BECOMING FEARLESS

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Read These Words Closely…

"Nick, I feel like I'm holding myself back."

"Nick, when I'm talking to girls I feel like there's so much pressure on me and I close up"

"Nick, I do ok with some girls, but screw up with the ones I really like"

Chances are pretty good that you've said or thought one of those things before.

And that's cool. But here's the odd thing:

For the past ten years, a TON of dating advice has become available on the Interwebs. And yet, to this day, thousands of guys still have these exact same problems.

WTF?

With the thousands of words that have been written, and the hundreds of ebooks and DVDs out there, why do so many guys still have these exact same problems?

It was a question I had to answer when I began running coaching at The Social Man for my buddy Christian.

And the answer… blindingly obvious… is something that no one ever talks about:

-- FEAR --
It's at the root of every failure.

It's the silent killer that causes guys to give up before they've even gotten started.

See, there are 6 telltale signs a guy gives off when he’s afraid around a woman… and if you’re doing them, it doesn’t matter how good you think your “skills” or “game” are. A woman can sniff them out.

If you’re reading this, you’re probably doing at least one or two of ‘em.

But what guy wants to think that fear’s the problem? He’ll spend thousands of dollars and countless hours to get better with women… focusing on "fixing" stuff that was never wrong with him to begin with… learning "skills" that he never uses and doesn't need… and even building a "lifestyle" that he doesn't enjoy…

without ever getting to the heart of the thing that has been holding him back this whole time.

And what I've discovered in the last two years, by completely changing the way that "pickup" and socializing are taught, is that getting the women you want is so much easier than anyone EVER suspected…

but nobody realized it…

not even myself…

until one weekend bootcamp - and a moment inspired by gangster rap - that changed everything.
THE PARADOX OF FEAR

Isn't it so frustrating?

You do just fine with women when it doesn't matter, but as soon as the pressure's on, you stumble over your words, your chest tightens up, and that voice in your head reminds you, "I still suck with women".

For a lot of guys it just plain sucks to screw it up when faced with the pressure of being around a woman they really like.

But it doesn't have to be that way for you.

What if I told you it was possible to always be at your best — on command and whenever you wanted?

What if I told you it was utterly simple to release the pressure of fear that overwhelms you, in the moments and with the people who matter most?

No more holding yourself back.

Supremely confident. Having so much fun.

And loving every minute of it.
This is how it should be, isn't it?

Really - *being confident and having fun when talking to a beautiful woman*.

This is how it would be if fear didn't hold you back from being at your best when it matters most. But for so many men, it's the exact opposite.

For example, I can't tell you how many guys I've coached who tell me:

"*Nick, I'm okay with women, but it's around the 9's & 10's that I freeze up, shut down, and hold myself back.*"

Has this ever happened to you?

Think back to the last truly stunning woman that you wanted, but you didn't get. Go ahead and picture her in your head right now - put yourself back in that moment.

(I bet it's not that much work. If you're anything like I am, then you've already played back that memory 20 times… we ALL do it.)

I bet you it was tough making eye contact with her, right?

I'm willing to bet you were searching in your head for things to say.

You weren't particularly sexy in that moment, were you?

And even though you've no doubt read some advice on how to talk to girls, and even though you might know a few routines or techniques, and even though you've probably flirted with one, two, or twenty women in your life, *all that shit flew out the window when it really mattered.*

There she was.
And as you looked at her, contemplating your next move, your heart started beating faster.

**Maybe you saw her across the room and didn't approach her.**

That's the fear of approaching. Oh man, do a lot of guys have that one.

**Maybe your brain stopped working and you couldn't think of anything to say.**

That's fear of what she THINKS of you. Most guys don't have that problem with people they don't care about.

**Maybe you were afraid to ask for the number or go for the kiss, and you "blew it" (while trying not to blow it) by holding yourself back.**

That's the fear of "screwing it up." And no - alcohol is NOT a good answer to that one).

So listen - if you're like 99% percent of guys out there, then you're no stranger to these situations… especially with women you really like.

This is the **PARADOX OF FEAR:**

**FEAR MAKES IT THE HARDEST TO BE AT YOUR BEST, WHEN IT MATTERS THE MOST.**

So let me ask you…

Is it YOU who sucks with women?

PROBABLY NOT.
(in fact, I'd go so far as to say definitely not. I've never worked with a guy who wasn't able to charm the pants off a woman once stopped doing the stuff that held him back.)

So if it's not YOU who sucks with women, then what's really going on here, and why aren't you totally happy and content with a woman who absolutely blows you away right now?

And why are there so many guys who feel the exact same way?
THE PARADOX OF INFORMATION

I recently read a great quote by a guy named Nassim Taleb.

He writes about stock trading and risk. But I thought this quote was equally suitable for guys like you and me, when it comes to getting better with women.

"Knowledge is reached by removing junk from people's heads."

Look - I don't need to tell you that you've got a lot of junk swirling around up there in that noggin of yours. And I'm not talking about the YouTube video of stupid cats or drugged-out kids or whatever.

I'm talking about what you think when it comes to women.

That's because if you're like every single other guy I've coached, the information in your head is not just not helping you, but it's actually getting in the way of you being your best when it matters most.

If you're reading this, then I can say with 99% certainty that the stuff up there isn't getting you the results you want with the women you really want.

And the whole time that you've been reading up on tips, techniques, inner game, outer game... all that stuff... you were looking in the wrong place for the wrong answer.

In fact, your search for tips and answers has filled your head up with so much of the wrong stuff that you are literally getting in your own way,
and all the while you're still telling yourself:

“I need to get better with women”

But allow me to be the first to say: that's not what's really going on here.

No - what's actually happening is that trying to memorize the information you've consumed has gotten in the way of you actually knowing what to do.

**KNOWING** is a very different thing than **MEMORIZING**.

When you know something, you know it through and through. Balls to bones. Like driving a car. You don't think about it… it just happens 'cause you know how to do it.

Imagine the following: you're 15 years old, you get behind a wheel of a car, and you struggle a little bit. Even though it's pretty intuitive, **you've never done it before, so of course you're gonna struggle**. So you sign up for Driver's Ed.

Thing is, you've got this super-neurotic instructor. He always wanted to be a race car driver but is a little too much of a freak for the track, and ya know the old saying… "those who can't do, teach."

Now, rather than teaching you how to use the gas and brake, turn properly, and maybe use a clutch and a stick shift, he begins teaching you about how to handle extreme understeer in wet conditions.

He wants to get to the "**ADVANCED SHIT**" so that when the time comes, you don't "crash and burn."
But he forgets to teach you how to use the gas pedal.

You’d probably get into the car and TOTALLY mess up, because your head would be so full of information about all the “what if” scenarios that you wouldn’t even be able to get out of park without freaking out…

*when all you had to do was rely on your natural instincts and a few simple actions.*

Now, what if, during the course of your struggles with women (and make no mistake - *every* man has 'em) you were told that the only way to be great with them was to read 600 pages of stuff and become intimately familiar with female psychology and "deep inner game" and how to project social value with promoters at nightclubs? And the consequences of not knowing those things is that women will blow you out, reject the living shit out of you, and probably claw your eyes out.

Well, if you believed all that, then you'd probably develop a healthy dose of fear towards women, you’d start doing one of the six things I’ve identified, *they’d feel it*, and you'd screw it up…

*when all you had to do was rely on your natural instincts and a few simple actions.*

And what's funny is that, unlike driving a car, it's wired into you to know what to do with women. It's part of that genetic code of yours.

This leads me to the **PARADOX OF INFORMATION:**

**AT A CERTAIN POINT, MEMORIZING MORE INFORMATION LEADS TO LESS KNOWLEDGE.**
And I'm here to say that the information you're consuming is *crowding out* the stuff that you already know how to do.

I think back to my first girlfriend. I didn't know jack squat about "game". And hell yes I was nervous when the moment came to kiss her.

But more or less, I already knew what to do... even though I'd never even done it before. I've since done it with hundreds of women... some pretty, some not so much... but every time, I get little butterflies in my stomach right before I go in for the kiss.

So is that fear?

Nope, just nervous excitement. And I LOVE it. I'm having fun in the face of it, because I know what it is.

I mean, chances are you've kissed a girl or two as well ;) So you already *know what to do*.

But you don’t do it when it matters!

And here's what happens around those 9's and 10's you're struggling with... why you're "off" on those moments when you need to be your best...

Because of everything you've been taught by society, friends and other dating gurus, you're mistaking the nervous excitement, which is a TOTALLY natural physiological reaction to the situation, with FEAR, which is the unnatural psychological interpretation of the situation.
Basically, the Fear that's holding you back is something you "picked up along the way" in your mind.

It's not programmed in to who you are.

And learning more tricks, techniques and "inner game" is not the answer.

Let me take you into one of my coaching programs and show you what I'm talking about.
Whenever people outside of The Social Man ask me about my job, they assume that our clients are these total social retards who occasionally wander around civilized society before slinking back to their caves, bell towers, or other hideaways.

Of course, that couldn't be further from the truth. Our clients don't usually seem like they'd have too much difficulty socializing and with women.

Arthur is a perfect example. Cool guy, has his shit together, and was even funny when we were all hanging out casually.

So we’re in a workshop session a few years ago, and he’s practicing his approach on Jody, one of our female coaches. And he’s not doing well.

Funny thing is, Arthur could hold a great conversation with Jody when he wasn't practicing his approach on her. He was even able to flirt decently.

We see this ALL the time. But here in the workshop, Arthur was struggling when it came to being natural in a fear-inducing moment.

To help out, Christian had given him a topic-by-topic conversation, along with several techniques, to practice with Jody. It went something like...
1. approach and get her attention with a "hi"
2. start by mentioning about how hot it is outside today
3. ask her what she did today to stay cool
4. lightly compliment her sun dress
5. mention something he did to stay cool today
6. mention that he wishes he had a Slip and Slide
7. ask her what she used to do in the summer as a kid
8. and so on...

It's a great conversation structure. It starts with a neutral topic (how hot it is) and quickly makes things personal (her sundress) and then makes it fun and lighthearted by talking about Slip and Slides and other childhood stuff. Add a few flirty techniques in there and you've got a great pickup.

So after reviewing this with Arthur a few times, and running through it with him, we sent him "in" to talk to Jody.

"Hey," he says.

"Hi," she responds.

I'm watching the gears in his head turning. Uh oh, he's fumbling. And then:

"Uhhh... you know...it's really hot outside... uhhh... you'd look really pretty on a slip and slide right now."

D'oh!

After the laughter simmered down, we realized that all of the stuff we'd given him to say had "compressed" in his head into one tremendously awkward statement.
All because of the pressure he was feeling to get it right in that clutch moment. It was time to try something else.

One of Christian's DJ mixes was on in the background, and it happened to be playing the N.W.A song Straight Outta Compton. Such a great vibe… such a fun flow… I had an idea.

"Hey Arthur. Approach Jody and talk like a gangster. I mean, really hit on her hard. Jody, talk back at him like he's all up on your grill but you kinda like it. Go."

After five minutes of "dammmmmmmmmm baby" and "you be looking fine tonizzite" and so on, I knew we were onto something.

Arthur was rocking it. And once we had him do the same thing with the same energy and sense of fun… minus the gangster… he was OWNING it.

He had it in him that whole time. It was the fear and the pressure that was causing him to hold himself back. Playing a goofy role allowed him to let it all out, and the moment he did, he was golden.

He was Fearless.

And I distinctly remember that he made Jody blush once or twice. Hey - she's a woman, and women can't help but react to a man who's Fearless.
FEAR VS. AWE

Arthur's bootcamp was the first time I realized that more techniques are not the answer.

I mean, I can give you a KILLER technique to use on a hot girl. And as you saw from the example, I could even spoon-feed you the first five minutes of a conversation.

But if your fear is putting too much pressure on you in that moment, then it doesn't matter how great the technique is. You're gonna clutch up, hold back, and she's going to FEEL it.

If you’re feeling fear, you’ll DEFINITELY be doing at least one or two of the six things I discovered. And she’ll be running away from you faster than superman runs from kryptonite.

Let me take you back in time a little further.

I'd see this play out weekend after weekend with my clients in the first six months that I was instructing here in New York.

I was giving them ridiculously good techniques and material. Stuff that Christian and I were using to pull models at the top clubs in Chelsea and Meatpacking.
But then we'd take the clients to one of my favorite Lower East Side hotspots, I'd nudge them into a group of 2 girls, and…

Meh.

Eventually they'd get things right and get rocking, but not nearly as quickly as we wanted. It felt like we were pounding square pegs into round holes.

So ask yourself - what would you have done if you were me in this situation?

Well, the seemingly obvious answer is MORE material.

I'm sure you've had those times when something didn't go quite right with a girl, and you found yourself thinking:

"if only I had something better to say or do in that situation."

So you go to the Internet or whatever looking for the right answer.

Yeah… it was like that… but with dozens of clients.

I really began to pile on the material. Guys would leave my program with page after page of notes, techniques and tricks. I tried to teach as much of our goldmine of techniques, the "coach's toolbox," as I could in one short weekend.

Yet, results were still just average.
And the weirdest thing of all during this time period…

While the clients would be doing well with the girls on Friday, they were stinking to high heaven on Saturday - the third and final night of the program.

This was after three days of giving them stuff about literally everything… opening, flirting, teasing, storytelling, inner game, and so on… I crammed their heads SO full of information. After a certain point, the more I'd give 'em, the worse they got.

Now look - I'm not here to say that techniques and material aren't useful. They are.

But as I learned during Arthur's bootcamp, they're not what a lot of guys really need. They're the icing on the cake. Not the cake itself.

If fear gets in the way, then it doesn't matter how sticky-sweet the techniques are. And when you add information overload to the mix, it creates this VICIOUS cycle:

1.) you're in a moment, with a girl, where it matters, so you get in your head trying to remember everything you've been taught

2.) more panic and fear is induced

3.) the pressure causes you to shut down

4.) the girl FEELS it…

…and everything goes kaput. She either gets bored, or stops seeing you as a guy who she'd be interested in romantically.
Here's something Christian likes to say: **EVERY WOMAN WANTS TO BE HELD IN AWE, BUT FEW WOMEN WANT TO BE FEARED.**

It's actually charming for a woman when you’re awestruck by her... but if she senses that you feel fear around her and are holding yourself back, she's instantly turned off.

I've seen it again and again, and I can tell when it's happening from across the room.

Not because I'm a supernatural mind reader.

Nope - it's because I can see the six telltale signs that a woman is looking for...

I can see if a guy is feeling fear or confidence.
I wish I could say that Fearless developed as a result of some crazy pickup science experiment... a mountain full of notebooks... a spreadsheet that tracked every result of every technique that every client ever tried.

That'd make for a pretty good story (one that I've heard - suspiciously - more than a few times from other gurus).

Nope, the process of discovering Fearless was much more gradual. **Years and years of coaching. Hundreds of clients. MANY women.**

See, one of the cool things about The Social Man is that we keep our coaching programs small.

We’re not a “bootcamp factory” where we’re running twenty guys through the same lecture.

No, we keep things personal, so I get to spend a lot of one on one time with my clients. I see all the “little things” my clients are doing.

And because I’m able to get so close to my clients infield, I see a LOT.

Every time a woman responds negatively, I can see what my client was doing just beforehand.
And every time a woman responds well, I see that, too.

So what was happening was this: I’d give a guy some things to say—something I’d personally used before—then he’d go in, and screw up.

So I began to look harder. *What was making the girl this way react to my client?*

After about **six months of “looking harder”**, I started noticing patterns. I’d see clients do certain stuff again and again, and get rejected…

For awhile, it felt like I was seeing shapes in the fog. I *knew* I was onto something.

It took **another six months to figure it out**.

This stuff is **SUBTLE**. Women pick up on it subconsciously. I had to *consciously* figure it out.

I still remember when I discovered the final “piece.”

I’d been looking for it for about a month. I knew there was something that no PUA was teaching, but that all naturals did.

And it was so hard to see, because *I used to think that good game was all about doing more*.

**But this final piece involves taking almost everything away.**

And like the other five telltale signs of Fear, it’s an **instant clue to a woman** whether a guy is a winner or a loser… confident or afraid.
THE ‘NO-MATERIAL’ BOOTCAMP

I needed a name for the six things I’d discovered… they weren’t techniques, and they weren’t routines. They were just… Actions. If a guy did them, he was demonstrating confidence. If he didn’t he was a puss.

I told Christian that I wanted to teach a bootcamp with ZERO material. The clients would not be taught any lines, routines… nothing. All I was gonna do was teach them the Six Fearless Actions.

He was skeptical.

“No material? How will anyone know what to do to pick up a woman if you don’t tell them what to say?”

So I explained it… how we’ve ALL believed the big myth that you have to do “more” stuff to get the hot women.

But in reality, there are just six things that guys do when they’re nervous, and when you STOP doing those, and start doing my Fearless Actions, you get results.

Girls are friendly, they’re smiling at you, they’re flirting with you…

And even if you’re afraid of approaching or screwing it up with the smoking hot “ten” standing in your face, or the girl you’ve always had a crush on, she can’t tell. To her, you’re the most confident guy in the world.
You get out of your head. Your coolness goes up 100%.

And when I explained it like that, he said “ok, give it a go man.”

The classroom session was only four hours long - just enough to get the core principles of my Fearless curriculum across.

And that weekend, the guys absolutely killed it. Their heads weren't full of shit. They were rocking. I kept reminding them of just a few simple things… the things that really matter… and leaving them to their instincts to rock the rest.

And because of how simple it is to eliminate the six things that you do when you’re nervous, and replace them with my Six Fearless Actions, **results are instant.**

As one of our clients wrote, in a review you can find on our [Forums](#)

"This bootcamp helped me to feel and see what's possible in the field so that I associate those feelings with approaching girls and I now look forward to it. Afterwards, I really felt empowered. Whereas before, I tended to feel apologetic and intrusive when approaching... I've been enlightened to the fact that people want to be talked to, and I can energize their night."

That weekend was a success. And the weekend after. And the weekend after that.

My clients were a non-stop hit parade. They weren’t in their heads. And even when they were feeling afraid, they were still getting women laughing, giving them numbers, and looking at them with those eyes that say “PLEASE kiss me NOW.”

Christian decided it was time to go big-time with Fearless.
At least a third of the people in the room were sick.

It was a cold February weekend, smack in the middle of flu season, and 20 hand-picked men from around the world had flown to New York to join my closed-door Fearless seminar.

But not a single one of them would have missed this. It took them a lengthy application process, and thousands of dollars to attend.

Thought leaders like Stephen Nash (Playboy from The Game), Marni from the Wing Girl Method, Rob Judge (recently named #2 Pickup Artist in the world), and Joshua Pellicer had joined.

I rehearsed 3 times and wore my nicest sport coat. And the results that guys experienced?
"It's six simple actions that I can go home right now and put into action and start to get the results I've been looking for for a long time."

"The actual action steps that regular guys can take - I think it's the best thing you could possibly do."

"I have less pressure, which ironically makes me feel more excited to approach people"

"Eye-opening, mind-blowing"

"You answered questions I didn't even know I had"

"Cheers to this - I knew it was gonna be amazing and it blew me away"
And you need look no further than on the reviews section of our Forum to see that the clients who I've taught this to over the last year have shattered their own expectations of what's possible, become totally Fearless, and finally gotten the women they've always wanted.

Sound good? Well, we've finally edited the videos, prepared the notes, and packaged everything up... and I'm ready to help you become Fearless too.
THE FEARLESS YOU

So you’re probably wondering: **what is Fearless?**

If you've followed "the game" for any period of time, then you know that most advice falls into one of two categories: inner game, and outer game.

Inner Game is stuff about YOU. I don't want to knock it, because there's some great stuff on it. Outer Game is stuff like techniques and systems. A lot of it is focused on memorizing something that someone else has come up with. But Fearless is something else entirely.

Fearless is just six actions.

It’s about **eliminating the six things that are destroying your game**, and replacing them with the six simple Actions of a confident, Fearless man.

You’ll **instantly** get different reactions and results.

Guys who are feeling fear focus on the WRONG stuff. Naturals and guys who are confident focus on the RIGHT stuff. All you need to do is shift your focus to the things I’ll tell you to do.

It’s six simple make-or-break things that reveal to a woman whether you're confident, or afraid. You either do them or you don't. **If you do them, women respond well - always. Women respond well to confident men.** But if you are doing any one of the six things wrong, women are turned off - always. Women aren't impressed by fear.
Your mind will be uncluttered. You'll be at your absolute best.

As one of the Fearless 20 said…

"This is all the stuff naturals do but just put together - the stuff naturals aren't scared of doing."

Think of it this way: you're not a system. You're not a technique. You're not inner game.

**You are the actions you take, and the truth of your actions.**

YOU are Fearless - when you're at your best.
And how about those 9's and 10's?

The way that the dating advice community talks about them, you'd think they're some kind of mystical unicorns who will only respond to some secret spell whispered after drinking the thousand year-old blood of the last member of the Knights Templar from the one true Cup of Christ.

I mean... I guess that would make a pretty fantastic story if you did that. Hot women would dig it. But it's not necessary.

In fact, the more that the community has mythologized 9's and 10's, the more it makes you think that you've gotta do something different around them. And that couldn't be further from the truth.

9's and 10's are used to guys being afraid of them. The hottest of the hot complain how guys won't even talk to them at bars, and those that do are either douchebags or fearful wretches.

(and usually douchebags are just overcompensating for their fear)

Well, let me clue you into what's really going on, and why Fearless is going to give you the power to speak with power and confidence around the women you've always wanted... so they want you.
When you're talking to women who are mere "7's and 8's" you're relaxed and naturally confident. You don't care *that much*. As a result, you're unconsciously doing the Six Actions that a Fearless man does.

You're not even aware of it, and you've been doing it your whole life. After learning the Six Actions, one of the Fearless 20 said…

"You think about all the good interactions you've ever had and you see the pieces of the puzzle. No more holding myself back anymore around the women I want."

And that's the key… when you're around "9's and 10's" you’ve been holding yourself back, shutting down and acting unnaturally. You DON'T do the Six Actions because of your fear.

So she instantly knows… “nope, he's afraid of me, not gonna cut it.”

Most guys make a big mistake at this point. They think that the reason they can't get results with 9’s and the 10’s is because their "material" isn't good enough, or they need better "techniques" or stronger "inner game." So they get even more into their heads, and worry about "executing" it right, but they're still messing up with women they want.

I can't tell you how many guys I've coached who've come from other = bootcamps, who still weren't getting the results they were looking for, because in the face of fear… around the women they really wanted… their other coaches didn't know how to coach them properly. And hey, it's not that other pickup coaches are bad guys or intentionally deceptive.
In fact, I’ve noticed that EVERY prominent PUA I’ve met is doing these six things, without even realizing it.

So they try to break down what they’re doing, and what they’re saying, and all that. They think it’s a routine or something they’ve come up with. And again – that stuff helps – but it doesn’t count for shit if a guy is doing even one or two of the things that show a woman he’s afraid of her.

But our clients don’t get hung up on that. Once they learn the Six Fearless Actions, they know what to do. Even when they see a woman who makes them nervous, or when they’re in a moment when they need to push things…

… they don't reach into their heads for more material

… and they don't "affirm" themselves with some inner game-y thing

… they just do what they know they need to do. They do the stuff that works every single time.

One of the Fearless 20 said…

"I feel like if there's a girl I like, I could just walk up to her now and be like "hey, what's up." That simple. I've got it."

And once my clients see just how easy it is to be natural with the 9's and the 10's - women who see more unnatural behavior than anyone else – they finally start getting the laughs, the numbers, and the dates. SO easily.

Now it’s your turn.
BECOMING FEARLESS

When guys learn Fearless, the results are predictable. No doubts... NEVER AGAIN.

They go after what they want and they're on... ON COMMAND.

And women respond to it like a flower responds to sunshine.

No more relying on circumstances... sitting next to a hot girl or getting introduced to her. No more depending on alcohol or your buddies. No more freaking out or uncertainty about what to do when you see a woman you want.

And it lasts. This isn't a technique that only works at nightclubs, or an affirmation that only works the 91st time you've said it. As one of the Fearless 20 concluded...

"This was like flipping on a light switch... a permanent thing. This is a permanent solution."

That's what being Fearless is all about. And it's going to be your reality very, very soon.

Cheers,
Nick