diaphragm) or move to her side (helps you

touch easier as well!). If you're in a tight space, rather than standing awkwardly, see if there is something you can lean against.

- **Hold your drink to your side.** When you're at a party or bar, nothing shows you're nervous like clenching a drink against your chest. Always keep your glass down and to your side while not drinking.
- **Never put both hands in your front pockets.** One hand is okay but both looks nervous. If you absolutely need somewhere to put your hands, your back pockets with your thumbs out displays open and inviting body language.
- **Move slower and with purpose.** Sudden movements scare people and seem like you're anxious. A man who walks and talks in a collected manner radiates confidence.
- **Talk with your hands.** Use your hands to emphasize points and add passion to what you're saying. Always keeping your hands stiff by your side makes you seem uncomfortable. Just don't put them in someone's face — chest level and below is perfect.
- **Eliminate nervous ticks and bad habits.** This goes for foot tapping, face touching, nailbiting, nose picking, or fidgeting in general. They distract the other person and you appear uneasy and agitated.
- **Don't approach from behind.** Always from the front or the side. It doesn't allow her to see you coming, startles her, and starts the interaction awkwardly.
- **Observe others.** This is the best piece of advice I can give you. Watch the guy surrounded by women at the bar and see how he presents himself. Similarly, pay attention to handsome Hollywood actors (like [Jon Hamm](#) on Mad Men) [in interviews](#) and [on screen](#). Take note of their facial expressions, hand gestures, and overall posture.

Exercises to improve body language:

Core and Back Training

When I started working on my body language, no matter how hard I tried, my body fought against it. Once I began exercising my core and back, everything came together. Pull-ups, squats, deadlifts, and crunches developed my muscles so they held me up in correct form.

The Wall Technique

Stand with your back against a wall. Look straight ahead, relax your upper body, and place your feet shoulder-width apart. At this point, your heels, shoulders, and head should be touching the wall. If any of them aren't, adjust your stance until all three make contact while still feeling comfortable.

Golden Rope

Relax your whole body while standing. Take one hand and touch the crown of your head. Now imagine you are pulling yourself up from a rope on that very spot. You should feel your body rise into an upright stance with your spine aligned under your head. Your shoulders should fall back naturally while keeping your chest up.



Meeting and Starting Conversation

The perfect time and best way to approach is when you just man-up and go for it. There are an unlimited number of places to meet women:

- Supermarkets
- Coffee shops
- Book stores
- Clothing stores
- Malls
- Gyms
- Public parks
- Public transportation (buses, trains, taxis)
- Bars and clubs
- Social events and hobbies (concerts, dances, classes, parties)
- Online (dating sites, meetup.com groups, social media)
- At school (college is an amazing place to meet people)

Now before you run up to the chick at the bookstore, you should understand the concept of **risk vs. reward** and its impact on meeting women.

“The principle that potential return rises with an increase in risk. Low levels of uncertainty (low risk) are associated with low potential returns, whereas high levels of uncertainty (high risk) are associated with high potential returns. According to the risk-return tradeoff, invested money can render higher profits only if it is subject to the possibility of being lost.” ([Investopedia](#))

In relation to dating: generally, being upfront with your intentions (high risk) will increase your potential progress with a woman but also increase your chance of rejection. If you stick with small talk (low risk),

she'll most likely be receptive and friendly towards you, but it'll take more effort to hold her romantic interest.

Sometimes you've got to go all-in to see if she feels the same way about you; if you're not getting rejected, you're not taking enough chances.

The three main ways to start a conversation

Indirect – Asking a friendly question or opinion (low risk, low reward)

“Do you know where the nearest Dunkin Donuts is?”

“What are you taking pictures of?”

“How'd you like the band?”

“I need some advice on getting my 5-year old nephew a birthday present. Any suggestions?”

“Hey can I ask you something, what do you think of these shoes?” (in a store, while shopping)

Situational – Commenting on something in the moment (medium risk, medium reward)

“Your dog is awesome! Can I pet him?”

“5 bucks says he won't make the train doors before they close.”

“That book is incredible by the way, you have good taste.”

“This drunk guy behind me keeps bumping into me...save me!”

“I noticed you eating alone, mind if I join you?”

Direct – Stating your intentions upfront (high risk, high reward)

“I know this is going to seem completely random, but I thought you were cute and wanted to introduce myself. I'm Nick.”

“I have to tell you, you guys look like you're having the most fun here!”

“Those are some sweet dance moves you got there :)”

"You have such a badass creative style, I love it."

"Hey, you looked interesting and I wanted to come say hi." or just a simple *"Hi"* (my favorite)

All three ways to start conversation have their own advantages and disadvantages. Some may work better depending on your personality or the personality of the girl you're talking to. Try using all three many times — you'll start to see what's your forte.

Remember, these are guidelines and not a script. You can use the examples as a fallback but you should always try to approach with your own genuine words.

Exercises to overcome approach/social anxiety:

- Listen to some music you love on the way out or while driving. It'll put you in a pumped up and excited mood.
- Ask someone what time it is, where a store is located, or for directions. It's simple, safe, and then you can go on your way.
- Play a game with a friend where you choose a unique word for each other. Each person has to use that word within the first 30 seconds or minute of speaking with a girl.
- Give your friend \$50. For each girl you talk to, he gives back \$10.
- Follow the yes or no rule. If you see a girl and you think she's attractive, tell yourself "yes" and approach her right away. Start moving your legs and don't give yourself a second to get in your head, worry about it, or make excuses.
- If direct approaching is too scary, start with a lighter direct approach. Instead of "Hey I saw you over here and thought you were cute, I had to introduce myself. I'm Nick" make it casual.

Try "Hey I just had to tell you I thought you looked cute." She says

thanks and you say "Have a good day!" and leave. This way you don't have to be afraid of not knowing what to say / getting a rejection until you feel more ready.

- Most importantly, talk to *everyone* – it's the best thing I ever did. Someone holding the door for you, people in the elevator, toll booth operators, a person sitting next to you on the bus, a girl in the bookstore, a girl at the bar, anyone. You want to become comfortable in any social situation and that's the one true way to do it.



Dressing Well and Looking Your Best

The Basic Rules of Fashion

- **Fit is king.** The most important rule in looking stylish. Most guys dress in clothes that are way too loose. This comprehensive [fit guide](#) is amazing. Don't hesitate to ask sales associates for advice on the fly.
- **Learn your measurements.** Any tailor, department store, or men's store will do it for free. Often, when you buy something from a store you will need to get it tailored. A few dollars can make you look like a million bucks.
- **Understand color usage.** Discover the right tones for your skin/hair and [what colors work together](#). Limit your outfit to no more than three primary colors at once.
- **Match correctly.** Pair your belt with your shoes and accessories. Make sure they're the same color and preferably the same texture – shiny shoes with a shiny belt. With dress pants, match your socks to your pants. With jeans, match your socks to your shoes.
- **Do not mix and match metals** in accessories, choose either all silver or all gold. Please don't overdo the bling, one or two pieces is usually sufficient.
- **Avoid excessive “peacocking”** (dressing extravagantly). Simple is always best. Unless that's *really* your thing, choose one statement piece. That can be a big belt buckle, a vibrant tie, a fedora, or extra flashy shoes.
- **Get a watch.** Watches are sexy, but they have to be the right kind. Metal, leather, or nylon bands with clock faces are best, lose the rubber digital watch unless it's during athletic activities.

Examples: [Timex](#), [Seiko](#) (budget stylish)

- **Embrace the tie.** You don't need to wear a blazer with it, just an [ironed button-down](#) shirt. No novelty ties (cartoon characters, etc). The tip of your tie should reach your belt buckle – no more, no less. If you're a slimmer guy, skinny ties are a great option.

Required Items For Your Wardrobe

- **Dark wash jeans** – The most universally flattering pants a man can wear. Excellent for any occasion. Slim and straight cuts are recommended. Avoid the “[over-distressed](#)” look and [whiskering](#) on the thighs.

Examples: [Levi's](#), [Gap](#)

- **Fitted T-shirt** – Jeans and a t-shirt looks great as long as it's fitted. Keep to black, white, navy blue, and grey to begin with.

Examples: [J Crew](#), [Zara](#)

- **Fitted button-down shirt** – This is your prime nighttime shirt. Just like with T-shirts, stick with neutrals first in solid colors or subtle patterns. You can also [roll up the sleeves](#) to $\frac{3}{4}$ length to instantly look more stylish and casual. Also, learn the correct [collar type](#) for you.

Examples: [Express](#), [Zara](#)

- **Casual blazer** – It can bring together an otherwise boring outfit. Feel free to grab that T-shirt on the floor and pair it with a knit/cotton blazer to dress it up. You should be looking for a jacket that's shorter than the one you wear with a suit.

Examples: [Zara](#), [Macy's](#)

- **Dress shoes** – Black or brown preferred. Black is considered “sexier” and will give you more options when going out. Avoid square-toed shoes and cheap leather. This is one area where paying a little more is worth it.

Examples: [Allen Edmonds](#), [Cole Haan](#)

- **Classic belt** – Black or brown, depending on what color shoes you have.

Examples: [Cole Haan](#), [Johnston & Murphy](#)

- **Styled haircut** – Look on [Yelp.com](#) and find a well-reviewed professional salon that does men’s hair. Spend some extra money to get a great haircut and take pictures from every angle of the finished product. Then in the future, you can go to your normal place and bring those photos as a reference.

If you want additional ideas, check out [MFA’s Basic Wardrobe Guide](#) and [The Style Blogger’s 25 Essential Items](#).

Fashion Resources

[Reddit’s Male Fashion Advice Community](#) – The most comprehensive fashion community I know. Start with the sidebar (menu on the right) for how clothes should fit, style guides for each piece of clothing, and buyer’s advice for good brands.

[Kinowear’s Style Guides](#) – Excellent blog with some seriously well-written articles. I find myself returning here often.

[Everyguyed](#) – Cool site I recently found with thorough how-to’s, ideas for new pieces, and even some grooming tips.



Frequently Asked Questions

What if she rejects me?

You're going to get turned down sometimes – it's inevitable. Even the best guys strike out **way** more often than they succeed.

But don't think of it as a "rejection", you just weren't meant to be. *You* don't want to be with every single girl, right? Well you aren't going to click with everyone either.

Rest assured, rejection doesn't suck. It's way worse in your head than it ever actually is. You walk away and in a couple minutes it's no big deal. Plus, there's always another great woman waiting to be approached by a great man :)

What are the differences between meeting girls at night vs during the day?

Night (Bars, Parties, Clubs):

- Women are generally dressed to the nines and expect to be approached.
- Usually with a group of friends. Most of the time you should talk to the group for a couple of minutes before just her.
- Longer interactions (can last for hours or until the next morning).
- Higher energy and racier interactions.
- A solid number takes longer to get and has a better chance of falling through. Women can sometimes label you as another "bar guy" or meaningless fun.
- More physical and flirtatious. Touching early and often is advised. Sexual escalation can happen quickly. Limited to your imagination. Can lead to same night sex.

Day:

- Women may be dressed casual/business and don't expect to be approached.
- Often alone which allows for a quicker personal connection.
- Shorter interactions (usually 3-10 minutes) unless you invite them on a spontaneous date (known as an "insta-date").
- Conversations generally more organic and casual.
- Can get a number in short time that's likely to respond. She's sober and it carries weight. Lots of opportunity to setup dates.
- Less physical. Mostly limited to handshakes, high fives, maybe a hug (exception if insta-date).
- A wider variety of women.

At a bar, women are more protective and take longer to open up. They will also potentially reject you in harsh ways such as back turning or being flat out rude. This is aided by alcohol, her looking her best, and the support of her friends.

During the day, most girls never get approached by guys while doing their errands. So when you introduce yourself, they're often just as nervous as you are. You automatically seem confident for having the guts to say hi to her.

And a key difference is that if she's not interested, 99% of the time you'll get a simple "Thanks, I have to get going now." or "Sorry, I've got a boyfriend." The chances of her flipping out on you are slim to none unless you're acting like a dick.

Both settings are excellent for meeting women -- it's really just your personal preference of atmosphere.

How do I get rid of my approach anxiety?

Experience. The fear never completely goes away, you just learn to stop letting it hold you back. There's no magical moment you're going to feel “ready”, you just need to grab your balls and go talk to her.

One of my big epiphanies came while reading this Mark Twain quote:

“Twenty years from now you will be more disappointed by the things that you didn't do than by the ones you did do. So throw off the bowlines. Sail away from the safe harbor. Catch the trade winds in your sails. Explore. Dream. Discover.”

I realized that I’m the only person who has to deal with the consequences. If I don't approach, I lose out. If I don't talk to her, I'm the guy who will regret it. I'm the man who's going to be alone instead of embracing a beautiful woman.

Allow your fears to conquer you and you'll never achieve the life you want. A little rejection is worth a lifetime of happiness.

Don't girls just want to be left alone?

Yes, some girls want to be left alone. But the majority of single women will jump at the opportunity for an [awesome guy to talk to them](#). Seriously, it's the stuff Hollywood romances are made of. So many girls light up when a guy strikes up a conversation with them.

For the women who don't want to be approached, they'll casually let you know. As long as you aren't being rude, you have nothing to worry about.

What if I don't have anything to say?

Like I've always said, it's not *what* you say it's *how* you say it. In fact, anything and everything can work -- I've done it and I've seen it done by many. As long as it's genuine and you have a great attitude (body language included), that's what matters.

If you find yourself stuck, go direct (reference examples above). They work well and you will always have something to say.

Again, the only solution is experience. You need to learn how to express your most attractive self in various situations and that only happens with time and effort. If you say you don't know how to begin, it means you haven't approached enough.



Contact Me

I really hope you guys enjoyed reading this eBook as much as I did writing it. If you ever have any questions or just want to talk, please e-mail me. Every message is extremely important to me and I'll respond within 48 hours.



If you're interested in dating coaching, please fill out my [free strategy session](#) form (takes less than 2 minutes).

I promise there's no pressure to move forward unless you want to. All sessions are 100% confidential.

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