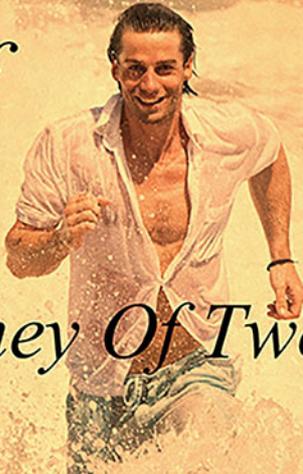


*To Date A Man You
Must Understand
Yourself*



The Journey Of Two Women

Dating Advice For Women
Gregg Michaelsen

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To Date a Man, You Must Understand Yourself:

The Journey of Two Women

Gregg Michaelsen

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DISCLAIMER: As a male dating coach I am very good at what I do because of my years of studying the nuances of interpersonal relationships. I have helped thousands of women understand men.

That said, I am not a psychologist, doctor or licensed professional. So do not use my advice as a substitute if you need professional help.

Women tell me how much I have helped them and I truly hope that I can HELP you too in your pursuit of that extraordinary man! I will provide you with powerful tools. YOU need to bring me your willingness to listen and CHANGE!

Congratulations on taking the first step to learning, understanding and TAMING men!



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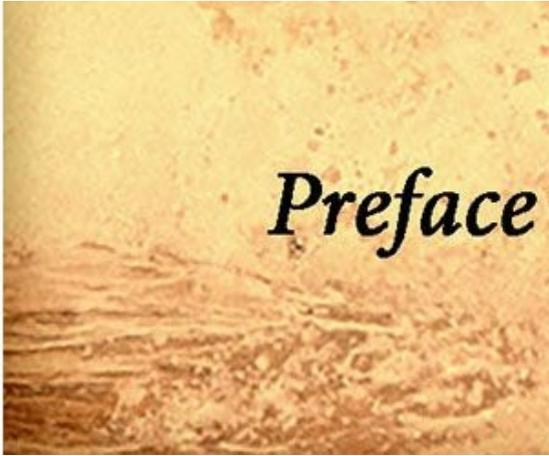
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Preface

To Date a Man You Must Understand Yourself. What does that mean? Well, it means many things, really. At its core, understanding yourself means realizing your values, strengths and weaknesses, dreams and desires, passions and fears. If you want to find love in your life, then you need to explore what your heart wants so you can understand what you want in a man. To know what you want in a man, you need to understand what you like and what you don't, where you can compromise and where you shouldn't. So how can you answer these questions if you don't understand yourself?

You can't.

Some people even deny who they are. Why? To impress others who don't even matter in their lives? Never live that lie or be untrue to yourself no matter how odd or different you may be. Life can become amazing when you start to unfold your wonderful layers of uniqueness! The sooner you realize who you *really* are, the easier your remaining days will be.

Okay, so how do you understand yourself? Easy! Through experiences. The more experiences you have like canoe trips,

traveling, surfing, religious experiences, kick boxing, volunteering, babysitting, cooking classes etc., the more complete you will become as a person and the *deeper* you will understand yourself! Throughout this book you will hear me ask, “What’s your story?” The better the story, (the more positive experiences you have) the easier it will be to get what you want out of life, and this *includes* men.

And that’s not all! The more you understand yourself the easier life will be. Getting a job, advancing your career, saving for retirement and anything else you want to accomplish gets easier because you have the confidence to take on risks and new adventures. Why? Because you know yourself and you know you can do it.

When I finally realized I was living in agony, I cleaned up my party lifestyle, quit my job and started writing and helping people. I’ve never looked back. Yes, I finally understand myself and what I want. I have stopped pretending to be someone else who other people envisioned I should be. I (we) don’t need to follow the latest trends that society pushes on us.

You and I are going to embark on a self-discovery journey. We are going to put your life into question. I am going to help you examine everything about yourself on a deeper level. I’m not asking you what your favorite song is or what your favorite fast food chain is. Let’s discover the important stuff here so you can get what you want out of men and life!

There are 5 things to ask yourself while you are piling up your new experiences and reading through this book.

What are your core values? We all have many core values, write down your top 10. Your friends and family may have some input. Your values might include honesty, living life with conviction,

God, enthusiasm, generosity, forgiveness, or they may be other things.

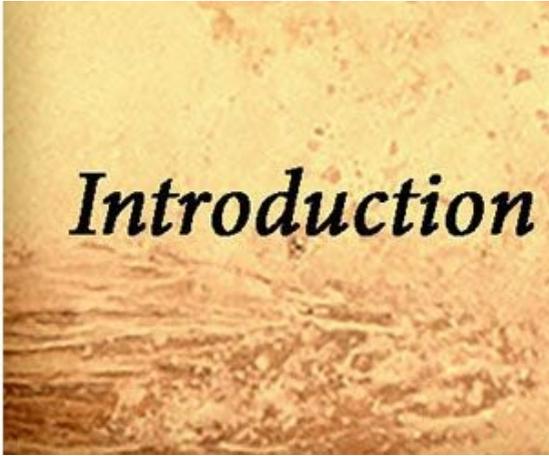
What do you know about your body? Do you know your body's limits? What it's missing? Do you have great vision, hearing or balance? Do you have wonderful lips and a great smile? Are your calves chubby? How do feel after a hard workout? How do different foods react with your body and your moods? Do you have great posture?

Define yourself. Fifteen minutes and 500 words. Are you funny? An introvert? An extrovert? A dork? Who are your friends? Are you sympathetic to homeless people? Do you like animals? How do you behave in public? How do you behave in private?

What do you hate? Where are you unwilling to compromise? Defining these two things is very important. If you know your limits, you will never get involved with someone who possesses the qualities you don't want in a partner. Addiction, dishonesty, constant negativity, and laziness might be some examples of characteristics that you must avoid, no matter how good a man looks.

What are your dreams? Your dreams are your roadmap. You must have dreams or you will bounce around with no direction. Do you want to sail? Where? How good do you want to be? Do you want kids? How many? Do you want to be an equestrian rider? How will you learn? Do you want a husband? What does he look like? Where will you meet him?

All of these things require you to do some self-discovery, and this book is designed to help you go through the process.



Introduction

This is the story of two totally different women headed on very different paths through life. One will find her way and date like a rock star and the other will struggle at every turn. One will find happiness in life and meet a man while the other will wallow in failed relationships, over and over again. This story was made up, but it comes very close to what I see every day. Which girl are you? Which *will* you be?

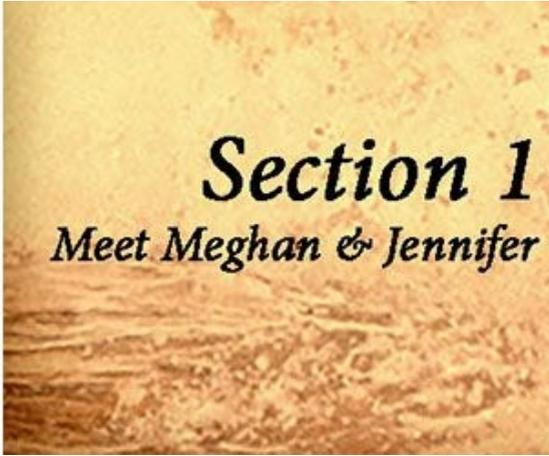
The story begins with two young girls, both about the same age, both average in appearance. You will probably relate to these girls, maybe some of one and some of another, depending on the time in your life.

We will take a journey with each woman, highlighting their differences and providing some “AHA!” moments along the way. The goal is for you to see yourself in these situations so you can gain insight into how you think about yourself, the way men think about you and how the two coincide.

This is a dating book, but it is much more. It is your bedside bible that will show its age before its time because you will continue to

refer to it through the years. The spine might fail and the pages might start falling out, but that is a good thing!

In section one, I introduce you to Meghan and Jennifer. In section two, both are fresh out of college and on their own. In section three, we will see how these girls do with men! Finally, in section four, I will give you some more exercises and attraction tips.

A rectangular graphic with a textured, golden-brown background. The text "Section 1" is written in a large, bold, black serif font. Below it, "Meet Meghan & Jennifer" is written in a smaller, black serif font.

Section 1

Meet Meghan & Jennifer

Meet Meghan

Meghan is a rock star. This has a lot to do with her upbringing and social experiences. You might say she got lucky. The interesting thing is that this doesn't automatically mean she will be successful. I have seen many people who were blessed with a great upbringing fail miserably. I have coached people with every reason to fail who say "no" to failure and go on to succeed. Fate doesn't just happen, you create your own fate.

Meg studied hard at college. She had her flings and attended her fair share of keg parties, but she made it through. Her parents, who are still married, made her responsible for paying part of her college, so she had some skin in the game. She made her studies a priority and she learned discipline. Meghan also picked up a part time, off campus job bartending so she could save some money. She didn't want this job but she needed it. The result? She learned a skill, saved some money and stayed out of trouble.

Her roommate, Jennifer, slept with a lot of guys and this really bothered her. She didn't understand why Jen went through guys so

fast but she knew that the men did not like her for long. Her roommate also got an STD while in college. Having Jen for a roommate turned out to be lucky for Meg because it taught her what not to do.

Meg made it through college with few experiences with men and limited scars. She had a few teachers who set standards in their own lives and Meg took notice. They became her mentors. A female guidance counselor showed Meg how her smile and positive attitude had a positive impact on her life. Meg met her husband and was amazed at their loving connection, even at age 67. The bar has been set high for Meg.

Meet Jennifer

Jennifer's parents divorced when she was young, leaving her without a father figure. As a result, she often ended up in self-destructive relationships. Her mother paid for all of her college, a 'free ride'. Jen drank a lot and her studies became secondary. Her grades suffered. Her friends were fellow partiers and sorority sisters. She didn't connect with mentors while in college. Jennifer, has set in motion the potential to lead a destructive life. If this bad behavior continues, she is destined to fail. The only way she will improve her life is if she begins to see that changes need to be made.

Can she turn it around? Absolutely, but she is too young to evaluate what is happening in her own life. The longer her behavior goes on, the more negative thoughts she will develop about herself, and the more destructive she will become. She has never heard of any techniques that can turn her life around.

If Jen had a mentor at this point in her life, she could reverse this

course now. A mentor could show her what she is up against and help her make more positive decisions in her life. I believe everyone should have a mentor early in life so we don't need therapists later!

Mentors

A mentor is someone you know and trust – someone who guides you with their example. Everyone should have at least one mentor. Having a mentor means you have a friend, motivator and cheerleader. They help you to see your past and they care about your future. Sometimes, mentors can open doors for you. A good mentor will hold you accountable and bring out the greatness in you. Mentors are there for you and they show you how to navigate life's obstacle course.

My dad was my mentor. I was lucky to have a dad that owned a company called "Leadership Attitudes." I was taught goal setting and affirmations at age six.

A rectangular graphic with a textured, golden-brown background. The text is centered and reads "Section 2" in a large, bold, black serif font, with "Life in the Real World Begins" in a smaller, black serif font below it.

Section 2

Life in the Real World Begins

Getting Off to a Good Start – Be Smart With Your Money

Meghan

Meghan graduates and is immediately able to get her own apartment thanks to a deal she made with her parents before she started college. She was required to pay half of college, get descent grades and get a part time job. In return, her parents would help her with an apartment when she graduated. Meg's parents' thinking is brilliant - they knew how to help their daughter continue to grow. They are ready to enjoy their retirement and they saved money to help her while she was in college. Megan's hard work is already paying off! Meghan's parents had a plan for their daughter.

Meg managed to get a great job with a combination of good grades and social skills. She can soon afford her apartment on her own and her confidence is growing – one penny in the confidence jar. She continues to gain the respect of her parents and adds another

penny to the jar. Meghan learned at an early age that having your own independence starts with having money.

Money is not happiness but it does allow you freedom from others who might want to control you-like men. Meghan is saving money by working hard and excelling in life. This leads her into management positions.

Jennifer

While Meghan is off being successful, Jen had to move back home. She is still partying with her friends as often as she can and she doesn't have a job. She is looking, but not very hard. She has no money but she is having fun – or so she thinks. Her mom thinks otherwise and is worried about her daughter's drinking and promiscuity. She continues to support Jen financially. She is afraid to lose her daughter like she lost her husband, so she doesn't push Jen like she should. Jen is now 25 and her happiness is based upon the men she sleeps with. She has no money so this leaves her even more dependent on her next date to provide her with fun.

Jen's story could your be story too. She needs help but from where? She is vulnerable to being used. She has very little confidence because she can't identify things that she is good at-except sex. She needs to put a hold on all men so she can grow as a person and begin building confidence. Jen's life is in a downward spiral while Meghan's life is spiraling upward!

Why is Money so Important?

To maintain a social life, you must have your own money. Money allows you to hold onto your own power. Most women don't make

money a priority while men do. Men respect women who can hold their own and pay their own bills. Men want a lifelong partner, not a gold digger.

Money is what allows you to “escape” to your social network when you need to. If you are broke, you are staying at home. Money allows you to maintain your independence and men will look for this quality. Shallow as it may seem, I will guarantee that if you pull up in a shiny well cared for car, he will be impressed. Pull up in a broken down 95 Honda with an oil leak, not so much.

Imagine that you are married and your husband controls the money. You go out and buy your 200th pair of shoes. You sneak them in the back door because you know that he will get upset. He’s a self-employed real estate tycoon so he can afford it, but he starts to lecture you on your purchases because he feels like you are not spending “his money” wisely. He has control and he feels dominant over you. His words are a little more demeaning, the “allowance” that he gives you is a little less and he starts to treat you like a burden. I’m not saying that all men will do this but you are leaving the door open.

If you have your own money, you can walk in the door with your new shoes and save both of you the speech. You can tap that 201st set of shoes right in front of him and say, “There’s no place like home” until you’re blue in the face! Your own money keeps you independent and doing (or spending) on whatever makes sense to you and keeps you whole.

I’m not saying that you need to make more than him, no. In fact that could emasculate him. The key is that you need to hold your own in life and this includes money.

Everybody Needs a Good Story: What's Your Story?

Imagine that I am a man who is considering dating you. I'm a boss who is thinking about hiring you. I'm a friend that you just met and I'm considering getting together with you. I'm a family member (or a bank) considering lending money to you.

What do all these people have in common? They all want to know your story. If this story is interesting, unique and positive, they will grant you the action you desire. Hmm, you say. Ok, what do I tell them?

What you tell them started years ago, maybe decades ago. If it is not positive then your story starts today! Women who get what they want out of life have a great story. This story doesn't need to be about how you conquered the world or even how fast you ran a mile. It just needs to be interesting, unique and positive.

Meghan

Meghan has a great story. It goes something like this:

- I volunteer at the animal shelter on Saturday mornings; I clean up the dog poo but I don't mind because then I get to take all the dogs for a run!
- I landed my dream job of being a veterinary assistant last year
- My girlfriends and I visited Italy last month, it was amazing we saw...
- Have you ever been to Six Flags? They have the coolest roller

coaster called...

- I have tried roller blading, I fell but after 2 hours I...

I would date this girl. I would hire this girl. I would want her to be my friend and I would lend her money. Men would consider her a “keeper.” Meg has experiences to share. This makes her interesting and gives her confidence. She has opinions because of these experiences. She can challenge people - men in particular. People are attracted to her because she is living a rich life. She takes risks, loves life and realizes that it’s ok to fail. She laughs and doesn’t take herself or others too seriously.

Jennifer

Jen’s story is not as appealing. Hers goes something like this:

- I’m still living at home which sucks, my Mom just whines at me all day long to get a job and be home early. I’m 25, I don’t need to be told when to come home.
- I keep talking about getting to the gym but I have no patience for working out.
- I’m thinking of applying for a job when the economy gets better.
- Ask me about any reality show and I will tell you what happened!
- Jim broke up with me again, so I’m back with Jeff. Wait until Jim finds out!
- I wish I could find a guy to take care of me.

Jen does not have interesting experiences to share. She just exists and blames others for her misfortune. She is a downer. She fits into the category of a “rest stop” to men. She can change at any time but she will need a catalyst. The longer she goes, the harder it will be for Jen to turn her life around.

How Does Your Story Relate to Men?

Your story is important. It matters to everyone in your life, not just you. If your story is not a good one, then it’s time to re-write your story - starting today and never look back. Do this before you get involved with the next man and you will be rewarded forever. This story is about you.

Meg: How Her Story Relates to Men

Meghan has a date with Kevin who she met at the dog park while working at the shelter. She is already comfortable with this guy because she has talked with him, picked up poo with him and been mauled by dogs with him.

They meet up on a Saturday afternoon at an outdoor wine tasting. She is happy because her life is busy and fulfilled. Kevin is impressed with her positive attitude and her experiences. Meghan’s lust for life spills out in the questions she asks Kevin and the way she holds herself. She is extremely positive. She is confident so she doesn’t feel the need to prove herself. She listens to him and asks questions. Meghan doesn’t share the “bad” things in her life because she is a “glass half full” type of person. Kevin’s thinking how much he likes this girl!

Megan is:

- Articulate
- Positive
- Full of life
- Someone with great posture
- A great listener who asks questions to learn about this man (she will quickly expose his weaknesses by doing this!)
- Financially independent so she pays for her half of the date
- A challenge for Kevin
- Has plans that require her to cut the date short, which shows Kevin that she is very independent

This is what is happening in Kevin's mind:

Kevin knows he needs to step up his game because he realizes Meghan is high value. He notices that she doesn't talk about herself that much and that she is much more interested in him. This builds mystery.

He doesn't even think of hitting on her sexually this early because he knows she has boundaries and he likes this. Kevin is even impressed with how Meghan dresses. Blue jeans and cute blue sneakers with a head band.

Meghan cuts the date short because she has her yoga class to go to. This shows Kevin that he has a long way to go before he will ever be Meghan's main focus in life. Meghan likes Kevin but she would not be in the least bit bothered if Kevin never contacted her again. This is because she doesn't need any man for validation of her self-worth. She truly believes that it is Kevin's loss if he does not call. She also has many other guys that will be asking her out anyway. Her

experiences and positive attitude have given her choice and an abundance of men.

Jen: How Her Story Relates to Men

Jen has hooked up with Peter, a man she met on Saturday night. She comes home the next day feeling and looking like crap. Jen thinks that Peter will call her to go out again but that call never comes. This is another blow to her already wounded ego. If Peter were to call, Jen would be “all in.” She would give up sex again and proudly dump her few girlfriends to make Peter her new hobby, believing that Peter would like more of her attention. She believes this because he said all the right things: he wants kids and he has never met a girl like her before.

Jen comes across as:

- Having no opinion because she has no experiences to share an opinion
- Needy and clingy
- Negative and always feeling victimized
- Slutty because she thinks this is the only way to attract men
- Having very little to offer
- Having no wit, laughing very little

This is what is going on behind the scenes in Peter’s mind:

He considers her to be a “rest stop.” He wants a quality woman that he can settle down with and Jen is not that woman. He was attracted to Jen (sexually) because her cleavage was hanging out and

she wore a very short mini skirt. Peter thinks that if he didn't take her home, she would have gone home with another guy, making him not so special. There is no challenge here and no mystery. Peter continues to look for his "soul mate" but in the meantime is going to have fun with girls like Jen. That is, until he finds a girl like Meg.

Your Friends are a Great Asset!

You need to have two sets of friends. The first set consists of the people you grew up with, coworkers and family. You also need a second set that consists of the people you look up too, those who can teach and enlighten you with knowledge that you won't necessarily get from the first set.

Good people to include might be people who have run their own business's or are thriving in a happy marriage. These are the mentor types that you should be learning from. You may be stunting your personal growth by hanging around the same people or getting into a relationship too early.

Don't try to re-invent the wheel here, learn from the folks that you admire and absorb as much information from them as you can. If your goal is to be in a successful relationship, then talk to mature couples who are happy. If your goal is to run your own small business selling homemade candles, then talk to successful business owners.

Meghan's Friendships

Meghan, whether she knows it or not, is choosing the right path. She is constantly trying new things so she is always meeting new people. People that get out there, chase their passions and grow usually have very positive attitudes, attitudes that are contagious to those around them. Meghan naturally seeks out these types and she is a better woman because of it. She begins to realize that people who always feel like they are victims are toxic.

Jennifer's Friendships

Jen, unfortunately, is one of these toxic people. She doesn't have that second set of friends. She stays in her small crowd because this crowd supports her victim mentality. In fact, if she tries to go outside her immediate group, she might meet resistance. How men feel about her becomes the thermometer by which she bases her confidence. Men aren't attracted to her neediness and clinginess, they sleep with her and they move on.

A Real Life Example: We'll Call Her Suzanne

I recently coached a woman who went from losing everything she had-her husband, her house and all of her money and crying all day long to buying a new house and thriving with her new found confidence. We'll call her Suzanne.

What I taught Suzanne was very good stuff but it wasn't that good! I would like to pat myself on the back, but I can't. There was something more going on here.

I was the first person who believed in her. She was surrounded and barricaded by abuse from her husband and even her own family. She had the two of the three things needed in order to experience positive change – extreme dissatisfaction with her current situation and a vision.

All she needed was the third thing: a catalyst-someone, to show her the path and break down her vision into the bite size steps she needed to get there. I was that someone who could help her “feed her mind” the right thoughts for once.

The Science of Positive Thinking

There is a part of the brain called the amygdala, commonly known as the “fight or flight” region control center for the brain. If you see a scary crocodile, your amygdala responds and releases adrenaline as well as other chemicals so you could react in a way that will hopefully save your life. That’s great if you’re running from a man-eating crocodile but there is a serious downside. Your amygdala doesn’t know the difference between a man eating croc and anything else that is negative in your life-it just can’t distinguish between the two.

The Impact of Negativity

The average person has 50 negative thoughts in a day, leading to stress, which leads to fear and anxiety. This is the bad stuff that can break our bodies down. The amygdala is constantly trying to fend off these attacks. Each time your body takes a hit, it starts to break down. Obesity, diabetes, depression and even cancer can set in.

This isn’t poppy cock. This is backed by Lissa Rankins M.D., a #1 New York Best Selling Author with her book, “Mind Over Medicine: The Scientific Proof That You Can Heal Yourself”.

You have heard of studies and the placebo effect correct? A certain part of the test group, the control group, is given a “sugar pill” without their knowledge. What happens? Thirty percent of the control group will experience the same side effects or improvement as the test group - those who were given the actual medicine. This type of study proves that the mind can heal, or hurt itself if the information coming in is convincing enough.

There is also the nocebo effect. Imagine that your doctor just delivered a diagnosis of terminal cancer and you have less than two weeks to live. If your mind believes this, then you will most likely die within two weeks. Many of us know of an elderly person who has died. It's very common for the surviving spouse to die soon after because the mind says to itself, "I can't be happy again." They convince themselves that they have nothing to live for and they pass on in a short amount of time.

The Importance of Positive Thoughts

The key to healing yourself and being happy is to control your mind by feeding it the good stuff that it needs. What is this good stuff? Its activities to reduce the stress in your life. It's anything that helps you relax. Provide your mind more positive, relaxing thoughts versus negative, stressful thoughts and watch your own miracle occur! Here are a few things that provide relaxation and stress reduction:

- Laughter produces all kinds of chemicals like endorphins that combat stress
- Helping others by volunteering calms us and lowers our stress
- Exercise relieves stress and builds confidence at the same time
- Meditation teaches you to control your thoughts, inserting more positive thoughts and kicking out the negative
- Experiencing nature has a relaxing effect on our minds

The mind is at the root of all illness. Control and feed your mind the proper ingredients and the rest will follow. Today's society has normalized stress like it is a good thing. **It's not, it is killing us one**

negative thought at a time!

When we are suffering from an illness society teaches us to seek out a doctor and take a pill. We are taught that conventional medicine and western medical treatments are the only way to go. This is simply not true. Evidence tells us that the body can self-heal if given the chance. 50 years of proof is on the books. I'm not telling you to avoid the doctor when you are sick, just realize that there are positive things that you can do to help in your healing and they involve your body's self-healing mechanisms already in place. These mechanisms are based in the power of the mind.

Spontaneous healing does occur. Do an Internet search of the phrase "spontaneous remission" to learn more about it. Thoughts, beliefs and feelings can change the physiology of one's body. The data states that negative thoughts, loneliness, depression, fear and anxiety can damage the body while nature, exercise, some form of meditation, creativity, a quality relationship and success (to name a few) will trigger the body's self-healing mechanisms. In other words, you can write your own prescription to heal by becoming your own "whisperer" or letting a mentor guide you.

Meghan's Positive Thinking

Meghan has a lot of stress in her life, but she counters her stress properly. She knows when to take time out and enjoy a good laugh with her friends. She alleviates stress by helping others and meditating.

She also handles rejection very well because she is turning into a woman of worth (WOW) and doesn't need validation from others, including men. This motivates her to do the other things that her

body needs like eating properly and working out on a regular basis. She avoids addictions like smoking and becoming a workaholic. Meg has not found “her man” yet, but the table is set for her and finding him is inevitable.

Jennifer Needs some Positive Thinking!

Jennifer is struggling in life. She is getting hit with rejection over and over, thus triggering her brain to produce unhealthy toxins. She is under a lot of stress from her mom, her living situation and her lack of money and self-worth. This drops her motivation to work out and eat properly. She is on the cusp of addictions like smoking and drinking too much.

What are Your Thoughts Like?

By now, you should be able to see how much your mind matters when it comes your happiness. Feed your mind what it needs and the rest of your life becomes a downhill adventure instead of an uphill nightmare. I strongly recommend you look over the book I mention above, it will punctuate this chapter.

I Have All These Traits, Why Can't I Find a Great Guy?

Let's examine this question by first looking at our two ladies.

The mindset of a woman with abundance

Meghan has lots of Koi fish in her Koi pond! Let's see, she has Kevin from the animal shelter, Tim the tennis pro who gives her tennis lessons, at least 3 guys from the gym that keep expressing interest in her, and a guy named Phil that she met white water rafting. Meghan reaches in and pulls a quality Koi out! She is going to ask Tim if he wants to hit the new sushi restaurant downtown at the seaport area. Meg has no issues about asking a man out, in fact, she prefers it this way. She chooses her men.

If Tim declines, Meghan will not be hurt because she will not take it personally. She realizes that Tim barely even knows her and can't possibly pass judgment as to liking her or not. Meghan will simply ask another guy out or wait until someone else catches her fancy. Of course, Tim says yes.

The mindset of a woman without abundance

Jennifer doesn't have fish in her pond. She has Peter. And he isn't even in her pond, he swims outside with the sharks. She shows a degree of desperation because she hasn't laid the groundwork like Meghan has. Jen has no other choices. It's going to be Peter or nothing. Then, when it's nothing again, she will head out and attract another guy at a bar. It's like a cruel and perpetual game.

The third group: A woman with abundance that is still failing with men

So far I have talked about two totally opposite women on their two totally opposite paths. As some of you know I sent out several questionnaires asking women for their input about this book before it went live. I was amazed at your feedback and it prompted this particular section.

One of my followers wrote:

I am an outgoing person, I have nice friends who think I'm too nice for my own good. I volunteer my time, I have travelled around the US and abroad; I am financially able to take care of me so how do I end up with these losers? What does that say about me?

Another reader commented on my blog:

I think I'm very confident in general and have a great "story." Well-traveled, great career, I do things to continue lifelong learning, enjoy spending time with various friends doing new and fun things. I tend to attract men who seem very available at first, but then turn out to be somewhat distant and noncommittal. It's gotten better through the years – I've found more "quality" men – but there really is a pattern.

So you see my readers alerted me to a third category of women. A category of women that are in between Meghan and Jennifer. In fact, this category is more closely related to Meghan. Unlike Meghan though, they are still having a hard time finding the right guy. This third category has:

- Their Financials in order

- They have a great story
- They have confidence in many areas of their lives
- They are involved with many activities so they have an abundance of Koi

What is this third category doing wrong? Why are they still struggling to find great guys in their lives? They have already followed my plan. They have a great story. So what gives? Let's examine seven possible reasons why:

1) **Women have concentrated on their lives, friends and careers but have not concentrated on men.** Many successful woman don't have much experience when it comes to men. They think they do, but in reality, they don't. Successful women take their career success and apply it to men and it doesn't work. They date the wrong type of guys without knowing it. A real effort needs to be put forward just like it did to advance their career.

2) **Many successful women have little dating experience.** They have been too busy concentrating on their single lives that when they are suddenly ready to "have a family" they simply choose what's around them without dipping their toes in the water first. Their social circles might very well consist of just one type of guy. They need to try dating different types of men without the emotional commitment and get some dating experience in - before they commit.

3) **Success has made them stubborn.** This leads to the mindset: "I can run a successful company, so I can fix a guy." Ah, no. Just like any new experience, one needs to reach out and learn how. This

involves understanding yourself and how exactly you want to be treated and where you will and will not compromise. This becomes your vision. Once you have your vision, now you can test the waters and take applications.

4) They don't have a plan as to where they will meet men.

Successful women think that they are happy in life so finding a great guy should be simple – no plan necessary. You need a plan for your vision! If you want a well cultured man, you don't hit biker bars, you hit charities or wine tastings. If you want a jock, you learn to kick box or join crossfit. Make a plan around your vision and treat it like a job. Of course, make this job fun!

5) Successful women intimidate some men.

This can happen without you even knowing it. A man needs to provide and if he sees that he is not needed, he will defer to dating someone else. You may make more money than him, drive a better car, or be more educated than him. These are the types of things that can chase a man away. You need to be aware of this and know that this “narrows” your choice to men that are very confident with themselves. This is the equivalent to being over qualified!

6) You are not committed to having a partner and you are unaware of it.

Yes, I have seen this with my coaching. Some ladies say that they want to be married (or in a serious relationship) but their subconscious really wants them to stay single and they are not ready for the emotional commitment. Years of being single can cause this. One needs to dig deep and weigh the pros and cons.

7) Your clock is ticking.

I don't need to explain this one. This can

lead you to “rush” into something that is not right for you and players mesmerize women into instant love by saying all the right things. Slow your role by losing the urgency and make a solid plan. I have also seen the pressure get increased when suddenly you lose your best girlfriend to a guy. We naturally want to do what are friends are doing so we rush to get into a relationship ourselves.

So you see, you need to take finding your man seriously, you can't just hope it happens. Understand yourself, understand men and come up with your vision. Then, treat it like a job hunt!

Don't forget the basics:

- Are you online with a great profile and pics?
- Have you considered a private matchmaker?
- Are you networking with as many people as you can who might know of good eligible bachelors?
- Are you attending single events like cruises, trips and parties?
- Have you signed up for activities that men will be attending?
- Are you dating different guys so you have comparisons?
- Is your attitude positive?
- Have you been initiating contact with men?
- Have you read all my books? (Sorry, I had to get it in there)
- Are you hanging out with other single people and not just your married friends?

Hopefully the above advice should help my 3rd group of ladies

find a man. I want to thank my readers for bringing this group to my attention by answering this book's pre-launch questionnaire!

A Word about Technology

Technology is *killing* us. We text too much, we game too much, we watch too much crap on the tube and we are losing our way! Porn has crushed thousands of relationships. Websites like Tinder and Hinge are making hookups the new marriage between a man and a woman. Now I have used these sites, and I get them, but really? When I talk to children and even some 18 year olds, I notice they can't hold eye contact or even feel comfortable when talking face to face with me.

Technology is also bringing us stress overload. We are being bombarded by emails, texts and IM's throughout the day. We can barely concentrate on the things that really matter. It doesn't stop on the weekends, it continues 24/7. You now know of the effects of this stress in the above chapter called "The Science of Positive Thinking."

When was the last time you took a walk in the woods and watched a butterfly land on a rock? When was the last time you purposely got soaked in the rain because you wanted too? When was the last time you body surfed in the ocean? And when was the last time you looked a stranger in the eye and started a conversation?

I ask guys: "When was the last time you asked out a girl, by calling not texting, and actually picked her up by knocking on the door and not blowing the f***** horn?"

Ladies, has a guy ever called on the telephone, and actually picked you up by knocking on the door and not blowing the f***** horn?

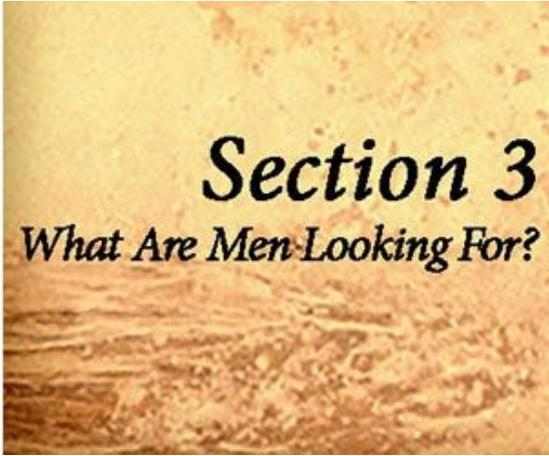
Technology has made us unable to communicate on a personal level and I am starting the trend back – help me!

Personal contact does something good for your soul. It reconnects you to the spiritual side of life. I'm starting to feel this is more important every day. We are losing our way. I am teaching people how to communicate to others on the most basic level because their lives are controlled by technology.

The next time you are bored, leave your electronics at home and go for a nice long walk. You will feel your endorphins dance with pleasure! Nature is a cure all and it is absolutely free. It re-charges us and calms our souls. I strongly recommend taking a cross country trip in an RV before you croak. I promise you that you will be a better and changed person by the time you hit Yosemite.

Buy a comic book and read it. Play the piano and laugh as your dog howls. Buy a jump rope or play hopscotch. You will laugh and you might even have an epiphany! The emails can wait!

This relates right back to Meghan and Jennifer. Meghan's life consists of face to face interactions with people, helping her to develop the social skills she needs to advance. Jennifer has stayed in her small, same age group, so she only knows how to communicate through text, WhatsApp, Facebook and Twitter. I understand that technology is everywhere, but I think that without face to face interaction as well as technology, we won't be able to survive and thrive.

The image shows a textured, golden-brown background with the text "Section 3" in a large, bold, black serif font, and "What Are Men Looking For?" in a smaller, black serif font below it.

Section 3

What Are Men Looking For?

Defining a “Woman of Worth” (WOW)

I have been talking about helping you to become a woman of worth (WOW) but what does this mean when viewed through the eyes of a man? What separates the keeper from the rest stop? What keeps you out of the friend zone? What *exactly* makes a man attracted to one woman and not another? Once you figure this out, your single days are numbered!

Read through the following list of topics. I will tell you what we (quality men) look for in a woman. We are testing you and if you pass enough of our tests, we will want you as our girl. We are looking for our WOW.

Money and Providing

Money, as you know, is very important to men. This is the means to our existence. Our DNA tells us that we need to provide for our wife and family. How you treat a man’s money and your money is very important to men.

When out on a date, a quality guy will want to pay, but he will

want you to offer to pay half *or* be very appreciative. Pick one or both. If you feel entitled to the dinner and you expect it, he will feel used and unappreciated. This applies to most anything a man provides. If he buys you a gift, mows your lawn or fixes your car, he needs validation that he has done something good. Whether he did a good job of it or not, he needs to know that you know he tried his best.

If you are at a bar, buy your guy a drink. Say, “Jerry, my turn, I want to buy this drink.” It doesn’t matter if Jerry is a zillionaire and you are a pauper, buy him that drink, it will be worth it. This small gesture makes a man feel appreciated and worthy and gives him *incentive* to do it again. Guess what? You won’t be paying for any drinks the rest of the night that’s for sure. Meghan buys the drink, Jennifer doesn’t.

When with a group, never say “Jerry will pay for it.” This will be your ticket to the single life. Treat Jerry’s money like you are both poor and you will be fine. My friend John is very wealthy and he dates a girl named Heidi who is a social worker. John owns a 75 foot yacht but Heidi still pitches in where she can with the purchase of the little things. She could just take his credit card and “charge away” but she doesn’t and she won’t. John even tells her that she can but this is a test. Heidi is a WOW and she knows how this game is played.

Our girl Jennifer, on the other hand, would flaunt the use of John’s credit card. Even though John would laugh and never say a word, contempt will build and Jen’s days will be short lived. Same thing can be applied on a date. If you order the most expensive thing on the menu, a quality guy will not say a word but do you know what he is thinking? You guessed it, “If she wants lobster and the filet

tonight, what will my future with this woman cost me?” May I recommend the mid-priced sirloin and shrimp combo on the menu?

What about your money? Men are a little more lax on how you spend your money. Most guys realize your obsession with shoes, clothes and jewelry. We don't understand it, but we have come to except it. That's ok, but if we think that we are going to have to raise this child (your addiction) then that's another story. This is why it's important for you to have your own money, in the relationship, so you can do as you please. That way, your “addiction” becomes cute to us.

Now, on to chivalry. Let the man open the door for you, and push in your chair. All you have to do is say thank you. We know you don't need us to do these things but it makes us feel special.

Maintain Your Independence

“Never make a guy your hobby.” You gals have read this in my books many times before, but it's true and is worth repeating. This principle goes against your nurturing, and fixing a man, which is part of your DNA.

Guys want an independent woman. There are problems with this statement though. First off, we act like we don't want an independent woman, right? We put the moves on you fast and heavy, we call you like crazy, we get you to blow off your girlfriends and we want you to stay over every night, *at the beginning*, right?

We get you doing all these things and then what? We fade off into the distance. Yeah, I know, we are jerks. Actually, we don't fade, we reset. Big difference. We need to evaluate what is happening with our manhood and our freedom. This is when your independence needs to

kick in! Don't chase us, instead, let us reset while you attend to your busy WOW life. If you do this we will return in a flash.

You see, we don't want to lose you. We need to ask ourselves if this woman is worth it and if this relationship is worth a serious commitment, that's all. We are attending our own intervention. If you give us this space and we see you going back to having fun with your girlfriends and volunteering at the animal shelter through your FB page (smiling with a giant Saint Bernard named Burt), we gleam with excitement and long to see you again after our reset is complete! We realize that you are very happy without us. We realize that you have a passion for life regardless of whether or not we are in your life. This takes the pressure off. ***This is powerful!***

A man loves an independent woman because an independent woman is not dependent on him.

As soon as the guy cools off what does a woman of worth do? She gets back to working on herself. She doesn't start whining and bitching about the break. She thinks, "good for him, he needs time to think about us, but if he is gone too long, he will lose me."

Wow! This is the type of woman men crave.

Meghan's Independence

Meghan has been dating Kevin, who has taken a break, like many men do at this early juncture. Meghan has options that she has created. She has:

- Other guys to date if Kevin takes too long
- Tons of interests to keep her busy and meeting people
- Her own money and options

- A huge social network that longs for her time

Jennifer's Dependence

How's our friend Jennifer doing? Peter resets and Jennifer is in his grill. She texts Peter all day long, whining and crying. Jennifer has:

- No other guys to date, so if Peter takes too long, it doesn't matter
- No interests to keep her busy meeting new people
- No money of her own and therefore no options. She needs Peter for support
- No social network - nobody is there for her

Where are You?

Your independence began years ago. If you feel that you are more of a Jen, then it's time to pull back. It's not too late! It never is, but, you need to create your own positive story before you date a guy like Peter.

Charlie and Adina: A Real-Life Example

Charlie lives in Laguna Beach. He owns his own company and drives a fancy BMW. He is very successful and is above average looking. Adina is school bus driver and a cartoonist. (True story.) She wears glasses, puts her hair up and dresses in a very conservative way. They met at a charity.

Charlie is the type of guy that impresses his girls with fancy dates because he can afford them, but he couldn't impress Adina and it was

driving him crazy. She didn't text him after the first date (a fancy restaurant followed by a walk on the beach) except to say thank you. She only returned his calls and never instigated the conversation. This shocked Charlie. He never had to "chase" a woman before.

He asked her out on a second date and she said no because her sister was visiting. Then Charlie asked her to take a trip up to Napa Valley. This time Adina said she couldn't because she had a book club meeting. This was true but it was also an excuse to get out of the long weekend.

You see, Adina did not want to put herself in a situation where Charlie would be sleeping in the same bed with her because she had boundaries and this was much too early. This hurt Charlie's chances with her. Book club? Charlie couldn't believe it! So he asked another girl to go to Napa with him but the whole time he kept thinking about Adina blowing him off for a book club meeting. The girl he was with sensed his unhappiness, which led to them arguing.

When Charlie got home he immediately contacted Adina and asked her what night would be good for her. Something he never did because *his* time was so valuable and he rarely got rejected by any woman. Adina said, "Hi Charlie, how was Napa? I can do Tuesday lunch if you want." Charlie hadn't had a mid-day date in years but he was all over this one and said yes.

Charlie and Adina are together today because this girl didn't give a crap about Charlie's car, money or attractiveness. She had her own life and independence. Her book club, though maybe unexciting to most, took precedence over Charlie and he knew it! Her little cartoons that she created at lunch were like Picasso's to him. And her looks, though average, were sexier than Angelina Jolie to Charlie.

Charlie came to realize that this woman was a WOW and he would change his ways to be with her and *only* her.

Adina has a simple life but she lives it with conviction. She sets boundaries and only allows in people who will enrich her life. She doesn't need to play games. She *is* the game. Men approach her. She doesn't even know why, really. All she knows is that every day is another great day to live and she goes out and proves it.

If Charlie slips up, she will be gone and he knows it. Adina is a challenge to Charlie. She is a mystery. She is everything a quality man wants because she has a fantastic story to tell. She is not rich with money, but she is rich with passions and experiences that don't involve any man.

Meghan and Adina are one in the same.

Time to Change Things Up, Ladies!

Break the Routine

I have written this hundreds of times before I know, but it's true and it needs to be repeated. What do men want to see in a woman? How can changing your routine fit right into the male psyche?

Confuse us and you become mysterious again. Men are constantly getting complacent with their current situation or “going rogue” as I like to call it in my best seller, [*Who Holds the Cards Now?*](#) We get bored with women, plain and simple. This is one of the simplest things to fix and yet so few know how. It's very simple, *change what you do from day to day.*

If you patronize the same places, starting tomorrow, pick different ones. Pick different coffee shops, pick different ways of getting to work or start working out in the morning instead of the afternoon. The advantages are numerous. You meet different people and you experience different situations. Your “story” gets more interesting.

When men call, don't answer right away. Other times, respond instantly. When they text, don't text back, wait for a second text. If you meet a guy and he asks you out on Friday night, say you have plans but tell him that Saturday night works. If you are dating and you only get together on Saturday nights, change it to Tuesday night. He will whine because you can't stay over but boo hoo.

If you never wear glasses, start. Color your hair something different this week. Wear something you wouldn't normally wear out. Try something that scares you this weekend. Do anything, to change it up! Men will notice and become interested in your multi-

faceted ways. People that mix it up in life are much more exciting than people that do the same thing every day.

Now don't go Sybil on him, just try a few simple changes this week.

Debbie and Jim

Debbie and Jim are married but the sex is gone. Jim gets home every night at 7 and expects Debbie to have dinner on the table - she is a great cook. Jim is going out with his friends more and more and Debbie thinks that he might be having, or soon will have an affair. She emailed me for advice.

The next night, Jim came home at 7 and Debbie was gone. Jim was upset, as you might expect. He called her and texted her over and over. Debbie picked up after a few of these and said that she was out with her friends (she lied, she was with her Mom.) She told Jim that she had left dinner in the frig and he could heat it up himself. He was dumbfounded. He started "anger texting" and Debbie calmly replied, "get over it babe, I want to see my friends."

Notice, she didn't start a fight or go into this long rant about how he is able to see his friends and she never does blah, blah blah. Deb just changed her routine and did something for herself.

In the coming weeks, Debbie reestablished relationships with some old friends and found some new hobbies. Fortunately, she has a decent job and that means she has the financial means to do her own thing. She mixed things up by changing her routine and she did this *overnight!*

Jim? Jim stopped seeing his friends and started concentrating on his (as Debbie claims) "new wife", Debbie! You see, it wasn't fun

anymore going to see his friends when he knew that his wife was out with “her friends.” He now takes Debbie out to dinner and Debbie cooks when she is in the mood. And speaking of “in the mood”, Jim started getting in the mood for sex again. Of course, Debbie now controls that too.

Long story short, Debbie changed up her routine and concentrated on herself, ***that’s all***.

Game? I don’t think so but you can call it what you want. I just call it a touchdown on Debbie’s part. The game is when I mentor women this stuff and they fake it. They pretend to be working on themselves and guy’s see right through this.

Yes, Debbie lied about where she was the first night because she had too, but she quickly corrected that with real friends and real hobbies of her own. She changed “her story”, and she did it at 43 years old! Deb was becoming like Jen but had the where withal to turn it around.

The Take-Away

Men seek routine and then they get bored. Women provide this environment. Break your routine and be unavailable once in a while and watch the magic happen. The instant that he starts to wonder where you are and who you are with when you should be (in his eyes) sticking to “the routine” he gets confused and you pique his interest again.

Game. Set. Match!

Be a Positive Person

Plain and simple: Guys are attracted to positive women. This is easy

if you are doing the things that I state above. If you have that second set of friends and you have your financials in order, then your chances of being a positive person are very good. Likewise, if you have a great story to tell, chances are it will be a positive story and with positive stories comes a positive attitude.

Meghan, as you might imagine, comes equipped with a positive attitude while Jennifer does not, at least not yet.

If there is one thing that kills your goals, eats away at your happiness and messes up your life in every way – it is negativity. We blame others all day, every day. We judge others and we are all “victims.”

What happened? We were positive when we were kids. I know we were because I can look at kids today and they are happy. Life has messed with our heads. Relationships have messed with our heads. Our friends and family have messed with our heads.

I hate being around the victim mentality crowd. I know who they are almost immediately and I exit. They have nothing to offer me in the way of knowledge because they have few interests and no goals. They dream and hope their lives will get better. They buy lottery tickets in hope of striking it rich. They are happy to tell me all about their miserable day and what when wrong with it as if I need to hear.

They follow. They exist. They die unhappy.

If you despise being around victims, then you need to ask yourself, “Am I acting like a victim without realizing it?” “Do I sometimes choose to act like a victim?” When someone tells us about their problems, we respond with ours. We comfort each other with our parallel pitiful existences. ***Change this!***

Pull yourself out of this cesspool of turkeys and join the eagles

soaring above. It's time to return to being the most positive person you can be. It is possible! First, take inventory. Catch yourself every time you are negative. Be cognizant of your negativity. Next, listen to the negativity you hear from others and ask yourself how it makes you feel. When someone complains about their terrible life, health, attitude or relationships, don't join in, respond with something positive!

Make this one of your goals. Plug it into my confidence course, [*Comfortable in Your Own Shoes*](#). It doesn't have to be your first goal but get it in there. If you want a better career, better relationships with men and a better life then you must ***get positive!***

The Male Perspective on Negativity

Let's look at how men view negative women. They *hate* them. If there is one thing that you could do today to better yourself to us, it would be – ***Change your attitude - become more positive.***

It starts from within. When you wake up in the morning:

- I'm out of orange juice, I should have gone shopping – loser
- Boy I look like crap. I need to start working out. Maybe tomorrow – loser
- I'm late to work again, I'm just not a morning person – loser
- My car is embarrassing, it's full of dents and it's 12 years old – loser
- That guy is never going to call me – loser
- These clothes make me look fat – loser
- What's up with my hair? – loser

- I wish I could wake up every day with that guy next to me – loser
- And on and on and on

Pay particular attention when you are looking in the mirror. What are you saying to yourself?

Every time you put yourself down you are shouting “*loser*” to yourself. After a while, you begin to believe it. You are in the cesspool. You cannot rise out without change. This is your own cesspool created by you with a little help from society. You might blame others but they are not to blame, and they are right next to you in their own misery. I was there and I got out. You can too.

Be aware of your evil voice, acknowledge her and counter with a new ***positive*** voice.

- I’m out of OJ, I’ll get some at lunch – winner
- Boy I look great! Wait until I start working out tomorrow, I’ll look even better – winner
- I’m late to work, I am just going to enjoy the ride – winner
- My car has personality, soon I’ll have to let her go. I’m saving for my new Honda – winner
- That guy is lucky if I answer when he calls – winner
- These clothes make me rock! – winner
- My hair? Looks great! – winner
- Soon, I’ll be waking up with my man next to me - winner

Change every negative you tell yourself with a ***positive*** statement

until it is habit. It takes 30 days to re-condition your mind. The first week you will laugh a lot – I did. It’s as if two different people are in your head battling it out to the death. I like to name them: Burt (bad) and Ernie (good.) Assign each voice a funny name. Burt was not used to being challenged so when Ernie joined the party, it became very comical. It’s like an MMA throw down! Today, only Ernie exists in my mind and I am a better man because of it. Bring a positive attitude to life and watch how many men you will attract.

A Rock Star and a Rest Stop

We have followed our two girls through life and we showed you the “Rock star” path and the “rest stop” path. Let’s sum it up.

Meghan’s a Rock Star

Meghan:

- Paid for some of her college which made her want to study hard and get good grades
- Was encouraged to get a job at school, giving her some experience and keeping her out of trouble
- Allowed mentors into her life, providing her with valuable insight
- Got a lift when she graduated from college and was able to get her own apartment and land a good job
- Kept her financials in order, which allowed her freedom and helped her build up her experiences
- Surrounded herself with a second set of high value friends that kept her self-discovery process growing
- Stayed positive and fed her mind the endorphins that kept her stress low
- Got outside and let nature take the place of technology, which helped her spiritually
- Has a terrific story to share
- Developed opinions because of her experiences

- Became a woman of worth (WOW), which helped her to set her own boundaries and remain fiercely independent

Meghan went on to meet a great guy and got married. She is happy today. She did things right but her story is unusual. She had parents, mentors and friends who all helped her through.

Jennifer's Rest Stop

Many women live lives more like Jennifer. They just don't initially have the right pieces in place. These are the women that I want to help and change. It does not matter how old you are, you can still change your story into a positive one starting today.

In my example about Debbie and Jim, Debbie reached out to me and *we fixed her situation in less than 3 weeks*. She had no clue how to change her destiny but she did have the smarts to reach out for help. *You* are reaching out for help by reading this book.

In my mind the true rock star is Jennifer, *if* she can turn things around. If Jen can turn her life around, she will be an even stronger person than Meghan because she will have seen diversity and overcome failure. Similar to self-made millionaires versus people who inherited daddy's business, Jennifer has the potential to change her life with a vengeance. These are the life stories that I love to see!

Soon you will be attracting men and dating like a rock star!

Life Changes in an Instant

Jennifer comes home on a Friday afternoon and her Mom tells her that they found a lump on her breast. Stage three cancer. It will be a long road of chemo and radiation and a double mastectomy. The

doctors expect there is less than 50/50 shot at saving her life.

Jennifer shoots out of the house and heads for the little stream in her backyard. She is in her usual “flight mode” and quickly starts to blame God and even her Mom for failing her again. She goes into a tail spin. What will she do? Who will take care of her if her Mom dies? She has no support system and no money or confidence to deal with such a blow. She considers running away and even suicide.

She has hit an all-time low in her life.

Jen kneels by the little river creek that meanders through her backyard. At times this was a raging river but today, like most days, the creek is crystal clear and flowing lazily with the sunshine sparkling like fire crackers against it. This has been her retreat for her sorrows since she can remember.

Her mind goes blank while she watches a small caterpillar in distress ride down the water on a leaf and she wonders if this creature is in trouble. She carefully grabs the leaf by its stem and rescues the caterpillar by placing him on the side of the stream. He politely looks up at Jen, as if to say thank you, and continues on his way up the riverbank.

Suddenly Jennifer’s Mom startles her, and like a cruel joke, returns her to her nightmare. Her mom says, “Everything will be all right Jen, I will at your side no matter what happens.” Her voice gets louder and clearer as her Mom approaches her. ***Then something happens.***

Jen’s mind scrambles as she tries to grasp the impact of her Mom’s words. “She is dying, why is she telling me that she will be at my side?” Right then, Jennifer experiences her life’s defining moment. She realizes that this woman is so unselfish that she cares

more about her daughter's wellbeing than anything else, including her own life!

How can this be? At that moment, Jen whips around and hugs her mom like she has never hugged her before and hangs on for dear life. She and her mom cry for what seems like hours. Every ounce of contempt, stress and anger oozes out of Jen as she realizes her guardian angel has been here for her throughout her entire life. Adrenaline shoots through her veins, and suddenly, she realizes that *everything* is going to be alright.

Jennifer and her mom do battle against the deadly disease for nine months.

Jennifer stood tall and took care of her mom by being there for every hospital trip, procedure, and fitting of different wigs. She and her mom bonded as they laughed while they became blonds, red heads and brunettes in one sitting. Jennifer even shaved her head to show her solidarity with her mom and with the kids who also had cancer at Mass General Hospital in Boston. Today, she volunteers at several hospitals.

Did I mention that Jen's mom is in remission and is a proud Grandma? A funny thing happened that sunny day, our girl Jen grew up and became a WOW, under what seemed like the *worst* of circumstances.

Life changes in an instant. Now tell me, what's your story?

Tips on Seducing a Man

Find His “On” Switch

This is huge and I’ll bet 99% of you have never thought of this. Every person has his or her “on” switch. This is something that a woman (in our case) can do to a man that he will absolutely *love!* There will be several in most men. Find them!

Don’t just date a man and go through the motions. Do things different every day and experiment with this man that you care for. Think lab rat. How would we ever know that a little cute white rat got horny by eating peanut M&M’s? Exactly. We wouldn’t if we didn’t experiment.

I love love love getting a massage from a woman I am dating. I just do! It can even be a sucky massage – I will still enjoy it. If it comes with a happy ending, all the better. My point is, find out what gets your man crazy and do it often. Ask him! If he is the quiet, reserved type, then just do things to him until he responds. Just like a lab rat – give him no choice.

You can even say, “Ok my little lab rat, tonight we are going to try...” He will think you are crazy and this is a good thing. Unless, of course, his “off” switch is you calling him a lab rat.

The “on switch” can be anything. Just keep it in the category of what you think he will like. Try these things:

- Cook for him - try new recipes. How does he respond?
- Try some kinky sex - How does he respond?
- Walk around naked. How does he respond?

- Jump right into his work or car cleaning chore. How does he respond?
- Take his dog for a walk without him asking. How does he respond?
- Give him a massage. How does he respond?

Equally Important: The “Off” Switch

You need to know what *really* turns him off and *stop* doing it. This isn't always easy or practical but try to nail it down the best you can. How do you find his off switch? Ask him, knowing that it doesn't always go over very well. He may say, “I can't stand your laugh.” Whoops.

Experiment. Be very cognizant of his reactions. Look at his eyes, face and general body language to see if he likes it or not.

My example? I hope my ex doesn't read this but I hated hated hated that she couldn't sleep normal hours. She was a bartender so this made it tough, but it still bothered me that I could not get my normal sleep. She also bit me all the time, which I really hated. I was fine when we did role playing but she bit me every day. I guess she just liked biting me. Maybe that was her “on” switch. Which leads to my next point: One person's OFF switch can't be the other persons ON switch...or vice versa. Pile up enough OFF switch behaviors and you are going to be out the door. But, minimize these behaviors and you will be his catch!

Be a Little Crazy

I am all about keeping the challenge and mystery going in a

relationship, right? Now I want to take it to the extreme. This chapter might not be for everyone but I would *love* you to try it just once and tell me about his reaction!

One of the main reasons break ups happen is that guys get bored. They wish they had someone new in their life and it's no longer you. Sure, it lasted for a while but slowly the sex has dropped off and he is on porn sites more - "virtual cheating", I call it. You also know that guys are pigs and want to sleep with every chick they can. What if you were "every chick?"

What??? Yes, you can do this. Radically change for an hour, or for a whole day. This is what he wants but he thinks he needs to go outside your relationship in order to find it.

He thinks:

- You are blond and wild – he wants a redhead conservative
- You are a redhead conservative – he wants a wild blond
- He misses his biker chick – you think bikes are too dangerous

Now, you do this:

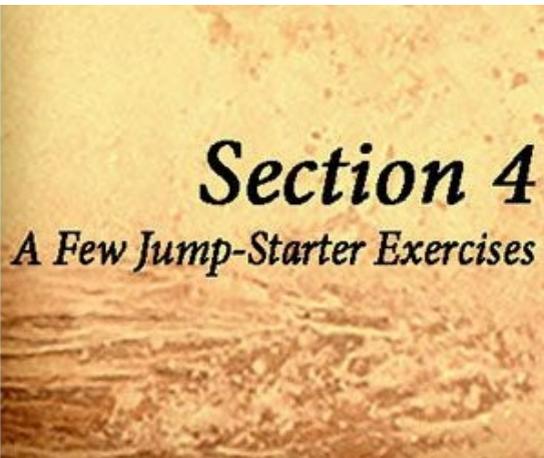
- Come home with red hair and a librarian haircut and then play the part
- Come home with blond hair and have sex with him as soon as you walk in the door
- Come home with your motorcycle license and a rented or borrowed hog

Do you get it? I know, some women will be all over my

“aggressive” advice but just maybe this is *your* problem! Just maybe you are too “mature” to have a little fun and live outside your comfort zone. I’m here to say, “Just maybe”, you should try what I am saying so you KEEP him!

Remember, I don’t make excuses for my fellow men, and I’m not always proud of how we are, but I *know* the male mind and I know this tactic works! Whether you decide to try it or not is your choice. By getting crazy on occasion, he has no clue what you might do next. Men *love* this! It reminds us of when we first met and how everything was new and exciting.

Create this. Use your imagination. You know your guy, right? What does he really like? Do you poo poo him for liking this? What if you became this for 15 minutes? Or an hour? Or a week? Hmmm. Yes, hmmm, now try it!



Section 4

A Few Jump-Starter Exercises

Understand Yourself Better So You Can Go for It in Life!

Most people just go about their day without giving a thought to how they are reacting in any given situation. Becoming cognizant of these interactions, will help learn things about yourself that you otherwise would not have known. Once aware, you will have clarity of your strengths and weaknesses in life and what you need to work on. These exercises are designed to help you go through the process.

1) Write your biography in 15 minutes.

- a. This will force you to write what is important in your life. You will automatically leave out the minor stuff because your brain doesn't have much time to think about the exercise.
- b. Now, look it over and see if what you wrote coincides with how you thought about yourself before the exercise.

For example: Beth rattles off a series of negative sentences in her 15 minutes. Three were about the negative treatment she was receiving from her best friend. She didn't realize how much that

bothered her. Now she can address the situation.

c. Do this exercise once a week.

2) Take note of any “over the top” reactions.

a. Did you get super angry at someone today? Did you laugh like crazy at something that someone did at work?

b. When something sets you off emotionally, more than normal, take note of it. This will help you understand yourself better.

For example: Did you get pissed off at a driver and wave your middle finger at him? Were you really angry at his driving or did he just set you off because you were angry that you were late to work? If you realized this before your anger, you might have been able to redirect this energy into steps to get you out of bed earlier so being late won't happen again. Instead the “reflecting moment” will be lost and no gain of understanding yourself and making yourself better will be realized.

3) Talk about yourself to other people.

a. Some people change the subject in front of others and start talking about their own lives. This is fine to a degree, but if you are constantly making things about you, there might be a deeper issue going on. Most people will not even notice that they are doing this in public.

For example. I was talking the other day about social media and my followers and a friend quickly jumped in and started talking about how many more followers than me he had. It was “odd” to me and others as it seemed to turn competitive. He was jealous (he had low self-esteem, at least at that moment) and needed to prove

that he was as successful as I was.

4) Notice how you interact with people.

a. Are you constantly trying to solve their problems without them asking?

b. Do you put people down and not notice it?

c. Are you always negative? Or very serious? Or never serious? Study your balance and see if it might be out of tilt.

For example: I was trying to fix everyone's problems all the time. I actually brought it up and asked a group if I did this often and they all yelled, "Yes!" I realized that most people want their opinion/problem heard but not necessarily fixed. Lesson learned. Today, I try to listen more and only fix things when I'm asked.

5) Who are your friends?

a. Many people only hang out with a certain group. In high school, I only hung out with my fellow jocks. The pot heads hung out with other pot heads and the dorks with the dorks. That's fine, maybe, when you're young. But if your only group today are your wealthy neighbors, then maybe you are trying to "fit in" with people who don't fit who you truly are. If you are rich, then maybe you could gain alternative insight into yourself by hanging out with people who are not wealthy.

For example. I met a woman last weekend in Boston who only dates (and hangs out with) guys with motorcycles. I asked her why and she could not give me a valid answer. I think she would be better served to change her dating criteria as it relates to motorcycles so she could gain more perspective. But hey, that's

me trying to solve people's problems again!

6) Notice how you handle bad news or new experiences.

a. This is when your rare traits appear: the death of a loved one, the loss of a job or skydiving for the first time.

b. Much can be learned about one's self in these situations.

For example: Let's say you just got transferred to a new job in another part of the country. What will your first day be like? Will you hide in your office or will you introduce yourself to everyone in the company immediately? Will you wait to be told or will you dig right in and do what you think is right? These are all "telling" moments in our lives where we can understand ourselves better.

7) Do something that scares you!

a. My coffee mug says this: "do something that scares you once a week."

b. You can start with one scary thing this month and work up from there. I have a friend, who I taught this to, who now tries one new thing every day-he is not a typical example.

c. There are many advantages to doing this. You will have great stories to tell and you will learn so much about yourself as you jump out of that airplane!

For example: Skydive! Yes, I wasn't kidding. Roller coasters. Eating the hottest chicken wings ever!

8) Do you exercise repression or transference?

a. Repression is when you don't want to think about something so you help yourself to forget it even happened.

b. Transference is when you emotionally react to one thing, but what you're really reacting to is something else.

c. These are very common and considered self-destructive behaviors. If you are able to understand why you are using repression/transference, and deal with it, you may become a happier person.

For example: You are yelling at your daughter constantly because she won't help you out around the house. The real issue is that your husband is always on the couch and won't get any chores done around the house.

9) Are you unhappy at work?

a. Take a career test and see where it leads you. There are many free online tests that can direct you to a new full time or part time career.

b. Many careers do not involve 4 years of college! If you understand and practice what you love, your stress will be much lower and you will be a happier person.

For example: Martha hates her job managing a fast food store. The hours are demanding and the work is boring. She takes a career test and realizes that she is very interested in interior decorating. She can get her certificate in under 1 year and associates degree in two.

10) Fill your life with experiences.

a. I saved the best for last. The best way to understand yourself is to see how you react when exposed to different experiences, people and environments. Taking tests, watching TV or playing

Xbox will not help you.

For example: Travel to another country and immerse yourself into their culture for a week or so. You will be forced to overcome language barriers and cultural differences. You will come home having learned so much more about yourself!

How did you do? If you did them all, then you understand yourself much better than you did just one hour ago!

Find Your One Thing

This book talks a lot about experiences and how they contribute to your life's story. Let's talk now about expanding one of these experiences into a passion, or even your career.

Why? Well like they say, "Do what you love and never work a day in your life". There is a little bit more to it. By being really good at one thing, you gain confidence. You might lack confidence in a variety of areas in your life but you can always hang your hat on that one thing where you excel!

This allows you to teach others, which grows your confidence even more. My first confidence building passion that turned career was learning to install ceramic tile and marble. Who knew?! Learning and mastering this skill allowed me to teach others, and finally, to own my own business. In fact, I still have the business today called Perfect Lines Tile. Had I known that I wanted to be writer/dating coach, I would have started with that – but I didn't know at the time and you probably won't know either, but this is your starting point to confidence and success.

My point is, find something you like and master it. If you can also make money doing it, even better, but this is not necessary. Excelling at something will bring a wave of confidence into your life and new attempts at different things will become easier because you have already proven to yourself that you are capable at doing one thing very well!

Relationships with men will be easier, dealing with different types of bosses will be easier and on and on.

The time to do this is right now, while you are single! This is

when people grow. In fact, often relationships stunt personal growth because you are forced to concentrate on someone else's needs.

When you are ready to meet men and date, you have built confidence that will help springboard you into being a woman of worth who sets boundaries and lives with conviction.

Compare this to a woman who does not have anything that she is really good at (that matters.) Where will she find her self-worth? You guessed it, through the men she dates.

Meghan found her passion working as a veterinarian's assistant and is working towards her career to be a veterinarian. This all started with her pursuit of few different hobbies, one of which was volunteering at the animal shelter. Guys are impressed with her knowledge in the field and they are drawn to her.

Jennifer got motivated to find her "one thing" in a very different way. Her mother's cancer, ironically, turned out to be her catalyst. Jen realized how selfish she was in her own life when she got hit with her mom's unconditional love to take care of her even when she was dying. Life's turns are amazing!

Principles of Attraction

Below are some attraction principles for you to read through. Read through them and try to begin implementing them where you can in your life.

About Men...

- If you want to get your point across to a man, don't talk, act.
- A woman that laughs, attracts men on the most natural level.
- Changing your routine will keep him interested and longing for what's next.
- Never reward him for treating you badly. Counter with actions.
- A solid social network outside of his will keep him trying to conquer you.
- Good looks attract men initially, but it is the women that stay fiercely independent that keep him hooked for good.
- Balance is important. If you are giving more than him, stop! If he doesn't give more, then lose his ass.
- Men respect women with boundaries. That means booty calls, last minute dates and lack of contact will be "strike three, you're out."
- Men get "hot and heavy" quick, then reset. Let him reset and go do your own thing until he comes around again.
- Express your opinion! Positive confrontation is the language of men. Heavy emotions are not.

- Mix it up in the bedroom. Feed him hamburger every night and he will go to the neighbor's house. Feed him filet and he stays home :-)
- Keep your emotions in check with men. If you need an outburst, call your girlfriends.
- Surprise men with all your characteristics. Women tend to go "cold" around men. Take all those crazy personalities that your best girlfriend sees and put them on proud display to guys!
- Going aloof on a man is one of your best tactics to shift his demeanor. Confidence oozes respect from men. If you don't have it – GET IT. Every book I write tells you how.
- If his interest starts to fade, don't chase, take a vacation with your friends without his permission and watch his interest pique again.
- "Catch me if you can" is the motto that will work every time with the men in your life.
- Overly emotional women are considered "rest stops" to men.
- You know the relationship is good when things are easy. If you are constantly the one making the effort, then it may be time to reconsider.
- Be open to dating men that you wouldn't ordinarily see yourself dating. My interviews have proven this to be true.
- Your expectations come first, then his.
- Keep your hobbies and friends intact. Never let a man pull you away from these. He will try.
- Remind men that they are always "free to go." Do this and they

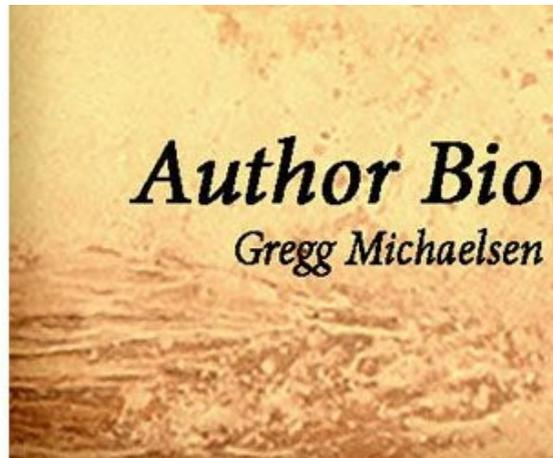
will STAY.

- If you give up your own hobbies, you will make him your new hobby. This will always lead to failure. Instead, keep your own hobbies and JOIN in his. If you do, he might join in yours.
- Keep the mystery by NOT talking about where the relationship is headed.
- Controlling sex is powerful. Lay it on thick some nights and spoon feed sex other nights. Keep him guessing.
- Sex is deserved. Only allow sex when a man has proved his worth through his actions, not his mouth. A guy will say anything to get a girl to do the horizontal mambo.
- Every man wants sex on the first date and maybe a girlfriend or wife later. Forgo sex and you are in the running for the latter. Give it to him and you become a rest stop.
- Seduce him with your mind not your body and sexuality.
- Tell a man that you don't want anything serious and watch him try to make you serious. Play on his need to compete. DNA is a bitch.
- Always give him space, and he will appreciate you. Give him a list of demands and he will resent you. A man is always re-evaluating his freedom and manhood. Let him take it away on his own.

About You...

- When you respect yourself, you automatically set up boundaries.

- The more experiences you have in life, the more interesting men will find you.
- Laughing and humor can cure you of most any ills.
- Financials are very important for women at any stage in a relationship.
- Concentrate on them before taking the plunge. Holding your own will always give you power and keep men from controlling you on the money front.
- Whining makes you the problem, taking direct action makes him address the problem.
- Your confidence comes from within, not from a man.
- Your femininity is also very powerful. This triggers a man's instinct to protect. If you give this up, he will start to treat you like his guy friends.
- Never compete with another woman. It shows a lack of confidence.
- If you love yourself there is a good chance that he will love you too.



Hi I'm Gregg. I'm one of Boston's top dating coaches and my books are at the top of the dating advice for women genre. I'm a little crazy (maybe a lot), I break rules, I get bored easy and I help girls and guys get a clue.

I won't bore you with my professional bio. Instead, I think you would prefer to hear my story of how I became a dating coach and what makes me qualified to coach you. The irony is I came from a highly dysfunctional family. I saw my parents' marriage crumble before my eyes at an early age. Flying dishes seemed normal in my household. I came out a bit angry and proved it with 12 years of failed relationships.

But, I started seeing positive things in my life too. I saw the elusive elderly couple holding hands in the park at the ripe old age of eighty and it gave me hope! I am a problem solver and I can solve anything (I thought)...except relationships darn it!

I couldn't figure out why my folks were the norm and not the exception to married life. How can it be that 55% of all couples get

divorced? What is wrong?

In 2009, after a long stretch of being single, I had an epiphany. I went to a Christmas show at my Dad's church. I'm not a religious man, but when I saw and felt the couples and families at this show, and witnessed the powerful music, I wanted answers to love and I wanted to find love myself. I was tired of my shallow singles life.

I decided to study my failures and interview as many single people and couples as I could. I needed to find the secret to finding the right person and making it last. I even watched the movie, Hitch and it motivated me to help others. I knew I was a natural. I told myself, "Helping others find love is my future." Do you know where I started? You guessed it, those elusive elderly happy couples. Sure, I got maced a few times walking up to ask them questions - but it was worth it!

Since then, I've talked with thousands of couples: happy couples, unhappy couples, single people of all types and everything in between. I went to work and my friends noticed. They actually pushed me to start a dating advice website so I did. I started coaching guys. Now I own the top dating site for women, WhoHoldsTheCardsNow.com. [My site](#) has exploded.

Why? Because I give REAL dating advice average women and men can use! Let's face it, if you have the body and face of a model or GQ looks, you don't need my help. I listen to women. They contact me through my books. I have become a Dear Abby for women. Today, after thousands of interviews, I have done it...I have broken the code and I am in a great relationship myself because of it. Now I

want to share my findings with you!

Lately, I have moved into writing and coaching women. It was a natural next step. Being completely sincere here, I love and respect women, I honestly do. I have no interest in manipulating them, nor would I ever need to. Over the years, I have listened to what women have to say. I know them inside and out. My skills were honed at an early age. I just didn't know it. I was the little runt in my family - I have three older sisters and I am the only boy.

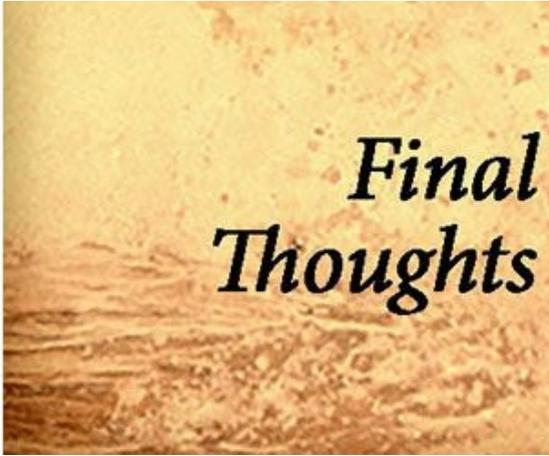
I've been doing the dating coach thing for so long now, it's safe to say I understand what gets under your skin, and what the biggest problems are with your dating lives.

I now have twelve Best Sellers, four of which are #1 Best Sellers. I am not a writer but I sure as heck can show you how to find a great guy and stay happy with him for a long time!

Today, I travel and teach in all the sexy playgrounds: LA, South Beach and Las Vegas. I was honored to be invited to do a video shoot with world-renowned [Dr. Helen Fisher](#) in NYC! Call me Hitch or call me Gregg but just call me and watch how I can transform your dating life or help your current relationship. I don't just write #1 best sellers, I talk directly to my readers and I do so as often as I can. My readers are my friends. I am humble and I want to help you.

Join me in my quest to solve your dating problems. I will place you on a new and exciting path to an extraordinary relationship!

Gregg Michaelsen, Confidence Builder



Final Thoughts

If you believe your friends would get something valuable out of this book, I'd be honored if you'd tell them about your thoughts.

If you feel particularly strong about the contributions this book made to your dating success, I'd be eternally grateful if you posted a review.

Please read the jewel of all my books: [To Date a Man, You Must Understand a Man](#), a companion book of all of my books will help you understand men! Read the reviews to see how well my tactics work!

My latest book, [Pennies in the Jar: How to Keep a Man for Life](#), is the ultimate women's guide to keeping a relationship strong! Pennies in the Jar is for sale only on the Who Holds the Cards Website.

MORE AWESOME BEST SELLERS TO SOLVE YOUR DATING ISSUE!

- Single and looking? [The Social Tigress](#)
- Want to learn about more about men? [Manimals: Understanding Different Types of Men and How to Date Them](#)
- Want to text a man into submission? #1 Best Seller [Power Texting Men](#)
- Take yourself on a self-discovery Journey [To Date a Man You Must Understand Yourself](#)
- Need your ex back? I'll give you your best chance [How to Get Your Ex Back Fast](#)
- Want to regain control of your relationship? [Who Holds the Cards Now?](#)
- Confidence attracts! Get it here [Comfortable in Your Own Shoes](#)
- Want to clean up online? [Love is in The Mouse](#)
- Over 40 and getting back into the scene? [Middle Aged and Kickin' It](#)
- Introvert dating help? [Be Quiet and Date Me!](#)
- And finally, [Committed to Love, Separated by Distance](#) is for the LDR's out there

I can be reached personally here: [Email Me](#)

Please visit my website just for women: [Who Holds the Cards Now?](#)

Facebook: [WhoHoldsTheCardsNow](#)

Twitter: [@YouHoldTheCards](#)

[Your Tango Expert](#)

You are my motivation, thank you!
Gregg Michaelsen