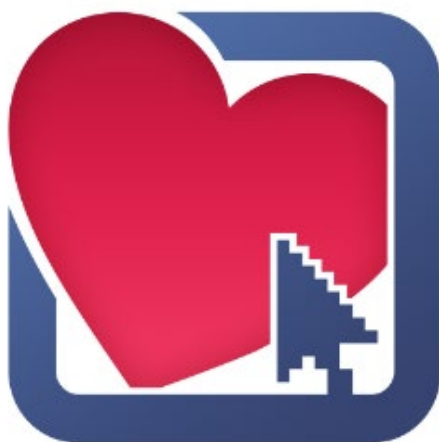


# **Make Him Worship You**

**by International Relationship Expert**

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# Welcome to the Make Him Worship You System!

Have you ever wished that men came with an instruction manual?

A simple, accurate, step by step booklet that lays out EXACTLY *how* men think, *why* they do what they do, and (most of all), how to *TALK* to a man so you can actually get your needs met?

So you can not only attract the type and quality of men you want, but also KEEP the one you love most of all ...

... and have that same man desperately in love with irresistible you, for the rest of his life and yours?

Well, that instruction manual is right here.

I'm about to teach you EVERYTHING you need to know about how to understand men, so you can not only survive in the world of dating and relationships, but actually THRIVE in it.

## In this course, you'll learn...

- How men show love
- What the hell love truly **is**
- Why some men won't show their emotions, and how to deal with it
- How to find a good man if you're single
- How to speak the language of men

- What to do about men pulling away (and how to pull them back to you)
- How to know if he's a good match (and when to walk away)
- How to get him to COMMIT
- How to get your desires met in a relationship
- How to get mind-blowing sex and intimacy
- And **EVERYTHING else!**

No matter what your relationship status, I've got you covered. This program covers the male mind and heart for BOTH **women in relationships**, and **women who are still single** and mingling. So don't you worry – regardless of where you fall, you're about to discover the Holy Grail of *getting what you want from men* ...

... namely, *How to Make Him Worship You*.

Once you've completed this course, you will literally have the building blocks of EVERYTHING YOU WILL EVER NEED to attract so damn many High-Quality Men that they'll literally be forming an orderly queue around the block just to ask you out.

# How to Get the Most Out of this Course

This program is designed to engage you, enlighten you, and transform your relationships from the inside.

What you're about to discover isn't just about information – it's also about transformation. That means you have to actually APPLY the principles and concepts you're about to discover in your life. For that reason, I've included some insight-provoking exercises, where appropriate, to aid your consumption of this material and help you create real and lasting change in your life.

Much of what you're about to learn will be new to you. Some of it will not. I want you to think of the concepts in this program as TOOLS for getting you whatever it is you most want from a man – whether that's a saucy one night stand, or a lifelong marriage.

Most of all: have FUN with this program. It belongs to you. Engage with it totally. Use it fully. Complete every last exercise (this is where the transformation happens.)

Finally: if you're anything like most people, you're probably going to start reading this program, and then skip immediately to the juicy stuff about tips and tricks.

So, here's what I've got to say about that:

Pleeeeeeease: NO SKIPPING AHEAD.

Every section in this program is VITAL to the one that comes after it. (And look, it's *all* juicy. Trust me.)

So do yourself a favor: pour yourself a cup of tea (or a glass of wine), slide into your favorite jim-jams, turn off your cellphone, get cozy, and get ready ...Cuz it's time for your very first lesson: The Secret Emotional Life of Men.

# **MODULE 1: Unraveling the Mysteries of the Male Mind**

# Lesson 1: The Secret Emotional Life of Men

*“My name is Jordan Belfort.*

*“The year I turned 26, I made 49 million dollars. Which really PISSED ME OFF, because it was just three mil shy of a million a week.”*

*- Leonardo DiCaprio, “The Wolf of Wall Street”*

**At the most pared-down psychological level, being a man is about TWO things:**

**1) Hiding emotions/being seen as ‘tough’**

**2) Making money.**

These two primary drives are SO important that I literally want you to tattoo those two words onto your memory right now:

**TOUGH and MONEY.**

Understand these 2 basic driving facts about men, and you will ALREADY have given yourself a massive advantage over 99.8% of other women. In fact, whether you’re single or coupled, understanding these 2 fundamental facts will MASSIVELY increase your insight into the male mind and allow you to get the love you want, need, and DESERVE.

Right there, you’ve got the essence of the male psyche – and it drives literally EVERYTHING we do, from the kind of job we get, to when we want to have kids, to the type and number of women we sleep with.



## Here's what it's like to be born a guy

**Still in Mom's tummy:** your Mom gets an amniocentesis test done and is told, "it's a boy!" Your parents immediately start thinking about you differently than if you'd been a girl: Mom gets out the rollers and brushes and paints the nursery blue, and Dad breaks out the cigars and starts making plans for you to take over the family business when you grow up.

**Born:** Mom wraps you in one of those blue fluffy blankets and takes you home to the blue-painted nursery. Your grandparents descend on you with 'boy-baby' gifts: a camo-painted crib, a pair of tiny baby basketball boots. Dad hangs up a mobile with alpha-predator animals on it like sharks, tigers, and bears (if you were a girl, you'd get the 'pretty' animals like butterflies and hummingbirds.)

**On your first birthday:** You get a trike colored like a racing car, pajamas printed with all kinds of trucks and a toy bear dressed like a firefighter. You have already started to get comfortable with the ideas of toughness, violence, competition, and being strong.

**Kindergarten:** you fall out of a tree and start crying. All your friends gather round and laugh at you. The gym teacher hauls you aside, puts a Band-Aid (with a tough superhero on it) on your cut and quietly tells you to 'man up, son – crying's for girls.' You snort back the tears; your friends stop laughing. *Holy crap, the teacher was right!* Lesson learned: tears are for wimps. If you get hurt, shove it all down inside and hide it, otherwise people will LAUGH AT YOU.

**Grade school:** you get beaten up for the first time. You come home sniffing. Your dad takes you outside and tells you to 'quit crying and make him proud.' Then he teaches you how to fight back. Next thing you know you're in boxing class getting taught how to ram somebody's nasal bone through the back of their skull.

**Middle school:** you get beaten up - again. *This* time, though, you've learned your lesson: you 'take it like a man' without a single public tear (although in the bathroom afterwards, you do sniffle some -

once you've locked yourself safely in a stall where nobody can see you.) The lesson of acting tough and never showing emotion is already beginning to harden like an evil carapace around your heart.

**Age 15:** you get your first job and you get your first PAYCHECK. Mom bakes you a cake and your Dad slaps you on the back and tells you that now you're the 'man of the house'. You're confused at first because you can't see how bagging groceries at Costco for eight hours a week is so great. Your friends are weirdly jealous: *they* still have to ask Mom for pocket-money. When you hear them complaining about it, you discover that 'winning' over other guys feels freaking amazing.

**Age 16:** one weekend, you use some of your hard-earned Costco money to take a girl to the movies. When you pull out a fistful of cash to pay for her popcorn and Diet Coke, she *blushes*, and *smiles* at you, and asks if you can get her some candy to go with the popcorn. Nervously you feel in your pockets for extra change ... and when you realize you have enough, and buy her what she wants, she kisses you on the cheek and makes a big fuss over you, and you feel *warm* and *proud* and *strong* and *masculine* ... and it's addictive. You start to figure out that it's not the JOB that's important, it's the MONEY YOU MAKE *FROM* IT that's the big deal here. Lesson learned: MONEY equals MANHOOD. The more money you make, the better it feels.

**Senior year high school:** You try out for the football team ... and because of all the boxing lessons and backyard play-tussles with Dad, you get accepted. Before you know it, you're hanging out with cheerleaders on the weekends, and girls come and hang around after school watching you practice. Guys want to be your friend and hot girls smile at you in the corridors. You start to realize that competition and status and being 'better' and 'tougher' than other guys means *guys want to be like you and girls want to be WITH you*.

The details can vary a touch from guy to guy, but I guarantee you the outcome is the same.

**Here are the lessons the average Western dude has drummed into him literally from the moment he's wrapped in his first (blue, duhh) blanket:**

- Real men don't show emotion (unless it's anger)
- Displaying ANY kind of vulnerability will get you laughed at or beaten up
- Winning is the most important thing
- Competing with other guys to be the best is vital
- Masculinity is inextricably tied to financial success
- STOP CRYING. Being vulnerable and showing your feelings is for wimps
- Make money to prove yourself, get status, get friends, and get WOMEN

I know it sounds sexist as hell (and it is), but it's also THE TRUTH. And fair or not (spoiler alert: it's not), this is the REALITY for the vast majority of men – whether they know it or not.)

Okay, so now you know that guys have a constant drive to make money, provide for the people they care about, and WIN over other men ...

... but have you ever wondered *WHY* they have that drive in the first place??

## **The Primal Provider Drive:**

### **Why most guys constantly feel like they're failing as men**

*A man and his small family crouch, hungry and cold, in a cave. The fire at the mouth of the cave flickers in the wind, sending gusts of thick black smoke back to where the three small children huddle under furs, watched over by their hollow-eyed, rawboned mother.*

*The man of the family is poised at the mouth of the cave, staring out into the night.*

*The knuckles of his massive hands clench white around the haft of his spear. Night-time is when the big predators come out ... and every noise from the vast grassy expanse outside could spell the end for him and his small family.*

*His muscles are drawn tight with tension. He barely even dares to blink. He's waiting, always waiting, for the end to come ... and readying himself to fight to the death to protect what's his.*

*On the outside, he appears calm, motionless, ready.*

*But on the inside, what he's concealing is FEAR.*

*It never leaves him: a black, pervasive dread of what might come from the dark for him and his family.*

*They depend on him for their lives: for food, for protection against rival clans, for bare-knuckled, gritted-teeth combat against the hungry predators that stalk the blackness outside.*

*If his family is to survive, they need to BELIEVE in him. If they're to survive, he must fight the fear alone.*

*He knows he can never, EVER let them see how afraid he really is.*

... Okay, okay, I know the whole 'caveman thing' has been done to death ... but cliché or no cliché, the thing is, it's TRUE.

Since the dawn of humankind, **MEN** have been the **PROVIDERS** and the **PROTECTORS**.

And even though we don't live in caves anymore – and most of us don't have a single apex predator to fight – the INSTINCT remains hardwired into our DNA:

*Men are PROVIDERS.*

That means we are driven by nature and culture to compete, to succeed, to gain status, and to earn enough money to PROVIDE. And yes, we know that women are increasingly becoming primary providers as well, but that doesn't change our internal programming. It may even make things feel worse.

So, here's how it works:

At the primal, cellular level, men are PROVIDERS. That is WHO WE ARE.

And until we have proved that we can SUCCEED as providers - to ourselves, our friends, our peers, our colleagues, our parents, our mean older brothers, and to YOU – we will feel uncertain, anxious, empty, and ... well, kind of PATHETIC.

I'll say it again: men are trained to believe they are the PROVIDERS. And this has more to do with how (and when) we LOVE than most women could ever imagine.

Even if you personally make more than enough money to pay the bills and give your family a great life, he'll feel the burden of this provider instinct anyway – it's THAT hardwired into the male psyche.

**Men are trained to believe they are the PROVIDERS. And this has more to do with how (and when) we LOVE than most women could ever imagine.**

To prove my point, I recently performed an *incredibly* unscientific survey where I got about twenty of my male colleagues and friends together, got them all juuuust drunk enough,

to be honest, and then told them to go around the room and yell out the earliest lessons they learned, as young boys, about what it means to 'be a man'.

**Here are some of the responses I got:**

- *"Get a good job, get a lot of women, and then you're a man"*
- *"A real man does everything to the extreme."*
- *"Everything in our house was centered around money. Money, money, money."*
- *"Be the best, no matter what it takes."*
- *"If you've gotta take down the other guy to get what you want, then take him down."*
- *"Go for the triple, not just the double."*
- *"Being a man means controlling your circumstances and other people."*
- *"Make money and get laid."*

So ... does anyone else see a PATTERN developing here?

Yup: Men are PROVIDERS.

That is the way we are wired.

And that means we equate MONEY ("providing") with MASCULINITY ("being a man").

**And that has HUGE ramifications for YOU.**

Every single guy (in Western culture) is raised to believe and embody the fact that if you can't provide a roof over your head, food on the table, gas in the car and shoes for the kids, then you're no man at all.

**Translation:** if a guy hasn't attained some measure of financial success in his life then he will feel like only half a man.

And when he feels like only half a man, he can't give you ALL of his HEART.

**In plain English: until he's fulfilled his Primal Provider Drive and achieved financial independence, he won't be *ABLE* to love himself ... which means he can't love YOU, either.**

IMPORTANT NOTE: financial success does NOT mean 'getting super rich'.

It's actually much simpler than that (whew): in a masculine sense, 'financial success' simply means that he is **SOLVENT** – he can pay his own way, he can put a roof over his own head, and he's bringing in enough cash to put food on the table, gas in the car, and take YOU out for nice meals and the odd vacation.

## **This stuff runs a LOT deeper than you probably think it does**

A lot of women have a hard time understanding just how potent this primal driving force is to a man. And look, I totally get that – I mean, we've all HEARD that 'men are providers'.

But what most women struggle to comprehend is that this stuff isn't just a mild preference for guys.

*It's a burdensome DRIVE that MUST be fulfilled* – like hunger, thirst, or the need for sleep – and that same drive won't let us rest until we fulfill it completely.

Oh, and in case you were wondering ... whatever amount you earn (or don't earn) is irrelevant and beside the point to most men. Even if you personally earn a million bucks a year plus stocks, *he still feels that providing is his RESPONSIBILITY and his DUTY.*

**The plain ugly truth is that we need to make money (be able to 'provide') in order to feel like we're *succeeding as men*.**

**And if we don't 'feel like a man', then EVERYTHING ELSE (including love) becomes IRRELEVANT to us.**

This might sound startlingly shallow, but it really is the way guys feel.

Remember, we care about WINNING, COMPETITION, and STATUS – which is why 'measuring up' to the expectations of our parents, our friends, our colleagues, and our SELVES is the number-one yardstick we use to decide whether we're 'men' or not.

And guess what?

If we don't FEEL like we measure up as men, well, that's when we get into all sorts of nasty stuff like...

- drinking too much
- abusing recreational drugs
- spending way too much time on the Xbox, smoking pot and eating pizza
- sleeping with a butt-ton of random women
- lying to our girlfriends



- buying stuff we can't afford
- gambling next month's paycheck
- getting into dumb fights.

Remember, we are PROVIDERS.

This is *who we are*.

## The burden of providing is a **HEAVY** one to a guy

After more than a decade of coaching, calling, emailing, and meeting with tens of thousands of men and women, I *still* struggle to make it clear to my female clients just how deep this primal provider drive goes in the masculine mind.

Over dinner last night, I decided to ask my amazing wife about the 'female equivalent' of the male obsession with earning and providing; and she told me the closest 'female equivalent' is probably (as she puts it) 'the relentless anxiety most women feel about their bodies.'

"It doesn't matter how old we are, how young we are, how pretty we might've felt yesterday, or even what our friends and parents say to reassure us," she said. "To every single woman I know, we don't just 'want' to look good and have a hot body; we feel like we NEED to."

For the record, my wife is a tall, athletic ex-model 35 year old who *constantly* gets attention from random people on the street for the way she looks – as in, strangers come up to her in the street to tell her how pretty she is (yesterday afternoon, for example, she took the dog out for a walk in sloppy shorts, no makeup, and her gross old baggy dog-walking T-shirt, and the *garbage man* leaned

out of his truck and asked her for a date. So, when I say she gets a lot of attention, I mean she gets A LOT of attention.)

But, when I asked her if SHE feels insecure and worried about HER body and HER looks, she literally *laughed in my face* and said, "Have you even been *listening to me*? Of COURSE I freak out about my body. Even if I feel like I'm in shape and pretty happy with how I look right now, that little voice in my head is still worrying about *tomorrow*, and *next year*, and *what about TEN years from now* ... it's a constant battle. And every woman I know feels the same way."

The moral of the story? For most men, the Primal Drive to provide isn't just a *desire*, it's a DUTY. And it runs so deep that almost NOTHING can take that burden away from a guy, even for a single second.

## KEY POINTS: Things to Remember So Far

- Our culture puts a huge amount of pressure on men to be TOUGH, to WIN, to COMPETE, and to PROVIDE
- We are primed to seek PRESTIGE (mostly from other guys) ...
- ... which we do by earning money and competing with other guys to gain self-respect and social status
- Winning, competing, and earning money (ding ding ding!) are the KEY status symbols that men seek out in order to fulfill our primal provider drive
- We don't need to get 'rich', but it is way easier for us to think about love when our finances are stable

- If we don't get enough 'wins' and/or don't feel like we can provide properly, we feel like FAILURES and shut down emotionally
- Men who have NOT fulfilled their Primal Provider Drive typically make terrible boyfriends/husbands because we're too ashamed of ourselves to love you right

Keep reading to find out why men would rather crawl over broken glass than talk about all this masculine shame and pain with you ... and how to use the "Master Male Emotion" to get him to finally open up!

## Lesson 2: The Mask of Masculinity

(aka Why Men Act Like Cold, Emotionless Robots So Much of the Damn Time)

*“He wears a mask, and his face grows to fit it ...”*

*George Orwell*

Okay, so in the previous section, I introduced you to the TWO basic psychological drives of being a man:

1. Hiding emotions/being seen as ‘tough’,
2. Making money.

We’ve just now covered the money aspect (and why it has such a HUGE impact on a man’s desire and ability to fall in love and commit) ...

... which means you know that making money is vital to a man, that it’s the foundation of our self-worth, that we NEED to compete with (and win against) other men to make that money. The status and respect we attain from making it is so *crucially* important to us that it’s not just a desire – it’s more like a DUTY.

Oh – and the PRESSURE of knowing it’s our duty to provide (whether you need it or not) is a burden that weighs HEAVILY on us ... and never, ever lets up.

**We NEED to compete with  
(and win against) other  
men to make that  
money...it's not just a  
desire, it's more like a  
DUTY**

Again, all this might seem super sexist and crass to you – and look, I totally understand if that's the case. (I don't exactly *love* that these things are so important to us guys either, for the record.)

But, I just want to reiterate here that these traits aren't my 'opinion' or just my own personal beliefs ... they are *primally wired inherent characteristics* in the male psyche, and once you start to understand how they factor into a guy's behavior and decision-making processes, you'll start to see them EVERYWHERE.

One last quick primer before we get into the EMOTIONAL side of the male mind ...

### **The Primal Provider Drive: what we've covered so far ...**

- Men are shaped by nature *and* by nurture to seek out respect by proving ourselves against others
- We are primed to seek PRESTIGE and RESPECT (mostly from other men)
- We need the challenge of competition and striving against other men
- We want to WIN more than *anything*
- Providing financially makes us feel powerful, and forms the backbone of our self-worth as men
- The primal drive to provide is a heavy burden psychologically (even if we don't let on – or even realize it ourselves)
- We feel emasculated and like failures if we don't feel like we can provide
- Even when things are going well, we're constantly stressing about our responsibilities to provide and whether we're 'good enough'

- A man who feels emasculated can't love himself OR you

**WARNING WARNING WARNING:** What I'm sharing with you right here is PRIVILEGED INFORMATION that should NOT be shared with your man willy-nilly. For the love of all that's holy, DO NOT go to your guy and say something like, 'Hey, did you know all men are hyper-competitive and obsessed with money??' This information is to help YOU understand the male mind, it's not intended as something to discuss WITH MEN. Trust me on this one.

**Alright, so now it's time to start *using* what you've learned about a man's Primal Provider Drive to solve the riddle of his emotions and start figuring him out!**

After over a decade of tens of thousands of coaching calls, interviews, phone calls and emails with thousands of men, I've boiled down the 3 foundational traits that go into EVERY man's psychological makeup.

Obviously, there is no 'cookie cutter man' out there; everybody's different, and some men will have different 'ratios' of these ingredients to others.

But EVERY man has the following 3 traits as the essential backbone of his nature. Read on to find out what they are ...

### **Trait ONE: We hold in our emotions at all costs**

*By the time a boy is five years old, he's pretty much been taught that it's not okay to cry in public. He may still DO it, but the expectation is by the time he's ten he's perfected it. And if he's still doing it at 12, that's a problem.*

The main thing you need to know is that, starting from when we're tiny little boys, we are **strongly discouraged** from displaying any kind of emotion or vulnerability.

Getting laughed at, being made fun of at school, getting beaten up by our older brothers, getting beaten up by other guys at school ...

... all of these things hurt like hell. The physical pain is bad (speaking personally, I got my first black eye for 'being a sissy' in the schoolyard at age five) ...

... but the SHAME and the FEAR are even worse: the fear that *another guy might see us as weak or unmanly*.

That fear runs DEEP. And it follows us all the way through our adult lives.

Below I've compiled a list of the most common phrases that small boys start to hear from their friends, teachers, parents, babysitters, grandfathers, siblings etc – usually starting around age *four*. (Which is freaking heartbreaking.)

- Stop crying, you're fine
- Quit it with the emotions
- Don't be a pussy
- Pick yourself up by your bootstraps
- Always keep your mouth shut
- Nobody likes a tattletale
- If you're hurt, hold it in
- Showing emotion is weak

- Don't be a mama's boy
- If you're gonna be a man, you'd better learn how to control yourself
- If you want respect, act tough
- Don't let nobody disrespect you
- Always be cool, and kind of a jerk
- Don't be a sissy
- You little bitch
- Grow some balls
- Act like a man

Imagine if *you'd* been told any of the following when you were upset and crying as a tiny little child?

Are you starting to understand why it is that most men CLAM UP LIKE CRAZY when it comes to showing emotion (or, as we guys see it, 'displaying weakness')??

Look, it's not that we WANT to act like robots.

It's just that, when you've been mocked, ridiculed, punched in the eye, slapped, and laughed out of the classroom for showing ANY KIND OF EMOTION WHATSOEVER since early childhood, that kind of conditioning is nearly IMPOSSIBLE to break.

**What you need to remember:** *Men are taught from a VERY early age that showing emotion is WEAK and that no boy who wants to be a 'real man' can EVER cry, complain, be sad, or show any kind of 'hurt'*



*whatsoever. Those are some seriously high stakes. So, we become masters at holding the hurt inside and never telling anyone how we really feel.*

## **Trait TWO: Anger is our go-to ‘master male emotion’**

... and we use it to cover a MULTITUDE of other feelings.

From the beginning as boys, we’re taught to lock down our emotions.

We can’t talk about being afraid. We can’t talk about being hurt.

We can talk about being pissed off. We can talk about being angry.

We sure as shit can’t ever talk about being sad.

Psychologists typically like to reduce the human emotional spectrum to four basic emotions:

- Mad
- Sad
- Glad
- Scared

Of these four, MAD is the emotion men are most comfortable with: feeling it, expressing it, even (gasp!) talking about it (yep, you might be surprised at just how many men are perfectly capable of talking about their emotions ... so long as those emotions are, well, anger.)

But WHY are men so comfortable with anger?

**Basically, there are FOUR main reasons why ANGER is the master male emotion:**

**You might be surprised at just how many men are perfectly capable of talking about their emotions ... so long as those emotions are, well, anger.**

- 1) We bottle up most of our emotions, cuz (as you now know) men aren't "meant" to show vulnerability or emotion. And guess what? Suppressing strong emotion is HARD and takes a massive energetic toll ... which then leads to short fuses and fraying tempers. Cue yelling, wall-punching, and laundry-hamper stomping, all because we can't find our keys in the morning. (Sorry, sorry.)
- 2) Anger is a 'safe' emotion for men: we can fully express it, without being (or feeling) vulnerable or 'unmanly' in any way.
- 3) We ALSO use it as a 'safety valve' for other emotions: all that bottled-up stress and fear and sadness has to come out SOMEWHERE. For instance, we'll get mad because we're *actually* sad deep down inside, and we need to release the pressure *somehow*.
- 4) But MOST of all, we get angry because *anger is just FEAR with a mask on* ... and to a GUY, admitting we're scared goes against EVERYTHING we know about 'being a man'.

So, if men hide their fear (and most other emotions too) beneath a protective mask of anger ...

... how do you get him to pry the mask OFF and actually express the trembling vulnerability beneath?

Well, as it turns out, YOU already have that power within you *right now*.

Because...

### **Trait THREE: We NEED Your Feminine Softness to Make Everything Okay**

You might not realize this, but as men, we honestly YEARN for that magical female softness that only YOU can provide.

Lemme tell you a quick story to prove my point:

#### **Here's how my wife got ME to stop being an Angry Man**

I'm not proud of this, but the truth is, I used to be a VERY angry man on the inside.

In fact ... I GLORIED in it. I literally LOVED confrontation.

Now, my wife and I live right next door to a busy pizza restaurant, which means the traffic turnover in our street is extremely high.

And because we are LITERALLY right next door to the pizza place, about fifteen times a day, we get some eejit parking their car right in front of our driveway - 'just for five minutes!!' - while they ran into the store and collected their cheesy slabs of salami-laden goodness.

Now this might not seem like a big deal to most people. Sure, it's *annoying* – but only mildly (and honestly, most of the time all these people blocking our driveway didn't really affect either of us too much anyway.)

But that didn't make any difference to ME.

To ME, every single time I saw someone blocking our driveway, I would feel this bolt of angry JOY go stabbing through my heart. *Yessss! Here's my chance to really get in someone's face!! I'm CLEARLY in the RIGHT and THEY'RE clearly in the WRONG!*

My heart would instantly start banging right through my chest, and with glee bubbling in my chest I'd go *running* out of the house – eager to confront whichever poor fool was about to get a faceful of Mike Fiore's Anger front and center.

And I *looooooved* it. At least a couple times a week, I'd manage to catch somebody red-handed; and then we'd have a big, satisfying, ten-minute screaming contest right in the street.

(I'm not proud of this. But it's the truth.)

Eventually, my wife got tired of all this.

But!! Instead of sitting me down and having a big weird uncomfortable 'state of the nation' TALK about my behavior ...

... she was super smart and took ACTION instead.

## Here's What She Did:

- 1) When I got mad, she would refuse to get mad also. ("I'm not going to let your state affect my own," she'd say. Now *that's* a strong woman.)
- 2) She used EMPATHY to melt away my anger. Angie, my wife, is a MASSIVELY empathetic person, and she USED that superpower really really well. Instead of getting pissed off, offended, or angry herself, she tapped into her empathy for the pain she knew I was feeling (underneath the yelling, posturing, loud-mouthed dickhead I was being on the surface).

That means, instead of getting in my face, guilt-tripping me, telling me to 'calm down', or making me 'wrong', she COMPLETELY turned things upside down! Instead of doing what most women would do when confronted with a seriously angry, LOUDLY YELLING man, my wife chose instead to use her EMPATHY and her CURIOSITY to change my state and soften my emotions.

She addressed me the way she would a crying puppy, or a sobbing little boy: she made her voice soft and sweet, she made her movements very slow and soothing, she offered hugs and gentle touches on the shoulder, she kept her eyes soft, and she asked me QUESTIONS that allowed me to express what was really going on for me ...

*... without judging me, without getting angry herself, and without making it about HER.*

- 3) She was *calm* and *curious* instead of judgmental or upset. The tremendous amount of SPACE I felt when she talked to me in this way – the freedom I felt to truly express myself, the *curiosity* in her eyes instead of condemnation, the soft, caring love in her voice – did a really weird thing to me:

It shrank my anger smaller and smaller, until – like a pinhead dropped in an empty ballroom – it basically disappeared.

Seriously. POOF! ... *vanished*. (I'm sure it's still there somewhere, but I haven't seen my anger in months. And I really, *really* like it that way.)

**The lesson: EMPATHY is the magic ingredient that allows us to open our hearts to you.**

As you now know, as guys, we're more messed up than Jocelyn Wildenstein's face when it comes to actually *expressing* our *real emotions*. Men feel TREMENDOUS pressure to never express (or even *feel*) any vulnerable emotions at all: sadness, grief, fear, fright, worry, stress ... you name it, we're not supposed to show it (or else we won't be 'real men'.)

And since anger is the ONE emotion that we, as guys, are actually *safe* to express without emasculating ourselves ...

... that means we typically use anger as a safety-hatch to release ALL our hidden emotions.

That means, when your guy is stressed, angry, or has retreated emotionally, it might be tempting to lose your own temper and yell right back at him. But it's all about *technique*: think 'coaxing', rather than 'dragging' him, to a place where he can share his truth with you.

In plain English, what he ACTUALLY needs is your understanding, your empathy, your *non-judgmental curiosity*, and your love.

**We typically use anger as a safety-hatch to release ALL our hidden emotions**

## Do This, Not That

**Don't...** Get mad yourself

**Do...** Develop a *curious* and *empathetic* state of mind

Because... We need your help to speak the language of emotions – and we'll learn faster if we feel accepted and safe.

**Don't...** Say things like 'What are you feeling?' or 'let's sit down and talk about it' or (shudder) 'Why can't you just *talk to me??!*'

**Do...** Say things like, 'What are your thoughts on that?' and 'what do you think?'

Because... We're guys. Asking us to talk about our feelings will shut us down faster than a phone call from mom mid-blowjob. But asking us what we *think*? Completely different.

**Don't...** Comment on, or shame us for, showing the emotions we DO feel (or how we're showing them.)

**Do...** *Demonstrate* what it means to be empathetic, curious, and non-judgmentally accepting.

Because... You speak this language waaaaay better than we do, and if you want us to learn, we need to feel like it's okay to make mistakes.

**Don't...** Say things like, 'Why is this so hard for you?' or 'I just want to know how you feel!'

**Do...** Learn to get comfortable displaying your own feelings.

Because... The more comfortable you are being vulnerable with us, the more we'll catch on that *hey, so THIS is how you do this 'feelings' stuff.*

Alright, time for a quick recap ...

## Here's What You Now Know About Men

**We hold in our emotions at all costs.** Not cuz we WANT to, but because we've been so savagely conditioned to hide all vulnerability that it takes some serious de-conditioning to help us take off the mask.

**Anger is our version of crying.** Men can be ANGRY and still 'be a real man'; but we sure as hell can't CRY and still be manly. So, we yell, or retreat emotionally, or act like a stone-hearted robot to hide the pain ... even when on the *inside* we're sobbing our guts out.

**We need YOUR help to make it okay to be vulnerable.** When confronted with a seemingly-angry guy, most women will become judgemental, upset, and angry themselves. But now you know different, so you can *do* different. When you want to help your guy peel off the iron mask and show you how he *really* feels, that's your cue to use your *feminine softness* – aka empathy – to draw out the poison and reassure him that yes, he really can open his heart to you.

**When in doubt, treat us like we're a crying puppy. (Yup, *especially* when we're mad.)** This can be hard to remember in the moment – a big angry guy seems a lot more like a snarling Rottweiler (Yikes! Run!!) than a yelping puppy ... *but that's when we need you the MOST*. To get us to drop our weapons, we need you to show us how.



## Lesson 3: How to Trigger His Primal Provider Drive (so he WANTS to be worthy of you)

Okay, here's a personal question for you ...

*Have you ever felt like you're with a BOY, instead of a MAN?*

Like the man you fell for has retreated into that secret place back behind his eyes somewhere ... and you're left out here, cold and lonely, feeling like YOU'RE the only one actually participating in this relationship.

Or maybe you feel like he's given up on you. Like he's just going through the motions. Like you've become his *maid* and his *mother*, instead of his lover and his partner. Maybe the sex feels suddenly rote, dutiful, *paint-by-numbers*, instead of hot, sweaty, spontaneous and nasty.

Weird behavior ... fear of commitment ... non-committal flip-flopping ... sudden loss of interest ... or just sheer plain *romantic laziness*:

Whatever you want to call it, HERE is where we need to talk about EXACTLY what men need to feel, *and stay*, committed to you and your happiness.

Follow these three magical steps, and I swear by all that's holy, you will be SHOCKED at how simple it really is to transform even the biggest romantic numbskull into a hotblooded lion-hearted lover whose biggest desire is to make you happy ... and *keep* you that way.

Men are simple creatures. These steps are simple, too – you won't have any trouble understanding them or following them. The key here is that ACTION IS REQUIRED – not a single thing will happen for you unless you actually *do* what I'm about to tell you.

Simple. Magical. And *it works*.

Are you ready? Let's go!

## **Step One: Make Us Feel Like We Hung the Freaking Moon (And No Other Man Could Do It Better)**

It is VITAL that your man feels like he is your Most Special Person – like he is the *only* guy who could ever truly make you happy.

Remember how we talked about COMPETITION being one of our biggest driving forces as men? Well, here is where you're going to put that need-to-win streak to work for you.

Make us feel like we're the WINNER.

Like we trounced all other men.

Like WE ARE THE CHAMPION!

Publicly honor us and our 'boyfriending abilities', brag about us, and for god's sake make sure we can tell that you feel loved and happy.

Now here's the kicker:

To be an amazing partner to you, a man absolutely NEEDS to feel that he is *succeeding* at being a good husband, boyfriend, father, provider, handyman, take-out-the-trasher.

That means that even if you don't feel he's the only one who could make you happy right now, *you still need to ACT like you do ...* and SHOW him that you do.

Here's why:

Cuz when you proudly brag, with sparkles in your eyes and a smile on your face, about how great we are and how happy we make you, it makes us run up and down the nearest mountain with a megaphone shrieking "I'M THE CHAMPION! ME! ME! I DID IT! I WON! AAARRGHHHHH!"

... And if you *keep on* doing this?

It gets us ADDICTED to being with you and MAKES us want to *stay* with you forever and ever, because now we know how amazing it feels to win - and we want more.

**It gets us ADDICTED to being with you and MAKES us want to stay with you forever and ever...**

Remember, guys aren't mind-readers (I don't think I'm exactly telling you anything new here); and we *constantly* worry that we aren't doing a good job at being your boyfriend, husband, and man.

Honestly? Most of us feel like we're just making everything up as we go along. And ALL of us are constantly dreading the confirmation that, well, we kinda suck: that we can't do it right, that we left the toilet seat up again, that we're the idiot blunderer who can't make our woman happy because *we suck as a man*.

Here's the real-life translation of these feelings:

If you belittle him in front of other people, often or openly challenge his way of doing things, or seem unhappy with him as your man, it will *eat him alive from the inside* and will absolutely destroy the relationship from the inside out like an insidious flesh-eating virus. (Eeeew.)

The bottom line: if we feel like we're not measuring up, something inside us withers and dies; and that's when we get sad, we get distant, and we give up.

But if we feel like we have BEAT OTHER MEN (which, as you now know, is one of our biggest drivers in life), we will FIGHT to keep that feeling - and we will slay dragons and kill giants with our bare hands just to keep that smile on your face.

I'm not saying you need to set up an altar in your living room to us, or lick the dust off our feet with your tongue (eewwwwww) ... all you need to do is make sure we know we're doing a good job and that (here's the kicker) *you're PROUD of us*.

Touching us often and openly is a great start.

Cupping our butts as you walk past in the morning? Excellent.

Saying things like 'Whatever you give me, I will love' when we ask you what flavor muffin you want from the bakery? *Freaking AMAZING*.

Again, this isn't about you becoming a doormat. Boundaries and a backbone are VITAL to your happiness, healthiness, and – yes – your irresistibility to men, so for the love of god, *please* keep on being your sassy, feisty, self-respecting, moxie-riddled self. (Plus, I'll say it again: men love a challenge.)

Just let us know we're doing a good job from time to time. Don't immediately contradict us or second-guess us all the time. Smile at us like we hung the moon every so often.

Above all, let us know we're WINNING. Take our competitive drive and use it to get what you want! Because to a guy, there is NOTHING more prized than something he had to *beat other men to get*.

Do these things, and you will be one happy lady.

## **Step Two: We Are Encouragement Addicts. Please Treat Us as Such.**

To a guy, your affirmation is *everything*.

When we feel like we're succeeding at making you happy, we can take on the world with one hand tied behind us.

And when we don't?

Our confidence drizzles out the soles of our feet, our manhood curls up and vanishes underground, and we feel about as strong, manly, and energetic as a wet sock.

Here's the trick: it's all about what WE think that YOU think of us.

In other words, *we can vanquish enemies, build you a castle in the clouds, lead men to victory and win battles barehanded ... if WE believe that YOU believe we can.*

This is a for-real self-fulfilling prophecy. If you believe in us (and we know it!), we are empowered to go out and do better in EVERY area of life ... because we know that when we come back home, YOU will be there to give us a hug, wipe our sweaty brow, and tell us something like, 'Hell yeah, baby! You've totally got this; I KNOW you can do it!'

### **Step Three: Don't Tear Us Down.**

This is the dark side of the self-fulfilling prophecy: unfortunately, many women tend to focus their attention on what he's doing WRONG in the relationship – and thereby totally undermine what you want from him most of all.

Remember, we feel like huge impostors all the time anyway. Being a guy is a constant struggle to prove ourselves – to the world, to our parents, to our friends, to ourselves, and most of all to YOU.

To get what you want from a man, focus your attention on what he's doing *right*, not what he's doing wrong.

By the way, this is also how you train dogs. Don't tell anyone I said this, but men aren't that much different.

## Step Four: We Are Built to Do Things for You – So Let Us!

**Fact:** the art and science of getting a man's heart requires the appearance of *slight uncertainty* on your part.

And, it is *this exact uncertainty* that allows a man to feel like he is a) in control of the situation, and b) the WINNER (when you eventually let him catch you.)

Here's how it works:

Men, as you now know, are born competitors and we are wired to TAKE CONTROL. Everything is a competition or a strategy or a gameplan - and YES, this definitely applies to romance and relationships!

This means, when you are dating a man and you leave him wondering a little as to what it is you really want from him ("It's been two months and she hasn't even asked me if I see myself being married one day! What is going ON?!") *that's* when the idea of commitment becomes *intensely desirable* to him because now the ball is in HIS court and *he* has a chance to take control – therefore he is in charge and WINNING (ding-ding-ding!)

On the *other* hand, if you start probing about his 'intentions' or 'where this is going', now he feels emasculated and like you are 'forcing' a relationship on him.

Getting trapped by a woman who chose HIM is emasculating.

Struggling and striving to get the woman he really wants is WINNING.

See the difference?

*Any time* you try to instigate a 'leveling up', or try to move things forward, the guy will become cagey and reluctant to do so. (Btw, this remains true whether the timeframe is two weeks or ten years.)

**WARNING WARNING WARNING:** I am *not* saying you need to act cold, disinterested, or refrain from texting him cute little nothings whenever you feel like it. Flirt, charm, and smile away (and the more, the better!)

What I AM saying is THIS: at every opportunity to deepen the relationship, *you have to make it HIS IDEA to do so*. Men are competitors and we need a challenge and we need to WIN. Therefore, *we* have to chase *you* ... until you let us WIN you.

By the way – we also need to feel like WE wear the pants (at least some of the time) in other parts of the relationship, too – not just the romantic time frame. We are built to PROVIDE for you and to do things FOR you, so *let us!*

Ask us to fix things for you even if you know we'll do a wonky job and lose half the screws.

Say things like, "I could really use your opinion. Could I ask your advice on something?"

Let us pay for a meal if we want to – yes, even if we're on welfare and you're earning \$200k a year.

*If we want to do something for you, LET US.* And then give us the shiny happy-eyes and say thank you like we just made your entire year. This is how you get a man to strive for your happiness day in and day out: by taking advantage of his innate desire to WIN, and then *making him FEEL like a winner when he does it.*

**Step Five: Always, always, ALWAYS have our back.  
(Even and especially when we've fucked up.)**

Want to know what men are secretly afraid of?

Here it is: that we will need you ... and you won't be there for us.

If you want a man to give you his heart (and MEAN it), *you must be prepared to stand by him* – ESPECIALLY when he's messed up big-time.

Yup, this is true even if your best friend, your sister, and your mom all say otherwise. Loyalty is *huge* to men, and if we sense that you don't truly have our back, we will find someone else who does.

Obviously, there will be times when this is extremely tough to do. But the worst thing you can ever do to a man is to leave him high and dry when he's asking for your support – to break your loyalty to him.

(That's why it hurts SO MUCH when women have an affair – not only because we tend to gauge our self-worth by how attracted to us you are sexually, but also because it's a MASSIVE betrayal of our trust.)

The world is a big, confusing and stressful place, and if we are in love with you, we NEED NEED *NEED* to know that you will be there for us when we need your support.

Now, obviously this doesn't mean you turn into a doormat and give him the doggy-dinner-bowl-eyes even when he got drunk and set your car on fire.



(Psst – if you’re dating a guy who actually does stuff like drunkenly set your car on fire, that’s a big red flashing warning sign that he’s NOT a quality man. See Module 3, Lesson 5 - The Asshole Identifier for more info)

In all seriousness though, you can (and should!) speak your mind to him – with empathy and kindness - *in the privacy of your own relationship and your own home*. (For more specific examples of exactly how to do this, check out Module 2, Lesson 5: *How to Criticize a Guy*.)

But to do this publicly? That is a *completely* different story.

For a man to fall in love (and *stay* in love) with you, he must feel that you will *never* humiliate him, demean him in public, or turn your back on him; and that he can and should rely on you to be there by his side when he messes up.

### **A quick summary of what we’ve covered in this module:**

- To get a guy to be, *and stay*, committed to you and your happiness, make a habit of (every so often) dropping a quick Public Brag about him. Facebook is excellent for this. Something simple like a pic of you guys together, captioned something like “OMG look at those MUSCLES!!! Argh yes” is perfect. (You don’t need to be ‘witty’, so don’t worry about trying to be funny or clever. Just put him in the limelight – he’ll loooooove it.)
- If your guy never, EVER gets to feel like he’s hung the moon for you, he WILL eventually get cold, get weird, and give up on you - and the relationship. So, make sure he knows you’re proud of him - that you think he’s got an ass like two rockmelons, that his jokes make you laugh like a loon, that even your *dog* thinks he’s the bees’ knees. Smile at him with your heart in your eyes sometimes. Smack his butt when he walks past you in the hallway. When he makes you coffee in the morning, appreciate the HELL out of him for it (even if his barista skills are frankly awful.) Guys need a hint of WINNING before they can get addicted to you – so give him a little taste.

- To get what you want from a man, make him feel AWESOME for the stuff he does right (and forget about ‘complaining’ your way to a better boyfriend.) Praise is the sweet sweet nectar that makes us putty in your hands.
- Asking for our help, our opinion, our advice, makes us feel like a giant among men. We’re hardwired to *do things* for the women we’re into – so let us! (And then give us the goo-goo happy-eyes when we’re done and thank us like we just made your year.)
- We prize loyalty above all else – so to get a guy’s undying devotion, make a habit of *sticking by him*, even and *especially* when he has screwed something up. (Obviously, this doesn’t apply if you’re dating a low-quality loser – but you’re a *Make Him Worship You* woman now, which means you don’t date low-quality guys anymore.) If a quality guy knows you’ll be there for him when he’s made a world-class mess of something, he will never (ever) forget it – or you.
- If you want to bring up a tricky, spiky, or potentially painful subject, do it one-on-one with him. Don’t write Facebook posts ‘vaguely’ alluding to strife between you. Don’t invite all your girlfriends round and discuss your relationship issues when he’s in the next room. For a guy to give you his heart, he NEEDS to know that he can *trust* you with it – which means he needs to know you’ve got his back, and that you’ll never humiliate him by airing his dirty laundry in public.

**We’re hardwired to do things for the women we’re into – so let us!**

## MODULE 2: A Master Course in Speaking Guy

In Module One we popped the hood on men and to learn how the engine runs. This is a critical first step in achieving the ultimate goal: getting any guy to truly worship you in the way you deserve to be worshipped.

But simply understanding us isn't enough. You need to be able to *speak our language*. We need you to open us up, crawl inside our hearts and our brains, and make it clear beyond a shadow of a doubt that you are our dream girl rather than a placeholder (I know this sounds harsh, but all of us do a little mental math to determine a Mrs. Right versus a Ms. RIGHT NOW).

In this module I am going to teach you how to talk to men in a way we will truly understand. I'm going to show you how to direct our raging testosterone so that we focus specifically on YOU. I'm also going to teach you how to criticize us in a way that actually makes us *grateful*.

This is your master course in speaking guy -- the next rung on the ladder of worship. Grab your notepad and pen and let's get to work.

# Lesson 1: Four Simple Heart Opener Words

*When Jennifer popped her head into the garage one Saturday afternoon to ask Sam if he wanted a cup of coffee, she could intuitively sense that something was “off”. There was an unusually tense expression on his face, and his eyes seemed distant and guarded.*

*Instantly realizing that Sam wasn’t acting like his normal cheerful self, Jennifer slid around the side of the car and headed over to where he was wiping down his road bike. She’d find out what had happened, and hopefully make him feel happier again.*

*“Hey Sam! Is everything ok?” she asked quietly.*

*“Everything’s FINE,” he snapped. “I just want to get this bike finished”.*

*He turned his back and started furiously scrubbing at an oily spot on the garage floor.*

*“Well, everything doesn’t SEEM fine to me. You seem pretty annoyed. Has something happened?” she questioned.*

*“NO. EVERYTHING’S FINE” he barked without turning around to look at her.*

*Geez – well you don’t need to speak to me like that!” Jennifer replied, feeling stung at his angry tone. “I was just trying to HELP. I won’t bother then!”*

*Jennifer whirled on her heels and marched back inside, banging the door closed behind her. Why was he so ANGRY with her? And what on earth was wrong? Clearly something was the matter, so why wouldn’t he just tell her? Didn’t he trust her? Or was he annoyed with HER about something?*

*Her mind started racing and she could feel her cheerful mood totally disappear, leaving her chest aching with hurt and frustration. That quick conversation had sent her emotions into a downward spiral and put a huge rift in their relationship, and she had no idea how to fix it.*

If only more people knew about the **4 simple words** that can get any man to OPEN HIS HEART and reveal his deepest, heart-felt feelings.

So often, relationships are **sabotaged** because women don't realize how to approach a man when he's feeling vulnerable – and men don't have a clue about how to respond either!

Have you ever CLEARLY been able to see that your man is stressed or upset about something...

**... but he totally denies it?**

Maybe he's not acting like himself... or he's irritable and grumpy...

**... but even your kindest and most loving words just seem to make him turn further away?**

Have you ever felt like he won't engage in the emotional side of your relationship? He just **clamps his lips shut** when all you want is to know how he REALLY feels about you?

It's enough to drive anyone crazy!

**These 4 secret words can open a world of *intimacy* and *trust* between you**

We all know that men and women are vastly different when it comes to communication styles. Guys know it. YOU know it too. The trouble is, we aren't told what to actually DO or SAY to make the situation better!

**If only more people knew about the 4 simple words that can get any man to OPEN HIS HEART and reveal his deepest, heart-felt feelings.**

To feel happy and joyful and LOVED in a relationship, most women need to feel that their boyfriend, husband, or prospective lover are being truthful, right? You need to feel that sense of connection, an intimacy that comes from sharing personal truths with each other, creating the feeling of having found your 'soul mate' or true partner in life.

If you don't feel that your partner TRUSTS you enough to share his feelings, you're probably going to feel shut out and hurt. You're going to feel like **he's hiding something**, or that he **doesn't value you enough** to tell you the truth about his feelings.

**Without TRUST and INTIMACY, any relationship is going to crumble.**

But as we discussed in Part One, men just aren't wired to have open hearts, and to easily share their feelings.

*Don't give up on him!*

Luckily, there are four special words that can unlock his secret heart, and have him pouring out his true feelings, forging a powerful bond that will take your relationship to a place of incredible strength and joy.

## **The 4 'Heart Opener' Words to Use And WHY**

Now that you understand WHY most men really struggle with opening up, you can see that unless you CAREFULLY and STRATEGICALLY support him, this issue with emotional vulnerability can sabotage the relationship.

The secret words aren't just to be **SAID out loud**.

He also needs to **FEEL** your commitment to these words, before he can open up.

The four magic heart-opener words are...

***"I've got your back".***

In other words, he needs to totally and completely feel SAFE in the idea of sharing his feelings with you. He needs to know, on every level, that you truly "have his back". No matter what happens or what he admits to, you're not going to stop loving him. You're not going to stop respecting him. You're there to support HIM if he opens up to you.

I want to emphasize that you can't just SAY THE WORDS "I've got your back". We all know that men are more about actions than words. You need to SHOW him.

Once he feels safe that you're still going to respect him as a man, even if he shows his soft and vulnerable side, he will finally start to SLOWLY open up.

**Follow these steps to SHOW that you've got his back no matter what...**

Next time you want him to open his heart; you need to follow these steps to adjust your behavior, as well as your words.

Because of the intense vulnerability of the situation, the first few times he starts to open up to you are VERY IMPORTANT. If you shut him down now, you will ABSOLUTELY sabotage the relationship and it will be extra difficult (maybe even impossible) for him to trust you enough to try opening up to you again.

## **1. Adjust Your Body Language**

This might sound crazy, but one of the best ways to adjust your body language for this situation is to imagine you are trying to soothe a very small, freaked-out puppy.

Allow your body to fall into a place of CALM, where you move slowly and talk in a very soothing tone of voice.

If he seems calm enough and appears to *want* to be touched, then you can slowwwwwlllly stroke his shoulder a little bit (or put your hand gently on his thigh), or just sit near him quietly if he's too highly strung and agitated to be touched.

You keep your movements small and slow. You breathe in a relaxed, slow, full way. You keep your eyes SOFT ... think 'warm gaze' instead of 'glare' or 'stare'. You basically *model the behavior you want him to sink into*.

## 2. Make Him Feel Heard and Respected

Ask him questions that are easy to answer IF he seems like he wants to talk right now. E.g. "what's going on with you right now?" or "How are you doing over there, big guy?"

Reassure him verbally that WHATEVER he's feeling right now and HOWEVER he is choosing to show those feelings is totally and completely the right way to be.

*Brace yourself – that might mean he needs some alone time, or some space to think. That's okay too, and you need to respect that!*

It's important to remind yourself that this is respecting what he NEEDS, and truly listening.

Ways to make him feel heard and respected are to:

- Repeat back parts of what he says (in slightly different words), so he knows you're listening, e.g. "So you're saying that Dave didn't deserve that promotion, right?"
- Ask quick questions to show you're interested.



- Don't interrupt or tell him a "story" about something similar that happened to you. You might think it's helping, but it's REALLY IMPORTANT to keep the conversation about HIM if you ever want him to open up.
- Show that you still respect him even if he feels like a failure. For example, if he's upset because he lost his job, you can say "You're experienced and intelligent. I'm sure it's just because the industry is struggling. You'll be snapped up!"

### 3. Keep It Light

The 4 magic words "I've got your back" are chosen very carefully, because they have the perfect balance of CARING while still keeping it LIGHT.

Men tend to be more comfortable, AT FIRST, with 'light' ways of showing vulnerability. You're not dropping him in the deep end of emotional sharing. These 4 special words keep it casual and not "scary" or "too emotional".

### 4. Don't Push Him Too Hard If He's Not Ready to Talk

Your job right now is to provide EMPATHY and COMFORT so that he learns, "hey she really *does* have my back!"

If you ask him "Is everything ok?" and he replies, "Everything's FINE", you need to allow him to be the leader. It's your job to back off and try again later when he seems more open to communicating.

If you keep prodding, and try to FORCE him to open up, then he's definitely NOT going to feel like you've got his back.

He'll let you in when he's truly ready and feeling more relaxed - maybe over a beer after dinner, or when you're driving somewhere together the next day. You want him to feel, hey it actually feels GOOD and RIGHT to relax and let my shit out like this.

### **What NOT to do:**

- Impose your idea of what emotions he 'should' be showing right now. For example, don't tell him how you THINK he feels, or force your own personal solutions to emotions on him, e.g. "Well this is what I do when I feel <emotion>". Just LISTEN to him instead – his emotions and his ways of coping are very different to yours!
- Whatever you do, DON'T MAKE IT ABOUT YOU. This moment is about HIM. Don't let statements or questions pass your lips that are anything like "Why can't you open up to me? Why can't you just TRUST ME?" Remember, let him be the leader of how the conversation goes, it might not be the right time for him yet. Showing any sign of irritation or frustration will immediately make him bottle up his feelings.
- Don't start crying or get angry if he doesn't open up. Your job right now is to be CURIOUS, EMPATHETIC, CALM, and COMPASSIONATE. If he clams up and you get irritated that he doesn't want to share what's wrong, he'll only think to himself "Well I REALLY don't want to talk now!" Getting upset or angry is one of the quickest ways to sabotage the situation. If you DO feel upset, simply say "I've got your back if you ever want to chat" in a genuinely warm voice and walk away.
- Avoid telling your own story. Just LISTEN, nod, and listen some more. A man's emotional time is NOT the time to tell a story about something similar that happened to you. Even if you think you're helping, this will make him feel like you're not listening.
- Don't criticize or get emotional about his point of view – even if you don't agree. This can be REALLY HARD, but just remember that a man is terrified that his partner will lose faith in

him, or lose respect for him. Show your respect and show that you HAVE HIS BACK no matter what.

## Using the Actual Words

Remember, those four crucial words to get him to unlock his heart and reveal his innermost feelings are...

**“I’ve got your back”**

These 4 simple words will work wonders, but the magic is in HOW you say them, the TONE you use, and your own BODY LANGUAGE during the conversation. It’s not just about the words themselves.

You can also say these 4 words in a few different ways, and that’s totally okay and fine. The point of making it ‘FOUR words’ is to make sure you don’t overwhelm the poor guy (because come on, this is a whole new world of emotions and feelings being released for him!)

As long as you keep your supportive words SHORT and MANAGEABLE, he’ll understand that you’ve got his back.

So while you’re being calm, warm, and either touching him gently or giving him soft eyes, you can say things like...

- I’m here if you need me
- It’s okay, I got you
- Whatever your feeling is OK
- What do you need from me right now? How can I help?

## **Just Remember, When a Man Says “Nothing’s the Matter”...**

When you ask a man, “What’s the matter?” or, “Is everything ok?” and he doesn’t reply, it doesn’t mean he doesn’t trust you.

It simply means that his feelings are buried so deep from DECADES of having to hide his true emotions that he’s protecting the very core of his manhood. He’s not used to being vulnerable, and terrified of rejection. Don’t give up on him! Use the powerful empathy and caring steps above to SHOW him that you’ve truly “got his back”. With these 4 simple words, he’ll soon have a ‘lightbulb’ moment that it feels *right* and *safe* to reveal his heart to you and share his innermost feelings to create incredible levels of trust and intimacy in your relationship.

## Lesson 2: Testosterone Telepathy

*“We are born into a modern world with a brain  
that was developed for a more primeval one”*

- Professor Joe Herbert, author of ‘Testosterone: Sex, Power and the Will to Win’

*Ruby sighed to herself as she got ready for her lunch date with Jim. She flipped frantically through the blouses hanging in her wardrobe, trying to find something that would make her feel even remotely attractive.*

*These days she felt like Jim barely even noticed her when they went out together.*

*She KNEW that as soon as they sat down, he’d be checking out the cute waitress ... and the more she thought about it, the tighter her stomach knotted and the harder her teeth ground together. Why couldn’t he pay that much attention to HER? His actual girlfriend?*

*Ruby grabbed a low-cut top and dragged it over her head, hoping it would be enough to keep Jim’s wandering eyes on her for a change.*

*At the restaurant, she tightly zoned in on Jim’s every move. When would it happen?? Sure enough, as the waitress bent over to hand him the menu, his eyes ZOOMED in on the creamy cleavage falling out of her v-necked shirt ... and Ruby SNAPPED.*

*She fought with her emotions, feeling the angry tears welling out of her eyes. As soon as the waitress stepped away from the table, she snatched her handbag off the back of the chair stood up, feeling her heart hammering in her chest. As she looked at him, all she could feel was disgust and stomach-clenching agony. He clearly didn’t care about her at all.*

*"How could you stare at her boobs like that, RIGHT IN FRONT OF ME!" she hissed at him furiously.  
"Do you want to SLEEP with her? Well go right ahead, I don't want anything to do with you  
anymore, you disgusting pervert!"*

*Ruby whirled around and ran out of the restaurant.*

**This could ALL have gone SO DIFFERENTLY, if only Ruby knew the TRUTH about the male LUST hormone testosterone (and how to turn it to her own sneaky advantage ...)**

## **Relax, it's not about YOU**

Have you ever felt...

- Horrified as you saw your man sneaking an admiring glance at another woman strolling past your café table?
- Furious when you caught your boyfriend watching porn when he thought he was all alone? Why would he do that when he has a living breathing woman - YOU - to be with!?
- Afraid that your new man will cheat on you. Especially if you've been cheated on before?

Let me reassure you (as I reassured my friend Ruby), the fact that men look at other women has *NOTHING to do with you*. You're not lacking anything. He doesn't want her *instead* of you and it doesn't mean he is going to cheat on you the second you leave them alone together.

## **There's nothing wrong with you!**

The reason men stare at an attractive woman is because it's in our *biological programming* thanks to testosterone... and ogling a woman has ZERO influence on whether we actually cheat or not.

## **Testosterone is powerful, and ALL men are along for the ride...**

As a man, I can tell you that our brains and bodies are swimming in testosterone, which affects our physical bodies and our mental urges. This is something we literally can't help. We're at the poor MERCY of this powerful hormone.

Sure, sometimes it's doing innocent stuff like lowering our voices, or making us grow chest hair (and muscles!), but the rest of the time, it's waging a tireless battle to get us to make babies. It's the hormone that makes men (and women) want to have sex and keep the human race going.

It's also the hormone that makes YOU magnetically attracted to us (especially when you're ovulating, by the way).

It's the reason we stand strongly, proudly, and confidently. It's behind the competitive nature and "provider drive" of your man. And ... as annoying as it is to admit ... testosterone is also the dick's navigation system.

And that really is the way you should think about it. Men can't help it when they're attracted to a woman. Sexual attraction and physical impulse are involuntary thanks to... science.

If you could put yourself in a man's body for one day—just a day—you would be amazed at how many times your eyes are drawn to women's breasts. You'd be overwhelmed by how often you have to stand behind a counter to conceal an ill-timed erection. A man can't control the compulsion to look at a sexy woman.

Here's why:

Evolutionarily speaking, eyeballs are the receptors that gather information for our body and brain to determine:

*"Do I want that?"*

*"Can it hurt me?"*

*"Can I have sex with it?"*

That's the job of the eyeballs. They are going to look at stuff.

Now, while testosterone is the brain's navigation system, it's not fully in charge. Men are sentient beings. So, yeah, he might glance at other women. He **can't** control that. What he **can** control is whether he ogles, catcalls, and makes an ass of himself. Testosterone is NOT a get out of jail free card for behaving like a jerk. And it absolutely does NOT make cheating OK.

Unless he's on some drug that has his testosterone levels on complete overdrive, he can definitely control his actions when it comes to those urges and impulses.

So while testosterone is a navigator, the brain and moral center steer the ship. You can get mad, wish, and pray that he doesn't look at other women's boobs or think about having sex with them, but it's more productive to accept the biological reality of it and move on. It's not about you.

**URGES = can't control.**

**ACTIONS = can control.**

## How can you use his Testosterone to your advantage?

Use Testosterone Telepathy!



You need to connect directly to his testosterone-drenched mind and use it for your own benefit.

Remember, testosterone is responsible for a whole lot of who he is. Your attraction to him, his leadership, confidence, and willingness to assert himself are all navigated by testosterone. Amplify these strengths and you can redirect that energy back to YOU.

**Remember,  
testosterone is  
responsible for a  
whole lot of who  
he is.**

Validate his navigator (the testosterone and masculine qualities) and simultaneously create an imprint with the captain of the ship - his brain.

YOU are the person giving positive reinforcement to that chemistry experiment in his head. Nurture this strategy and he will be soft, sticky, gelatinous, putty in your hands. Do this, and he will worship you.

Here is how you can validate his navigation system and simultaneously imprint YOU as the kick ass feminine force in his life.

**Sexual Validation:** If/when you see your man notice another woman, have some empathy for his poor brain. Acknowledge it, but don't get mad. Have fun with it.

*"Wow, she is hot. I think my boobs are bigger than hers, though." "Nice ass, too."*

or...

*"I know, there's some serious eye candy around here, right?"*

See, you just gracefully showed him you can roll with it. You displayed a cool confidence - and reminded him that you're the hottest thing on two feet in this town.

If you really feel like he is pushing your limits - that his wandering gaze is testing your boundaries, say something (calmly) that you honestly FEEL, like *"It makes me feel upset when I see you staring at other women. Could you please try to not do that when we're out together?"*

**Provider Drive Validation:** When he struggles with financial or control issues in the workplace, remind him of how much you appreciate his hard work and effort. Even if you make more money than him, it's important to validate his efforts to provide for you.

**Protector Validation:** Men are wired to procreate and protect. Whenever you can, acknowledge the things he does right. Even if he gets things wrong most of the time, talk about the 1% that he did well. Does he take care of the house when stuff breaks? Does he excel at his job? Does he help the kids with homework? Does he massage your feet after you've had a long day?

Let him *know* and you'll be speaking directly to his testosterone.

## Let's Talk about Cheating

I get asked a lot (and I mean a LOT):

*"How can I stop a guy from cheating on me?"*

*"How can I tell if a guy will cheat on me?"*

These aren't questions with simple answers, so let's talk about what we've learned so far:

First, I mentioned that just because testosterone makes a guy is attracted to other women, or occasionally looks at porn with bimbos that look nothing like you (how DO they walk in those heels anyway?), it doesn't necessarily mean he wants to cheat.

### **Why Men Actually Cheat:**

**1. They have crappy impulse control and are selfish:** These guys prioritize their own needs above yours and do whatever they want without regard for how it impacts other people.

These assholes should come with a warning tag - and in a way, they DO! You'll see this behavior in many other things he does as well. (I'll talk more about this in Module X - Lesson Y - How to Tell if He Is Worth it)

**2. He's not getting his needs met (and you don't seem to care):** To be fair, this is a reason both men AND women cheat. They feel disconnected from their partner - a partner who doesn't seem concerned to try and work to fix it. Over time, they might find someone who makes them feel special (feeds his "Provider Drive" etc) and might drift that way. Don't worry. This *entire* course is filled to the brim with ideas how to stop that.

**3. He's insanely insecure and seeks affirmation from female attention:** Look, every guy wants to feel attractive. Scratch that... every HUMAN wants to feel attractive and desired. But remember how I said men attach a ridiculous amount of importance to getting women to want them? It validates us. Some guys have a compulsive need to seek validation of women through sex.

This is NOT your fault. And if you sense this is happening, it probably isn't about YOU at all. It's about the void he feels and his compulsive need to fix it. He should get therapy, and that's outside the scope of this program.

**4. If you date a super competitive guy, he may have super high testosterone, and those guys are more likely to cheat:** My childhood friend Ruby confided in me that she felt compulsively attracted to typical 'manly' men, and it was ruining her life. She couldn't help herself - if a man with a strong jawline, chiseled chest and powerfully confident attitude entered the room, she was impulsively and irresistibly drawn to him.

The problem was that every single man she'd ever dated had ended up cheating on her. Ruby was desperate to start a family with a loyal (and still manly) guy, but she felt torn and confused about the kind of men she was attracted to.

Here's a proverb I just made up: *"Bad boys are a snack... not a healthy meal"*

They are delicious as a “sometimes food” but you really can’t sustain yourself that way. “Bad Boys” may seem exciting, but it often comes with some side effects

Now there’s no way you’re bringing a blood test kit on a first date, so just watch out for uber-competitive guys (see Tiger woods, Jesse James, or anyone that’s dated a Kardashian...) that have a tendency to want to “win at all costs.” That can mean collecting women like trophies. This desire, combined with the other reasons above are a RED FLAG for a serial cheater.

## Summing Up

- **Testosterone is how we are wired:** It’s the basic chemical that not only makes men attractive to you, but makes them naturally prone to looking at other women.
- **Urges aren’t the same as actions:** While a guy can’t help glancing at women he finds attractive (I’ve literally watched men do this at a funeral), he CAN control his urges to not stare, make you (or her) uncomfortable and not be a jerk about it. Testosterone is no excuse.
- **Use Testosterone Telepathy to your advantage:** When you see a guy under the spell of his own chemistry, roll with it, and redirect that energy instead of fighting it. You won’t win if you try and shut his natural instincts down. Also, try and play to his nature (provider drive etc.) and you’ll be well on your way to him associating YOU as the source of what he needs.
- **Understand why men cheat:** Men cheat for a variety of reasons. Some have nothing to do with you. Be extra aware when you find yourself dating “bad boys.”

As you can see, testosterone has far more impact than “making men stare at boobs.” It literally shapes our life. Understand how this hormone drives us, and you’ll be able to HARNESS THE POWER that makes a man fall in love.

## Testosterone Helps Men Find the Love of Their Life

Let's end on a positive note, shall we?

The male body creates testosterone to drive us to keep hunting and searching for our perfect mate.

When we find that perfect partner and stay committed, – those primal urges to “keep searching” just melt away! When we're in a committed relationship, our testosterone settles (as nature intended) so that we stay a bonded couple and the male is around to protect his family.

[Psychology Today](#) shared that *“Men and women who reported higher relationship satisfaction and commitment have lower levels of testosterone.”*

Isn't that fascinating? Evolution built a “long term love factor” into testosterone so things stay balanced. Not every day will be smooth sailing, but if you steer *with* the waves and don't fight the current, you'll have a much more enjoyable journey.

## Lesson 3: The Art of Public Bragging

Men love to be respected, admired, and appreciated. Whenever my wife brags about me I get a warm feeling deep inside my chest and I get a little “goose-bumpy.”

And you know what? It inspires me to brag about her.

### **Boomerang Worship!**

Look, I get it: if you're currently feeling taken for granted, invisible to your man, or unappreciated for all the things you do for him, this might sound like the last thing you want to do.

But trust me on this. Follow what I say here, and you will inspire him to BRAG about you in public so every friend of yours is gnawing their heart out with thinly disguised jealousy ... and you won't believe how WONDERFUL it feels when your girlfriends are begging you to tell them how you made your man SO devoted, what 'trick' you used to make him so astonishingly proud to be your man.

This is simple, but IT WORKS. Just like throwing a boomerang: sure, it'll come back to you ... but only if YOU toss it first.

Translation: if you want your guy to BRAG about you, you have to know how to tickle his male pride and show him how to do it. Which means it's time to get your bragging shoes on, baby!

**First: if you're not used to bragging about your guy (and most women aren't), you're gonna need some practice.**

Here's a fill in the blank Facebook or Instagram post:

*I'm so proud of my gorgeous man for < thing here> ! It makes me < appreciate / love / respect / admire > him more every day.*

You can easily modify this for just about any occasion:

- Winning an award
- Running a marathon
- Leading his team
- Being a good father
- Being there when I need him

Nothing says “my husband is cute” like a **Throw Back Thursday #TBT** Facebook or Instagram post.

Baby pictures, wedding pictures, his high school pictures where he’s wearing a ripped t-shirt and jeans, with wild Bon Jovi hair (even though he’s hella bald now).

Here’s a sample #TBT post:

***“#TBT: Check out [insert name] circa 1991. Still a rocker at heart. And guess what? He’s even more handsome now and he’s mine.”***

If you can, share the moments that show him at his best. Pictures of him with his parents at church. The astounded look on his face the day your first child was born, holding that new little, pink, squishy baby in his arms.

**What are some other ways you can Publicly Brag about your man?**

Honestly? Social Media these days makes everything so very, VERY easy. Right there at your fingertips you've got access to your entire social strata of friends, colleagues, family ... you name it.

And as you should know by now, NOTHING makes a guy puff up his chest and feel that surge of addictive masculinity like WINNING ...

And NOTHING feels like winning more than having a woman do our bragging FOR us! That's why Facebook and Instagram are my number-one go-to for 'boomerang worship'.

BUT, if social media is not your thing, here are some other suggestions guaranteed to put a smile on his face (and a bulge in his pants):

- Brag about him to a mutual friend (or friends) when he's not actually present. It will get back to him – in the best way possible.
- Loudly brag about him to others when he's juuuust within hearing. His ears will prick up, and you'll see that SMILE spread across his face like a sunrise. Next thing you know, he's reciprocating loud and clear (and your friends are all rolling their eyes and making fake gagging noises cuz y'all are just so damn cute together.)
- Uhhhh ... hmmmmm ... errr .... look, you got me. Unless you have your own podcast, Youtube channel, or news anchor post, social media really is the hands-down MOST efficient, EASIEST, and most EFFECTIVE way to do this. So, if you're not on Facebook or Instagram, go sign up now. Then USE THEM to your advantage – you will reap the delicious dividends.

**Next thing you know, he's reciprocating loud and clear (and your friends are all rolling their eyes and making fake gagging noises cuz y'all are just so damn cute together.)**



## Lesson 4: The Morning Ritual

**Raise your hand if you've ever wished your man would get more excited at the thought of spending time together.**

Yes! I can see all the hands madly waving in the air!

**Have you ever felt upset or unappreciated** because it seems like your boyfriend, husband, or perspective lover doesn't really want to do things with you?

**Do you wish he'd actually show an ounce of ENTHUSIASM** at the thought of going out for lunch, visiting your mom, or going for a stroll around the shops with you?

This simple 3-step morning ritual will leave him dripping with desire for you. He'll be leaping at the chance to spend quality time with you, and actually MAKING AN EFFORT to form exciting and intimate connections with you.

**In fact, these 3 steps will leave him almost unable to say 'no' to you**

You'll be as irresistible as an ice-cream is to a 4-year-old kid (in other words, devoured).

If you want MORE quality time, MORE connection with your partner and MORE enthusiasm on his half, you'll be amazed at the immense power this ritual places in your hands.

Use it wisely. This ritual is incredibly powerful, so don't use it too often. I'd recommend once a month as ideal.

**Why are men so reluctant to spend enough quality time with their women??**

Take a second here and think about how guys spend their time with OTHER GUYS.

Does a man phone his friend and say “Oh hey buddy! I haven’t seen you in ages. It’s time we had a catch-up. Lunch?”

NO WAY.

No man organizes to get together with another man, in order to “catch up” or “spend quality time together” or even just HANG OUT.

They DO things.

This may sound ridiculously simple, even shockingly so, but this is the key to unlocking extra time with your man.

Guys play sports together. They go on bike rides, or go fishing, or play computer games, or help each other fix stuff.

## **The shocking simple fact: men LOVE plans with a goal attached**

Chatting and connecting always happens with men, but it’s a by-product of the THING they’ve organized to do.

It’s a basic principle that men get enjoyment and pleasure from ACHIEVING things, rather than simply connecting with other people.

Women, on the other hand, enjoy experiences and communication. They get together with their friends purely for the pleasure of connecting and enjoying each other’s company.

## **Men are goal oriented – set him a goal and watch him beg to achieve it**

If you want to spend more quality time, more CONNECTION time with your guy, you need to figure out how to attach a goal to your plan. It can be the simplest goal you can imagine, but most men need to feel like they've achieved something in order to feel like their time was spent in a worthwhile manner.

Imagine a man going shopping for some new shirts. Does he wander around the shops, chatting happily with a friend and happily trying lots of different things on (even things he doesn't need at all), enjoying the experience and making an afternoon of it?

*No way.*

He knows EXACTLY what he needs, and he races to the shop like someone's holding a stopwatch up to time him. He grabs a few shirts without looking at anything else, quickly tries them on, and buys only what he came for. BOOM, that's a "successful" shopping trip for a guy.

**Want him to spend more time with you? All you need to do is find an activity with a goal.**

## **Want him to spend more time with you? All you need to do is find an activity with a goal.**

This powerful step is actually the THIRD AND FINAL stage of your new morning ritual.

The first two steps prime his brain, **shaping it to a state of excitement and enthusiasm**, ready to shout "yes!" at the thought of spending time together. Adding the goal is the last 'power' step that will have him leaping into action.

There are 3 steps in this incredible ritual. Each step will only take 1 or 2 sentences, but you **MUST** complete all 3 steps in order if you want to unlock the true power of this ritual.

## Step One: Make yourself unavailable

Start your morning ritual by telling him about a plan that you already have to do **SOMETHING ELSE** – without him. Some ideas are:

- Pilates class
- Grabbing dinner with your friend
- The weekly cooking course you start next week
- Even just the book that you're planning on reading later that weekend.

MAKE SURE you quickly mention you have plans *without him* first.

### Why is this critical?

It allows him the mental breathing room to realize that he's going to get to spend some time by himself, doing exactly what HE wants to do, at some point soon.

Mentioning your OWN PLANS first is like **releasing a super tight elastic band**.

This simple step creates extra space in your relationship gives him room to think, relax, and breathe.

**It also makes him suddenly place massive VALUE on you.**

By making yourself unavailable in the near future, you make him VALUE YOUR TIME TOGETHER.

You become something to be pursued, something to be valued and appreciated.

### **All that power in one simple sentence!**

Here's an example of making yourself unavailable in the near future:

**Ritual step 1 (your plans):** *"Darling, don't forget I'll be swimming every Thursday night from now on, so I won't be around that night."*

## Step Two: The sexy hint – but no sex!

You want him yearning to spend time with you and excitedly reaching for the phone when you call.

**You want him MAKING AN EFFORT, trying hard to impress and delight you (even if you've been dating or married for years).**

Step two will make sure he's completely under your spell.

After you've mentioned your own plans to do something all by yourself in the near future, the next step is to...

*... hint at some spicy bedroom action!*

### **Never talked dirty? Don't worry, you don't have to!**

(By the way – should you choose to make this leap, please note that you've got full access to an entire bonus program, *The Good Girl's Guide to Texting Dirty*, which provides you with over 200 sexy

'done for you' texts and conversation starters that you can use right away. You'll find it under the 'Bonus Material' section.)

(Oh, plus – not to be the douchebag plugging my own team's stuff here, but if you want a seriously in-depth education on dirty talk, then you NEED to check out my friend Felicity Keith's program [Language of Desire](https://languageofdesire.com). At <https://languageofdesire.com>.)

It's as simple as this example...

1. **Ritual step 1 (your plans)** *"Darling, don't forget I'll be swimming every Thursday night from now on, so I won't be around that night."*
1. **Ritual step 2 (sexy hint)** *"I've even bought a new bikini. Maybe you can help me take it off in the shower when I get back...!" (naughty smile)*

By cheekily mentioning something a little sexy, or just HINTING at the possibility you're excited at the thought of some action later on, he'll be quivering with excitement all day.

**Knowing that you find him attractive** and juuuuuust maybe would like to have sex later is **enough to make him want to explode with excitement and pride.**

He'll be rendered nearly **UNABLE TO SAY NO** to the idea in your next sentence.

You could almost suggest anything now and he'd say yes. But use this power wisely, and not too often!

**A playful hint will also put the sexual chemistry back into your time together.**

By hinting at something juicy, you'll BOTH be looking at each other with excitement all through your date. You'll feel that zap of sexual chemistry and electricity, like you're on a sizzling first date, but even BETTER!

Don't underestimate the power of a naughty hint to make your relationship fun, and to make you absolutely irresistible to him.

## Step Three: Your man-plan with a GOAL

Now it's time to phrase your request to spend time together. Just remember, it needs to be an ACTION or some kind of goal.

### Example 1:

- **BAD:** "Want to go out for lunch tomorrow?" (**No goal**)
- **GOOD:** "Oooh there's a new cider on tap at the Old Rose bar. Let's go try it over lunch!" (**Simple goal makes it man-friendly**)

### Example 2

- **BAD:** "Will you come shopping with me today pleeeeeease?" (**No goal**)
- **GOOD:** "I need a new pair of jeans. Will you come and help me find the jeans that look best on me?" (**Simple goal – buy a pair of jeans**).

### Example 3:

- **BAD:** "Want to go for a walk? I need exercise and I'd like some company." (**No goal**)

- **GOOD:** “Come for a walk to the Horseshoe waterfall with me! I bet I can beat you there.”  
(Simple goal)

## Putting your *irresistible* 3-step ritual together

Here’s a full example of your 3-step morning ritual:

1. **Ritual step 1 (your plans):** “Darling, don’t forget I’ll be swimming every Thursday night from now on, so I won’t be around that night.”
2. **Ritual step 2 (sexy hint):** “I’ve even bought a new bikini. Maybe you can help me take it off in the shower when I get back...!” (cheeky smile)
3. **Ritual step 3 (plan with a goal):** “Will you come into the city with me tomorrow night? There’s comedy show on, let’s go have a laugh!”

Can you see just how powerful this quirky morning ritual is? It’s almost impossible for him to refuse to spend time with you. Any man on earth will be hollering to spend quality time together, if you can follow these three simple steps in the morning.



## Lesson 5: How to Criticize a Guy

There is a right way and a wrong way to criticize a guy. One way will make him defensive and shut down, and the other will get you what you want.

I'd like to start with an example of the wrong way to do it. This story comes from one of my female clients.

*Ray and Steph have been married for 7 years. Ray works long hours as a foreman on a construction crew. Steph recently left her teaching job so she could start law school. The transition was difficult. Money is tighter than ever, and Ray is working overtime to make ends meet.*

*One day, Ray got home late from work. It was raining hard out, and, without noticing, he'd accidentally tracked huge black footprints of greasy mud all through the house.*

*Then, "it" started.*

*"Why didn't you take your boots off before you came in the house? That'll never come out of the carpet," cried Steph.*

*Without missing a beat, Ray surveyed the living room. There were mounds of unfolded laundry on the couch. The kitchen table was littered with piles of paper, books, and pens. The sink was filled with yesterday's dishes, and the trash hadn't been taken out for days.*

*"Errrr," he said, half-laughing, "... are you serious right now?"*

*The atmosphere in the room instantly froze.*

*"What's THAT supposed to mean?" Steph asked suspiciously.*

*"Well," he said, looking around the room, "I mean, it's kind of a mess in here...? I can't REALLY see that a few bits of mud are gonna make all that much difference."*

*"Oh my GOD, you are SO disrespectful!" she yelled. "I don't come into YOUR office, mucking up all your papers and charts and graphs and whatever it is you actually do in there, but you clearly think NOTHING of what I'VE been doing to try and keep our house clean and tidy!"*

*Ray gave up. "Okay, Steph," he said coldly, "whatever you say. I'm wrong, you're right. Just like always."*

*And with that, he left the room, closing the door behind him.*

*Steph sat down on the arm of the couch and took a deep breath ... and immediately burst into tears.*

**Okay, let's stop here. It's easy to see how this can quickly get out of control.**

Clearly, Steph is overwhelmed with school and life, and perhaps feeling financially disempowered since she doesn't contribute to the household income anymore. She may also feel some guilt because going to law school resulted in Ray needing to work more hours to make up the money.

Ray may feel some resentment. "What does she do all day? How long does it take to write a few research papers?" These thoughts and feelings could easily be close to the surface, ready to bubble out at the first opportunity.

## **The ‘Shields Down’ method will get your guy to change his annoying behavior – and actually listen**

What’s the ‘shields down’ method? It’s actually pretty simple, and you’ll be able to use it in all kinds of situations when you want your man to change his bad habits or frustrating behavior.

You see if you jump straight into criticizing (like Steph did); you’re flat out NOT going to get the result you want.

Criticizing or nagging only results in extreme irritation, and more often than not ends up with a horrible argument (which is often WORSE than the original problem was).

### **Every couple hits that “grrr” moment where the other person is SERIOUSLY getting on our nerves.**

You’ll be able to use this simple method next you want him to:

- Help out more around the house
- Respond faster to your messages
- Stop being late all the time
- Quit wearing that hideous tropical shirt in public!
- Any other times you want to change his behavior or stop doing something annoying

The ‘shields down’ method works really well when you want to PERMANENTLY change someone’s behavior, so you can avoid big blow-ups that can hurt your future as a couple.

### **Here’s the ONE THING you absolutely need to know about men and getting them to change their annoying behavior...**

His 'shield' is up when he feels like he's in a FIGHT

And you can't get him to change ANYTHING, or truly LISTEN, when his shield is up.

Do you want him to AGREE with you? Of course!

Do you want him to CHANGE? Yup!

*The secret is to make sure it doesn't feel like a fight.*

If a man feels like a situation is turning into an argument or a fight, he immediately puts up his emotional 'shield'. He automatically goes into warrior mode, where his focus is on protecting himself and attacking right back. This is the WORST time to actually solve a problem because he's not focused on hearing what you have to say.

Next time he's done something really annoying, or you want him to change his bad habits, you have to try this...

## The SHIELDS DOWN METHOD

### Step 1: Press 'Pause'

So, he's done something REALLY annoying. He's tramped mud all through the freshly vacuumed house, he's gone to the bar with his friends without inviting you, or he's forgotten to call you and say he'll be really late for dinner.

**Before you yell, send an upset message, or react with anger – press pause!**

Take some time out for a minute. Having a quick breather is KEY to turn this situation to your advantage and make sure that you get the behavior you want IN THE FUTURE.

Just think - you can't change what's in the past. He's done it. There's already mud all over the carpet, he's already late, or he's already said something hurtful. It's DONE.

The best way forward is to know what you want to happen NOW.

You need to focus on how he needs to **fix it** or **do properly next time**, not what he's done.

It's IMPOSSIBLE to clearly think about the BEST way to handle an annoying situation when you're in the middle of all those powerful emotions.

### **Press Pause by doing this...**

- Take 5 deep breaths. Breathe slowly in through your nose, feel your belly filling with air, and slowly puff it out your mouth. 5 times.
- Try to stay calm (remember, you have to stop it becoming a fight or argument if you want his 'shields down').
- If your heart is racing or you feel too emotional to calm down, take some "time out".

"Time out" for adults is a little bit different than time-out for children. With children, the idea is to make the child think about what they did wrong and why it was wrong. The child sits in a quiet area and stew and steam and usually thinks of ways to not get caught in the future.

On the other hand, HERE is how timeout works for grownups ...

The moment a conversation gets tense... the moment you feel the waves of anger or hurt flowing through your body, you call “time-out.” It doesn’t matter what the other person said or was in the process of saying. It doesn’t even matter if YOU are the one escalating the situation. You can call time-out. Or your partner can call time-out.

Then, you find your “corner” (bedroom, guest room, garage, bathroom, or wherever your safe spaces are) and reflect. Think about the thoughts and feelings that got you here. Try to put things in context. Put yourself in your partner’s shoes – what might be going on in their life to make them act like this?

After 5 minutes (at *least*—some people give themselves an hour or more), you come back and have a conversation. You and your partner should be seated calmly at a table or on the couch.

IMPORTANT NOTE: this isn’t easy and WILL take practice – you won’t be able to consistently pause *every single time you get upset* right out of the gate. But keep at it and keep practicing, as you WILL get better with every single attempt. (Angie and I have been using the time-out method for two years now, and we *still* slip up occasionally – so be kind to yourselves, and *keep trying!*)

Feeling calmer? Excellent! Time to move to step 2...

## Step 2: Ask for the behavior you want

Before your guy will give you what you want, he’s going to need some context.

### Explain to your guy what’s bothering you.

He genuinely might not realize the extent that his behavior is upsetting you. Choose a time when you’re calm, and there’s enough time to have a conversation about it.

**He genuinely might not realize the extent that his behavior is upsetting you.**

Whatever you do, don't yell or raise your voice. That will put him on the defensive and raise his shields right up

Focus on trying to fix the problem going forward.

This is a technique that works really well when you want kids to change their behavior too. Rather than focusing on the negative ("*Jimmy! Stop THROWING things!*"), you focus on the positive behavior you want ("*Jimmy! Keep the spoon in your hand!*").

Remember this is the 'shields down' method and you MUST try to keep it a conversation, not a fight. Try and stay away from phrases like "you always..." and "you never..." because they feel like personal attacks - and besides, does he REALLY always track mud in the house every time? Probably not. Exaggerating won't help.

- **Make it clear how his behavior makes you feel**

- **Don't say:** "You're always out partying. Why don't you grow up!"
- **Do say:** "When you're out partying many weekends it makes me feel sad that you're not around to do fun things in the daytime because you're hungover. I miss you."

- **Give an example**

- **Don't say** "I hate that you're always late!"
- **Do say** "When you were late for dinner last night, it made me feel like I'm not a priority to you. Please call me if you're going to be late."

- **Ask for the behavior you want instead**

- **Don't say** "It drives me crazy that you leave your dirty clothes all over the floor!"
- **Do say** "When there are clothes all over the floor I find it stressful because it's hard to get dressed in the morning. Can you please use the hamper?"
- **Don't say** "You never reply to my messages!"
- **Do say** "It makes me feel like I'm not important when you don't message me back. I know I like messaging more than you, but I'd really appreciate it if you'd message me at least once a day."

- **Don't repeat yourself.** Once you've made your point, that's great! You don't need to keep talking about it. Saying the same thing over and over is unlikely to have a positive outcome.

When you explain how someone's actions are affecting you, you are appealing to their basic instinct to make you happier. You aren't telling him what to do, or being critical, you are providing the opportunity for him to step up and be a great guy.

Okay, so he's left huge mud footprints all through the house.

Rather than aggressively TELLING him what to do, ask CALMLY for what you'd like to happen.

*"Oh no! There's mud all over the carpet. Hun, could you please vacuum that up this evening? I'm flat out finishing this law paper tonight."*

Simple, right?



He's much more likely to do what you want if you actually ASK for it. Calmly.

*"When I stopped getting annoyed and tried calmly explaining to my boyfriend why it upset me that he took days to reply to my texts, he changed pretty quickly. I don't think he ever realized how neglected and sad it made me feel before. I felt like he actually listened this time because I didn't make it into an argument!"*

*- Justine, Veterinary Nurse*

### Step 3: Sandwich the Criticism (aka "Praise Praise Praise!")

Voicing your concern can often sound like criticism. Before saying anything critical, you'll want to say something positive.

"Babe, **<really positive thing here>**, but sometimes when you **<insert bad thing here>**, I feel like **<explain feelings >**" (Then close the statement with something else positive or complimentary.)

#### Here's an example

"Babe, I know you work really hard every day, but when you interrupt me to tell me about your day, it makes me feel like my opinions don't matter to you. Can you try to let me finish talking, 'cause I want to tell you about my day too."

When he does something you love, or makes the right choice, or does something helpful, praise the heck out of him! I have talked about this in the program already, but it bears repeating.

Your praise doesn't even need to relate to the behavior you want to change.

Positive feedback is incredibly important for a relationship.

**Praise is also ADDICTIVE to the male ego.**

Once he's basked in the glory of your pride and respect for doing something great, **he'll want more of that adoration, and he will return it in kind.**

For example, if you're trying to get him to cook more often, you could say something like:

- "I think you'd be great at cooking curry because you're so logical. You'll be fantastic getting the measurements of the spices perfect!"

Or if you want him to take care of the kids so you can have some free time, you could say:

- "You're such a great dad. I loved listening to the kids laughing when you showed them how to play basketball today, they had so much fun with you and I'm so proud."

**Hearing your praise creates a positive association** and feeds his male ego, making him more likely to do the behavior you want more often.

## **What if he's drunk? Or what if I'm drunk?**

Hmmmm. Well, who's drunk? You or him? Actually, it doesn't matter. When you're communicating with your partner about something that is bothering one or both of you, it's important that you both have a clear head. In the history of humankind, no relationship argument has ever ended well when alcohol or drugs are involved.

Alcohol or drugs call for an immediate **“time out”** for both parties. Come back to the table when everybody is sober (and not hungover by the way).

So here’s how you deal with an argument brewing when your partner has had a little too much of the sauce.

“Babe, I know what you’re saying is really important, and it’s something we absolutely need to talk about. I just think tomorrow is a better time to have this talk. Not right now, because you’re not thinking clearly. Let’s just have “time out” and we’ll talk this out tomorrow.”

If he persists, do your best to ignore him, go sleep in the guest room, or just go somewhere else.

## **Now, here’s what I want you to do:**

### **Step 1 – Get your partner to agree that this new “Shields Down Method” will be the plan moving forward**

Don’t wait until your next disagreement or argument to explain the concept of “time out” to your partner. Go ahead and let him know about the strategy now, so he’s not surprised when you say “Time Out” and leave the room the next time you have an argument. (WTF just happened? Did she say “Time Out” and walk out on me?)

By the way, you may need to have this conversation about the shields down method and the timeout more than once before he is onboard. Your patience in this regard will pay off - promise.

### **Step 2 – Practice the Sandwich the Criticism technique**

You can literally write out the compliments that you want to sandwich around the criticism. Depending on how long you've been with your partner, this technique may take some practice. Don't hesitate to stand in front of a mirror and rehearse what you're going to say. Try not to worry about sounding rehearsed or artificial, because when you talk to him your feelings will come through.

### **Step 3 – Give this new strategy some time**

Rome wasn't built in a day. Don't assume that this will just work perfectly the first time, and don't get discouraged if this takes a little time to sink in for you both.

Repeat steps 1 and 2 in subsequent arguments to build it as an ongoing practice.

### **Step 4 – Check in with your partner**

Do this during the quiet, non-combative times. How does he feel about the time out strategy? Is the timeframe too short or too long? Does he have thoughts on how to improve for you both? Remind him during these check-ins how proud of him you

## Lesson 6: Show Him You're a Dreamgirl, Not a Placeholder (and the 4-word question to NEVER ask a Man)

*Sarah lay in bed next to her new lover John. After a wonderful 2nd date, they'd just finished making love for the very first time.*

*And after all the sweating, the moaning, the whispering and giggling and touching and passionate connection ...now John lay dozing beside her, while Sarah stared at the ceiling with eyes wide open.*

*Unlike John, Sarah is not relaxed. Sarah is not blissed out.  
There is no afterglow for Sarah.*

*Instead, Sarah is about to ruin EVERYTHING. And she doesn't even know it.*

*As she lay there staring anxiously at the ceiling, she thought about how long she'd liked John, how special he was, how tall and handsome and smart and SWEET he was.*

*She'd meant to make him wait for sex ... but everything had gone so amazingly well on the date. Over a wonderful dinner, they'd connected deeply – laughing and teasing each other, talking about their hopes and dreams, sharing deeply personal secrets with one another.*

*And Sarah had felt that awful bubble of HOPE rising in her chest again.*

*"This could actually be IT," she'd thought to herself as she sipped her second glass of wine.  
"This could really, actually, be IT."*

*She'd MEANT to make him wait.*

*But when he walked her to her door and kissed her goodnight, she just couldn't resist asking him  
in for 'coffee and' ... and one thing led to another ...*

*And now she was naked in bed next to her sleeping lover, worrying that she'd moved too fast, and  
wishing he'd wake up, roll over, look her in the eye, and say something ... well, something  
reassuring.*

*Something like "that was amazing."*

*Or maybe a half-joking, "where have you BEEN my whole life??"*

*Heck, she'd even settle for a sleepy kiss on the cheek and a heavy arm snaking around her  
shoulders, pulling her in close and making her feel safe and warm and WANTED.*

*But instead, John just lay there on his back and snored a little. And Sarah's hands began to KNOT  
in the sheets.*

*She KNEW she should just let him doze.*

*She KNEW she should just let things unfold at their own pace.*

*But that knot of anxiety woke up inside her and started to clench and roil deep in her stomach ...  
and the tension inside her grew to a fevered pitch ... and she couldn't shut out that -painful  
yearning HUNGER, that fearful NEED for another CONNECTION with the man who'd just spent  
the last hour panting and moaning over her body in gasping extremes of passion.*

*So she rolled onto her side ... she shook John gently awake ...*

*And she whispered a four-word question that would end up driving John from her bed, from her home, and ultimately, from her life.*

*Sarah doesn't know it yet ...*

*... but after tonight, she'll never see John again.*

\*\*\*\*\*

### **What went WRONG here??**

In my decade-plus as a relationship coach, I can tell you right now that what happened to Sarah happens to billions of women all over the world.

It happens every single day. It happens out of a clear blue sky. And it happens because of one reason and one reason ONLY:

### **POWER.**

Now, before you get all weirded-out and turned off by that word, just hang on a sec. I know, I know, 'power' is kind of an ugly-sounding concept to wrap your head around when it comes to love and relationships.

But the truth is, understanding – and WIELDING – the power you already have within you *right now* is your most VITAL jump-off point to truly achieving the kind of blissed-out, deeply-connected *worshipful* love most women spend a lifetime longing for (yet so few actually get to experience.)

**POWER is THE KEY to getting the kind of love other women live a LIFETIME longing for.**

You know ... the kind of love where he doesn't just *say* 'I love you', but actually *shows* it.

The kind of love where he does things like ....

- Stays up 'til 3 am rubbing your back and bringing you cold medicine when you have the flu, even though he's got a 12-hour day tomorrow at the office and a presentation he hasn't even prepared for yet.
- *Spontaneously* announces your relationship to the world *all on his own* – updating his relationship status and posting photos of you all over his Facebook with captions like 'Me and my amazing lady enjoying the sun – how did I ever enjoy weekends before she came along?' and 'Hands off, guys, THIS one is MINE!!'
- Where he takes the day off work to help you move house (even though, as we all know, moving house is what they do in hell.)
- Where he overhears you say one time you wished you had more bookshelves in your apartment ... and the next day you come home from work to find him squatting on your floor, wearing his adorable painters' whites, building you bookshelves out of planks and nails with his own two hands.
- Where he makes an extra trip back to the store *just for you*, even though he's starving hungry and he only just came BACK from there because he forgot your favorite brand of wine and he wants to see you smile.
- Where he constantly tells you how beautiful you are first thing in the morning – yup, without makeup, hair all greasy, gross soupy morning breath, AND you're wearing that big ugly egg-stained T-shirt you got from a team-building exercise at work that time.



- Where he *joyfully* comes with you in ALL the parts of your life – not just the ‘fun’ stuff, but (this is key) for the ‘boring’ stuff too – stuff like picking out a new couch, or walking your dog, just because he loves your company THAT much.

Yeah. A REAL relationship. POWER, ladies.

POWER is THE KEY to attracting any man you want like a moth to a (sexy, sexy) flame.

*Men are sensing, evaluating, and FEELING your power from the first moment of eye contact.*

But...

‘Feeling’ it is not ALL they do.

They’re also USING it to EVALUATE you.

**In fact, as far as male romantic psychology goes, I need you to know that men split the world of women into TWO categories:**

I think we all know what a placeholder is: a ‘just for now’ girl. Someone to kill time with (and have sex with) until an actual Dreamgirl comes along.

So how do you tell the difference between the two? Well, let’s

<b>Placeholders</b>	OR....	<b>Dreamgirls</b>

take a look.

## “Placeholder” women tend to ...

- Have very few, if any, actual boundaries (lets people treat her any old way because she's afraid of 'letting people go' or 'losing people')
- Constantly stress about how HE feels about HER (tends to focus on how other people are perceiving her, rather than how SHE perceives PEOPLE)
- Get super-tense and worried about 'what happens next' or 'where this is going' in relationships; can't just relax, let him set the pace, and see what happens next
- Be too afraid to say 'no' or ask for what she actually *wants* in a relationship (because she's afraid that if she says no, he'll move on and find somebody else less demanding)
- Once she's decided she likes a guy, it becomes more important that *he* likes *her* rather than that *she's* happy with *him* ('people-pleasing')
- Ditch her pre-existing plans when 'HE' calls (shows little respect for her own life outside of a man)
- If he calls at the last minute, will often find herself saying things like, 'Oh, hey Brad! .... Oh, what am I doing? Uhhhh ... well, I was going to go to the movies with my girlfriends ...' (Note the instant use of the past tense at the drop of a hat; clearly she's ultra-willing to ditch everyone if HE wants her around.
- Placeholders tend to accidentally destroy a man's sense of masculine pride in a relationship because they won't let him 'be a man' and take control.

But MOST of all ...

**The PRIME defining characteristic of a ‘placeholder’ is that *they’re more interested in getting the SIGNS of love from a man than they are in getting ACTUAL LOVE from him.***

Placeholders want to hear “I love you”, even if they practically have to DRAG it out of his mouth.

Placeholders want constant reinforcement of his feelings – wine and candy every month, deep emotional conversations every day, fifty romantic text messages while he’s at work – even if *getting* that reinforcement comes at the price of his *actual attraction*.

Placeholders don’t understand that *men need to show their love THEIR OWN WAY and in THEIR OWN TIME.*

Let’s put it this way: would you rather have a PHOTOGRAPH of a delicious meal?

**Placeholders want constant reinforcement of his feelings – even if getting that reinforcement comes at the price of his actual attraction.**

Or would you rather FORGET the photo and actually *sit down* to a delicious, nutritious, SUSTAINING meal of *actual food that you can see, smell, feel, taste, and touch*?

*Asking* a man for reassurance gets you the photo.

Getting his *unprompted* reassurance gets you the MEAL. Which one would you rather have?

**IMPORTANT NOTE:** Just because you’ve got a kicking social life, a degree, a great job, financial independence, and good looks doesn’t mean you’re not a Placeholder.

In fact (weird but true), Placeholder women are often very popular with guys ... *AT FIRST*.

It’s often relatively easy for these women to get dates, get male attention, have a lot of sex, and achieve a limited kind of popularity with dudes.

BUT, the DEPTH of this male attention is more like a puddle than an ocean: shallow, unsatisfying, and tends to dry up and evaporate the moment stronger sunshine comes out.

**And here's why:**

It's because Placeholder women live their lives tormented (and fueled) by *cripplingly low self-esteem*...

... which manifests itself in having almost ZERO boundaries (you know, those things you put in place to protect yourself and make sure people – including, MEN – treat you with respect.)

Placeholders are willing to settle for scraps from a man because they don't know what they want from a relationship – and even more important, they don't know what they DON'T want.

So, they say yes instead of no. They chase instead of retreat. They're uncomfortable waiting for a man to come their way, so they do all the work themselves ...

... and then wonder why every guy they like disappears after a date or three.

Placeholders can't RELAX and let a man chase THEM, because they worry that if they don't say 'yes' to whatever he wants, he'll lose interest and move on.

**This is a BIG, HUGE MISTAKE.**

Guess what happens when you don't know how to sit back and let a man come to YOU?

You become a 'sure thing' to men rather than a CHALLENGE.

If he feels like he can get you any old time he wants you, the attraction disappears because now there's no challenge.

**Placeholders don't get what they *want* from men because they don't KNOW what they want, so they settle for scraps.**

And high-quality men of worth sense this type of woman can be 'had' with zero effort, so there is no fun, no excitement, no challenge, and therefore no ATTRACTION.

On the other hand, here are the defining characteristics of a 'dreamgirl':

## "Dreamgirls" tend to ...

- Know what she wants and (even more important) what she doesn't want from a guy. If he screws up, she might give him a second chance. What she WON'T do is give him a third chance. She acts like her attention is valuable, and this keeps him on his toes. (Challenge!!)
- Have big juicy plans for her life (that aren't just about partying, dating, and men.) Whether it's building a career, having a family, going traveling, reading 100 books a year, *whatever it is*, she's got Stuff to Do and she's EXCITED about it. This means her time is valuable, so she won't accept sub-par behavior from a man because she's got crispier fish to fry.
- Financially, she's either solvent or taking active steps to BECOME solvent – not just standing around with her hand out.
- Physically, Dreamgirls stand, move, and walk like Viking queens who moonlight as prima ballerinas: shoulders back, spine straight, eyes up. Dreamgirls take up space in a room and they glory in it.
- Visually, she doesn't 'beg' for male attention with boobs, belly and butt all on display at the same time. Think Julia Roberts in 'Pretty Woman', *after* she's had the high-class makeover.

- Conversationally, you will never hear a Dreamgirl start a conversation with, 'So, what do you do for work?' She has questions to ask and things to say – and if a man is boring her, mansplaining, or monologuing, she'll politely end the conversation and move on.
- Tends to have 'shit tests' that she uses on guys she's just now meeting, in order to unapologetically QUALIFY whether a man is WORTH her time. (In case you don't know, shit tests are provocative things women say teasingly to men to test their mettle in the moment – for example, 'Yeah right, I bet you use that line on all the girls', or 'Seriously? *THAT'S* the best you've got?', or, the gold-standard of all college-age girls, 'Buy me a drink!')
- If a man is out of line, she'll let him know ('my time is valuable, next time you're going to be late I'd appreciate a text so I can make other plans') ... but she won't be rude or freak out like a child. And if he does the same thing again, she'll leave him.

**The defining characteristic of a Dreamgirl is this: she knows what she wants from a man, and (this is the key!) she actually *ACTS ON IT*.**

This means that she'll sometimes say 'no' to a man because he doesn't meet the standards she's set.

This is where her POWER shines through loud and clear: her time is precious, unworthy men are laughable to her, *and she's not afraid to move on if a guy doesn't toe the line.*

**This is where her  
POWER shines through  
loud and clear. She's not  
afraid to move on if a  
guy doesn't toe the line.**

In other words ...

**She has *personal power*, and she *isn't afraid to USE it*.**

"Yeah, yeah, Mike ... that's all well and good, but what does that actually

MEEEEAN?? What does ‘having and wielding personal power’ actually LOOK like?!”

Well, that’s a great question

And here’s the really great ANSWER:

*It looks like building a life you’re engaged in.*

*It looks like treating your own time and attention as if they are VALUABLE.*

*It looks like saying ‘no’ if a guy’s suggesting something that’s not a good fit for you.*

And – here’s the kicker – MOST of all, it looks like taking a GIANT step back, and giving HIM the chance to chase YOU.

*Dreamgirls let the GUY do the vast majority of the pursuing.*

I’ll say that again cuz it’s super-duper important:

**Dreamgirls let the  
guy do the vast  
majority of the  
pursuing**

**If you wanna be seen as a Dreamgirl by quality, worthy men, YOU  
CANNOT DO THE PURSUING.**

I know, I know, sexist as hell, right? But that’s just how guys are wired. So if you wanna be a Dreamgirl, that means you’ve gotta give up your need to control the speed of events.

It means you need to act like the PRIZE, not one of the contestants.

In plain English, it means *you cannot overpursue*.

A guy cannot WANT you if he already HAS you.

The DESIRE is formed by the CHALLENGE.

The CHALLENGE is what forms the ATTRACTION.

So if you're OVERPURSUING him, you're KILLING the CHALLENGE ... and thereby the ATTRACTION!!

### **This is not about being a robot**

Look, all this is not to say you can't ever ask a guy out, be spontaneous, or ever 'be yourself' with a guy.

But there is a RIGHT WAY TO DO THINGS.

And in the *beginning* of getting to know a dude, you need to act like a woman of POWER, which means you need to be a CHALLENGE, which means you need to give the impression of a woman who *doesn't over pursue* and who is perfectly comfortable *letting the guy take the reins most of the time*.

### **So how do you know if you're overpursuing?**

Here's what "pursuing a guy too much" looks like in the real world

- If you've texted him and haven't heard back for a couple hours or a day or so, you'll text again (often something like 'are you okay?' or 'are you mad at me?')
- Reserving your Friday and/or Saturday nights (the highest-value social days of the week) for dates with him as a matter of course – often before he's even asked
- Sending 15 text messages for every 3 he sends you



- Initiating a conversation about the future or 'where this is going' within the first hours or days after meeting
- If you live in separate cities, you'll travel to meet more than he travels to meet you
- Dropping all your friends and pastimes and focusing on him
- Never ever saying 'sorry I can't, I've got plans' when he asks you to do something.
- If you're the one to initiate stuff anything even CLOSE to half (or more) of the time, YOU ARE. OVERPURSUING. The ratio should ideally be something like 4:1 – which means for every FOUR invites he gives you, you give him ONE.
- Telling him the sex was amazing before he's even asked, 'So, how was it for you?' (C'mon. Give the guy a chance to feel all nervous and stuff.
- Texting him 'goodnight' every single night like clockwork (and getting anxious and stressed when he gets bored of the routine and stops texting you back. See point #1.)
- Buying him a birthday present before you're exclusive.
- Having sex with a man BEFORE he's had the chance to prove that he is WORTHY of your time and energy. (Obviously, if you just want a one night stand or a FWB situation, this doesn't apply. But if a Dreamgirl wants a *relationship* with a man, she'll wait, and watch, and see how he ACTS towards her over time, before she'll let him inside her body.)

**Again: I'm not saying you can NEVER do any of these things.**

After all, women are the nurturers for a REASON – that's how WOMEN are wired. And it's fun and feels good to nurture people we care about.

But if you want a guy to actually STRIVE to be with you like you're Olympic gold (and you'd better), then for the love of all that's holy, save all that fun, gooshy, relationshipy stuff for AFTER you're exclusive with the man.

### **This isn't 'playing games'. This is being CLASSY.**

I don't want you to think of this as manipulative or 'playing games' with a guy.

I'm saying there's a BALANCE to nurturing and taking care of a guy in the early days. Too much too soon and he WILL run out the door.

Remember: give a little, then back the hell off and *see how he ACTS*.

Then, once he PROVES to you through his ACTIONS (not just his words; any idiot can talk a good game, and players in particular are REEEEEALLY good at verbally manipulating women) that he's worthy of you, THEN (and only then) do you give a leeeetle bit more.

Rinse, and repeat.

**I'm saying there's a BALANCE to nurturing and taking care of a guy in the early days. Too much too soon and he WILL run out the door.**

### **The Best Example Of How NOT To Act With A Man**

The following is the best example of how NOT to act with a man. It involves a four-word question.

And this question is TOXIC.

Ask a guy this question (before you're officially exclusive, that is) and you've just stepped both feet on the greased chute to Placeholderdom.

If you ever want to show a guy that you've got NO power, that there is ZERO challenge with you, that YOU are the underdog here, that you DON'T understand male psychology and that you will be a BORING and CLINGY GIRLFRIEND whom a quality man should AVOID, then obviously feel free to ask away.

But otherwise, never ever ever EVER ask a guy this 4 word question ... because it'll make him pull right away from you (when you want nothing more in the world than for him to pull you closer, hold you tighter, nuzzle his jaw into your neck in JUUUST the right place, and never let you go.)

So, *what is the damn 4 word question??*

The question is...

***"Will you call me?"***

***"Do you like me?"***

***"Do you love me?"***

Okay, okay, I know, that's three questions.

But from a male psychology point of view, they're all actually the SAME question, because *they all GIVE AWAY your power, prove that you're NOT a challenge, and prove that you're therefore NOT A KEEPER and are in fact just a PLACEHOLDER.*

Can you see how, in just four little words, you can literally alter the ENTIRE balance of power with a guy?

I know it's hard. I know it sucks. I know it's sexist and lame and all of that. But here's the cold hard truth:

**The kind of man YOU want to be with is seeking a woman of *QUALITY*.**

High-quality women who CHALLENGE us are what brings out the *best* in us guys. We want to rise to your occasion. We want to feel like you're a prized commodity and that WE are the ones who *won* you.

We want to feel like YOU are the prize of a lifetime, and *we cannot feel that way if you just FALL into our hands like an overripe apple.*

That's why I keep making such a big deal of the fact that being a Dreamgirl has NOTHING to do with game-playing – because the truth is, *we desperately yearn, struggle for, and SEEK OUT women who force us to up our game this way.*

Pursuing a high-quality woman makes us come alive inside. It makes us *electric*. It makes us HAPPY. We *want* to know that you have standards and boundaries. We *like* knowing that if we act like a dick, you'll move on!

Battling to earn you, to win you, to PROVE to you that we deserve you, is what we live for.

... Whew! Okay, time for a recap:

## The Big, Juicy Takeaways

- Placeholders get scraps, because they ACCEPT scraps.
- Dreamgirls get the lion's share because they don't allow themselves to accept less. Men sense this 'iron hand inside the velvet glove' quality and are INSTANTLY engaged by it.

**We want to feel like YOU are the prize of a lifetime, and we cannot feel that way if you just FALL into our hands like an overripe apple.**

- Placeholders don't know what they want, so they'll accept anything (and wonder why it doesn't last.)
- Dreamgirls know exactly what they want (and don't want) and INSIST on getting it. If a guy doesn't show up for her, she'll say so. If he does it again, she'll ditch him!
- Placeholders feel *bad* about enforcing boundaries because they 'don't want to play games' and are afraid he'll find someone else if they say 'no'.
- Dreamgirls don't give a shit about whether their own boundaries turn off some guy, because they're out to get a QUALITY man, not just 'any' man. (They also know that a worthy man will be *enticed* by a challenge, not scared off.
- Placeholders confuse the PHOTO of a meal with the meal itself.
- Dreamgirls will only accept the real meal.
- Placeholders will say 'yes' to a guy they like, even when it's inconvenient. This means guys see them as a 'sure shot', so men don't BOTHER putting in the time and effort to win them over. Then they wonder why they can't get past a fifth date with anyone. (Answer: there's no CHALLENGE and therefore men get BORED.)
- Dreamgirls are perfectly comfortable saying 'sorry, I've got plans already'. This makes men sit up and take notice and keeps them ALERT and ENGAGED. Next thing you know, he's calling on Tuesday for a Saturday night date.
- Placeholders can't hold a man's interest. Pretty soon he's flirting with her younger sister, her best friend, and the cute bartender with the dimples.
- Dreamgirls keep a man challenged, which stops his gaze from straying.

Okay, so now what?

### **Let's get back to Sarah for a moment here ...**

In the (true) story I started this section with, we saw Sarah taking the plunge, giving in to her crippling insecurity, trading away her POWER, and asking that toxic four-word 'Placeholder' question.

Unfortunately for Sarah, things were permanently ruined between her and John.

Heartbreaking right??

Here was this amazing guy, a guy who was genuinely into her, a situation where the sparks were flying like the 4<sup>th</sup> of July ...

... and in the space of three heartbeats, she gave up ALL her power and, in his eyes, became just like *every other girl* he'd dated, slept with, grown bored with, and discarded.

Now, here's the kicker:

### **Can you see that the four-word Toxic Question itself is just the SYMPTOM of the real problem?**

I've specifically included it as an example of 'Placeholder' mindset because it's so incredibly common. But the truth is, it's the *underlying MINDSET* that's the real villain here.

Sarah's mistake wasn't just asking John that question (although it sure didn't help.)

By asking him, she definitely brought matters to a head and forced his hand, sure. However, I guarantee you that – whether it took a few more dates or a few more months – John would still have sensed that he was dealing with a Placeholder, rather than a Dreamgirl ...

... and *he would have left her anyway*.

**I don't want you to suffer the way Sarah did.**

And the good news is, you don't have to. In fact, here's what we're gonna do now:

Obviously, refrain from asking guys those damn questions – that's easy.

But MUCH MUCH MUCH more importantly, I need you to also absorb the underlying mindset, belief set, and habits of a Dreamgirl.

I want you to get the pick of the litter, not just the runts. And that means you're not just going to FEEL your power ...

... you're gonna WIELD it!

## So now, there are just THREE things I want you to do

**First:** I want you to take a deep breath right now and COMMIT to not just *being*, but *ACTING*, like the Dreamgirl-in-training you are.

Here's what I want you to do:

- Take a deep breath right now

- Raise your right hand, and put your left hand on your heart
- Repeat after me:

*"I am a Dreamgirl. And from this moment on I am going to ACT like a Dreamgirl. I am going to learn and practice being a CHALLENGE for quality men, and I am going to ENJOY seeing how my life changes for the better. From now on I am going to give every single man I feel a spark with the SPACE and the TIME he needs as a man to FEEL the attraction for me and ACT on it – without any pushing, asking, or overpursuing from me."*

**Second:** grab a pen and some paper (or use your phone to take notes, whatever works.)

Then, skim back through this module and choose THREE things that Dreamgirls do that caught your eye.

For instance, you might write down,

- Dreamgirls confidently stand like Vikings and move like ballerinas (no matter their body-type!): shoulders back and down, chin up, eyes up.
- Dreamgirls don't use their clothes to visually 'beg' for male attention
- Dreamgirls have boundaries and enforce them – they know what they want, but more importantly what they DON'T want in a man (and they ACT on it!)

**Third:** in that same notebook (or phone app), write out a minimum of five ways (total) that you can implement these tips in YOUR life.

For instance, you might write down something like:



- I could start taking that Pilates class at the studio downtown once a week, to teach me how to stand straight and walk tall. Beautiful posture is something I'm excited about owning.
- I can go to my wardrobe right now and put together three outfits that showcase my assets in a way that makes me feel both classy AND sexy.
- I can spend ten minutes this evening writing down different types of behavior I will and will not accept from a man I'm dating (eg, 'I want a man who PRIORITIZES me in his life. From now on, I will not accept any last-minute requests for dates or booty calls. If he can't be bothered to prioritize his time with me, then I don't want him in my life.')

These are all ways in which you can work to be the best version of you possible! Because when you are your best self, you will also be the most attractive to men, and the most ready to rock a killer relationship.

There are many other ways that you can work on being the best you, which brings us right to Module three of the Make Him Worship You system.

## MODULE 3: Being Worthy of Worship

So far, we have talked a lot here about how guys operate, and how you can wield that knowledge to place yourself in the distinct category of worshipped dream girl.

But it isn't enough. We need to double-down here.

Here is a fact among facts: when you are truly the best version of yourself, you will also be ready for the best relationship of your life.

I get asked all the time by women all over the world: *Mike, what is the one thing I can do to improve my relationship?*

And my answer is always the same -- focus on you.

That doesn't mean rolling over and being what you think HE wants you to be. It means building up your self-confidence, cultivating a passionate life, and engaging fully in your own self-care.

So that's what we are going to focus on in this module. This one is all about you, awesome lady. Prepare to unleash the goddess within.

# Lesson 1: Loving Yourself

**The I Like Myself Game** is something I created several years ago when I was at a real low point. I'd just turned 30, and even though a lot of things in my life seemed pretty great, I was miserable. No matter what I accomplished or what I did with myself, my self-image was low and dirty and evil and cruel.

And it wreaked havoc with my romantic life. I hated myself so much that I just couldn't let a woman love me without wondering what the heck was going on in her head.

It's taken me years of work to re-jigger my self-image to something awesome, but it's been worth it.

The first time you play the I Like Myself Game, it's going to scare the living bejeezus out of you. In fact, a lot of people who TRY to play it the first time end up chickening out. They confuse liking themselves with being arrogant and go hide under the couch until the specter of positivity passes.

## **So Take a Deep Breath and Get Ready. Here's All You Have to Do:**

Take out a blank piece of paper or fire up a blank document in your word processor of choice. At the very top of the paper write "I like (YOUR NAME), I really do..." (If you feel a little shot of panic doing this, that's OK. Take another deep breath.)

In the third person ("Jenny is... "), write out what you truly LIKE about yourself. Don't edit yourself. Don't apologize. Don't use wiggle words or neutralizers like "I'd like Jenny's smile, but her teeth are kind of crooked" or "I like Jenny's brain, but I wish she was smarter." Focus on the positives.

Don't qualify anything. Don't worry about being immodest (modesty is noxious; I'm not a fan). Be honest: what do you REALLY like about yourself, and what do you think other people like about you, too?

## Examples of Stuff You Might Like About Yourself Can Include:

Personality traits: "I like Melanie's sense of humor. She can make a whole room laugh with a word."

Physical traits: "I like Mary's butt. It's taken years of work, and she's got an ass that draws stares when she walks down the street."

Accomplishments: "I like how Jasmine kept moving even when things got tough and graduated at the top of her class."

FILL THE WHOLE PAGE if you can and keep going no matter how hard it gets. The first time I did this exercise I had a panic attack, but now I can do it in my sleep. It's SUPER IMPORTANT that you do it right.

Just as an example, here's a quick I Like Myself Game for me. . .

*I like Mike, I really do.*

*I like his energy. It crackles off him like lightning, and when he focuses, he can change the world through his sheer force of will.*

*I like how Mike cares about people. I like that Mike goes out of his way to help the people in his life and thinks loyalty is the most important thing in the world.*

*I like Mike's smile. He's got dimples and a naughty glimmer in his eye that makes you wonder what's going on in his head.*

The first time you play this game, you're going to feel like an egotistical git. That's because our culture programs us to have low self-esteem and low opinions of ourselves.

Play it anyway. Write it out longhand if you can (though typing is OK, too. My handwriting is doctor-level bad, so I type everything). You don't have to share this with anyone, but you can if you want. It's a great game to play with your partner, followed by a What I Like About You variation.

Simply by focusing on the POSITIVES about yourself, you're going to REPROGRAM your mind.

There. Feel Better? Now let's move on to taking care of that lovable self...

## Lesson 2: Look After Yourself, Away from your Partner

It happens to millions of women everywhere. You skip going to the gym, you don't speak up when you want something. You're afraid to ask for help. Then before you know it, you've completely lost your identity.

Who IS this woman in the mirror?

That's why it's important to prioritize YOUR needs. Your physical and emotional health is just as important as anyone else's.

### **It starts with Tiger Time.**

What is Tiger Time? Tiger Time is time that you carve out for yourself. You ferociously protect Tiger Time as if you were a tigress protecting her cubs.

### **So, here's how Tiger Time works**

Once per week, spend at least 4-hours doing something for yourself. This needs to be a consistent 4-hour block. Only break this into chunks if you have to, but try to make it a good chunk of time.

**During your Tiger Time**, I want you to go to a movie, a museum, the zoo, go for walks, it really doesn't matter. Just get out of your house, away from the "noise."

"But what about the kids?"

Your significant other, a relative, or a sitter can watch the kids if you have them. You need this.

Here's something important. Turn off your phone's ringer and mute notifications. Why? Because you need to tune out distractions. Make it clear to people that you're not going to answer your phone or respond to messages during Tiger Time.

Now, that's "solo" Tiger Time. I want you to use some of your Tiger Time sessions to do things with other people who **are not your significant other**.

Always wanted to try stand-up comedy? Do it. Sign up for a softball team? Do it. Take a cooking class. Do it. Audition for a play? Do it.

You need to meet people and develop friendships if you want to stay connected to the world. Expose yourself to new ideas. Tiger Time will help you discover new things about yourself.

## **Here's another AWESOME reason to have Tiger Time**

Have you ever had long moments of silence with your significant other? Long blocks of time when neither of you has anything to say to each other. No questions to ask, and nothing to talk about. Or you're having the same conversations over and over? Sometimes this can go on for weeks. If you're not careful, eventually it will feel like he's just a roommate or co-parent.

TALKING is one of the many things that will keep you connected to him.

Not only will Tiger Time help you find and rebuild your independence and identity, but it will give you and your man NEW things to talk about! "Babe, I tried that new joke tonight, and it killed!" "I made Thai food in cooking class. I've never even tried it before. HOT! My mouth is still burning."

## Here Are Some More Ways You Can Treat Yourself

**Journaling:** Block out time every morning or evening for journaling. Yes, a private journal, for your eyes only. What should you journal about? First, if you've been taking Tiger Time, you'll have a helluva lot to write about.

Describe in extreme detail ONE thing that made you happy that day. Be specific. Use descriptive words. Think about WHY that thing made you happy.

Write about anything that makes you feel angry, sad, or depressed. At least once per week, go back and review previous entries. Try to identify patterns.

"Gee, seems like every time I talk to Joana, she pisses me off." Hmmm. "I get so down and out sometimes; I don't know why."

Now, think about some things that you could do to CHANGE what pisses you off or

makes you sad. Consider creating some distance between yourself and negative people — it works wonders. Trust me!

Each day, find one thing you are grateful for. It can be a physical item, an event, or even a person saying "Thank You" — anything. Just write it down with details.

Spot any happiness patterns that jump out at you. Make an intentional decision to make more of those happy moments.

**Physical Activity:** The sheer nature of Tiger Time probably includes some exercise. But find 30 minutes, at least 3 times per week to fit in some yoga, a spin on the bike, or a long fast walk. Your body and brain need a regular spurt of endorphins to stay healthy.



**Meditation:** Frequent meditation has enormous benefits... including increased happiness, a boosted immune system, mental clarity, and more. At first, it's hard to sit down and think about nothing, but with practice, it will get easier. You can find a lot of meditation methods online, and there are also loads of great applications for mobile phones that are focused on meditation—a quick search in your phone's app store should turn up a bunch.

**Sunlight:** Expose yourself to sunlight daily. The power of sunlight can stave off depression and gives your body Vitamin D. You need it!

**Positive Self Talk:** It's important to push out toxic thoughts and replace them with positive self-talk. Here's a quick Positive Self Talk exercise I do sometimes. Take one recurring toxic thought and ask yourself, "Would I say this to "4-year-old me?"

**Counseling or Therapy:** Friends are great. Your significant other tries to be understanding. But if you feel like you need some extra help, don't be afraid to reach out to a licensed counselor. There is no shame in asking for help or taking medications for anxiety or depression. (This is not medical or psychiatric advice. I'm not a doctor, I've never even played one on tv. It is, however, common sense.)

Think of some other ideas for ways to treat yourself. Write them down!

## Now, here's what you need to do

Open up your calendar (computer or printed) and block off your Tiger Time, your journaling time, and your exercise time. Treat this time as if you need it to stay sane and healthy... because, well, you need this time to stay sane and healthy.

## Lesson 3: Where All The “Real Men” Are Hiding

*Dear Mike,*

*Ok, don't be mad at me, but ... I am sick to death of dating. Every single date I go on is a dead end. I am SICK of putting on a nice dress, getting gussied up, taking the time and energy out of my (extremely busy) life, and spending hours with a dude for it to go NOWHERE.*

*You probably think I'm just whining, but here's the truth: it's been over a year (a year!!!) since I've been on a third date; I haven't had a boyfriend in FOUR YEARS. I am a smart, educated, attractive woman in my early thirties; I know I'm a catch. (Not being arrogant, but I am.)*

*What is going on? Where is he??? All my friends are coupling up, moving in together, having BABIES for god's sake, and I'm still just over here, living my stupid life, searching for the one and finding NOTHING.*

*Tell me what to do and I'll do it. Please. Get me a boyfriend!!*

*Fingers crossed,*

*Clara*

\*\*\*\*\*

Dear Clara,

GOOD GOD, you are NOT ALONE.

I get between five and a dozen emails juuuust like yours every WEEK ...

... so I figured it's time to finally peel back the kimono and 'open up' about WHERE the good men are - and WHAT you have to do to find, meet, and ATTRACT them (and then, of course, keep the one you want.)

**First things first: what I'm about to reveal has NOTHING to do with online dating, so relaaaaaax, take a deep breath, and take your finger off the damn mouse.**

I know, I know, a lot of dating coaches recommend online dating apps like they're some kind of holy grail - but honestly, I'm not a huge fan of dating apps like Tinder. Although some folks *do* get lucky, the yield of awesome-men-to-effort-invested is generally pretty low.

Instead, I've got something WAY better for you. *Here* is where we start making real-life transformations in a way that will change your life, open up huuuge new vistas of fresh, amazing, high-quality men, and (best of all) build your self-esteem, self-worth, and your perceived VALUE TO MEN: and build 'em higher and stronger than the Great Pyramid at Giza.

If you follow what I say in this section, and actually *do* what I tell you, then you're gonna GROW - in all the right ways. What you're about to do will SHOW (not tell) men everywhere that you are DIFFERENT from the rest: a woman of value, mystery, and intrigue.

In short, I'm going to teach you how to become *fascinating*.

So let's get started: How to find, meet, and attract REAL men in the REAL world.

Let's go.

**Find an Amazing Man Step One:**  
**Unless you like drunken frat-boys, quit looking for him in bars.**

Bars and parties can be a whole lotta fun. But here's the catch: *you aren't going to find a quality man there.*

Sure, there are *exceptions* to this rule; most of us have a cousin with a friend whose next-door neighbor fell madly in love with someone she met during a drunken pub-crawl, right?

But we don't care about HER.

We care about YOU.

And for the purposes of getting you a QUALITY man, that means we need to assume that that 'friend of a friend' woman is the EXCEPTION to the rule – not the rule itself.

In other words, unless you love the company of drunken jocks, frat-boys, and Party Animals (noooo!), *stop looking for him in bars.*

Here's the deal: from now on, you may use 'socializing'-type pastimes (parties, bars, whatever) for fun with your friends - and, if it's your thing, tipsy hookups, should the spirit move you.

But *THAT'S IT*.

Quality men want QUALITY women – which means the VAST majority of them are not to be found at the corner bar.

Here's how to find them.

## **Find an Amazing Man Step Two: Now We Discover Your Joys.**

High quality men are the guys who stand out from the rest: the smart, strong-willed, kind, funny, compassionate LEADERS AMONG MEN. Guys who other men happily follow, and who women want to be with.

Clearly, to attract such a guy, you need to stand out from other women.

Now, I'm not talking about putting on your teensiest mini-dress and showing off your body (which is what most women think of when it comes to 'standing out from the crowd'.)

Nope, I'm talking about *building your value from the inside out*.

And that means discovering what brings you joy – aka, *finding your passions*.

### **But ... what the hell *are* your passions? (And why does it matter anyway?!)**

Okay, let's talk turkey ... being a high-value woman starts from the INSIDE.

Which is *exactly* why we're going to make YOU into one of the rarest of the rare: a woman whose inner game is rock solid, whose self-esteem is untouchable, and who oozes HIGH VALUE with every flick of the wrist and shimmy of the hips.

And that's why finding (and then following) your passions is the biggest key to standing out from the crowd:

*Because nothing else – and I mean NOTHING else – builds your value faster.*

When you know what brings you joy, and then take concrete steps to include it in your life, an incredible chain reaction is born:

Doing things that bring you joy makes you, well, joyful (Duh.)

It also makes you *interesting*; and keeps attraction-sapping inertia away by keeping you *busy*.

When you're busy, you emanate vibrations of *energy* and *excitement*, which means you draw high-energy, exciting people into your world.

And, on top of it all, when you follow your joys, you meet like-minded people (including, MEN!) who care about the same things you do (ding-ding-ding!), have actual interests of their own, have better things to do than hang around in bars, and are of high value themselves.

BOOM.

There is just one, little problem, though:

Most of us have no freaking clue what our joys actually *are*.

### **Find an Amazing Man Step Three: Here's How We Discover Your Joys**

Okay, the first step here is to take a pencil and a piece of paper (or your phone, whatever works for you) and get ready to *brainstorm*.

I want you to take ten minutes and write down – yes, you do actually have to WRITE THIS DOWN; just thinking about it ain't enough – everything you can think of that's piqued your interest in the last couple years.

Important note: during a brainstorm, there is no such thing as a bad idea.

Now is NOT the time to worry about practicality, logistics, expense, or even your own abilities. This is the time to go absolutely nuts and just *write. It. All. Down.*

The ONLY important factor here? Whatever you write down must actually INTEREST you.

As an example, here's an excerpt from my own list that I just cooked up this minute:

- Rock climbing
- Italian cooking
- Slacklining
- Learn to speak Russian
- Carpentry
- Poledancing (yep, really)
- Learn to play pool
- Triathlon
- Dog training
- Mountaineering

... and so on.

Take ten minutes, and keep writing things down until you hit twenty.

Then add five more just for luck.

### **Find an Amazing Man Step Four: Narrow That Shit Down**

Okay, you've done your brainstorm (yay!) ... and NOW it's time to bring out your critical-thinking skills and *narrow it down*.

What appeals to you more than the rest? Which ones stand out brightest to you? What can you see yourself, you know, actually doing?

Take that list of twenty-five and winnow it down to two or three.

Then pick one (just one for now! Any more and you risk overwhelm. Baby steps, people.), and sign yourself up.

Oh, and by the way - I don't mean, sign yourself up tomorrow, or next week, or 'when things calm down a bit'. The perfect time will NEVER come; that's why you must take action TODAY.

You've got til the end of the day, today, to do so. This is non-negotiable. TAKE ACTION!

**"But Mike ... what if I hate what I've picked??"**



Ha! This is a hilarious question. Look, if you've followed my instructions, you will only have things on your list that you're actually INTERESTED IN – which means the chances of you ending up with choices you hate are literally zero.

(And if something weird happens and you actually DO hate it? That's okay! You tried something new. No harm done. Now go do something else.)

Secondly, that rumble of unease, uncertainty, and “But MIIIIIKE, I'm not sure if I actually want to do this after all' you're feeling?

That's called 'nervousness' ... and it's a GOOD SIGN. Life is knocking at your door and I am going to force you to open up and let it in.

It's good to feel nervous. Means you're doing a good job. Keep going.

### **Here's Why This Works So Damn Well**

Look, I know getting out of your little comfort-rut feels hard at first. I get it: life is busy. Your calendar is full. You work fifty hours a week, your commute is four hours every day, you've got a puppy, a baby, and a goldfish to take care of ...

... yada, yada, YADA.

Like I said, this shit is *non-negotiable*. And here's why it's all (I absolutely PROMISE) so very, VERY worth it:

- You will learn something new.
- You'll gain new skills to teach others. (Hot.)

- Your time will become VALUABLE (and not just focused around whichever man you're interested in this week and whether or not you should text him back just yet.)
- You'll have a laugh.
- And, you'll meet cool, interesting, like-minded people (including, men!) who you'd never normally meet.

Now, I get it if you're rolling your eyes here and saying *Come on, Mike ... this is intro-level stuff here.*

And yeah. It is. I know.

But THIS IS HOW YOU MEET MEN. And not just *any* men, but *quality* men.

Now you have interests in your life that don't revolve around guys and socializing. Now you're actually *stocking your mind* with weird new experiences that build your confidence and boost your self-esteem. Now you're having fun in ways that grow your life experience and make you interesting.

Always remember: the art and science of getting a man's heart involves the appearance of slight *uncertainty*.

Translation: men need the chase. We need the challenge. We need to feel like we have to STRIVE TO WIN YOU.

**Pop quiz:** guess which of the two following women are more likely to provide that sense of mystery and challenge??

- a) The woman who sits at home, gnawing the ends of her hair and obsessing about whether she should text him back NOW, or wait another 20 minutes ...

- b) Or, the woman who doesn't text him back just yet because she's legit busy with her own amazing, colorful, busy, INTERESTING life; and, when she DOES text back, says things like, "Sorry, I can't do Wednesday night, I've got trapeze lessons that day" ...?

Yeah. It's a no-brainer.

THIS is how you become mysterious and intriguing.

THIS is how you inject the sense of COMPETITION and CHALLENGE that we men strive for.

THIS is how you *fascinate* a man for real – not by *pretending* to be a woman of high value, but by ACTUALLY *BEING* ONE.

THIS IS HOW YOU MEET THE HIGHEST QUALITY MEN OF ALL.

When you are the best version of yourself, the "real men" stop hiding. You will find them just by interacting in the world. Better still, they will find YOU.

## Lesson 4: Rewrite the Past

Many (and I mean, *many*) of my female clients hold onto old disappointments, betrayals, and angers from past relationships – and take these feelings out on the next man they get into a relationship with.

(If you've ever wondered why you seem to keep having 'the same relationship' over and over again, this is a HUGE part of the reason why: re-running those old, habitual reactions tends to create similar, unwanted results – even when it's with a different man every time.)

### **So, here's my challenge to you right now:**

Take ten minutes and, using your private journal, jot down as many ideas, attitudes, and beliefs as you can about love, men, and commitment that *feel* like "reality" inside your heart.

This is a free-form brain dump: I don't want you to agonize over the right wording or spend time fretting over whether to include a particular thought or not; just grab your pencil (or your phone, whatever works) and get going.

For instance ...

- What kinds of attitudes and beliefs about men and love have you absorbed from family members and friends?
- What beliefs and fears have you picked up from movies, novels, magazines, and social media?
- What protective or fear-based decisions has a younger version of you made during previous painful experiences?

**To get you going, here are some sample responses from previous clients of mine who've performed this thought exercise:**

- 'Being single is hard'
- 'I'm lonely when I don't have a boyfriend'
- 'Real love is hard to find'
- 'I can't trust anyone with my heart'
- 'He'll probably cheat on me'
- 'I should always wait for a man to make the first move'
- 'if I have sex on the first date, he'll think I'm easy'

When you're done jotting ideas down, I want you to go back over the answers you gave and, for each one in turn, answer the following questions:

1. How much time has passed since you adopted this belief?
2. Is believing this thing giving you the results you want most?
3. How interested are you in ditching these old beliefs and winning back personal power over your own life (and the love that shows up in it)?

If you really want to *Make Him Worship You*, the very first step (and the most important – truly) is to bring *awareness* to those old automatic responses your mind's supplying you with.

Just like the autocorrect function on your phone, your mind will try to trick you with information that may no longer be serving you – information that might have helped you once, but is now outdated and holding you back.

The goal here isn't to judge yourself or laugh at previous beliefs. It's simply to bring awareness to the old ideas you might be holding onto – ideas that are very likely *actively limiting* the possibilities ahead in your future and preventing you from attaining true connection and joy in your relationships.

## Lesson 5: Learning to Forgive

*“The weak can never forgive. Forgiveness is the attribute of the strong.” — Mahatma Gandhi*

*“Oh sure, that’s easy for YOU to say, Gandhi! Your boyfriend never got drunk while out with the guys and raw-dogged some rando tramp he met in the backseat of YOUR minivan in the Buffalo Wild Wings parking lot!”*

Okay, okay, okay. Let me just say, I have a lot of female friends who’ve been cheated on. And even though I’m a man, I tend to get mad on their behalf. Maybe you could hear that coming through. I have a friend (who’s a girl) who says, “I forgave him for cheating,” but still rants about the incident in question, how much it hurt her, and how angry she continues to be.

Here’s the deal. If you tell a man you FORGIVE him, then you need to let it go. You can’t keep bringing it up every time you get in an argument. It’s not fair.

### What Is Forgiveness?

Forgiveness is a deliberate decision to let go of resentment, vengeance, and anger. It is an opportunity to free yourself from pain -- to heal and move forward, rather than getting stuck in the past.

In other words, forgiveness is as beneficial to YOU as it is to your man.

And it goes both ways; one day *you* may be the one who seeks forgiveness.

This is one reason it's so important to make sure that when it comes to forgiveness and disagreements, the entire truth comes out. Because often problems—for example, cheating, lying about finances, shutting down emotionally—are symptoms of larger problems. You and your partner both need to be on board when it comes to working through problems.

You need to think long and hard about whether or not you're going to forgive him and what forgiveness really means to the both of you. Does he feel that your forgiveness is a "pass," and he'll screw up and do the same thing a year from now? Or does he truly understand that this can't happen ever again? Because when you tell a man you forgive him, he will BELIEVE it.

## How to Forgive

### Step 1 - Uncover and talk through the root problems.

It's unlikely you'll be able to accomplish this in one sitting—it's a process. So you'll need to make time, free of kids, text messages, and emails, to work on this.

*And it is work.* I can tell you from personal experience, that, as a man, it's not easy to peel away all of the defensive layers and tell my truth. Your partner needs to participate in the forgiveness process, and it will be hard for him.

**Forgiveness has to be received**, so if your man either a) doesn't think he did anything wrong, or b) holds tremendous shame around his actions, then he won't be able to truly *receive* your forgiveness.

What I'm saying here is, he needs to work through his own guilt (or shame or whatever) and forgive himself.



And if he's not sincere about being sorry, you won't be able to sincerely forgive him either.

**Step 2 – Be willing to accept your role in what went wrong (if it applies).**

No relationship happens in a vacuum. Which brings me to the next step.

**Step 3 – Put yourself in his shoes**

Most people don't make relationship mistakes on purpose. He may deserve a second chance. I'm writing this with the consideration that you are the one who has been wronged. But one day, *you* will make a mistake and you will seek *his* forgiveness. When you decide whether or not to forgive him now, remember that eventually he'll be in your shoes.

**Step 4 – Be compassionate, but make future expectations clear.**

Remember, "I'm sorry" also means "and it won't ever happen again." So when he says "I'm sorry," you should say something like, "I forgive you because I believe you're sincere and I know this won't happen again." Lay it out there. Make your expectation clear. This can't happen again.

## Try This Forgiveness Exercise

*A quick note about this exercise. If you go through this whole program and only implement one thing, this should be it. It's worth your time and extremely therapeutic.*

**Make a list of some mistakes that you haven't forgiven yet.**

- Ask yourself why are you holding onto anger or resentment around this issue?
- Ask yourself if you have ever forgiven someone for something like this in the past.

If the answer to the above is yes, ask yourself what was different in that situation. Why did you forgive that person specifically?

- Remind yourself how it felt to forgive that person.
- Ask yourself if there other disappointments or complications (career, family, finances) that you're bringing into the mix?
- Ask yourself how will it feel to forgive him?
- Ask yourself what life will look and feel like when you completely let go of the anger and hurt?

### **OK, OK...I read all this, and I am still on the fence about whether to forgive**

Forgiveness is a choice, and only you can decide whether it is ultimately the right for the situation and your relationship. Just remember that you can forgive even when you think the other person doesn't deserve it. This is as much (or more) about YOU as it is about him. To forgive is to be free!

And with that being said, there are some cases where it is just better to NOT forgive him and instead just dump his sorry ass.

Which conveniently brings us to our next lesson.

## Lesson 6: Is He Worth It? The Asshole Identification Guide

*Linda was sitting on the couch. Thinking. Just thinking. The past eight months of dating Bob had been a whirlwind. They decided to be exclusive about four months into the relationship. When they first started dating the sex was great, and his little habits were cute. She happily overlooked his [RED FLAG] domineering personality.*

*Of course, there was also a series of [RED FLAG] little white lies that didn't make sense. Small things, seemingly, like the year he graduated college, or his job title. Sometimes she'd leave a message for Bob and send him a text, and not hear back from him for a week. Bob had asked her to do his laundry a few times, and seemed irritated that his shirts weren't folded "just right."*

*Linda had made a special, romantic dinner for Bob last week. He didn't appreciate how hard it was to make the salmon lemon butter piccata he ordered from restaurants. [RED FLAG] "It was a little too salty," he said. He didn't say "thank you" or "I really appreciate this."*

*"That makeup looks a little slutty," [RED FLAG] he said one day when he stopped by her office unexpectedly.*

*And in the whole eight months they've been together, he'd never said, [RED FLAG] "I love you." And now he wants to move in. "I'm going to move in. You know, so I can save some money."*

*Linda felt like she was at a crossroads. The insults were starting to affect how she felt about herself. She was dressing differently, and stressing out about how to fold his laundry.*

*Her gut was telling her that she needed to break this off. At the same time, she was afraid of being alone again. Should she let him move in? How long can she deal with this? What should Linda do?*

This is an extreme, made-up scenario, but also not totally off the reality reservation either. Many women have been in a relationship with someone who displayed at *least* one of these huge red flags.

If you find yourself with a guy like this, dump his ass, kick him to the proverbial curb, and move on. Change the locks. Throw away the mattress too because you need to get rid of all of his stanky sex mojo.

## Real talk – a guy like Bob is a straight up douche.

The cold hard truth is this: Even if you *believe* you love him to the moon and back, even if he “thinks” he loves you, a son of a bitch will always be a son of a bitch.

**No matter how much you try to wash it, bleach it, or wax it, an a\*\*hole will be an a\*\*hole forever.** Oh sure, he *might* change, but that can take years, and he has to want to change. Are you going to wait out this roller coaster ride while allowing your confidence and pride shrivel up and die?

When a man disregards you, tells lies, and is too controlling, it's a recipe for disaster. In fact, most of these red flags are signs of emotional abuse which will often quickly lead to physical abuse. Once that starts, it will not stop.

Here's the thing. The voice in your head is your gut screaming at you and you have to listen to it. Get out.

Some guys just aren't worth it, and there is someone better out there. You are worthy of someone who will appreciate you and love you the way you deserve.

**When a man disregards you, tells lies, and is too controlling, it's a recipe for disaster**

So dump that bastard. (Since you asked.)

## **Hey, here's a handy-dandy cheat sheet for how to identify an A\*\*hole:**

### **Red Flag 1 – Disrespect for people in general.**

Does he say “thank you” to wait staff or people in the service industry? Often people who don't tip (or tip poorly) don't know how to show their appreciation. They “expect” to be served.

### **Red Flag 2 – Mistreating other women in his life.**

When a man talks about his mother, sister, or female coworkers disrespectfully, you can be sure that you'll eventually have your time in the barrel. These women must have done something (in his eyes) to lose his respect. Does he expect them to be perfect? Does he expect *you* to be perfect? That's a lot of pressure.

### **Red Flag 3 – Dishonesty.**

Police have a saying: little lies lead to big lies. Meaning, if someone is willing to lie about something seemingly harmless or small, what else are they willing to lie about? Can you expect someone who tells little white lies to be truthful when it comes to life's major challenges? If he lies now, he will lie always. Dump him.

### **Red Flag 4 – Controlling, or overly critical behavior.**

Everyone has preferences about how they like their food prepared, how they like their clothes arranged, how they like their sex, and on and on, but if he's saying things like "the clothes are folded wrong, do it again" (overly critical) or "that makeup makes you look slutty," (degrading you and telling you what to wear) realize this is a slippery slope that can quickly lead to emotional or physical abuse. Other precursors to abuse include controlling who you spend your time with, like friends, coworkers, and family members.

### **Red Flag 5 – Lack of sympathy.**

Pay attention to how your man acts when you experience a loss or setback. For example, if you lost your job suddenly, how would he act? Would he be sympathetic? Think about how he reacts when your pet gets sick and you're worried. Or when you need to change plans to help a family member or friend. Understand that if he's an a\*\*hole boyfriend now, he will be an a\*\*hole husband and a shitty father.

### **Red Flag 6 - Unprovoked or unnecessary jealousy.**

Does he lose his shit when you talk to a male friend? Does he lose his shit when you talk to ANY man - even the grocery checkout guy? Does he think that everyone on earth is trying to steal you away from him? Does he pick fights with guys who try to talk to you in a bar? Does he use his jealousy to tell you who you can and can't hang out with?

## Red Flag 7 – Emotionally or physically abusive.

Sometimes people don't understand when they're being emotionally abused. Does he say things that make you feel "less than?" Does he disregard your feelings when you speak up for yourself? Does he expect perfection from you at all times? What happens when you don't do things "just right?" In many cases, emotional abuse is a precursor to physical abuse.

No man is worth risking your life. If you're in an emotionally or physically abusive relationship, there are a lot of resources and organizations you can reach out to. Here is a good place to start:

<http://www.thehotline.org/resources/>.

This "a\*\*hole identification" list is not comprehensive. There are many other ways that an a\*\*hole will expose himself and you have to stay vigilant.

It's not your job to try to change an a\*\*hole into a good person. You're reading this to learn how to *Make Him Worship You*. You deserve to be worshiped, and if your man is mistreating you, lying, being controlling emotionally, or physically abusing you...then he does not deserve your love.

## MODULE 4: The Worshipped Woman's Guide to Dating, Relationships, and Commitment

In this module I'm going to tell you what love **truly is**. Even more importantly, I'm going to tell you what love **isn't**.

Here's a hint: everything those romantic movies, novels, and Hallmark cards has told you is wrong. Not to mention every Cosmo and other women's magazine out there. Not only wrong, but actually **harmful** to you finding real and lasting love.

When you know the truth, it will empower you as a single woman to find Mr. Right -- and get him to COMMIT. If you are in a relationship, it will show you how to reinvigorate, rebuild, and capture a love that lasts forever.



# Lesson 1: The Myth of Prince Charming

**In my 10+ years as a relationship expert, I've received emails from thousands of women from all over the world who ask, "Where is my Prince Charming? When will he show up?"**

Here's the truth.

It's unreasonable to expect perfection from any man. It's unrealistic—and downright torturous—to expect any man to be perfect. When you expect to find a man who "checks all the boxes," you will be looking for a really long time. The statistical likelihood of you finding someone who meets **all** of your requirements is very low. If you always view a man as lacking some qualities (aka, "missing some of the check marks,") then he'll never be good enough.

Beyond that, having crazy expectations means that you'll miss out on achieving the kind of love that can endure decades. Your man will never feel comfortable revealing his feelings and flaws to you unless you free him from unreasonable expectations of perfection.

Imagine Carolyn and Harry's relationship if he were a "perfect" man after all those years of marriage. Wouldn't it be exhausting to keep a "perfect" man happy, while going through college and medical school, and raising kids together?

I think you know the answer.

This is why you need to let go of the Perfection Lie (or at the very least, changing your definition of perfection.) No one is asking you to *settle*. You're awesome and you shouldn't settle for less than you deserve. But think about what expectations for a partner are reasonable.

Now, before I give you the steps to let go of Prince Charming (and stop expecting perfection from your man), I want to make sure that you completed the "[I Like Myself](#)" Game I talked about at the beginning of Module 3. This is crucial.

Why?

Because as I said earlier, before you can truly love anyone else you need to love yourself.

**In the following (true) story, Michelle comes to grips with the realization that she had been focused on all the wrong traits in her “Prince Charming.”**

*Michelle and Thomas had been college friends for a few years. They went out to restaurants together, saw concerts and movies together, and even sat in the library together for hours while studying for finals. She would call him late at night to ask his opinion about a new angle for a research paper. Michelle grilled Thomas to prepare him for his thesis interview. They just clicked.*

*There was an unspoken spark—some flirting here and there—but for some reason they always kept things in “the friend zone.” One of Michelle’s friends asked her once, “Are you guys getting serious? Making plans for the future?” Michelle was shocked. “He’s not my type. You know what I’m looking for in a man!” Michelle knew her type! She had always envisioned a 6-foot-3-inch-tall, white guy from the East Coast. Ideally a medical student.*

*After graduation, Thomas was offered a job with an investment firm in Europe. Thomas stopped by her apartment to say goodbye before his flight. “I have to go,” he said, but he lingered.*

*“I know,” Michelle whispered through her tears. She realized that this was love. They were in love and he was leaving and she had been afraid to see what was right in front of her this whole time.*

*And then he was gone.*

Ugh.

It's heart-wrenching, isn't it? Here was this wonderful guy, right in front of her for years. With her. He was there for her. They were there for each other.

But she didn't see it. How could she? Thomas wasn't tall enough. He wasn't athletic. He wasn't what she *thought* she wanted. Michelle didn't know that what she needed from a man would come to her in a completely different package. Because she was holding out for "Prince Charming" she had closed off all other possibilities.

### **So THIS is why, if you're single and looking, you need to know what characteristics you want in a partner.**

Why? Because that's the only way to know it when you see it. Here's what you're going to do next.

#### **Step 1 – Make a list of the qualities you want in a partner.**

When you're making your list, peel back the curtain and get past superficial qualities. Of course, handsome and smart are obvious desirable qualities, but you want to go deeper.

His hair color, eye color, and height aren't nearly as important as his personality, sense of humor and your common interests.

- What are your overlapping interests? (politics, comedy, camping, bicycling, 80s pop music, etc.)
- Is he outdoorsy or nature oriented?
- What does he do for fun when you're not around?

- Is he ambitious and goal oriented, or a “go with the flow” kind of guy? (There’s nothing wrong with either of these, but you want to make sure you’re aligned.)
- Is he a planner or is he spontaneous?
- What about his sense of humor? What is funny to him?
- How does he talk about the women (mother, sister, nieces, colleagues) in his life?
- What makes his blood boil?
- How is he different from you? What do you like about those differences?
- How does he show you his emotions? Does he show them at all?

Now, look at everything you’ve written. What if you met a guy who checked off all but one or two of those boxes? Would you go on a date with him, even though he’s not your supposed Prince Charming? Of course you would!

## **Step 2 – Write down your actual non-negotiables on a sheet of paper.**

These should be the big ones -- things that that would be *real dealbreakers*. These are things like your core values that you won’t budge on.

Examples include:

- I need a man who will make me laugh
- I need a man who shares my religious beliefs (or lack thereof)
- I need a man who shares my values on monogamy

If a guy doesn't meet **these** criteria, you should just walk away.

### **Step 3 – Make a genuine commitment to giving more guys a chance.**

If you have 72348 non-negotiables, or you think everything you're looking for in a guy is non-negotiable...guess what, you will die alone. (just kidding - maybe).

Maybe a lot of the things you thought were non-negotiable are really just nice to have? And when you add up all the great traits someone *does* have, you may have an unexpected winner on your hands.

So next time you meet a guy who checks a few of your boxes, ask yourself, "Could he be the one?" Assure yourself that you will give them an honest assessment before you toss them out.

### **Step 4 – If you're already in a relationship, make a list of the things you like or love about your partner.**

Be as detailed as possible. Think of specific events that stick out in your memory...

- The time your heart skipped a beat when he first asked you out
- How you felt when you first figured out you were in love with him
- Moments when he was particularly sensitive and sweet
- Ways he made you feel safe and protected

It's easy to feel like the spark is gone and the relationship is hopeless when you're in a lull. Maybe you aren't having sex right now or you feel disconnected. Maybe he doesn't seem like the man he was when you first fell for each other.

Stay with me for a moment...

There's a neat psychological experiment where if you're told to focus on everything **blue** in a room for 30 seconds and then someone asks you to look up and describe the **white** things in the room...you'll draw a blank! You can't think of hardly any!

Basically, it's because if you focus on one thing, you will miss out on a lot of other "colors" of experience entirely. The moral of this party trick is: Whatever you focus on – like flaws - you'll be far more aware of those things.

By reminding yourself to be aware of the **good** things you have in your relationship, you might see that you're more compatible than you thought. You just need to do the work to get him to worship you! (you're in the right place!!).

And if you're already in a relationship, maybe it isn't time to throw the baby out with the bath water.

## Lesson 2: What is Real Love?

Whether you are single or have been married 20 years, I want you to pay extra attention to this lesson. I am about to address something that is at the heart of all relationships everywhere.

We have all had that that moment when you feel like, "I want to crawl inside you, consume your heart, and merge forever into one being, one soul, connected for all time like weird Siamese twins who like to have sex with..." OK, I'll stop. You get the point.

The start of a romance is full of obsession. It feels like it's going to last forever, right? A man in love would rather rip his genitals off than even look at another woman! He thinks of you and only you all the time. He wants you, you, you, you, and *you* -- in that order.

That's what the movies show love as. That's what the romance novels show love as. That's what your parents told you love was, even if they fought all the time because they were disappointed in each other for not being the people they thought they were when they first got together. Because love.

Here's the thing. That mad, passionate, explosive feeling we all experience at the start is not love. That's actually something called **limerence**.



*Look at this perfect love. Nope.*

Photo by [The Lazy Artist Gallery](#) from [Pexels](#)

I mean, look at this couple right there in that picture above, with their perfect skin and... I think they just don't eat? Is that how they get that thin? But look how in limerence they are!

I know you probably haven't heard that word before, but these two right here, who probably don't even really know each other because they're models, aren't even in fake love! They are in fake limerence!

And there is a HUGE difference between those two things. I'm going to explain that in a sec, but first I have to talk to you about the phases we all go through when we partner up romantically with our fellow humans.

## The Systems of Love



Helen Fisher is a biological anthropologist at the Kinsey Institute of Indiana University, and a total badass to boot. I have been following her work for many years now. She has spent a career studying love: what it is, what it isn't, and why people like you and me fall deeply into and out of it.

What Helen Fisher says is that romantic love is one of three basic brain systems that evolved for mating and reproduction. When you get rid of all of the wonder - all the cultural myths and movies and romance novels - all the stories we've told ourselves and our children -- it just comes down to getting you to want to have sex with somebody so you have a kid. And then stick around long enough for that kid to actually survive.

I know it's a very cynical way of looking at things, but fundamentally, that's what's true. Let's take a moment to dig into these three systems.

## **Love System #1 is About Lust**

This is the deep in your bones craving for sexual gratification. According to Fisher, this drive evolved to enable you to seek a range of potential mating partners.

This system explains why you can have sex with someone you aren't in love with. It explains why you can even feel the sex drive when you are driving in your car, reading a magazine, or watching a movie. Lust is not necessarily focused on a particular individual. It's ultimately just a hard-wired fishing mechanism.

And it's not hard to see how this can be true even if you are the most dedicated partner on the planet. You have certainly, unless you are asexual I suppose, felt lust and sexual attraction for more than one person in your life, and you have probably even felt lust or sexual attraction for two completely different people at the same time.

And that's not a big deal when you understand this is simply a function of biology. It doesn't mean you need to act on all those lustful thoughts. But understanding this can, among other things, help you to forgive a partner (and yourself) for harboring thoughts even when you're committed. It just shouldn't be that big a deal. This is the hand that nature dealt us all!

## **Love System #2 is About Attraction**

According to Fisher, this drive evolved to enable you to focus your mating energy on just one individual at a time. This also fuels the obsessive puppy love phase of a relationship.

As Kabir, the Indian poet, put it, "The lane of love is narrow; there is room for only one."

So this system, the obsessive-thinking system, is what narrows down the field built up by our lust system. You spend enough time with somebody, you smell their pheromones, this thing in your brain goes off in your brain, and all of a sudden you focus like a laser beam on just this one person.

## **Love System #3 is About Attachment**

It's that feeling of deep union with a potential long-term partner.

According to Fisher, historically this drive evolved to enable you to remain with a mate at least long enough to rear a single child through infancy, although many of us remain together much longer and enjoy the benefits of life with a partner -- even when there is no goal to have children.

Biologically speaking, this desire stemmed from our basic animal need to survive, both as individuals and as a species.

## The Incurable Symptoms of Limerence

I want to come back to that second system for a second, the attraction phase, and in doing so introduce you to the concept of **limerence**.

The dictionary defines limerence as: *The state of being infatuated or obsessed with another person, typically experienced involuntarily and characterized by a strong desire for reciprocation of one's feelings, but not primarily for a sexual relationship.*"

Put in simpler terms: limerence is about deeply *being* with someone. It is about *being a part of them*. It is puppy dog eyes, castles in the sky, and carefree ever-afters.

Baked into the limerence cake are a set of characteristics that are common to all.

- **Perceived significance in all things.** You like what he likes. He likes what you like. It was written in the stars. The universe is sending you a message. It is meant to be.

*"Oh you like football? I like football. Oh, you like this band? I like that band, too!"*

- **Boundless energy.** You can stay up all night just talking. You can stay up all night just THINKING about staying up all night and talking!
- **Perceptible changes to brain and body.** Loss of appetite. Mood swings. Anxiety. Nervous bladder (ok, maybe not that one as much, but...well it all depends on who you are).
- **Obsessive thoughts.** You cannot stop thinking about him. This leads to possessiveness and jealousy.

*"He is MINE. Heaven help the woman who looks at him. Heaven double help him for looking back at her!"*

- **An overwhelming certainty that they are the one.** And this time it will last forever. This time is different. This time is real.
- **Deep cravings for his time and affections.** You want him around ALL THE TIME. Gimme, gimme, gimme!

Now what do all those symptoms sound like? Kind of like drug addiction, right?

Surprise! That's because, in a very real sense, it IS drug addiction.

## **This is Your Brain on Dru...err, Limerence!**

- Norepinephrine, otherwise known as adrenaline, gets a sharp boost in the body. Your eyes dilate, your heartbeat increases, your blood pressure goes up, and your energy spikes. Feel the electricity!
- Dopamine levels increase in the brain. This makes you feel GREAT. You know what else causes the release of dopamine? Oxycodone. Heroin. Cocaine.
- Testosterone is increased for both men and women. This makes you want sex more powerfully. As we have already established, it also makes us guys all kinds of extra nutty.
- Vasopressin and oxytocin release, increasing our bonding instincts and deep sense of connection. As an interesting side note, oxytocin is also released when women have babies.

This potent chemical cocktail makes us feel happy, connected, and obsessed. It drives that mad, puppy dog, honeymoon period.

And when the mad love settles down? Well it can also feel a hell of a lot like coming down from drugs.

As we exit infatuation and limerence, the hormones and chemicals settle down to something normal. Couples will then do one or more of the following:

1. Start having less sex and, in a lot of cases also start taking each other for granted.
2. Move from infatuation to the attachment phase.
3. Move from infatuation to a detachment phase, which is a nice way of saying they just break up.
4. Cycle back and forth between attachment and infatuation. In other words, it is always possible for the mad passion to return in the course of a relationship, but there are zero guarantees.

## **Why Treating Limerence Like “Real Love” is a Bad Idea**

Many people who are “addicted to love” have no tools to experience true love beyond limerence. When the initial infatuation fades, they get fixated on the feeling that something is missing from their life. Like a junkie looking for their next fix, they float from one intense affair to another, leaving a pile of heartbroken, attachment-seeking partners in their wake

So here's why treating limerence like it is “real love” is a bad idea.

When you are in limerence, there is that moment when you feel like you've found “the one”. You believe in your soul that it will last forever just like it is. We all get a little bit delusional this way. For

the first two or three years, it feels kind of easy, doesn't it? This is especially true at the very beginning.

Then two or three years go by and, oh my god, what is wrong? You used to look at this man and feel this particular thing, he used to look at you and feel this particular thing, but now it's not quite there in the same intensity anymore. Disappointment settles in.

*"What's wrong with me that this keeps happening?"*

All of a sudden, you're having fights all the time - about the dishes, about your job, about whatever it is. Then you can start getting critical. "Why isn't he who he's supposed to be? Am I not good enough? Maybe this wasn't love in the first place." That's what comes to a lot of people's minds. You go into the, "If he really loved me, he would," kind of phase. "If you really loved me, you would stop working late. If you really loved me, you would not watch porn. If you really loved me, loved me, loved me," et cetera.

But it doesn't have to be like this. If you understand and accept that limerence will pass and that real, long-term love takes work, well, then you focus on the fact that you found an amazing guy, that you had a ton of fun in the limerence phase, and that there still is a wonderful relationship to be had.

My wife and I went through this. Because we both have read a lot about this topic, and because of my role as a professional relationship expert, we knew at the start that we were in limerence. We experienced and loved that limerence for what it was. We had so much fun having sex all the time and wanting to be together all the time.

When that started to fade a bit, we recognized that was okay and natural, and that nothing was wrong. We didn't panic about getting off that roller coaster a little bit. Neither should you.

## What Actually Comes Next?

When infatuation starts to fade, that's when the work begins. That's when you have to look at the man that you're with and think, "I like him for who he is, even though he's not perfect."

Real love means you choose to be in love every day. It means you choose to stick around. It means you choose to focus on the good and not the bad. And if you're lucky, this means you get to be happy that you got to share your life with somebody.

But you have to choose it. If you expect limerence to just naturally last forever, you're destined for misery. If instead you take it seriously, if you actually see it for what it is, that is when you can experience the true wonder and companionship and partnership.

What I find useful is to think of limerence like your relationship's childhood. We can't go back to being kids. Sometimes we feel like we want to so we can kind of let go of all our responsibilities that we have these days, but you can't do it. The best thing you can do is look back on your childhood, hopefully happily - hopefully you had a good childhood - and accept that it's over; that you're an adult now.

Moving from limerence into that kind of attachment phase is becoming an adult. It's your relationship becoming an adult.

## Let's Recap the Basics:

1. Real love cannot happen until after the limerence is over. Limerence is like romantic training wheels, but eventually they come off, and if you don't accept that, you will crash.

2. Real love requires walking through the fire with someone and seeing them at their worst and weakest and most messed up.
3. Real love means choosing to share your life with them anyway because their flaws and your flaws go together like the peanut butter and jelly of flaws.

I've actually saved the best part of this lesson for last.

According to Helen Fisher, you can flow in and out of limerence to a degree. That means that the mad passion can come back at times if you do the work. Better still, the BEST kind of limerence is the kind where you've already attached properly, where you know what true love is, and where you love the hell out of your partner anyway because you put in the time to understand who they really are.

## **Relighting the Limerence**

(mostly for couples, though you singles would do well to think about this stuff too)

Remember earlier when I said that being in limerence is like being on drugs? Well, unlike heroin, you can give your brain (and your relationship) little hits of limerence and remain a functioning human being.

Here are some concrete ways in which you can take control and relight the spark.

## **Unplug from Those Devices**

Seriously, put the phone down. Close the laptop. Power down the tablet.



A growing number of studies are confirming the worst about our tech. All that screen time is rewiring our brains, making us chronically distracted, and eroding our emotional bonding mechanisms. Does that sound real good for your romantic relationship? Of course not.

I am not saying that you should give up the screens permanently. As a tech enthusiast who offers relationship advice via the internet, that would make me disingenuous at best, and a giant hypocrite at worst. You'll have to pry my iPad pro out of my dead hands!

What I am suggesting is that you can put down limits, just like you would with a child. It works for the kiddos and it will work for you as well.

### **Unplugging suggestions include:**

- Blocking a time everyday where screens stay off. For my wife and I, dinnertime until the following morning works best (not looking at a phone during bedtime can do **wonders** for the libido).
- Do a digital detox. This means picking a period of a few days to weeks where you just don't fire up a device at all. Even in the modern world this is possible. Psychologists the world over agree that you will see an amazing change in your focus, your energy, and yes, your relationships with other people.
- When your partner is talking to you, no matter what you are doing, try to put down the phone and engage. Hell, turn the thing off if you have to. Ask that they do same.

### **Plan Some Time Away from "Noise"**

If you want to keep a spark alive, you **need** to make your time together as a couple a priority. You need to unplug from the job. You need to get a sitter for the kids. You need to tell your mother-in-law to buzz off for a bit.

Take time to get away from distractions and responsibilities. Make “date night” non-negotiable. Go on vacation if you can manage it.

And don't just do it once and expect that you're good. You have to work time away into your system. You have to make it a habit. Consider your regular time away to be non-negotiable.

## Try New Things Together

When your relationship lives in a world of utter sameness, boredom is going to come knocking. If you're stuck in that rut, it is seriously time to consider breaking out and trying something different.

Learn to tango. Take a cooking class together. Join a dodgeball club.

In truth it doesn't actually matter that much what you try. The point is to make it new, and to do it together.

### Pattern Interrupts

Make a list of areas of your life that have fallen into deep, predictable patterns. Think about ways to change up the basics, such as cooking, TV watching, standard date night, holiday routines, chores, or any other deeply established routines. Don't be afraid to shake things up!

Think of at least 10 patterns you have right now, then set out to break them all in the next 4 to 6 weeks.

Here are some examples to get you started.

Pattern	Interrupt
<b>Playing on your phone right before bed</b>	<i>Make the last hour before bedtime a device-free zone.</i>
<b>Meatloaf Tuesdays</b>	<i>Good grief, stop eating meatloaf on Tuesday—or maybe ever. Meatloaf is not sex food.</i>  <i>Oysters? Tacos? Change it up!</i>
<b>Date night</b>	<i>Switch up the day, or the activities, or the length, or the frequency. Is date night always dinner and a movie? Change it up. Go to the theater or a museum. Play kickball at the park. Do it different! Be goofy.</i>
<b>Parenting routines</b>	<i>Does he usually take the kids to school in the mornings? Trade off sometimes.</i>  <i>He'll appreciate the extra free time in the mornings.</i>

My ideas for kicking up the fire are going to work for a lot of couples (and I know this to be true, because I've gotten loads of feedback from women just like you who have successfully implemented my techniques over the years).

Of course, every couple and situation is going to be different. Maybe you live in a rural environment and nature is your jam? Or maybe you're both really into amusement parks and thrill rides? Or horror movies! OMG, what about board games? (Okay, I'm a nerd.)

The options are somewhat endless, but getting to them requires thoughtfulness and work on your part. So really put on your cap, write down your ideas, and try them out. Not everything is going to stick, but some of it will, and your relationship will be all the better for that.

## Lesson 3: Is He Worth It? – A Pop Quiz

We've dived into the difference between limerence and real love (hint: one's driven by hormones and dissolves within months; the other can last a lifetime), but the truth is, *knowing* something 'intellectually' isn't the same as *acting* in your own best interests.

It's super easy to become dazzled by somebody who isn't actually RIGHT for you – at the start of a relationship, all that 'new relationship energy', limerence, hormones, and the sheer lusty excitement of having a brand-new, shiny, sparkly, interesting partner to play with can easily turn your head ... then before you know it, three years have gone by and you've spent them with someone who's clearly wrong for you.

That's where this short quiz comes in. Before you even THINK about diving into a committed or exclusive relationship with a guy, I want you to fill out this short quiz. And be brutal: the only person reading these answers is you, so let 'er rip.

### 1 – RESPECT

1. You've noticed him acting disrespectful/bored when you're talking more than once: checks his phone, fidgets distractingly, starts looking around the room, interrupts you. **Y/N**
2. He asks you questions about yourself. **Y/N**
3. He listens to your answers when he asks you questions. **Y/N**
4. He will sometimes/often ask follow-up questions that show he's really interested in you. **Y/N**

5. If you've introduced him to your friends, they like the way he treats you. **Y/N**
6. When he says he's going to meet you somewhere or DO something, he usually DOES it. **Y/N**
7. There are things about him that you legitimately admire and look up to (not just his sex appeal/how hot he is/his big expensive yacht that he takes you boating on.) **Y/N**

## 2 – Security

1. He's introduced you to his friends. **Y/N**
2. He's introduced you to his CLOSE friends and/or family. **Y/N**
3. He posts pics of you on FB and/or uses your name in his posts. **Y/N**
4. He WANTS to meet your mom and friends (and if he's already done so, he was HAPPY to meet them and behaved in a way that made you feel comfortable.) **Y/N**

## 3 – He Helps You

1. He physically does stuff to improve your life - moving your furniture to a new apartment, building you bookshelves out of cinderblocks and planks, driving you to the urgent-care clinic when you get a kidney infection, telling the pushy misogynist salesman to beat it, mowing your lawn. **Y/N**
2. He comes with you for boring stuff because he WANTS to spend time with you - accompanying you on dog walks, helping you put up flyers for your missing cat, coming along to the garden center on Sunday afternoons while you pick out begonias for your yard. **Y/N**

3. When you've had a crappy day, he's willing to listen to you. He doesn't try to tell you that your being "sensitive" or "it's all in your head." **Y/N**

## 4 – Money

1. He is solvent – lives within his means. Eg: doesn't put stupid stuff like new stereo equipment or scuba-diving gear on his credit card that he can't afford. He isn't afraid to answer the phone in case it's the debt collectors. **Y/N**
2. He is debt-free (and if he has debt, he's taking active steps to reduce it.) **Y/N**
3. He doesn't ask to borrow money from you. **Y/N**
4. If he found a wallet with \$500 cash inside it, do you think he'd hand it in to the relevant authorities? (Store security, local police department, take it to the address listed on the ID.) **Y/N**

## 5 – Random Important Stuff

1. You have at least one interest that you share and like to do together outside of sex. **Y/N**
2. You feel like you can trust him (no weird internal doubts, no 'gut-level' worries or wonderings, you don't feel like he's hiding anything big from you.) **Y/N**
3. He likes it that you spend time with your friends/family/other people and interests outside of him. **Y/N**
4. You tend to see eye to eye on big goals like whether you want children, how to spend money, and whether it's a good idea for you both to quit your jobs and spend next year backpacking around Eastern Europe. **Y/N**

5. Your gut feeling about him is that he's a man of integrity. **Y/N**

## YOUR RESULTS

The more 'yeses' you answered, the better this guy is.

He doesn't have to be perfect (none of us are – myself included) ... but these are the FOUNDATIONAL ELEMENTS of a solid relationship. So, again, he doesn't have to get 100% - however, anything more than one or, at the most two, 'noes' means you must proceed with extreme caution. My personal recommendation? Two or more 'noes' means it's time for you to reconsider whether you actually want this guy in your life.



## Lesson 4: When to Sleep with a man

Every woman I have ever known, and the thousands of women who write me emails have the same question:

### When Do I Sleep with Him?

And I get it. Because when that question comes up 100 different things run through your head:

- If I sleep with him too soon will he think I am too easy?
- If I wait TOO long, will he think I'm a prude or lose interest?
- What if he's clearly trying to...but I don't feel ready?
- Does he just want sex or does he want a real relationship?
- I don't want to mess this up!

And the list goes on and on and on...

What women want is the magical number. That magical number saying "Here, this, THIS is when you sleep with him".

But it doesn't exist. And it never will.

Why?

**Because all relationships are different.**

So if there is no magical number I can give you, why did I write this? Because, while there isn't a magical number, there are some ground rules you can lay down to make sure you sleep with him when you want to.

We'll also cover knowing if he *just* wants sex, or if he wants a relationship and how to turn that first kiss into steamy sexual tension without ever taking off your clothes.

So let's dive in!

## The First Date Sex Myth

Over and over again women are told that if you sleep with a man too soon - let's just say the first date or two - you are too easy. Well, I call BS, but it depends on YOUR intentions. For some couples, sex on the first date is exactly what they both want and need and they go on to have fantastic relationships. For others, and I'd have to say, the *majority of new relationships*, waiting is better.

Before we jump to that, let's talk about what I mean by a **"date"** in the first place.

A date is longer than one drink, one coffee, one movie (no one talks to each other during movies anyway, right?) No, a *real* date is when the two of you spending actual time talking and getting to know each other. If you get together, have one cocktail (or four), exchange a few witty pleasantries, and soon you're in his bedroom ripping off each other's clothes off, you're clearly just "hooking up".

That's fine if that's what you're looking for...but if you were hoping for a deeper connection, you've just sunk that battleship.

Also, remember what I said earlier about how men are wired for the chase? (I said it a hundred times for a reason!) By sleeping with him, you are depriving him of the opportunity to try and earn

you over time. To fantasize about what you look like naked, and to try and devise a plan to get you to want him too.

I can guarantee you that if the date is going well he's already undressed you in his mind and thought about the sexy noises you make when you are reaching climax (hell, you may have done the same to him).

### **So, should you sleep with him?**

Bottom line, that is your choice, but here are some suggestions I have for you:

### **Don't Be Afraid to Kiss Him**

While I'm saying you might want to slow your roll when it comes to a first-date naked tango lesson, I *don't* feel that way about kissing. Kissing is awesome. I approve of kissing.

First, that kiss is going to tell you a LOT about this guy's potential. In my [How to Kiss a Man and Make Him Love You](#) course I go into more detail, but there's some fascinating science of what kissing tells your brain about a potential partner. There's a mini-chemistry course happening in your mouth (um...yay!?) when you swap saliva. Your pheromones and genetics do instant calculus to determine how compatible your DNA is and your brain quickly translates that into "yum, I could kiss this guy all night." or "ick, this feels like kissing a friend."

**While I'm saying you might want to slow your roll when it comes to a first-date naked tango lesson, I don't feel that way about kissing. Kissing is awesome.**

Plus, it clues you in about what he'd be like in bed. Is he respectful of your face or does he launch an all out tongue-assault on your mouth? He could be inexperienced, but a kiss is a *conversation* and he should be listening to your signals while he does it.

Lastly, and not at all leastly, a kiss will turn him on, sending his brain into a shaken snow-globe of pleasure chemicals. He will be primed for the possibility of more, and leaving him wanting at the end of a date is the perfect state of mind to get his competitive instincts humming.

Here is what I recommend. Kiss him and step back. How was it? Did you find a fire light up inside you? Do you want to kiss him again? Do you want to rip his clothes off? Do you want to leave him dreaming about me all night and all day tomorrow because that kiss was so electric?

A good tease, is a good tease, and everyone likes that.

Give him the best kiss he's ever had, and leave it at that. Make him pull his phone out as he's walking away from your door in a desperate need to text you. Make him want to run up and down the street like he's in an old musical professing his love for you to the world.

*I want to be clear, that if you WANT to sleep with him on the first date you are absolutely allowed to. That is your choice! Always do what feels right for you.*

## **Waiting to Make Sure He's the "One" First?**

I hear women say all the time, *"I want to make sure he's the right one before I sleep with him"* or *"I don't want to come off easy so I'll wait as long as I can before sleeping with him"*.

There is a danger in this. Waiting too long to sleep with him can be a death sentence for a new relationship. When I ask other men about this question the response is the same *"She never wanted to have sex, so I figured she wasn't actually interested in me and I moved on"*. And then women are confused because he stops calling them and going on dates.

Only you will know when waiting has gone from "I want to be a 'Dreamgirl' so I'm not going to rush into things" to just playing a game, trying to make him 'earn sex' by some arbitrary metric that even

you aren't sure about. So, waiting is fine but if you wait too long you're going to send the wrong message.

If you have gone on multiple dates, and you sense his expectations of sex are really different than yours, you can always *talk about it*. You won't sound like a nun if you do. When it comes up, you can just say, "Kissing you is awesome, I'm just trying to get to know you better before taking it further". He's not 18... he can handle it. And you aren't a teenager either... you don't need to feel pressured about this stuff.

### **What if I don't want to sleep with him until we are exclusive...or married?**

There are plenty of women who want to wait until they **know** the man isn't sleeping with anyone else before they will go to bed with him. That is totally fine but you **HAVE** to let him know. That's communicating your boundaries, and that makes you a strong confident woman.

The problem women who want to wait have is that they don't communicate this to the man they are dating/seeing and then find out he's been sleeping with other women and suddenly we have Pompeii 2 on our hands.

Don't keep your beliefs on sex a secret! If you want to wait, then you have to tell him. Most likely you'll want to find someone who also shares your beliefs on the subject - and communicating it clearly is a great way to figure that out.

### **What If He REALLY Wants Me to Come In and... I Kind of Want to?**

If you've got a solid, real connection brewing and you *want* to have some sexy time with him, do it. There are SO many options available if you aren't into having intercourse yet - or taking on all the health risks that come with fooling around sexually.

Things you can do, in order of increasing safe-sex risk:

1. Make out like teenagers
2. Take a shower together by candlelight
3. Masturbate together (this is really fun to do in the pitch dark the first time)
4. Foreplay like hand-jobs or oral sex

Besides, you probably want to see what his house or apartment looks like anyway, right?

## Other Ways to Keep a Sexual Spark Without Having Sex

Kissing is the all-time classic way to rev up the engines without full-blown sex but you amp it up even more by:

1. **Teasing each other with provocative words/phrases like:**

*"Not tonight...but soon..."*

*"I really want to rip your clothes off, but I have [to work / plans] tomorrow and I want to have all night to be with each other"*

*"Next time..."*

2. **Sending innuendo-laden texts about what you are fantasizing about.**

If he is any kind of decent man, he will accept what you say. There might be a small push back, because he wants to rip your clothes off right now, but good men will accept it and be happy about it. If ANY guy pushes you too far or gets upset that you don't want to have sex right then, don't see him again. That's a red flag. He's not worth your time.

## How Do I Know If He Just Wants Sex?

Nobody wants to feel “used” or “tricked”. There is nothing *worse* than thinking things are going well with a guy only to sleep with him and never hear from him again. Or worse, only hear from him when he wants to have sex.

*“Um, but earlier you said that I shouldn’t wait **too** long to sleep with him. How do I sleep with him in a reasonable time frame and know that he isn’t just using me for sex?”*

Ah, sounds like you’re making sure he’s the “right one” before you have sex. Sorry, some things are just unknowable (though see below for some hints...). You see, unfortunately, *some* men are entirely capable of *pretending* they want more from you than just sex, then surprising you by “ghosting” you after you’ve hooked up.

In all fairness, the guy HIMSELF might not have known what he wanted until he had sex with you – and it caused him to rethink what HE wanted. Or maybe you’ve changed your mind about HIM post-frolic too! Having sex allows you to know if there is something beyond the kiss, something beyond the lustful feelings you have.

Sometimes, having sex is part of the process of getting to know someone. It lets you know if there is something between you two, the magical thing we like to call a spark.

If you have sex, and he suddenly gets really sparse or far away, that tells you something very important... that he’s clearly not on the same page as you. He also isn’t respecting you and treating you the way you deserve. Consider the bullet dodged and move on.

## Signals He’s Just Using You for Sex

If you're looking for a casual hookup, that's your absolute right as an adult. Don't feel an ounce of shame about it! But if you are looking for more of a serious relationship, here's a handy list of signals that a guy is just using you for sex:

- **He Doesn't want to have a REAL date:** His idea of a date is getting a drink and then he quickly wants to move elsewhere. He wants you to "come over and hang out". A first date should be somewhere PUBLIC.
- **He constantly talks about his sex life:** If he is spending a lot of time telling you about his sexual adventures or how good he is in bed, he just wants to sleep with you. This doesn't mean these topics won't come up but you don't want it to be the main topic of conversation.
- **He asks graphic questions about your sex life:** If he is asking for details about your previous partners, or the craziest place you've had sex, or your favorite position, he most likely just wants sex. He should be asking about YOU as a whole, not your sex life.
- **He's pushy:** After you have your kiss he's TOO pushy about taking things further. Is he trying too hard to "negotiate" his way into your pants? No means no. If after that mind blowing kiss you give him he keeps pushing to come inside or for you to come inside, he just wants sex. Men who want more than sex will not only respect your wishes but will be excited that sex is on the table, just not tonight.
- **He wants a dirty picture.** Don't send explicit photos to people you don't know well and completely trust. The internet is filled with harrowing tales of guys spreading around photos that woman sent to them in confidence.

If he wants a dirty picture soon after you've started dating, just let him know that you don't send pictures like that to people you have just met. If he throws a fit, tell him thanks but no thanks and drop all contact.



- **He only contacts you when he is horny:** Beware the tell-tale 2:00AM “You up?” text (or it’s more millennial cousin, the “U up?” text) If it appears that every time he texts you, no matter what sweet things he says, he mentions getting together for sex or wanting a dirty picture or just talking about how much you turn him on, he just wants sex.

## He Just Wants Sex, but I REALLY Like Him

Let’s make this clear:

*Sleeping with a man WILL NOT make him fall in love with you.*

Romantic comedies and romance novels are filled with this BS, but it’s not real life. If he can meet up with you, have no strings attached sex and then go home...he’s going to do that as long as he possibly can.

**Sleeping with a man will NOT make him fall in love with you.**

There is simply no way that you can MAKE a guy fall in love you, simply by your supernatural sexual prowess. You can get him to want to have sex with you a lot, but I assure you, men are more than capable of keeping that activity very separate in their minds from falling in love. In fact, they can have sex with woman they don’t even LIKE as long as they find them attractive on some level.

Let me be clear, this is not REFUSING TO HAVE SEX. This is making the relationship about MORE than sex. This is making sure you guys go on real dates *that end with no sex*. Establishing a real connection outside of the bedroom (or couch, or kitchen table...)

Now, women can easily get trapped in this situation because the guy can string you along for months. Give yourself a cut off. If you aren’t seriously (or exclusively) dating in a reasonable time frame (say 1-2 months), it’s time to move on with a polite, “thanks for the sex, but I’m looking for a different, deeper, sort of relationship.”

Once you do this, one of two things will happen. Either he will warm up to you and the idea of actually dating you or he'll drop contact/throw a fit/let you know it's over. If that happens, he just wanted sex and isn't ready for a relationship.

And that's okay.

He's not ready for a relationship, or he doesn't want one right now. You have to accept that and move on.

So there you have it. The answer to the age-old question. When you sleep with a man is your business. Doing it too soon or too late can make things complicated, but as long as you trust your gut and don't do it until you feel comfortable, you'll be fine.

**Always stand up  
for yourself.  
Never sleep with  
a man until you  
are ready**

Always stand up for yourself. Never sleep with a man until you are ready.

Being in a relationship or trying to start a relationship requires risks. You have to take the risk and the jump to see what beautiful thing might grow. If you sit around waiting forever, trying to fill out some list of demands about what you expect and want, you're going to watch life pass you by.

## Lesson 5: The Future Fantasy Method - How to Get Him to Commit

**FIRST, let's take a quick peek inside the male brain when he senses COMMITMENT...**

Just imagine that you've been dating Mr. Wonderful for nearly a year. Things are amazing, and it seems like time to take the next logical step – living together.

One wintery weekend morning, the two of you are grabbing a coffee at a local cafe. While warming your hands on your steaming mug, you're complaining about your horrible landlord and infuriating roommates... and hinting at the next step in your relationship. It's such a great idea, right??

*"I just can't seem to get warm!" you sigh unhappily. "The heater in my apartment barely works, it's just sooooo freezing at home! I can't even get a hold of my landlord to fix it, he never answers the phone and he knows it's about a hundred years old. Does he want me to freeze in my sleep?"*

*"Not that I would have gotten much sleep anyway, with my roommate Andrea inviting all her friends around for like the 5<sup>th</sup> time this week – I hate living with her!"*

*"Honey, have you ever thought how great it would be if we lived together?"*

STOP.

**Here's what's going on in the male brain when you start hinting about moving in together...**

*"God she's incredible. And she wants to live with ME? Well I really like her – I actually LOVE her."*

*"But... if we live together then I'm never going to get ANY TIME ALONE ever again. (will I ever be able to masturbate in peace again?)*

*"She's going to see everything I do..."*

*"She'll see that I never do laundry and wear my underwear 3 days in a row..."*

*"She'll want me to pay for more things..."*

*"She's never going to let me go out with my friends by myself. She'll always want to come. What if I tell her that I need to have guy time and she FREAKS OUT ..."*

*...ok taking the next step is a bad idea, I don't know about this. **Just to be safe I'm going to stay quiet and NOT COMMIT. I'll just keep everything the same..."***

## **Why Are Men So Reluctant to Commit, Even When Things Are Perfect?**

Women are amazing at planning a future with their partner. Seriously, a woman can imagine a whole incredible journey of happiness about 15 minutes after connecting deeply with a great guy; it's like a superpower.

The truly amazing part about this is that the "future fantasy" you imagine is positive and joyful. When you're in a solid relationship with a guy, the future seems *glowing with potential happiness*. You imagine a trusting, caring, and loyal partner to make amazing memories with, maybe go travelling together, build a home together, raise a family, or enjoy a lifetime of joyful time spent in each other's company.

Men, however, are **conditioned to solve problems** – and they can't help but critically analyze your future together.

## You See the Journey Ahead, He Sees the Potholes

No wonder lots of men are nervous to settle down. When you're conditioned to primarily see all the possible problems, the future can seem terrifying and exhausting.

Today I'm going to show you how to SHIFT YOUR LANGUAGE to make sure he sees a **smooth, perfectly problem free future** that he can't stop fantasizing about.

When you know the FUTURE FANTASY METHOD, his brain will be immune to seeing the future as a scary journey full of potential threats. These special words are like a vaccination for his brain, deflecting any attacking thoughts and keeping your relationship smooth and healthy for the LONG TERM.

## This Method Will Stop Him from Holding Back

You could be the most attractive, smart, sex-on-legs woman in the world – and men would still be hesitant to commit until you use the FUTURE FANTASY METHOD.

The great news is that a quality man WANTS a woman to fall in love with. But he's almost fighting against his own brain to actually commit.

It's that darn biology to blame again.

- The male brain is programmed to **PROTECT**. Just as his ancestors were on the lookout for wolves hiding in the forest, his brain is wired to be on the lookout for threats. He imagines

kidnappers lurking in dark alleyways and gold-diggers trying to scam his money. *He's biologically programmed to be on the alert for problems.*

- The female brain is programmed to **NURTURE**. You want to embrace your loved ones and create a nurturing and wonderful environment. Women are wonderful at forging strong relationships and planning for a positive future together.

With all those instinctual threat-alerts screeching their warning signals to his brain, it's no wonder it's almost impossible to get a man to easily imagine a great future together.

## What Do Men Find Scary About a Committed Relationship?

Burn these 3 threats onto your brain. These are the "big three" that you need to overcome in his brain if you want him fantasizing about your future together.

These are the SECRET threats that men think "settling down" could pose to their future:

- **FUTURE THREAT 1: He'll never get alone time again.** Most men are secretly worried they won't be allowed to have hobbies and friends, and time to themselves because you'll want to spend ALL your time together as a couple. Hey, it might not be true, but he's still secretly WORRIED about it.
- **FUTURE THREAT 2: He'll never get to sleep with another woman again and get BORED.** Yes, as awful as this sounds it's a terrifying thought for a man that he might only sleep with one woman for the rest of his life. He needs YOU to show him that a committed relationship can still be an exciting and fulfilling relationship!

- **FUTURE THREAT 3: He'll lose his financial security.** He's used to offering to pay for things, but we all hear the horror stories about gold-diggers, credit-card debt, divorce rates and spouse or child support payout. Financial worry is a genuine threat to plenty of men when they think about sharing bank accounts and credit cards with someone.

I'm kind of breaking the secret "guy code" by sharing this with you. I think it's much better that you know what's secretly in his head, because these inner threats can STOP HIM COMMITTING to a future together.

These are the thoughts that a man will never share with you.

NEVER.

**He knows it will crush you if he ever said these things out loud.**

These perceived THREATS are enough to make any man nervous about committing. It's the instinctual threat-avoidance programmed into his brain which makes him switch in to "no commitment" mode.

## **He Needs Your Help to Get Him Fantasizing About an Incredible Future With You**

Here are your keys to commitment success!

Work your way through these 4 steps and you'll have him fantasizing about spending the rest of your life together.

His mind will be focussed on all the positive energy and excitement that YOU, and only you, will bring into his life. He won't be able to get you out of his mind, and he'll start putting *effort and enthusiasm* into building an incredible long-term future with you.

## The 4-STEP FUTURE FANTASY METHOD

### **ONE: Future Projection (show him the future is EXCITING)**

Men know that beauty doesn't last forever, and unless you two have an interesting 'spark', there might not be enough excitement to keep you both together for the long term.

We're also generally logical creatures who like to have things clearly spelled out.

You simply need to make plans for a few exciting things in your future to have him clearly picturing it together with YOU.

Recently, my incredible wife and I planned a trip to a 5 day music festival. For months I literally couldn't stop fantasizing about dancing together under the stars with our favorite bands belting out music, or picturing us sneaking off to our tent to get naughty in nature.

Future projection works like a charm if you want his brain to be glued on you.

#### **Some exciting Future Projection ideas you can try are:**

- Get tickets to a sports game or music concert you'll both love
- Plan an overseas holiday together



- Book camping trip with your friends
- Discuss career goals and what this means for your future
- Plan a trip or goal related to your interests (and if you DON'T have any interests, it's time to get involved in something!)

**Just a warning - these exciting future plans SHOULD NOT be 'commitment' goals.** Things like having kids, buying a house, or moving in together are great, but aren't going to give him the exciting 'thrill' that planning a trip to Thailand might.

I promise, if you plan some exciting things in the future with your guy, he won't be able to stop imagining an incredible future with you.

## TWO: Make SEX Important and THRILLING

Most men are nervous that a few years into a relationship, things are going to cool down on the sex side. A physically passionate relationship is INCREDIBLY important to a man.

**You don't need to turn sex-crazy** to show him it's not going to be an issue (though you can if you want!).

Here's a few tips to show him that sex is important to you, too, and that he has nothing to fear about permanently taking himself "off the market" and committing to you...

- **Touch him more often.** A sexy thrill doesn't always need to be about getting naked! It's exciting to him if you walk up behind him in the kitchen and fondle that lovely man-butt, kiss him passionately as you're both sitting on the couch, or rub your hand on his thigh as he's

driving. Make an effort to up your physical affection game, and I promise he won't be able to stop thinking about you.

- **Try something new.** There are so many ways to inject a little excitement into your sex life! Why not try having sex somewhere other than the bedroom? You might start looking at your pool, the kitchen bench, or the garden hammock in a whole new light! If your idea of experimentation is more kinky, you could try ordering some fun sex toys together online, try a blindfold or handcuffs in the bedroom, or watching porn together.
- **Turn your smartphone into a sexy thrill.** As long as your man will see your messages in private, you might both enjoy swapping naughty pics of each other! Tell him what you'd like to do to him later, or send him a pic of where you'd like him to kiss you. You don't have to necessarily be naked - in fact, you should be careful about sending nude photos in this day and age. Even a sexy pic of a clothed body part can get the innuendo across.

### THREE: Keep Him on His Toes

If you're the one "in pursuit", I doubt he'll be around for the long term.

This is classic material when it comes to maintaining his interest, because as you now know, men are wired to CHASE women.

If you're the one always making the plans, calling him first, talking about your future, and always wanting to do stuff together, you give away all your power.

You need to keep him in pursuit, and make yourself a valuable and highly desirable item.

The absolute #1 way to keep him desperately WANTING you, begging to spend more time together, and picturing the two of you together in the future with a huge grin on his face is...

... *spending some time away from him.*

This one is SUPER EASY if you want him fantasizing about your future.

All you need to do is have a few plans that don't involve him. Don't invite him, either. Just make sure you tell him that you're heading out to do something fun – and then actually do it (and have fun!).

### **Here's how it works...**

You CASUALLY mention that you're going to Pilates / wine tasting / French Bulldog Admirers Group / whatever you're interested in.

This turns his thoughts from... *"Oh man, I NEVER get the chance to go fishing with the guys any more..."* to his brain telling him...*"She's out at that yoga class again, I bet her thighs look amazing in those yoga pants. Hmm I wonder who else is in the class... I wonder who else she's chatting to – there better not be any guys muscling in on MY girl... I can't wait to see her!"*

### **Because he's NOT with you, he's FANTASIZING about you**

And that's exactly what you want.

## **FOUR: Prove That You Can Be TRUSTED**

Remember the THREE BIG THREATS that run through all men's brains when it comes to committing to a future with their partner?

Well, one of the biggest threats is financial security.

And that all comes down to TRUST.

If you want him deliriously excited about a future with you, you need to PROVE to him that he can absolutely rely on you. Because if he feels unsure about whether or not you can be trusted, he's not going to feel comfortable imagining a future with you.

You don't necessarily need to prove that you're an accounting genius, or that you never make a mistake, but you DO need to show that you're a thoughtful person who wouldn't betray him (or steal from him, or go behind his back, or cheat on him, or have some kind of ulterior motive e.g. you just want his money.)

Here's how you can show your loyalty and trustworthiness, to get him fantasizing about a future together with you:

**Prove your loyalty to him in front of everyone.**

Always take his side in public, no matter what.

For example, if his friend is giving him a hard time about wearing tight Lycra clothes when he rides his bike, let that friend know that you think it's super sexy and manly to get a glimpse of his strong thighs!

No matter what his friends or family say (or do), make him feel like you're always on the same team no matter what. That's exactly the feeling that's going to have him secretly imagining a long-term relationship with you.

**Don't ASK him to buy you things (this can easily be mistaken as a gold digger).**

**If he feels unsure about whether you can be trusted, he's not going to feel comfortable imagining a future with you.**

Prove that you can look after yourself and you don't NEED him to buy you anything.

Hey, there's nothing wrong with a suggestive hint that "these earrings would make an amazing birthday present, honey" and if he WANTS to surprise you with a present then it's totally up to him!

By showing some financial independence, he'll be imagining what an amazing team mate and partner you'll be in the future – someone he can build an incredible future with together (not someone he has to look after).

### **Share experiences**

This is one of the BEST ways of showing that you can be relied on and trusted.

Learning a new skill or trying something together is one of the best ways to build a strong bond because you get to show other sides to your personality, and your values and ethics, that you might not always show when you're comfortable at home.

For example, if you go camping together he might be impressed at your determination to get the REALLY complicated and annoying tent set up – you've kept your sense of humor even though it's taken hours.

Or if you plan a weekend away, he might love seeing how organized you are finding the nicest hotel on a budget, and feel reassured that you always want the best experience for your money.

Shared experiences allow you to truly SHOW him just how amazing and loyal you are, and that he can rely on you as a trusted team-mate into the future.

# MODULE 5: Next Level Sex and Intimacy

It is impossible to have a great, mutually worshipful (yes, it's a real word!) relationship without having next level sex and intimacy. That's what we're going to tackle in this final module.

We could have written an entire product just on this subject – and actually, we did! It's called **Language of Desire** (at <https://languageofdesire.com>), and it's helped many thousands of women have the best sex of their entire lives. Check it out if you're interested.

# Lesson 1: The Seduction Signals Method

*Dave walked into the bedroom and saw Jenny laying on her side, reading her tablet. Her blonde locks lay over her breasts, perfectly framing her cleavage. Dave felt a pang in his heart and a throb in his crotch. "Hey babe, feeling frisky tonight?"*

*"Uh, not really. I need to just unwind tonight," said Jenny. This was somewhat true. But there was a lot more going on in Jenny's head. "He's been such a prick lately and I'm still mad at him for that thing from last week. Why should I reward him with sex?"*

Oh my, there is so much to unpack here.

Before I can really dive into "Seduction Signals", I need to explain to you what exactly sex means to a man. So, I guess in the most literal sense I'm going to "Mansplain Men." Yay!

## What Sex Means to a Man

Here is something you probably didn't already know about men. We get the same physical release from masturbation as we do from sex. Yep. The same burst of endorphins, testosterone, and oxytocin wash through our bodies and brains. In fact, it's a helluva lot easier for a man to watch porn and masturbate than jump through the hoops it takes to have sex with a woman.

When a man says he wants to have sex, what he really wants is **intimacy and physical connection with you**. He wants to feel vulnerable and powerful. He wants to feel in control sometimes and other times he may want to feel dominated. But it isn't just about the physical act. It's about the emotion, the contact, and the power dynamics.

By the way, research professor and self-help badass Brene Brown says porn represents 5 minutes where men get what they feel they need with no risk of rejection.

Men need to feel like they are wanted, and being rejected sexually is an ultimate form of male shame.

## When You Reject a Man

There's nothing wrong with saying "No" to sex. If you don't feel like it, you don't feel like it. Yet ask yourself, "Why don't I feel like it?" Am I holding something against him? Do I think he should plead for it? When a man experiences sexual rejection over and over, eventually he's going to stop pursuing you for sex or physical affection. Soon after he'll stop pursuing you for emotional attention as well. He doesn't mean to, it's just how we're wired.

If you want your man to worship you, and be truly devoted to you, give him that physical connection he desires. You will be rewarded by the boomerang effect. You give him what he wants and you will get what you want from him.

The most powerful, intimate moments in most relationships happen during and after sex. "But can't we just have an incredible, **romantic** relationship without sex?" Yes? Maybe? But not likely.

To be clear and recap, when you say "no" to sex, over and over, he'll stop pursuing you physically and eventually emotionally. Then you're potentially at risk of losing him in the long run.

### **"But what if he doesn't deserve it? He hasn't earned it."**

Ooooh, the old, "he hasn't *'earned'* it" argument. Okay, I hear you. You could be peeved that he doesn't take out the trash, or he leaves his gross underwear all over the house. Maybe he spent too much money on his last business trip. None of those are really good reasons to reject his sexual advances.



You keep score in basketball. It's just not fair to keep score in relationships. There's no referee, no penalties, no point system, and no buzzer to beat. And don't forget, if you keep score, it's only makes sense for him to keep score too. This goes back to our talk about perfection. Measuring your man against some standard of perfection will result in your continued disappointment (and his continued frustration).

When you expect a man to "earn" sex, he'll never do enough to "earn" it. How is he supposed to know that you're mad about the trash, something that happened with the kids, or last week's dinner kerfuffle? And what does ANY of that have to do with whether or not he gets the intimacy he needs?

A man's brain (also known as his meat computer) has all that other stuff — family, money, work — in a different file. As for sex, that's in a separate hard drive!

Now, if you really don't feel like it, don't have sex. Having sex when you absolutely don't want to will only lead to bad sex and resentment. But find a way to give him the intimacy he wants from you. **This could be oral sex, a hand job, or even a caressing massage.**

## But What if He Doesn't Seduce Me Like He Used To?

Men don't understand subtle hints. Most men can't interpret women's "code" to figure out when you're receptive to sex or when you aren't.

What I'm giving you here today are some Seduction Signals that you can use any time you want to draw him in to you...physically.

**Men are hardwired to easily decode *these seduction signals*.** When you use them properly, you'll have him eating out of the palm of your hands...or wherever you want, for as long as you want.

Don't worry. They're easy to learn with a little practice.

## **So how do you get him to seduce you?**

**What are these “seduction signals” you can deploy, which will have him seeking out your flesh like a heat sinking missile?**

### **Start Off by Seducing Him.**

This sounds crazy, but let him know that you're still attracted to him. He needs to understand that you desperately want and need him inside of you. If you do this enough, I'd say about 3 or 4 times in a week, he's going to start seducing you.

You should deploy these Seduction Signals when you feel like you want sex, or he might need/want sex or intimacy.

## **Technique 1 - Pavlov's Boomerang**

### **Step 1**

Surprise him with unplanned sex. For example, step into the shower when he's about to soap up and touch his body. Press yourself up against him and give him the kind of hot, steamy, shower sex that would rival a porn scene. If the shower sex isn't logistically possible pull him onto the bathroom floor and screw him. Ideally you should be on top of him, but go with the flow.

### **Step 2**

While you're screwing him, find ways to talk about his body and reaffirm his masculinity. Talk about his penis like it's a beautiful painting worthy of being “hung” in a museum. Change it up each time you have sex, but **pick one word or phrase** that you use every time you make love.

Kiss his erotic, sensitive zones as you say this phrase. Every time. Say (or scream!) the phrase when you orgasm.

What we're doing here? You're creating a Pavlovian response, or an imprint, in his mind. When he hears **this word or phrase**, he'll recall what his body was doing the last time he heard the phrase. He's going to think of your naked, wet body on top of his, and he'll get horny.

Now that you've **established this imprint**, you can start subtly (or not so subtly) letting him know when you're ready to be seduced... Look at him, touch him, and say your "seduction phrase." (Watch the bulge in his pants rise. Let him know if you want him to take control or if you want to be in control. "So.... how do you wanna do this?" Then see what happens.)

## Technique 2 - The She-Devil Smirk

*She could see him staring -at his phone from the corner of her eye. When he looked up their eyes met. She looked at him with a sexy sort of half evil smile and slowly parted her lips. He knew the meaning of this glare. He got up and walked over to her, but she laughed and said, "Come and get me!" as she left a trail of crumpled blouse, bra and panties for him to follow to the bedroom. She left her skirt and heels on.*

**Ladies, it only takes a little spark to start a bonfire.** Don't underestimate the power of your sexy smile or smirk. Tilt your head down slightly and look up at him. Slowly blink and part your lips. If you want to be more assertive, lightly lick your lips. Now, don't use this strategy every time. I recommend finding ways to change it up. The coy look will be your "go to" seduction signal.

## Technique 3 - The Gazelle Gaze (Hint: You're the Cougar...)

*Jeff was bored.*

*Carrie had drug him to another art gallery opening, the third one this month. She was off talking to some art dealer. Jeff picked up a piece of cheese from the platter and wondered, "Gouda? No... Brie?"*

*Suddenly his eyes zoomed in on Carrie. She was on the other side of the room but... that look! Her jade green eyes stared into his soul. He looked around wondering if anyone else noticed that they had been staring at each other for a few minutes. Maybe longer.*

*Jeff looked back at Carrie and she hadn't broken her gaze. Jeff knew he had to take Carrie home and make love to her.*

*He was under a spell and he didn't care.*

This is self explanatory. In a moment he's not expecting it, stare him down. He may for a moment think, "Oh shit, am I in trouble?" If you see a worried look on his face, just crack a smile. But hold your stare. He'll decode your intent. I promise.

*"What if other people around us notice my effort to seduce him?"* You could worry about that, but "Oh, she's seducing her husband! I bet they're going to go home and have sex!" isn't scandalous. In fact, most people would probably give you a big high five and "Atta girl." Don't be embarrassed about openly seducing your husband.

Own it.

## Technique 4 - Seductive Sext

Can you guess what I'm going to say here? (Ahem... Coughs, clears throat.) Remember way up there when you turned your man into a slobbering Pavlov's dog by combining your sexual

prowess with some choice words or phrases? Well warm up those fingers and start typing, cause you're going to text him with your "go to" terms.

*(Pro Tip: Probably want to go ahead and let your phone's autocorrect know that "I want you to slap my bass and duck my runt" isn't your real intent. Just add any dirty words to your phone's dictionary to prevent confusion or the arbitrary appearance of farm animals and fishing equipment. But I digress...)*

Now, remember, if you choose this strategy, he may not always be able to respond right back to you. If he's driving or in a meeting it could be an hour or three before he either messages you back or bursts through the front door with a raging hard on. But be prepared for anything.

## What if Your Man's Penis Isn't Up for It?

Oh no! Okay, don't panic. Sometimes a man just doesn't feel like sex. There could be a million things going on — including worries about work or money, and family struggles.

And don't forget, men's testosterone levels can dip as they get older. The absence of an erection doesn't mean he isn't attracted to you. He can still love you deeply and passionately.

**Consider it an opportunity to deepen your intimacy.** Ask about his thoughts or feelings in a "no-pressure" sort of way. Offer to give him a massage, caress his arm, or hold him.

## And If You Just Want Snuggles and Cuddles for Now...

It's totally understandable that you want to experience intimacy with your man without sex. That's cool, because a lot of men like to cuddle, caress, or make out. Yes, sometimes we'll put our dicks away on a shelf. If you're feeling like you want to snuggle up with him on the couch and just binge on Netflix, use one of the cuddle motivators.

## The Cuddle Motivator Duo

**Overt Cuddle:** The first and most obvious way to inspire some cuddles is to simply state your intent.

*"Hey hon. I think we should hang out and snuggle tonight. I love it when we just touch and look into each other's eyes."* Any sane man will say *"Hell yes"* to a nicely planned snuggle session.

**Covert Cuddle:** Now, in case your man *isn't* completely sane, and you think you need a more subtle approach to get your snuggles, then this next one's for you.

The Covert Cuddle is easy.

After the kids have gone to bed and things are winding down for the night, start his favorite movie, sit at the couch and motion for him to sit down next to you. It doesn't matter if the movie is Jaws, Nightmare on Elm Street, Saving Private Ryan or The Notebook. Use his favorite movie or genre.

*"Sit down Babe. Let's relax and cuddle up with your movie. Want popcorn?"*

Here's the good part. Because it's a movie he's already seen, he probably won't mind if you **reminisce about old times or talk about the future.**

*"Remember when we saw this at the theater? We were so good back then. We still are."*

Go with the flow of the moment. Good cuddlers have the ability to know when it's right to "receive" the cuddle or "give" the cuddle. Of course, the "perfect" cuddle goes both ways. Hey, get your dirty mind out of the gutter!

Deploy the Seduction Signals and Cuddle Motivators into your routine. Make some notes about what worked, what didn't, and what you'll do differently next time.

## Lesson 2: The Kiss of the Fingernails

This little secret is the cure for your stale sex life. This bit of information can literally make your man *addicted* to you. You will become almost like a drug to his brain and learn how to easily trigger his need to get another “hit” of you.

For this lesson and the next, I’ve asked my good friend and renowned sexpert Felicity Keith (author of **Language of Desire** ([at LanguageOfDesire.com](http://LanguageOfDesire.com)), and EXPERT in the world of dirty talk, erotic fantasy, and the sexual psychology of men) to step in and share some of her tried and true knowledge with you.

Felicity, take it away!

★★

Hi everyone, Felicity Keith here!

What I want to teach you today is something ENTIRELY different from what Mike’s been talking about so far:

I’m going to show you how to use your FINGERNAILS to give your guy a trail of goosebumps and ignite a FIRE of sexual passion in his body ... without so much as even taking off your bra.

Best of all, this can be done ANYTIME, ANYWHERE.

All you need is a knowledge of the body's erogenous zones, and your very own fingertips (use your fingernails for extra credit.)

Truth is, there are DOZENS of erogenous zones on the human body. And the good news is, you can use ALL of those overlooked little nooks and crannies and hot-buttons to AMP UP your sex life ... ignite a flash of desire in his eyes ... and have him dragging you towards the bedroom with a goofy grin plastered across your face, feeling like the most wanted woman in the world.

Pretty cool, huh? And don't worry – this technique is VERY easy, and I'm gonna outline the specific steps for you directly below.

First of all, though, where ARE the body's erogenous zones?

## **Where are the Body's Erogenous Zones?**

I will list them out, from head to toe...just to get your whet your imagination a little.

- Scalp
- Ears
- Face
- Lips
- Neck
- Shoulders



- Breasts / chest
- Nipples
- Lower belly (right above his you-know-what)
- Inner arms / armpit
- Palms of the hand
- Sides of rib cage
- Thighs
- Feet
- ...and genitals (obviously!)

That's a LOT of body parts! And chances are, you as well as your man have a few on here I didn't even list!

**Fun fact: Do you know what causes goosebumps?** Goosebumps are an involuntary reaction to things like cold as well as strong emotions, like arousal. The brain sends a message to the tiny little muscles around the hair follicles causing them to retract.

## The Kiss of the Fingernails

The good news is, all you need for this one is exactly what you have 'on hand' (heh) right now ... your very own fingernails.

For the purposes of this exercise, I recommend LONGER fingernails (falsies are fine) ... but if you keep yours short'n'trimmed, that's fine too, your fingertips will do just great for now.

(However, I do recommend growing 'em out a little; the electric sizzle you'll be able to create in his body is SO worth it.)

## **Before Anything Else Happens, Decide Now to Become a Sensual Woman.**

The foundation of being sensual is knowing what you like. And the foundation of being a sensual *woman* is to explore the joys your own body can give you ... and then, forearmed with that knowledge, to start experimenting on HIS.

So, first things first, I want you to experiment with a variety of sensations across your own erogenous zones.

In a private moment, lightly stroke your fingernails against your inner arm.

Then slide them down your inner thigh.

Drag them oh-so-lightly across your neck.

Run them across your shoulders or your chest.

Massage your own scalp.

Slowly, sensually, tickle the skin behind your ears and juuuust under the corner of your jaw.

See how it feels. What did you like? Did anything surprise you?

Make note of the areas and types of touch you particularly enjoyed. You will use that info later!

## Time to Experiment

The great thing with sensual touch is that it's a wonderful way to play. Have fun experimenting and seeing what feels good!

Some techniques will lead to an obvious sexual arousal response but the goal with this touching isn't to end up having sex...at least not necessarily!

Once you learn the special secret hot buttons of your man...the ones that don't involve his penis...you can develop your own secret sexy language of touch.

You can sneakily run your fingernail on the backside of his ear...or rub your fingertips in a certain slow circle he likes on the small of his back...while you are in the most innocent situations. It's a wonderful way to stay physically connected and enjoying each other's touch outside of the bedroom.

Following are a variety of techniques and ideas. Try out a few...or try them all out! The more you experiment, the more you will discover how much your own imagination will blossom.

Also, with each of these, while you will be the one introducing or suggesting the activity, you can decide if it's just a treat for him or if you want him to reciprocate. Just say "my turn!" or invite him to come up with his own way to sensually touch you back!

## Drawing Pictures

This is one of my personal favorites. While lying down in bed, have him face his back toward you and either take off his shirt or lift it up so the skin is exposed. Using just the tip of your finger or your fingernail, “draw” a picture on his back and have him guess what you drew.

It’s like a sexier game of Pictionary.

The sensations feel great and it’s funny to hear his guesses. This technique is a great one to take turns with, too!

## Scalp Massage

A lot of people involuntarily clench the muscles in their scalp, especially when tense. So, giving your man a focused scalp massage feels AMAZING and it’s also therapeutic.

Use the pads of your fingers and rub in small circles on his temple, hairline, back of the neck, behind his ears...even where his jaw connects. You can use slightly bigger circles on the bigger part of his scalp, including the base and down the back of his neck. Ask him if he’d like more (or less) pressure in your strokes.

You can also use your fingernails in his hair and lightly across his scalp, too.

## Shampoo Girl

Taking the scalp massage to the tub, do the exact same thing while he’s either in the bath or while taking a shared shower. Massaging shampoo into his scalp will feel very loving...plus it just feels great to have someone else wash your hair! I know it’s my favorite part of going to the salon

## Slow Tickle

It's like that old game called Tickle Torture but slower and sexier. Use your fingernails or fingers to slowly and very very lightly graze the most tickle-prone parts of his body. Inside the arms, the arm pits, down the ribs, behind the ears, the lower abdomen, and the backside of his legs and knees. You can try feet, too, as long as he's not too terribly ticklish there.

As you lightly tickle, when his body clenches and recoils and he begins to giggle, stop. Let him calm down and then move to a new body part. The point here is to elicit giggles rather than cause him to guffaw. This can be heightened even more if you blindfold him and then randomly switch the places you are touching. The element of anticipation and surprise adds an extra zing for him.

## Captive Audience

Try this one when you are both "stuck" in a place. This can be while driving, or while watching a concert, even while out for drinks or dinner. As you are sitting next to him, slowly begin to massage his arms. Then begin to lightly stroke his leg. Knead his muscles beneath his pants. Move to the inner thigh and work your way up slowly. As you get close to his groin, move back to the top of the thigh and move your massaging toward his knee.

Repeat that motion, only this time, you can lightly and sneakily (if in public) graze your hand over his crotch. You aren't going to launch into a hand-job here (I mean if you want to, I'm not going to stop you – and I bet he won't either)...but the point is to let him enjoy the massage and have a teeny bit of frustration with your teasing too.

## The Long Exploration

Now is the time for you to experiment on him. Tell him you want to explore sensual touch and that he is going to be your 'test subject'... It's not sex...necessarily...it's more to just discover what feels good to each other.

To prepare, set the mood. Dim the lights, light some soft-wax paraffin candles. Put on a long playlist of music. And have enough time, without interruptions, to really dive in!

You can start by getting partially undressed and kissing and lightly touching. You can do a technique like the kiss massage along with a scalp massage to really get him relaxed.

Once he's mellow, you can introduce a blindfold. This may seem kinky but really, eliminating one of the senses (sight) amplifies the others. It's going to make the touch sensations he's experiencing from you that much more powerful.

Once the blindfold is secure, begin by trying out different items against his body parts. Try to tune into your intuition and imagine, from your own experimenting, what will feel good for him.

You can playfully ask him to guess what you are using and see if he can figure it out.

Take your time to enjoy giving him these sensations. Make a mental note of the things he seems to like in particular.

You can end things with a nice full-body massage...or you can transition into him experimenting on you...or you may just dissolve into a blissful lovemaking session. Like I always say, there isn't a wrong way to do any of these things! Just have fun!

## Lesson 3: The Hypnotic Kiss

*I sat down next to him and looked deep into his eyes. He was deep in thought, obviously in another place. I felt like I needed to bring him back to me. Back into this world. I lightly stroked his temples. I pulled his head toward me and breathed a slow hot breath on his neck, slowly inching my way up to his ear.*

*“I’m here,” I said with a whisper. I glided my hand from his temple down to his neck, caressing his skin, then slowly slid my mouth over to his.*

*I carefully, lightly dipped my tongue into his mouth, encouraging him to open it for me. I opened my mouth and turned my head, pulling his weight into me. Pressing my body against his, I pulled away for half a second, slightly teasing, coaxing him towards me.*

*Leaning in again, I put my hand firmly on the back of his neck, and sweetly but firmly meshed my lips into his.*

*And then, well. Let’s just say he was fully present.*

Hi, Felicity Keith here again.

**This kissing technique is THE SINGLE most powerful weapon in my bag of tricks.** It’s more powerful than a blow job, and more powerful than talking dirty. I use this kiss to remind Keith that I’m a real woman. I’m his woman. Whether I’m aroused and want to make love, or I feel like there’s a distance growing between us, this kiss brings him exactly where I want him.

## Here's how you do it

1. Gaze deeply into his eyes.
2. Touch his face gently. Ideally his temples, but only if it feels natural.
3. With one of your hands on each side of his face, pull him toward you. If he's way taller than you, you should probably be sitting by him.
4. Breathe a slow, hot breath onto one side of his neck, and creep your hot breath up towards his ear.
5. Then pull your mouth to his.
6. THIS IS IMPORTANT. \*\*Say something like "I'm here." That's my "Go To" phrase. It works for me. Your goal is to pair this phrase and his kiss in his mind. "Come back to me," also works. (Based on my experimentation.
7. Gently open his lips with your tongue.
8. Open your mouth widely and tilt your head.
9. Pull him toward you and press your body against his.
10. Pull away from him for a moment, and feel him draw in toward you like you're a magnet.
11. Lean in again, put your hand on the back of his neck, caress him gently.
12. Press your open mouth on his, and let your tongue take control, but don't be sloppy.
13. After a few moments of this "waltz," let him take the lead.



From here, you can use this moment to remind him that you're there to listen to him. You know what to do from here, based on the "temperature" and mood of the room.

Try this on your man sometime when he seems distant. Fair warning: You should deploy this kiss only during calm moments. Using this kiss while children are screaming or cellphones are ringing WILL BACKFIRE and increase tension.

\*\* Don't say, "*Why are you ignoring me?*" or "*Where did you go?*" Phrasings like this position you as needy. It also burdens him with a sense of guilt. "*Come back to me*" or "*I'm here*" are gentle, firm reminders that you're in the present for him.

Ready to help him talk through any problems or thoughts.

## Lesson 4: The Man-Melting Massage

Touch is a critical cornerstone of any successful relationship — and that doesn't just mean sex, though we love that one too. Physical contact brings an intimacy and connection that words alone can't achieve.

Your hands wield the power to bring pleasure to your man's neck, shoulders, and back in a way that will turn him into a lump of intensely satisfied goo, all while bringing you closer together. It's nothing but win! Here's how you're going to do it.

### Step 1 – Start with Some Light Preparation

1. Make sure your nails are trimmed. Otherwise you may scratch your man unintentionally. Or he might be really into that, in which case ignore this step entirely.
2. Grab some oil or lotion and set it aside. This going to make the melting a million times meltier.
3. Consider heating up the lotion or oil by sticking it in a bowl of warm water, or by putting it in the microwave for no more than 15 seconds.
4. Make sure your hands are nice and warm as well. Run them under some hot water (not too hot though, as burns make for a very unsexy massage). Dry them real good before you start.
5. Make sure the room itself is warm. Sensing a theme? All things warm! Cold stuff and sensual massage just don't mix.

6. As a bonus, consider the ambiance of the room. Sexy music and dim lighting can go a long way towards setting the mood. Kids and dogs and general chaos will have the opposite effect.

## Step 2 – Warm Up His Body

1. Lay your man out on the bed face down. If you were a trained massage therapist you would have a professional table, but we're guessing you're not one of those, so the bed works just fine. If a bed is not available, keeping him in a chair is also OK.



2. Consider taking off his shirt regardless of where he is situated. You'll have more access that way.
3. Using your palm like a cat's paw, spend 3 to 5 minutes slowly kneading down the back from the shoulders all the way to the sacrum (which is basically the tailbone area). Focus on either side of the spine. Go gentle at first. He'll immediately relax, and you'll get clues about what he likes. Listen to his sounds. Those will tell you what's working for him.

Remember, this is just warming things up. The key is to get him ready for what is to come.

### Step 3 – Commence the Melting

1. Start by lightly running your nails or fingertips down his back, then up the neck and into the hair. You can further work across the shoulders as well. These are called nerve-strokes, and they are utterly goosebump-inducing. This will REALLY warm things up.
2. Next, grab your oil or lotion. Start with a dab or two. Remember you can always put more on, but you can never take more off.
3. Begin rubbing the oil on his back using light, superficial strokes with palm. The technical term for this is effleurage – ooh la la! Move down the sides of the spine and cover the shoulders. The purpose of the oil is to reduce friction and help with nice, glidey strokes. Yes, glidey is also a technical term.



You don't have to rush anything. You can repeat these steps more than once to get your partner further relaxed and ready for what is coming.

### Step 4 – Increase the Pressure and Intensity (In the Best Way Possible)

Next we will employ what are called petrissage techniques. You can totally mix and match here. This is where the massage will get deeper and more concentrated on your partner's areas of tension.

#### Technique 1

Starting at the shoulders, use both hands to “scoop” the muscles. You’ll use a grasping motion, employing the thumb and pointer fingers to lift, squeeze, and knead back and forth. It is a lot like kneading dough, but in this case the dough is hot man muscle.

### Technique 2

Make fists with your hands and do either short repetitive strokes or long strokes down either side of the spine. Both work great!



### Technique 3

Use your thumbs to dig into any tight spots you encounter along the way. Careful not to overdo it. Communication is key. Be sure to check in and ask whether something is OK before you apply Incredible Hulk pressure.



### Technique 4

Work in more nerve-strokes by lightly running the fingers or the nails along their back in between the rubs.



### Bonus Technique 5

To make it extra mega super melty, you can also kiss him on the back of his neck occasionally during this process. This is not a standard massage therapist practice, but hey, relationships come with certain benefits.

## Step 5 – Work His Head Too

Back rubs are wonderful, but there is a lot of power in massaging the head as well. Consider this one a bonus to the bonus,

1. If he's on his back on the bed, kneel at their head and place your hands on the forehead. Otherwise move behind him on the chair, gently wrapping your fingers around from the back.
2. Using your thumbs or fingertips, do small circular motions across their head, front to back, and top to bottom.
3. Be careful about pulling hair. Aim for the scalp as you are moving around.
4. Pay special attention to the temples, as this is a stress collection zone. You can work down to the jaw a bit too (another serious tension trap).



## Practice, Practice, Practice

Above all else, good massage takes consistent practice. You may not be a master on your first round and that is OK. The vast majority of guys out there aren't going to mind playing a bit of guinea pig while you work out the kinks in all the ways.

Go forth and conquer! And as always, let us know how you're doing and how it's going by emailing [support@digitalromanceinc.com](mailto:support@digitalromanceinc.com).

## Lesson 5: When He Can't Perform

*Greg rolled off Dana, stared at the ceiling, and sighed deeply.*

*"I'm sorry," he said. "This has never happened to me before."*

*Dana, brows furrowed, pulled the sheet up over her breasts and rolled onto her side, facing Greg. She tentatively extended one hand and rubbed his chest.*

*"Are you okay, babe?" she asked, worry dripping from her voice. "What's ... what's wrong?"*

*Greg sighed – again – and closed his eyes. "Nothing. I just ... nothing. Never happened before. To me, I mean. I have no idea."*

*Dana sat upright. "Well this has definitely never happened to ME before, either," she said anxiously. "So it MUST be something I'm doing wrong, if this is the first time this has ever happened before. So ... what was it? What should I do differently next time? If you just tell me, then I can do it better next time."*

*"No! Nonononono," said Greg. "I don't know what to tell you. Let's just ... maybe let's just not talk about it anymore, yeah?"*

*Cue awkward silence.*

*"Was it the whiskey?" she said. "I've heard whiskey-dick is a thing. But then you only had one shot, so ..."*

*Greg inhaled loudly through his nose but said nothing.*



*A few beats of silence.*

*“So – but what was I doing wrong, though?” she asked. “Is it my boobs? It’s my boobs, isn’t it? They look so weird when I’m lying on my back, they go all flat, I know you were looking at them when it –”*

*“No!” he said. “You’re beautiful, you’re sexy, it’s definitely. Not. You. .... Look, don’t take this the wrong way, but I really don’t think talking about it anymore is going to help. It’s not you. I promise. I guess ... this just ... HAPPENS sometimes.”*

*Dana was quiet for a few minutes, twisting a hank of hair around her shoulders.*

*“Well ...” she dragged out, “... if it’s not me ... then it MUST be something to do with you.”*

*Greg’s fingers twisted in the bedsheets, but he said nothing.*

*“So ...” she continued, “... what’s ... babe, what’s WRONG with you?”*

OH MY GOOD LORD AND SWEET BABY JESUS. You may have realized this from the above snippet, but just in case:

I can pretty much *guarantee* you, if those two had just started dating, they will NEVER even ATTEMPT to have sex with each other again.

Look, dating can be hard (except when it’s not ... har, har, har), and that’s where things can get suuuuper-sticky between the sheets. (Although perhaps not in the way you were hoping for, waaaahhh har har!! Ba *dum* bum tshhhhh. ... Ok, ok, I’m sorry, I’m sorry, I’ll stop with the terrible jokes now.)

Seriously though, when a guy can't perform in bed, the truth is, it freaking sucks for the BOTH of you.

Plus, it tends to create a self-fulfilling prophecy: once it happens for the first time to a dude (*especially* if it's the first time you're hopping between the sheets together), chances are he'll get all wound up inside, freaking out that it'll happen again next time.

And, since an anxious, frazzled dude with major stage-fright will almost *definitely* have a hard time getting and/or staying hard, that's where once can turn into twice ... and twice can turn into a pattern.

Before we get into what you can do about it (and what you definitely *shouldn't*), first let's examine WHY it happens in the first place.

### **First thing: An Attitude Adjustment.**

Us guys have a bit of a rep as major sex addicts. Anytime, anywhere, in the cold mud, on a beach amid those gross little transparent hopping flea-things, in the middle of a pedestrian walkway, we're meant to be up for it – at the drop of a pin ... or the touch of a passing breeze.

But I'm here to say it ain't so.

As we've been discussing throughout this entire course so far, men aren't the tough, stoic, sex-mad barbarians – devoid of emotion and sensitivity – that we're usually made out to be.

We're actually feeling, emotional, sensitive creatures all wound up with our own issues (no matter how well we hide them), AND – and it's a pretty damn big and – no matter what Hollywood wants you to believe, *our dicks actually DON'T have a mind of their own.*

Truly. They don't. They are completely intertwined with our emotional state, how anxious we are, the mood we're in, our thoughts and feelings and hearts and minds and brains and how tired, worried, hungry, in debt, overworked, and stressed out we are.

Kind of like ... well, kind of like YOU, in fact ; )

There is, however, one MAJOR difference (and try not to punch me when I say this):

Y'all can fake it. The whole thing: desire, arousal, orgasm, the whole shebang.

We, on the other hand, can't.

Not one single SCRAP can we fake.

And that means, when the sexual wheels start rolling and clothes start coming off ... we have to show aaaaalllll the way up. Completely. One hundred percent.

Every. Single. Time.

So the first thing I ask of you is this:

Please, ladies, read on with as much compassion as you can muster.

Cuz it ain't always easy being that transparent. *Especially* (as you're about to find out) if we really – REEEEEALLLY – think you're a stone-cold fox, and in the back of our minds, we're hoping this whole amazing getting-in-your-pants thing could maybe (please) possibly (pleeeeeease) perhaps (please please PLEASE) happen ... you know ... again.

So: compassion. Curiosity. Pretty please.

And now: here are the 8 likeliest why he can't get – or stay – hard.

## 1. He's Into You. Like, Really, REALLY Into You

Yeah! See? See??!! It's YOU! It's all YOUR fault! He's just NOT THAT INTO YOU!!!

.... Oh wait, that's not right:

Actually, it's that he's so, SO into you that it's messing with his head ... so now he can't get out of his head, and into your pants.

Look, I know we're all insecure little bunnies, and society has handed women a pretty raw deal when it comes to things like body image and confidence. So, I get it: it is SUPER easy to worry that (as many female clients tell me they do) it's all somehow *your* fault, that your cellulite/whatever is turning him off.

But I promise – like, I *promise* – that, if a guy is in bed with you, he thinks you're hot. He's into you. It really is that simple.

Look, it is EXTREMELY rare (as in, pretty much unheard-of) for any guy to hop between the sheets with someone he doesn't find sexy - so truly, I really wouldn't worry that he's not enough into you.

It's actually way, WAY more likely to be that he's actually TOO into you:

That you seem like a freaking dream-girl to him, he can't believe he gets to have his actual HANDS on you, and he's so crazy head over heels about you that he wants to give you the best sexual experience you've ever had ... and so now he's fucking terrified that he'll disappoint you and not live up to what he worries your expectations will be.

In fact, here's what's surging through his scared little brain:

*Every single thing that could possibly go wrong.*

Cue, a self-fulfilling prophecy.

The more a guy WANTS to be your absolute best lover, the more he is 'in his head' thinking about it; and the more in his head he is, the more he can't get OUT of his head and INTO your pants.

In other words: he likes you. He really, *really* likes you.

He likes you so much that he is scared freaking shitless of letting you down and not being good enough to please you.

***What can you do?***

Your job right now is to help him relaaaaaaaax. So, be patient with him – like really, really patient. (Do not, though, TELL him that you're 'being patient' with him.)

Basically, you want to take a big step back right now, and take everything slower than molasses in January.

Mentally take sex off the menu (for this moment right now) and go back to kissing, giggling, touching, stroking, and whispering together.

Use the magical power of your warm delicious touch to show him just how much you like him and want to be with him.

Spend enough time just *being* together in the moment, touching and hugging and cuddling each other, and the spell *will* slowly lift - and he will eventually venture back out of his head and into the moment.

## 2. Condoms Suck

Okay, for real: as a guy, if you're wearing a condom with a girl – ESPECIALLY if it's your first time together – it is almost *impossible* to NOT lose your erection.

### ***What can you do?***

He just has to acclimatize to the reduced feeling. (Sucks, huh?) He can help, in the medium-term, by not jerking off (which will 're-sensitize' his penis); and you guys should use a TON of lube.

Also, the TYPE of condom makes a *huuuuuuuge* difference. Lambskin condoms (literally, they're made of sheep intestines. Yup: sheep guts, on his junk. Wowwww.) are among the most natural, 'naked-feeling' condoms on the planet ... however, they don't protect against STIs. Yikes.

The short story is that you should ONLY use lambskin condoms with a partner you're monogamous with and that you trust – because they're decidedly NOT foolproof.

Other brands known for feeling *aaaalmost* like there's nothing there include Kimono Micro-thins (they're 20% thinner than the average 'thin' condom model); LifeStyles Ultra-Sensitive; and Durex Condom Invisible. Trojan Magnums also get really good reviews from some men.

Other (non-condom-based) remedies include finding a form of contraception that works for the both of you; and then there *are* always those Little Blue Pills (Viagra is the most well-known, but Cialis is another good one.)

## 3. He's 40 or Older

Once a guy hits forty, age-related erectile dysfunction (ED) starts to become ... well, kind of a thing. Anecdotally I can tell you, as a 43 year old man, a *huuuuuge* array of men I know around my age casually take *some* kind of boner-pill (sorry, gross name – heh) at least some of the time.

Essentially, as age increases, more and more of us start to seriously benefit from that Little Blue Pill – or whatever variation is easiest and cheapest to get (and comes with the least-horrifying side effects for us personally) – if we want to stay rock-hard.

It's kind of a double-edged sword: young guys have energy to BURN and they can stay hard for nineteen hours straight ... only, we don't know what we're doing yet.

Older guys are way more likely to be confident, mature, and curious enough to figure out your amazing female body and able to give you exaaaaactly what it is that you like ... only now our bodies are letting us down.

### ***What can you do?***

The easiest solution? MEDICINE!! Have a conversation about Viagra (or Cialis – plenty of guys report fewer side-effects with these ones). Let him know that you love that the pill is an option, and that he should go for it.

Then get him a glass of water, let him take the damn pill, and ENJOYYYYY.

Simple as that.

## **4. Whiskey-dick is, Indeed, a Thing**

Without getting into all the boring sciencey stuff of WHY alcohol causes a serious case of marshmallow-through-the-keyhole syndrome, this one is a SUUUUPER common issue.

Basically, alcohol is a depressant; meaning, it depresses – or sedates - the brain. And when the brain is sedated like that, it sedates the penis too. So *now*, even though emotionally and mentally we want NOTHING THE FUCK MORE than to rip all your clothes off and make savagely sweet love to you ...

... physically, we're all soft and floppy and sleepy down there. And after a couple of drinks, ain't a damn thing any man can do about it, either. Them's the breaks.

### ***What can you do?***

If and when this happens to the guy you're with – please, for the love of puppies kittens and everything good in life, *do not make fun of him*.

I mean it. Don't playfully tease him, don't 'joke' with him, don't try to 'lighten the mood' by winding him up or laughing about it. I absolutely swear to you that if you do, one or both of you will regret it. You can trust me on this one.

*Instead:* if you're not one to implement the 'alcohol means we just cuddle tonight!' game (and trust me, it *is* a game – there's something soooo hot about knowing sex is 'Not Allowed' for the night, which, um, can have something of a carry-on factor for the morning ...) then, when the almost-inevitable happens, I strongly suggest just saying something casual and light, such as 'you wanna take a little break for now, babe?'

No big deal, no nervous laughter, no worried face-crinkle ... no harm no foul. Then, just scamper your beautiful butt on down to the kitchen and grab him a glass of water; and now you get to cuddle up like a couple of tired puppies and fall asleep together all snuggly. And then maybe have awesome hungover sex together he next morning.

## **5. He's Watching Too Much Porn**

Ahhh, the problems of widespread chronic technology. (A friend of mine told a joke the other day about this. She said, 'Mike, did you know there are now *five* elements instead of four? Earth, water, fire, air, and technology.' Terrifying.)



Point being, porn is EVERYWHERE. Much of it is free. And in the interest of transparency, I should let you know that if a guy denies using porn? *He's lying.*

It's my personal AND my professional opinion that porn is a normal, and EXTREMELY common, component of a normal, healthy, happy sex life. However, the key here is the word *component* – as in, when porn use starts to interfere with real-life sexy time, steps need to be taken.

Keeping it super simple, here's the deal:

There are many studies examining the links between an overabundance of porn and how it can actually desensitize a guy's sexual response to a, well, real-life partner.

Honestly, there are MANY, MANY people who are perfectly capable of watching and liking porn, *and* enjoying healthy and awesome sex lives.

However, if you should find yourself in a situation where your guy has recently used a whole *lot* of porn for his sexy good times (like, for most or all of his sexual pleasure, over a period of time, for whatever reason) then it's probably going to take y'all some time to readjust to warm, living, here-and-now-in-the-real-world sexual experiences with you.

### ***What can you do?***

Well, first of all you've gotta have a conversation about getting both your needs met sexually, because conversations are awesome (rule of thumb: the less you want to have a specific conversation with someone, the more you need to have that conversation.)

For a lot of guys, this conversation is going to be embarrassing. They will be inclined to deny they watch it at all (lies...) or if they do, it's only "occasionally... and I don't really like it anyway."

Be gentle, compassionate, and kind. Keep the judgment out of your voice. Explain, as matter-of-factly as you can, that science says too much porn can have a massive effect on real world libido -- something that has been confirmed time and again by countless therapists, psychologists, and behavioral researchers.

You both have to be patient, and give him the time he needs to readjust to real-life sex with a real-life woman.

In the meantime, being that sex is by NO MEANS limited to plain ol' penis-in-vagina situations ... personally, I recommend you while away the time having fun doing *other* things sexy-wise, involving hands, mouths, tongues, lips, sex toys, handcuffs, whatever sounds fun :D

This isn't going to be a BAM!!! -overnight kinda fix, because there's a psychological as well as physical component. (Plus, some guys just really, *really* like porn.)

But, if he's committed (or wanting to *become* committed) to you, he will be willing to work on it bit by bit, and do what's necessary to wean himself off of the porn-life and into the real-life.

## 6. He Just Plain Doesn't Know You Well Enough Yet

You know how you probably don't feel like jumping into bed with the first guy who says something about how hot your body is?

Well, believe it not, plenty of guys feel similarly. They might loooove sex, but they still just wanna get to know you a bit better before they get all naked and intimate and sweaty and groany with someone.

Some women find this honestly and truly surprising - and hey, I get it. Us guys get painted as sex fiends with dicks impervious to mood or actual circumstance. That shit is pervasive. And wrong.

Shocking as it may sound initially, if a guy doesn't know you well enough to trust you well enough to take the risk of not being *able* to perform with you, should such a thing happen ...

... (whew – read that one again) ...

... that can, and does, have very real physical consequences.

### ***What can you do?***

First of all, realize and internalize the fact that *not all guys are slaving sex-fiends DTF at the touch of a passing breeze*. Don't expect sex to be on the menu at all times, and don't expect to be the only one who decides whether sex is going to happen or not.

And secondly ... well, this is kind of an annoying answer (sorry), but the second and final component is TIME. You just have to get to know each other a bit better.

He needs to know, over time, that he can let his shields down with you. That he can trust you. That it's safe to be vulnerable with you. That he can lean on you. That he can be sensitive, or sad, or worried, or anxious, with you – and you'll snuggle into him and reassure him that it's all okay.

## **7. He Masturbated Recently**

There's a chance he wasn't expecting to have sex with you just now, so he jerked off earlier instead.

Guys have a refractory period you know? It can last anything from 15 minutes (if he's blessed) to 6 hours (depending on age and other factors). It's even possible that he masturbated BECAUSE he thought we was going to have sex with you and he wanted to "take the pressure off" (see the movie, "Something About Mary") or hoped he'd last longer if you *did have sex*. (oops.)

***What can you do?***

This one is easy. Recognize it's just biology and this one has *absolutely nothing* to do with you.

Men masturbate pretty much all the time, even when we are in relationships, so there's a solid chance you just mis-timed this particular hook up.

You can playfully ASK him if he masturbated recently, but a lot of guys find admitting they do so at all kind of embarrassing. So, they might say no anyway. I suggest moving on to other less erection-oriented activities like kissing, cuddling, or a combination of Netflix-watching and ice cream consumption!

## **8. He's Just Not in the Mood Right NOW**

We're all humans, and we all have a lot of stuff going on in our lives. Job stress, money stress, family stuff, health stuff – everything comes in cycles, and women aren't the only ones who get tired and blue and just plain not in the mood right now.

It's worth reiterating here that stress is absolutely HORRIBLE for the libido – and it comes in all shapes and sizes now. Money worries, body angst, work stuff, family problems, health stuff, lack of sleep, too much exercise, not enough exercise ... it ALL goes into the same big bucket marked 'stress', and ALL of it can have a seriously depressing effect on, well, the rising of his penis.

***What can you do?***

Treat him like a human being, and be understanding, loving and compassionate (just the way you'd want HIM to be, if you were sad, tired, achy, not feeling great about your body, or whatever.)

Communication is both vital and awesome at this point: cuddle on the couch, take the dog to the park, go for a wander by the river, take two glasses of wine into the bath together ... now is the time to unwind together, and give each other the space and the chance to share your thoughts and feelings. Show him that you'll nurture him when he needs it.

(And if you just plain NEED some sexy time, but he's not feeling it right now? Well, then go get yourself some. That's what vibrators are FOR.)

## Lesson 6: Seizing Special Moments

*Alana looked across the kitchen table at Dave. It was a standard 5-foot by 7-foot table, but that night Alana felt like the table was 100 feet long. There he was, making that moist noise when he chewed his steak. Alana ground her teeth and took a deep breath, making a conscious effort not to roll her eyes. "I knew he ate this way when we first fell in love," she thought. "How could I ever have thought this was cute and adorable?"*

*Three kids, two bankruptcies, and a marriage that was still struggling to overcome Alana's infidelity from years past. Alana knew that the marriage still had a chance; that's why she stayed with Dave. But the light at the end of the tunnel looked dimmer by the day.*

*"Daddy, can you cut my steak for me, please?" Libby, their four-year-old daughter shyly pointed to her plate. "Sure, sweetie." Dave picked up the serrated knife, reached over, and slowly, delicately, cut Libby's small steak into "teeny tiny" triangles. "Because triangle steak tastes best, Daddy.*

*Alana felt her heart skip a beat. Her mouth went dry. She hesitated for a moment, then said, "I love you. You are such a great husband and father." Dave looked across the table to Alana, and suddenly the distance between them closed. With tears streaming down his face, he said, "I love you too, Baby."*

*That night, they made love for the first time in years. They talked through pain and cried tears of forgiveness and relief. The light at the end of the tunnel grew brighter.*

These are the moments that most people let slip by every day. Small moments like this can open huge doors and reignite long-forgotten feelings.

## **A sincere, in-the-moment compliment has immense power.**

In this short scenario, we see Alana experience disgust at Dave, then shame at her own infidelity, followed by pride in her husband, and an overwhelming wave of love. She easily could have allowed the moment to slip. But when she felt that moment of love, she grabbed onto it.

She let the other feelings shrink away and reminded Dave that he was a good husband and father. He needed to hear those words. She needed to *hear herself say* those words.

But here's the most important part: **Alana needed to take the first step here.** Yes, it was scary, and she almost let the moment pass. Most men aren't going to open the door and create the possibility of rejection. We men aren't evolutionarily wired that way. We're wired to protect ourselves and others.

## **Aside from having 23 pair of chromosomes and opposable thumbs, men and women are organically different.**

Ladies, like I talked about before, YOU need to make the first move if you want him to pursue you, worship you, and make you feel safe and loved forever.

## **Remember, you need to tap into your man's primary evolutionary drivers: Fighting, Fleeing, Feeding, Fornicating.**

Here's some quick, easy and fun homework.

## **Make a list of everything you love about him. Or used to love about him.**

- Does he love unconditionally?

- Is he a good provider?
- Is he a good lover?
- Is he considerate about certain things?
- Is he a kind, patient father?

Go ahead and make a list. Actually take the time to write it out. Leave room to add to the list, because you'll think of other things later, the more you look for them.

Now, keep an eye out for moments that remind you of why you first fell in love with him. **Grab those moments!** (Just like Alana did with Dave in the story.)

*"You know, I really appreciate that you're a good provider. It's one of the things I love and respect about you and will always love about you."*

Notice the words **appreciate** and **respect**, which I talked about earlier. These words are incredibly powerful to the male ego. Try to include "power words like these."

**Here is a 'fill in the blank template' if you want some help getting started.**

So, for example, that would read...

*"I admire how you negotiated with the contractor earlier. That strength is one of the things that made me fall in love with you. It'll come in handy when we start building our dream home next year."*



*"Thank you so much for picking up the kids from school today when I was slammed at work. You've always been willing to pick up the slack, and I know I'm lucky to have you. I can't wait until we retire and the kids go off to college. We'll have so much time to ourselves."*

If you aren't used to saying things like this, it may take some practice. Here is a list of some Power Verbs and Power Qualities to get you started.

### **POWER VERBS**

- Admire
- Love
- Respect
- Adore
- Cherish
- Appreciate

### **POWER QUALITIES**

- Provider
- Parent
- Dad
- Giver
- Lover

### **THINGS FROM THE PAST**

- It's what I've always loved the most about you.
- What first attracted me to you was...

## WHAT YOU PREDICT FOR THE FUTURE

- Why I'll always love you.
- What I look forward to the most when I think about our future.

# CONCLUSION

Thank you for choosing the Make Him Worship You program!

Change takes time, and patience, and above all else *practice*. The information and techniques in this program are powerfully life-changing, but they are going to take some persistence on your part in order to pay off. Don't stop working hard!

I believe in you. I believe that you are an resourceful, intelligent, strong, sexy woman. I believe you **deserve** to be worshiped. I believe that the current man in your life -- or the one who is waiting just around the corner -- are going to believe it too.

The journey does not end here:

- I want your honest feedback! Tell me what worked for you in the Make Him Worship system and where you think I can improve. Please send your thoughts to [support@digitalromanceinc.com](mailto:support@digitalromanceinc.com).
- Learn how to use psychologically powerful but seemingly-innocent "naughty" phrases to make any man you want sexually and emotionally addicted to you without even touching him and definitely without ever feeling like a "slut." In The Language Desire, available at <https://www.languageofdesire.com/>, you'll discover the secret keys to a man's erotic mind so even the idea of being with another woman disgusts him and all of his attention and carnal lust stay 100% focused on you where they belong.
- In Stroke Of Genius, available at <https://www.hjgenius.com/>, you'll learn how to touch a man to make him absolute putty in your hands, arching and moaning at your touch, BEGGING you for more and staring at you with love and adoration you thought you'd have to be a GODDESS to ever feel.

## CONCLUSION

- Finally, check out my Facebook page at [www.facebook.com/michael.c.fiore](https://www.facebook.com/michael.c.fiore)!