



# Desire Formula

How to HOOK HIM SO DEEP  
HE'LL NEVER LET GO

*Course Book*







# **DESIRE FORMULA**

How to hook him so deep  
He'll never let go

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# *Introduction*

Welcome to the Desire Formula. You've just set foot on the path to attaining the ultimate relationship with the man of your dreams.

You will see exactly how to attract a quality, loving man into your life, capture his affection and devotion, and take each step of commitment with him as he falls deeper and deeper in love with you.

Sound impossible? I assure you it's not.

Every day, millions of people fall in love and devote themselves to each other. Why shouldn't the same happen for you?

In fact, why shouldn't you have the explosive, one-of-a-kind romance you've been dreaming of?

Right now you might be having second thoughts or negative voices going off in your head telling you it can't and won't happen for you.

*"I don't deserve love."*

*"I've tried everything."*

*"Nothing ever works out for me."*

*"All I attract are losers."*

*"I'm not pretty enough."*

*"I'm too weird. No guy is going to share my interests."*

*"I'm just not meant to be in a relationship."*

*"I'm doomed to be single forever."*

*"None of my relationships ever work out."*

*"I always get cheated on."*

*"My guy doesn't love me anymore."*

*"I don't know how to get that passion and desire back into my relationship."*

Trust me, I've heard every negative excuse under the sky. And the ones I just listed? They're pretty tame compared to some of the things I've heard women say over the years.

I know all of this because I've coached women from all walks of life and helped them through seemingly impossible problems in their love lives.

Over the years I've solved problems for hundreds of women and helped them achieve their dreams of finding the passionate, devoted love with the one man they had their hearts set on and never actually thought they could have.

I'll let you in on a little secret though. Everyone has these negative voices in their head. Even the most confident person in the world has had to battle with some form of inner doubt and hesitation.

The supermodels you see walking in fashion shows doubt themselves. The big shot lawyer on Wall Street who makes million dollar bonuses every year doubts himself. The happy housewife with two well-behaved and healthy children doubts herself.

I recall one client in particular who I'll name "Christie". Christie was a wonderful woman in her 40's. She had a decent career going and a good group of friends she went out with quite often.



Christie's problem was that she could never get a man to fully devote himself to her. She could snag dates from time to time with attractive men but they never progressed.

She could never find the magic formula to keep a man interested in her. Meanwhile, she had to watch as her best friends got married and started families through the years.

It was like she was on the outside looking in. She wanted so desperately to be on the other side but had no idea how to reach it. She felt helpless, trapped, and suffocated.

In one particularly vulnerable session, Christie confessed to me that the last wedding she went to was the straw that broke the camel's back.

While everyone was wiping away tears of joy, Christie was wiping away tears of deep, burning sadness. However, the worst part was, no one else had any idea of what Christie was feeling. She was completely and utterly alone.

As happy as she was for her friend getting married, she couldn't help but feel abandoned and doomed to be single for the rest of her life. Everything else was going great in her life but she had no one to share it with.

She feared that she would be alone forever.

Well, after some more talking and walking her through a program, I helped Christie see how she could attain that love for herself.

With the right mindset, Christie finally found the man of her dreams and watched, completely astounded and in disbelief, as he fell madly in love with her.

He proposed just three short months after they started dating. I'm thrilled to report that Christie is now happily married and no longer fears dying alone and missing out on love.

My point is that everyone has doubts. The key though is knowing how to squash those out so that all the success and results you dream of will manifest in your life.

If that sounds like a daunting task, rest assured, there's barely anything to making it happen for you.

You don't have to wrestle through meditation classes, take seminars on "reaching your higher self", or whatever other methods people use to block out that negativity.

Part of the negativity is thinking that you don't deserve love or it will never happen for you the way you imagine it.

However, by the time you put the simple yet devastatingly effective tools of this book into practice, you will already see results in your love life that you didn't think were possible.

It doesn't matter if you're still single right now or if you've been with your guy for a while and don't know how to get your relationship back on track.

It all boils down to the same key principles that you can apply regardless of what stage you are at in your love life. Because we're dealing with what makes a man really tick inside, it can work for anyone who uses the program correctly.

What I mean by that is, you follow the steps in order and you have good intentions as you watch the man of your dreams fall deeply and passionately in love with you.

You're not limited to what you think you deserve or to the types of guys or dates that you might normally settle for.

It doesn't matter how old you are, what you look like, where you live, or even whether you've had nothing but unsuccessful relationships in the past.

I understand your frustration right now. You're sick of being single and staying in every Friday night catching up on your favorite shows.....alone.

I've had a few female friends confess to me that they couldn't help but chow down on takeout while watching terrible Lifetime movies they've seen a hundred times before.

They just felt so broken and defeated from all the times they've gone out to the bar and came home with a lighter wallet but without Prince Charming.

You wonder if you should drag yourself out to the bar or a party to maybe meet a guy but always manage to talk yourself out of it. Or maybe you do go out and it turns out to be a complete waste of time.

Or perhaps you're seeing a guy right now but he's blowing hot and cold. You thought he would've scheduled a date with you this week but you've barely heard from him.

Maybe you can't get a date at all! Scoring a date with a great guy would feel like winning the lottery for you but the odds are one in a million...

Or you might be able to get a date but then after you say goodbye to each other, you're left hanging. You never get a call back or a chance at a future with the guy.

One of the issues I've seen that often contributes to this problem is that a number of women pine for what they see in the movies.

Even if they won't admit it, they secretly wish they could replace the main characters in romantic comedies and other so called "chick flicks".

You know, the ones where a couple might haphazardly meet and get torn away by the ebb and flow of everyday life, only to be reunited (usually with the man fighting for the woman)?

Even if you don't actively watch things like this, just seeing them in your periphery is enough to sink into your subconscious.

You start to daydream about finding a man who secretly harbors feelings for you and pours out his emotions to win you over.

You just hope that someday your own Prince Charming will sweep you off your feet. Or that your current Prince would shape up and start treating you like a queen.

Perhaps even your best friend got a boyfriend when she seemed like the last person on earth to want a relationship. She wasn't even trying! How come she lands a guy and you're still stuck in first gear?

Hey, believe it or not, it's happened to me. Before I figured out what I was doing, I watched my friends left and right get the girls they wanted. I was so frustrated that nothing was working out for me.

I tried as hard as they did, didn't I? I took care of my appearance and my dating habits just as much as they did. So why wasn't I attracting women like I wanted to?

It's frustrating and after enough time it wears you down. I get it. You feel hopeless, like love just isn't in the cards for you. Like life is taunting you with all of the happy couples around you.

You agonize about growing old alone and never getting married, having a house together, starting a family with your very own children, or whatever dream it is you have for yourself.

You have this idea in your head that you're beginning to think is nothing more than a silly, impossible fantasy.

When you're really down, you might even avoid activities with friends or shy away from the opportunity to go out and meet people. You avoid brunch with your friends, festivals and concerts, parties, family gatherings, etc.

You dread those questions of, *“So, what’s going on with your love life? Do you have a date for Cousin Becky’s wedding yet? What happened with that guy....Brad? I thought you were practically engaged.”*

Like little pin pricks, all of these questions just encourage those negative voices in your head. The ones telling you that you're doomed to be single forever or continue to have failing relationships.

After a while, it's just easier to just avoid them altogether.

As a guy, I know I don't have to deal with the barrage of questions about “settling down” like most women do. But I've seen it happen enough times to know it's a real issue.

I've watched women awkwardly dodge the question, make self-deprecating jokes, and even just shut down and look at

the floor when they're forced to examine the question of  
"How are you still single?"

If you're in a relationship now, you are probably worrying  
about the state of it.

*"Are we doing ok?"*

*"Are we communicating enough?"*

*"I feel like we're drifting apart."*

*"Things have changed so much."*

*"I don't know how to reconnect."*

*"I wish he still had that wild passion for me like he used to."*

*"All we do is fight all the time. Is this relationship even worth  
it?"*

*"I feel like he takes me for granted. Does he even still love me?"*

This is just a sampling of the worries and fears I've seen and  
heard from women time and time again.

You worry so much about your relationship that any little  
issue or problem makes you worry. Things have changed  
since the passionate, loving, and exciting beginning of your  
relationship.

You worry about losing your guy because you can sense him drifting away from you and you're baffled as to how it happened and how to stop it.

He's not as affectionate any more. He doesn't call you sweet names like 'baby', 'darling', and 'my love'. He forgets to pick things up for you or that you hate mushrooms in your stir-fry.

He spends more time with his friends than he does with you. He laughs when you bring this stuff up to him, so you've given up trying to talk to him.

All you can think about is how to hold on to what you have until you develop a death-grip on the relationship.

However, the more you try to hold onto things, the more you feel him slipping away from you.

Before you know it, you're chasing after him. No matter what you do, he's not reconnecting. In fact, he's pulling away from you even more.

You'll see soon enough that your first instincts are actually damaging your relationship more than you know.

In just a short bit, I'm going to reveal to you the #1 thing you must do when you feel a man withdraw in order to reel him back in no matter if you're just starting to date or have been together for a while.



It may seem impossible now, but with a couple of small, easy changes, you'll turn your relationship around. You will become the one and only woman he runs to.

When he needs help, support, or just a bit of affection, you will be the one he turns to and opens up his heart and soul to.

Just imagine the love that will flow when your man confides in you and shares his deepest feelings, thoughts, and emotions.

He may not be that way now, but by pushing the triggers that all men have inside, you can unlock that level of intimacy in your own relationship.

I'm going to reveal to you the common, yet avoidable traps that women fall into when it comes to love. They're like big, nasty bear traps of romance on your path to the relationship and man you dream of having all to yourself.

If you don't know what really triggers a man's need to commit, how can you be expected to turn things around? That would be like expecting a domestic vet to be able to operate on a killer whale!

It sounds easy enough, but they're two completely different categories of animals. If the vet hasn't been trained on larger, sea-dwelling mammals, they're not going to be very successful.

If you don't know how men think and feel compared to women and what makes them tick, you won't know the right triggers to activate. It's as simple as that.

With that said, I'll show you exactly how to avoid the common mistakes that are tripping you up so you can get on the right track.

**Let's get started.**

## Chapter One

# *Why Is This Happening To Me?*

No matter what your relationship history has (or hasn't) been, it's understandable that you might feel like a failure when things aren't working out.

Whether you get rejected for dates, only make it to the first month mark of a relationship, or you're totally lost about how to reach that next level of commitment, it's hard to feel good about yourself.

Don't beat yourself up though. It's not your fault you're tripping up when you think you're doing everything right (or at least everything you can).

One of the main culprits I see in lackluster love lives is this false idea of relationships. You've actually been sold false ideas all your life.

From Barbie dolls to Hollywood movies, the media has brainwashed many women into fantasizing about something that is completely outside the scope of reality.

Women are fed this lie of how relationships are “supposed” to be from start to finish. You act this way to get that guy and he sweeps you off your feet and you live happily ever after.

You wear this dress and say that funny, light-hearted phrase on your date and he’ll be proposing to you by the 5th date.

You get this haircut, go to these trendy new bars, and do that “new” flirting technique to snag him in a crowded room of other women who all have their eyes on him.

**NOPE.**

I’ll admit, it would be nice if life worked out that easily and simply. But it doesn’t. Things get in the way, people are fickle creatures, and you aren’t always happy with what you thought you wanted.

I see it splashed all over magazines in the stands. I see it in the new movie trailers that come out on TV every week. I hear it in the discussions among women casually chatting with each other.

There’s this idea floating around out there that love is supposed to work a certain way and any deviance outside of that is cause for alarm. You fear you’re either doing it wrong or you’re going to end up alone.

It’s a false panic and my first order of business is to put it to rest and eliminate your fear and negative worries.

The truth is, women who are successful in love and relationships simply understand how men operate.

Believe it or not, there are a couple of very important differences that can make or break your love life.

If you choose to ignore these, you do so at your own peril. With that said, success in love and relationships boils down to understanding and respecting these differences.

It's an indisputable fact that men are different than women. There are crucial differences that can either make your relationship go smoothly, or ensure that you will always feel you are on opposite sides of the fence.

Relationships are not about being right, forcing the other person to be perfect, or stuffing your partner into a mold. They're about understanding, accepting, and loving each other as you both are.

I once knew a woman who refused to take advice from anyone. She had numerous problems in her relationship but all she wanted to do was complain about them constantly.

Her man was never good enough for her. Nothing he did could ever please her. Even though he had a tough day at work, when he came home, all she did was pick out little things she didn't like about him and he would just be silent.

When her friends tried to point out how much he was working to make her happy, all she could focus on were his “faults”.

I had a chance to personally meet her boyfriend a couple of times and from what I could tell he was a real standup guy. I’ve never heard a bad word about him.

So it was shocking to me that his girlfriend was so unhappy with him. I’m sure he would’ve done anything to please her but she kept nitpicking at him and trying to make him perfect.

Long story short, he eventually walked away. She couldn’t believe it! She thought she was such a catch and if only her boyfriend could get up on her level, he would be good enough for her.

It’s no surprise though that he left after so much abuse. She kept trying to force him into a mold and change him into another person instead of accepting him for who is already is and loving him like that.

She had no idea that she was pushing all of the wrong buttons that ultimately push a man away from you and out of your life for good.

When you understand what really makes men tick, you’ll be blown away by how easy it is to take a relationship from start to finish (whatever destination you desire).

You won't have to worry about getting dumped on the sidelines or being blindsided like the woman I just mentioned.

You will see just how to work with men and their instincts instead of against them.

By leaving a figurative “trail of breadcrumbs”, you're simply encouraging a man to follow his own irrefutable instincts down the trail that leads to a wonderful, committed relationship with you and only you for the rest of your lives.

A lot of women have this mindset that they have to “train” their men or trick them into becoming perfect partners in order to have the “perfect” relationship.

However, that's just an unfortunate byproduct of the crap that is fed to you by the media every single day.

If all you see are perfect, happy relationships in movies and TV, you're going to strive for perfection yourself. When you walk past bridal magazines on the news racks, you dream about your own perfect wedding.

Relationships and people are not perfect. You will have missteps. You're only human after all but your reaction to bumps in the road will determine the long-term success of your relationship.

Another mistake I see women make that sours their chances at love is thinking and acting as if other women and men are the enemy.

I guarantee you right here and now that if you have a negative attitude towards others and blame them for your lack of love, you will never find the love you want and you will never be truly happy.

Other women are not the enemy. Men, whether they're an ex or some guy on the street, are not the enemy.

There are good men out there. You just have to know how to recognize them and that they're not as rare or scarce as you may believe.

Let me ask you this, do you really believe that the world is overrun with a billion brilliant women and only a handful of good, quality guys?

Of course not. That would be absurd. Honestly, some men out there feel the same way. They moan about the "fact" that there are no good women out there and most are just gold diggers (or worse).

It's not a very flattering thought and it certainly isn't going to make a suitable partner appear out of thin air for you either.

Once you know what to look for, it's easy to know how to choose a good man from the beginning and avoid wasting your time.



Or, if you're already with someone, you'll know how to recognize when something isn't working out and that there's someone better out there waiting for you.

## *The Key*

I'm about to let you in on a little secret that is the key to everything that is laid out in this book for you. Without this knowledge, your success with men and relationships will be minimal.

It will be like stumbling through the desert, looking for water, and you're blindfolded. There's a slim-to-zero chance you would come upon an oasis with no sensory input or clues to help you out.

Are you ready?

Here's the key:

**Attracting and keeping a man is all mental.**

You read that right. All you need is your own mind.

Of course, there are a few more ingredients in this little love recipe but without the proper mindset, no amount of advice, tricks, or wishful thinking will get you the man or love you want.

It's not about what the magazines sell you. Men don't care about peplum tops. (I actually had to look up what those were when I first heard about them).

**Men don't care** about what hairstyle tool you recently bought and used.

**Men don't care** about whether you got a deal on that new designer dress you wore on the first date.

**Men don't care** about the kitschy dates that women's magazines swear by.

**Men don't care** if you take trendy Pilates classes or wear baggy old t-shirts to go for a morning jog.

That's all fluff and window dressing, and quite frankly, it's insulting to you. You're more than just how you look to a man or whatever type of "ideal woman" you think you need to morph into.

This program is designed to let a man see you and fall in love with who you are as a person: mind, body, and soul.

You will be shocked at what men actually look for in a woman. You might already have some ideas. Or you might have no clue about what really gets a man going and what triggers that need inside of him to commit to you.

No matter what stage you're at, you will discover the secret to turning a man on and hooking him so deeply that winning your heart all for himself is a burning need he has to fulfill at any cost.

Right now, you hold in your hands a guide to level the playing field and open up a world of possibility. Everything you desire in love will be yours when you know what you're doing and why it works.

Are you ready to get the man you really want and build a successful, loving, passionate relationship with him?

If your answer is yes, follow me...

## Chapter Two

# *Let's Get Physical, Baby*

I want to get this out of the way first because it's actually the first thing that crosses a man's mind when he sees a woman.

There's no denying it, men are visual creatures. I know, I know. You're probably groaning right now and rolling your eyes.

I promise you I'm not going to tell you to dress in tighter clothing to show your body off, spend hours in the gym, or invest in expensive makeup.

Truthfully, those things can be fun but they're not what ultimately hook a man and make him physically attracted to a woman.

I've seen countless women follow this routine and expect men to fall all over them. In fact, a few years ago I knew two women who did just this and it was like clockwork watching them try and work a room.

They would get dressed to the nines in their tightest dresses, highest heels, and makeup caked on. At first glance they looked great. Trim, fit, and pretty.

But after spending 5 minutes talking to them, you could feel their negative vibe. They sat at the corner of the bar waiting for men to approach them and buy them drinks.

However, time and time again I would watch as men spent a couple of minutes with them and then moved on. The women they moved on to may not have been as pretty or wearing the sexiest outfits but they were happy.

They gave off a good vibe and they were thrilled just to be out with friends having a great time. Women like that got all of the men's attention while the two women at the bar got nothing.

Hell, I've even seen women who a lot of people would call "large" or "plus-size" end up commanding the attention of the room. They would have men flocking to them because of their attitude and how they carried themselves.

They didn't have to be models or thin or have high, chiseled cheekbones. Their physical beauty appealed to certain men but their personality knocked it out of the park.

Another thing to keep in mind is that attraction is like ice cream flavors.

Everyone has a favorite (or a few). Some people go crazy for mint chocolate chip (my personal favorite). Others stick with strawberries and cream or plain old vanilla.

Everyone has their own preferences and what is desirable to one person isn't always another's cup of tea. And that's ok! That's the beauty of life and love.

If everyone liked the exact same thing, the world would be an incredibly boring place.

It's actually a good thing for you that men are visual creatures and they like what they like. You can't please everyone and not everyone is going to please you.

But it helps to immediately weed out men you are not compatible with.

You might already be counting yourself out with negative thoughts right now.

*"I'm too heavy."*

*"My thighs jiggle when I run."*

*"My nose is crooked. I hate the size of it."*

*"I'll never have long, silky hair."*

*"I wish I had curves. Real women have curves."*

Just writing that makes my heart hurt. I've heard it all and the worst part is that it's from women putting themselves down.

I've never heard such vitriol towards a person's body as someone doing it to themselves. We are often our own worst enemy.

The good news is that what women think men want is actually a lot stricter than what they really find attractive.

For instance, men's ideal body weight on any given woman is usually 10-15lbs heavier than what women assume.

Women are so obsessed with the number that pops up on the scale that they ignore how that weight actually looks on them.

A woman who is 5'9 and weighs 130lbs is going to look a lot different than a woman who is 5'2 and weighs the same. The height, body type, and weight all combine together to create how you look.

The same goes for men. The weight should be proportionate for the height and within a healthy range.

The bottom line is that you don't need to starve yourself or strive for a model weight to be attractive to men. The number on the scale does not define you as a person.

You can't change your body type but you can be the best version of yourself that you can be. That's what men really care about.

If a man is attracted to you, he's attracted to you because of how you are. He's not fascinated by your diet, your workout routine, or your goal weight.

If you look good and he likes you, he will be turned on by you. End of story.

Let's say for example you starve yourself and get your weight down on the scale to what you think is "acceptable".

If your guy is really into the outdoors and being active, he's not going to give a damn about your weight if you're fainting from hunger while you're out together.

If you can't keep up with him on a hike or you're too weak from restricting your diet, you're not going to be appealing to him no matter how skinny or thin you look.

Many women make the mistake of approaching exercise all wrong. Of course, I'm talking in general terms. I'm not saying that all women are wrong about working out and taking care of their bodies.

But for the most part, I see a lot of mistakes being made and having the wrong mindset about fitness and health will put you on a pathway to depression, exhaustion, and unhealthy habits.



You need to exercise and workout for yourself. Not for other people. This is for you. It's not to impress a man or to be the skinniest woman in the room.

Exercise is supposed to make you feel good but I see too many women turn it into a form of torture.

*“Just 3 more lbs to lose.”*

*“Just one more inch to shave off.”*

*“600 calories less a day.”*

All too often, it gets to the point where you feel like it's never enough.

If you're pushing yourself too hard or you're restricting your diet too much, you can actually do some major damage to your body. Whether you deprive yourself of nutrients or train so hard you break a bone or tear a muscle.

On the other end of the spectrum are the women who are afraid to work out because they want to remain “feminine”.

You know what's feminine? A woman who takes care of herself and stays healthy.

It's physically impossible for you to bulk up from working out and lifting weights. You don't have enough testosterone in

your body. You would actually have to inject steroids into yourself and take supplements in order to make that happen.

And we all know how harmful and unnatural that is. So I want to put that myth to rest right now.

You won't develop big, "scary" muscles by going to the gym. All that will happen is you'll increase your energy, boost your metabolism (which burns fat), and you'll look great in your clothes (and out of them).

Exercise is great for you when you find that middle ground and listen to your body. And you don't even have to join a gym in order to make fitness a part of your daily routine.

There are so many ways to get in shape and keep fit while enjoying every minute of it. If your idea of exercise isn't sweating it out in the gym for hours, you're in for a real treat.

You can do yoga, running, those Zumba dance classes, Ballet Barre classes that are all the rage now, hiking, water sports, snow sports, swimming, tennis, etc, etc.

The list goes on and on. I could write an entire book listing all of the ways you can get your exercise in.

It also doesn't hurt to branch out and experiment to find something you never thought of before. It's a great way to meet people and it widens your social circle to include more men who could potentially be "the one" for you.

If you don't have a man in mind or you're open to meeting someone brand new, joining a fitness group is a great way to meet more men who share your interests.

The most important thing is that you get up and moving. Get creative. Find what appeals to you.

When I talk to people about fitness, the most common excuse I hear is *"But I have no time!"*

Oh really? If you have no time to exercise, how do you have time to date?

Stop making excuses. That hour you spent watching crappy reality TV could've been spent improving your life.

You only feel bad for the first 5 minutes of working out while you're waiting on the feel-good endorphins to kick in. I know that I always personally feel better after a workout is completed.

The truth is that men like active women who can keep up with them. No one wants a couch potato. You wouldn't, would you? Exactly.

The other half of taking care of yourself and staying physically attractive is what you eat.

As I said, there's no reason to starve yourself or go on some fad cleanse in order to attract a man. The starvation fasts and

juicing programs don't last and only flush your system for a couple of days anyways.

Healthy eating is a lifestyle, not a trend. There is no instant solution and crash dieting to fit into a dress or right before a vacation does more harm than good.

There's a fantastic book series that's updated all the time called "Eat This, Not That". It's an excellent resource that helps you make healthier choices when choosing your food.

The best part about it is that it takes into account the fact that you still go out to restaurants and buy fast food. I highly recommend that you check it out.

Another great tip I've picked up is the 80/20 rule. The basic idea is that 80% of the time you eat healthy, full, unprocessed meals.

The other 20% is allowing yourself to indulge in a cheeseburger, some ice cream, or adding an extra dash of salt to your extra pepperoni pizza.

You're not starving or depriving yourself and you're sticking to a flexible schedule.

One of the biggest hurdles people have (not just women) is determining portion sizes. American portion sizes have exploded over the decades and our bulging waistlines are proof.

Did you know that Europeans don't even have options for supersizing food? I remember years ago reading about an amusement park overseas that had large sodas and snacks but no one bought them.

The American company that opened the park didn't realize that the ticket buyers weren't used to such large portions and it was unnatural to them to eat that much.

At the end of the day, it's all about striking that balance between healthy eating and getting enough exercise without sliding into any extremes.

You will feel better on the inside and it radiates outwards.

Remember, you're doing this for yourself and it's a lifestyle. It takes time. Start with small changes and keep putting one foot in front of the other.

Men love women who take care of themselves. They don't care if you're doing yoga, eating grilled turkey burgers, or lifting weights.

As long as you feel good, you look good and vice versa.

## *Lets Go Shopping*

The next step is choosing clothing that flatters you and your body type.

Personal shoppers at department stores are a great resource. They're trained to style customers and help you pick out what looks good.

They work on commission so if they force things on you that you don't like, you're either not going to buy them or you'll return them.

So it's really in their best interest to help you look like an absolute rock star.

If you're not comfortable in your clothes, men won't be comfortable around you. A guy would rather see you in something that fits and flatters rather than clothes that you squeezed yourself into trying to be "sexy" and trendy.

How you feel about yourself greatly influences your mood and attitude. If you're feeling crummy and uncomfortable, you're going to put out crummy vibes.

Tugging at your shirt, pulling a too-short dress down, and constantly fidgeting with your clothing gives off a poor impression.

You don't look confident or comfortable and it affects the energy you put out that men pick up on.

This only creates a vicious cycle. Men won't be attracted to you and your attitude. You'll feel worse about yourself. You try more uncomfortable clothes hoping to fix the situation. And it just continues on and on...

At the end of the day, inciting a man's burning desire for you is not all about looks. But it is the first thing he notices about you so you want to make your first impression count.

Work with your body type and embrace it, take care of yourself, dress for your shape and comfort, and remember that everyone has their own preferences. You won't please everyone and you're not trying to.

## Chapter Three

# *Why This Works*

The last chapter touches upon how looks matter to men because of the way they're wired.

I'm sure you're starting to see by now just how obviously men are different from women but that's not necessarily a bad thing.

If men were exactly like women, you'd instantly understand them, right? But one of the great things about relationships is that men and women get to discover new things about each other all the time.

Men tend to put looks before personality when giving in to their initial attraction. On the other hand, women tend to value personality over looks at first.

Of course, there are exceptions to this. But generally speaking this is how men and women become attracted to each other.

A man's eye is initially caught by a woman's beauty. A woman falls in love with a man's sense of humor or charm.



So when we break things down this way, you can see how simple men are. They're so simple, in fact, that it's almost stupid sometimes.

I don't want to betray my gender, but we're very simple creatures once you understand us.

As human beings, we sometimes have a tendency to make things more complicated than they need to be. Think about the difference between a child and an adult looking at the same situation.

If you ask a child what they think is a good reason to marry or how you know you are marrying the right person they say things like, *"It should be someone you love. Someone you want to be old with. Someone who doesn't annoy you."*

Of course, some of their answers are silly but the majority of small children actually have a pretty good grasp on answering that question simply and concisely.

On the other hand, adults start hemming and hawing about tax breaks, the cost of weddings and divorce, and a number of other excuses and things to factor into what should be a very simple union of two people who love each other.

I'm going to give you the only true key that you need to understand men. Everything in a man's life revolves around this simple concept.

If you ever find yourself stuck or baffled by a man's behavior, all you have to do is go back to this key.

Men see everything as winning and losing.

That's what a man's life ultimately breaks down to. He is always striving and competing for something and working towards being the best or having the most of something.

If you'll take a moment to observe men sometime (whether they're your coworkers, friends, or even a current man), you'll begin to notice how everything is a competition for them.

They're always on the hunt and working towards achieving something.

We'll cover more on this later on but make sure you take note of this key concept and tuck it away in your mind. You'll need it again soon.

With that said, you'll be able to tap into his natural instincts to entice him to fall in love with you with almost no work. Just as men have their own quirks and habits, so do women.

When you ignore your own strengths and instincts, you make things harder on yourself by purposefully going against the grain.

It feels crappy when this happens because it's not meant to. This is not the way things are meant to be with you bending

over backwards and exhausting yourself to get the love you want.

It doesn't feel natural to you because it's stressful. It's not the way nature intended for men and women to fall in love.

The truth of the matter is, a man ultimately needs to pursue you, charm you, and win you over. He has to know that he worked hard for your affections and that he is the winner over any other man.

If you're not used to letting a man do the chasing, it may feel like waiting around at first. But remember, you're going to have your own life going on.

You're going to be so involved with your fitness routine and the interests you pursue that you won't feel like a bored princess trapped in a tower, waiting for her knight in shining armor to come rescue her.

In fact, by living your own life, you're actually taking the initiative and moving things along at a much faster pace than simply waiting around for Mr. Right to fall into your lap.

You're following your own interests and constructing the interesting, fulfilled life, energy, and personality that is automatically going to attract men to you.

Another fear I want to lay to rest here, in case you're worried there are no good men left to come and chase you, is that the

vast majority of men actually want a good relationship with one, quality woman.

You heard me right. Men are not all “dogs” running around and hooking up with as many women as they can get.

Some guys have their fun for a long time but most honestly just want one good woman who inspires them. Someone they can completely devote themselves to for life.

This is why the cliché exists that “bad boys” never settle down. They don’t want to and you won’t be able to tame them. You know that old saying, *“You can lead a horse to water but you can’t make him drink it.”*

You’ve probably heard over and over again, or even believe it yourself, that men are afraid of commitment.

I want to stomp out that myth right here and now. Men are not afraid of commitment. If they were, you wouldn’t see men in relationships, proposing to women, and getting married.

There would be no wedding industry. There would be no couples counseling. There would be no anniversaries to celebrate.

The truth is that men simply don’t want to be pushed. They want to make the decision on their own out of a sense of purpose.

This goes back to their need to chase and achieve. It's much more satisfying for a man to feel that he had to work hard and win you over to get you all to himself versus you pushing commitment on him.

When he desires something, he works hard to get it. He doesn't want something handed to him. It's not as satisfying and it doesn't trigger that need in his brain to commit fully to it.

It's like, let's say for example, you have your eye on a new camera. You're really into photography and you have your heart set on a new fancy camera that has all the bells and whistles you want.

You desire it so much that you're working over time and putting everything into savings to afford it. You're willing to do almost anything to get it for yourself.

However, someone goes and buys it for you. It's a nice gesture and you're appreciative of it but it's not the same. You feel as if something was taken away from you when you can't do it yourself.

You were prepared to put in all this hard work to get what you wanted and now it's simply been handed to you. It's great at first but the luster eventually wears off.

That's how men feel when commitment is forced on them. They're not afraid of it. They just don't want to be taken over and shoved into it.

When you chase a man, his #1 fear kicks in (and it's not commitment).

## ***Men's #1 Fear***

So what are men ultimately afraid of?

Losing their freedom and feeling trapped.

That's it. They need to feel as though they are free to do as they wish, pursue what they want, and not be forced into anything.

As you can see, forcing commitment on a man and triggering his actual fear can look a lot like a fear of commitment.

One thing I see women do a lot is to try and use sex to trap a man. They think that having sex with a guy and giving him the time of his life between the sheets is enough to hook him.

Uh-uh. Nope. Not going to happen.

You may be a hurricane in bed but that's not what ultimately makes a man want to commit. You can't say to him, "*We slept together so we belong together.*"

He's going to feel trapped and feel his freedom draining away. Even if he really likes you and had every intention of dating you, now he's going to back away because of your persistence and chasing.

We'll cover more of this in a later chapter but it's such a common threat women place on men to get commitment that I wanted to get it out of the way right now.

This also goes back to having your own life going on. When you can occupy yourself and keep your own happiness fulfilled, you don't feel the need to seek validation from a man.

That neediness is another thing that sets off his fear trigger and makes him run from commitment. You can't take the fact that you slept together as proof that he loves you.

It's a case of crossed wires that we're going to untangle as I show you how the gears turn in a man's mind.

As I said before, this is a brand new formula that is going to teach you the truth about men and how having the right mindset is all that's needed to capture a man's heart.

You have to understand how he sees things in order to get the dream relationship you desire with him.

## Chapter Four

# *Getting The Facts Straight*

The #1 thing tripping women up in love and relationships today is that they simply don't understand men and the dating game.

You're not ugly, boring, too short, too poor, or whatever other excuses that negative voice in your head is telling you. You're not doomed to live at home alone with 15 cats until the day you die.

There's just so much stupid advice out there sending you on a wild goose chase, no one could blame you for being confused and frustrated!

However, the good news is that men are unbelievably simple to understand when you have knowledge of basic psychology and how it applies to getting the love and lasting relationship you long for.



There's no reason you should ever have to use tricks or manipulation to get a man.

By the end of this course, the man you have your heart set on will be begging to be with you. And all you did was understand what makes him tick and hit his trigger point that compels him to commit to you and only you!

If you don't yet have a specific guy in mind, you can have your pick of which man you ultimately want to be with since they will all be competing for your heart.

The biggest thing that you need to understand is that you are the selector. Women are actually meant to be the deciders in relationships and selective of which men win their hearts.

Men innately want to bend over backwards to please you because they want to be the chosen one that you pick as the lucky winner.

While it's novel to be aggressive and take charge of the situation and hunt down a man, it rarely works most of the time or in the long run.

Men need that challenge of pursuing you and working hard. They need to win and they need a chance to do so. Of course, they sometimes fail but that doesn't stop them from trying.

Now, I'm not saying that you can't or shouldn't make the first move. But obvious aggression reads as desperation.

Most all men are flattered when a woman walks up to them and strikes up a conversation. They appreciate the gesture and it takes the stress off of them.

After all, a woman's attention is a reward for doing something right. Maybe a man was attractive and caught her eye. Maybe he said something funny or charming. Maybe he just appears to be friendly and open.

Whatever it may be, she did the work to open up the lines of communication. She might even ask him out.

It's when you start chasing him and pursuing him after he doesn't show interest that things go wrong. Men don't play hard to get and they don't intentionally put obstacles in your way for you to overcome.

It's not a game to them. If a man is showing you that he's clearly not interested, that's it. If he says he doesn't want a relationship with you, that's it.

When you're the one chasing a man, you're doing all the work for him. He might like it at first, but ultimately it doesn't feel natural for him.

He wants to take the lead eventually. He doesn't want you to surprise him all the time with a new, elaborately planned date. He doesn't want you to take up the reins and try and win him over.

It makes you seem desperate because you're latching on to him. He doesn't want a woman who is desperate for a relationship.

It no longer feels good trying to make you happy. He gets the sense that any man would make you happy. What's so special about him?

He begins to feel like any man could fill that role. He wants to know that out of every guy you could have, he is the one you chose.

*"But what if I don't have anyone chasing me?"*

I can see how and why this thought might creep into your mind. But this is a symptom of a self-defeating attitude. It's one of those nasty negative thoughts that is sabotaging your love life.

You have to believe that you automatically attract men every time you talk to them. Whether it's the guy at the deli counter, the parking attendant, or your friend's cousin who you were just introduced to at a party.

Take that old saying to heart, "Fake it 'till you make it." Just assume that men are attracted to you and before you know it, you will see evidence of it with your very own eyes.

Of course I don't mean for you to act high and mighty as if you're Jessica Rabbit and men are falling at their knees to be with you.

But flirting is an enjoyable experience even if nothing comes of it. When you act friendly and believe that people like you, it tends to be true.

Every time you talk to a man, assume that he finds you attractive. Unless, of course, he's your boss or someone else (like a friend's husband or boyfriend) with whom flirting is inappropriate.

I'm actually going to let you in on a little secret here that's going to make everything a walk in the park for you.

Here it is: When you refuse to settle for less than the best, you end up getting the best. This is true of anything in your life but especially in love.

A lot of women mistakenly take whatever comes their way just because they want someone. That's how you end up with a low- grade guy who doesn't sweep you off your feet or treat you well.

Settling will KILL your chances at love. You're only going to make yourself (and the guy) miserable. You're lying to yourself and him when you aren't really that into the relationship.

And the real kicker is that you're letting opportunities pass you by when you settle on a guy you're not really that into.

When you continually go out on crappy dates with guys you aren't really into, you're setting yourself up to have the wrong mentality. Each date gets worse than the last.

Eventually you start thinking that all men suck. It infects your mood and your actions. You believe all men are crappy dates so you only get crappy dates.

This is the opposite of Fake It Till You Make It. You're sabotaging yourself by assuming it's going to be bad and so it is.

It's like going to the doctor to get a vaccine shot. If you go in thinking *"This is going to hurt!"* then it's most likely going to really hurt.

But if you go in thinking *"This is no big deal. It's going to be a little poke"* then you're most likely barely going to feel it. In fact, it probably won't even hurt at all.

Think about a having a bad day. One thing goes wrong and all of a sudden you feel like everything is wrong (because you focus on it and attract it).

**Here's the truth:** men are not all bad and not all men are bad.

In reality, most men actually want to make things work with one woman. They want a solid, stable relationship with the one woman they can't live without.

We'll get into that a little later on in the book but for right now it's a reality you have to give a chance to. Allow yourself to be open to having a good date.

You can't get involved with a guy with the expectation that he's going to fail or that the date is going to go horribly. In the dating game, men need to know that they're winning and that they at least have a chance at it.

Your man is going to view everything he does in the light of being a success or a failure. His worldview is very black and white.

As simplistic as it seems on the surface, that actually makes things easier for you. He wants to pursue you and win you over.

He wants to know that you are high in demand and that he got the prize instead of any other men who were competing for you because you are so amazing.

In his view he's either got you or he hasn't. You want to play to his instincts, not against them.

## *Is He A Natural Winner?* 🏆

The other part to hooking the man you want is to pick one with potential right off the bat. What I mean by that is you want to pick a natural winner from the beginning.

Women often get too wrapped up in trying to make something wrong work out. No amount of effort, love, or feeling is going to turn a wrong into a right.

Just because you bust your ass for it, that doesn't always mean it's worth it.

If you go after a bad boy expecting to change him, you're going to still be stuck with a bad boy. He's been called a "bad boy" for a reason and he isn't changing anytime soon.

The solution to this common trap is to have a checklist for yourself.

Don't be afraid to make a list of standards and stick to it. Just because you have some boundaries that doesn't mean you're missing out on a chance at love by sticking to them.

In fact, having a list of standards actually makes things easier on you. When you know exactly what you want in a guy and a relationship, you can easily and quickly weed out all of the men who don't fit.

What are your deal breakers? What things do you absolutely want in a man?

Ask yourself these questions and answer honestly. Also, keep your deal breakers as realistic as possible. These are the traits that you can't live with in a relationship.

For instance, if you can't stand smokers, then your standards include "no dating smokers". Boom. Done. You can automatically eliminate that type of guy.

When you find a man who meets your criteria and who treats you right, you're ready to reel him in.

Since you've been following the steps of this system, you've already got the initial attraction stage down.

Your guy will be drawn in physically by you and your easy-going attitude. It's all about your energy you're putting off for him to pick up on.

You just have to believe that you are to be won over. You are not chasing him. It's unnatural and you've learned by now how and why it doesn't work.

So let's get into the next step and get you set up to reel in the man of your dreams.



## Chapter Five

# *The Dating Game*

Now, the first and most important step to this stage is to have your own life going on. This automatically attracts men to you without you actually doing anything.

Not only is it fun (hey, you're having a life!), but it gives you something to talk about. Without things going on, you don't have anything to bring to the table.

Think about it. If you just sat at home all the time, what more could you talk about than, *“Hey.....how's the weather? Good, right? Yeah.....”*

When you've got your own thing going, men are going to be more attracted because it soothes one of their fears.

You see, men worry that when they get involved with a woman, that woman is going to drop everything and latch onto them. But when you're involved in your own stuff, your guy is going to relax.

He will know that you're not going to become a stage 5 clinger and force him to run away in order to protect his freedom.

So get out there and get some hobbies going, if you don't have some already. And most importantly, don't give them up for a guy.

Women who do this come off as clingy and needy. Once you abandon your normal activities, you have a void in your life and you're going to look to your guy to fulfill that for you.

No guy wants to be responsible for that much in your life. Also, he's going to find you pretty boring after a while. I'm sorry but that's the harsh truth.

Would you want to date a man who wasn't doing anything with his life? Or a man who had no friends and never left the house to go socialize?

I don't think so. That would be pretty weird and you would start to wonder what he does all day other than hang out with you.

Besides making you interesting, having hobbies and activities actually creates opportunities for you to meet more quality men.

You're not going to meet anyone just sitting on your couch watching reruns of your favorite TV show!

This is actually a proven concept called The Law of Averages. What this means is that the more you get out, the more men you meet.

And the more men you meet, the greater the chance you'll find one you want to be with.

It's like that saying, "*You miss 100% of the shots that you don't take.*" If you don't take any chances, you're never going to get the reward.

While this system works to automatically attract men to you, they still need to be able to see you out in public. It's not a homing beacon that's going to deliver them literally to your doorstep.

Once you tap into your interests and get out there, the possibilities are endless. You'll meet men at places you probably would never imagine could be dating opportunity magnets.

The post office, grocery store, library or bookstore, volunteer missions, painting classes, debate groups, volleyball clubs, farmer's markets, sporting events, etc.

These may seem like whacky examples but I've seen it happen at more than one. In fact, I've gotten dates out of just chatting with someone in the cereal aisle at my local mart. No joke!

You might be shaking in your boots right now wondering how you're supposed to start talking to a perfect stranger with no context or reason.

Well, the key is to simply be happy, open, and friendly. That's it! That's all you need when talking to someone and getting them to open up.

Remember, all friends were strangers at one point in time and the same holds true for romantic partners.

Many women shut down or they don't allow themselves to be approachable. It's as if they have this box of ideals that encounters with men are supposed to fit into.

As if it's weird to meet a guy outside of a bar or a party or through mutual friends.

Break out of that limited thinking! Men are everywhere! Don't allow preformed ideas of love and destiny to hold you back. Remember, you're changing your mindset to change the results in your life.

I see women wishing all the time that they would have that magical Hollywood movie moment of "bumping into" their one true love in the hustle and bustle of everyday life.

Then they don't open themselves up for the possibility of that actually happening.

When you're shut down, you're projecting a negative energy that says to men, "Stay away from me. I don't want to talk."

Well, with an attitude like that, no man is going to approach you. He's not going to see you as a potential match because you look so unhappy.

It's a proven fact that men love to be around happy women. In order to attract a guy and reel him in, you need to be putting on a happy face and positive energy.

Listen, I get it. It's easy to forget to smile in public when you're getting sloshed around in the daily grind. You might not even realize how your energy and attitude come off in public.

If you find yourself frowning in public or having a sour face, think of something that makes you happy or that you're looking forward to. Like getting drinks with a friend after work. Smiling has been proven to boost your happiness automatically.

Part of that includes throwing away the notion that you have to have a boyfriend or a man to be happy. You can't think, "I'll be happy once I get a boyfriend".

When you're on your commute to work daydreaming about how you are still single, you're probably unconsciously frowning and putting out bad energy.

That line of thinking leads to settling on crappy dates with crappy men and we've already gone over why that's detrimental to your love life.

Don't make sacrifices for dates. The whole point of making a list of standards is to stick to it and pick a winner from the beginning.

The friendlier and the more open you are, the more approachable men will find you. They begin by finding something to crack open a conversation to see if you're interested.

Go with it. Flirt a little. Have fun! That's all you're doing. If you're not interested, politely end the conversation and go on your way.

I guarantee that the more you do this, the more comfortable you will be talking to any man, especially the one you really want. Just think of flirting as really fun practice.

When a man does ask you out, give him options and let him choose. Stick to your schedule and leave him with options of when you are actually free.

Why? Well, it lets him feel like he's winning and he's in control. He gets to feel like the big man because he's slowly winning you over and he gets to "make a decision" on when you take you out.

In reality, you are the one in control. You are giving him options on days that you don't have one of your activities going on. You're holding him to that list of standards you created.

Are you starting to see how this all fits together? Good.

He feels good making the decision and you're setting him up to respect your time by not leaving everything open for him to do what he wants.

You've got things going on in life. He's got things going on in life. But you're not dropping your life for him just for the sake of getting a date.

I'll let you in on a little secret. When you don't make yourself available all the time, it actually motivates a guy to work harder to win your affection.

Remember, men love the pursuit but that doesn't mean you're jerking him around. You're not toying with him or "playing hard to get".

He simply knows that he can't easily pry you away from the things you love. So he's going to have to work a little harder to really win you over with the opportunities that he has.

## *The First Date*

So what happens when you find a guy you really like and he asks you out?

Well, first off, don't take his number or contact info.

*“Wait... what?!”*

You heard me right. Don't take his information and say that you'll call him. He's making you do all the work!

It's fine to exchange information but he has to have yours as well. Otherwise he's just setting you up to chase him down. You see how that sneaky move worked?

Make sure he is the one asking you out. Besides, you've already drawn him in this far. He can take that next step to lock you down for a date.

Once you've got a first date set up, it's important that you have a backup plan.

Before you panic on me, let me explain. Having a backup plan is merely having another activity that you will do in the event that he crosses the line from late to no date.

If he's more than 30 minutes late with no call, you walk away and go on with your backup plan. Or even 15 minutes. Pick a time limit and stick with it.



Whatever you planned to do whether it's going out with friends, attend a show, watch a movie, go visit a relative, whatever it is you go and do it.

The point of this is to set a boundary that he has to respect.

If he can't even bother to call you and let you know he'll be late, why should you allow him to waste any more of your time?

Of course, this is barring an accident, illness, or some other emergency. But if he calls with a legitimate excuse, it's up to you whether to wait.

I'm strictly talking about a guy who doesn't call, who doesn't let you know until the last minute, or who cancels at the last minute with no legitimate reason.

That shows you that he doesn't respect you or your time.

Another key tip I want to impart to you is that you NOT travel all the way across town to see him. If he cancels the date or changes plans but then suggests that you go "hang out" with him later that night, don't do it.

He's just trying to off-load the work onto you. He doesn't care about winning you over or making you feel comfortable. He's not willing to invest in you and it's a red flag that shows you how lazy he will be in a relationship.

No matter what he says, just watch his actions. Everything you need to know will come out in a man's actions over his words.

Of course, if you want to head to his place late at night for a "booty call", go right ahead. Just know that that's exactly what that is.

A man who is truly interested in you and is willing to put in the work will do everything he reasonably can to make you comfortable and happy in the beginning.

He wants to win you over and if that means sticking to your standards, he'll do it.

So now that you've gotten your date and time straightened out, he's on his way to pick you up.

You go out on your date and you're using the time to connect with each other. You're talking, you're swapping stories and asking questions.

One thing I see a lot of is women who go a little too far on the first date and reveal just a bit too much right off the bat. Of course, some men do this too, but this book is about you.

Because women see discussion and communication as a form of bonding, they sometimes take it over the line and basically spill their entire life out on the table.

I've been on first dates where by the end of them I could've filled out medical forms and credit applications for these women!

Trust me when I say it didn't make me feel any emotionally closer to them to know all of these intimate details right away.

In this case, I want to reveal to you a simple little trick I've developed to help you maintain your mystery and keep a guy hooked.

I call this the **Two-Step, One-Step Method**. The basic premise of this is to take two steps forward in the conversation and one step back.

If you think about it, it's almost like a verbal dance. You're having a conversational dance with your date and easing into a flow and rhythm.

As you're talking, add one or two things to the conversation and then take a step back to allow your date to join in. Rather than barreling forward, you're giving him space to come towards you.

Even in conversation, you can see how he's still working for your affection. When he has to ask questions and contribute to the conversation, he's still putting forth effort to win you over.

I want to point out that this isn't a form of "playing hard to get". You're not being coy and sitting there in silence.

This is simply to help you be aware of when you may be unintentionally taking over a conversation or revealing too much. Your additions to the discussion should always leave room for your guy to join in.

You can also think of it like leaving a trail of breadcrumbs for him to follow. Rather than reveal an entire story in one breath, choose to pause at a cliffhanger moment that makes him ask, *"Well, what happened next? You can't leave me hanging!"*

Keeping the conversation light and evenly paced this way will ensure that you don't reveal too much and your date gets to enjoy digging out more information about you.

Now, I understand that sometimes you might talk to a guy and it feels like pulling teeth. He's not asking you anything about yourself or maybe he's just talking about himself the entire time.

I have a friend who went on a first date with a guy like that once. He invited her to an ice skating rink and she was pretty excited until she got there. He knew how to skate really well but she didn't.

She told me that instead of connecting with her or helping teach her how to skate, he just talked about himself the entire time.

When she realized there was no actual conversation taking place, she concentrated on simply staying upright in her skates and enjoying her time on the rink as best she could.

It was clear to her that this guy had no interest in learning anything about her or having a real conversation. So she immediately went home after the date and never contacted him again.

You might run into a guy like that but the good news is that he's showing you right up front that he's not worth it. If he's not actively engaging you and pursuing you, he's not worth your time or affection.

He's actually saving you time and effort and by now you know better than to chase after him trying to win his affection.

I'm not saying that there are a lot of guys like this or even that you'll encounter one but now you understand what it means for any potential relationship you think you see with him.

The same goes for women. You don't want to be the one on the date yapping away and making your date wish he was at home watching a movie instead of hearing your entire life story.

It all boils down to a give-and-take flow of conversation.

## *What About The Competition?* 🙋

One more little addition I'd like to add is what to do with a man's competition once you decide you like him enough to be exclusive.

So now you've gone on a couple of dates that have gone really well and you're starting to like each other. The more time you spend together, the more connected you feel and start thinking of the future.

At this point, many women make the common mistake of shutting down all the other men they're seeing (or at least the option of seeing them) when they decide they like a guy.

Let's say for example, you're on a dating website. (You might never consider joining one but just bear with me for the sake of the example).

You're getting emails in your inbox, you're going out on a couple of dates, and there's one guy in particular who sparks your interest.

You've gone out a couple of times, had great fun together, and now you're imagining a future with him.

So you close down your account and continue seeing him, assuming he will do the same. But perhaps he doesn't close his account and has no intention of doing so in the near future.

He tells you that he's still just casually dating and he's not sure yet that he's ready for a relationship.

Well, that certainly changes things, doesn't it? You thought you were on the same page and you closed down your half of things but he's not ready to.

At this point a lot of women would begin pleading or jumping through hoops, trying to prove why they're the obvious choice in the hopes of pushing him onto the same page. All this does is give the guy what he wants with no consequences.

When you first start dating a guy (before exclusivity), you always want to keep the competition around (or at least the option of it).

*“Well, what if I really like him? Why would I want to still date other guys?”*

The fact of the matter is, it simply keeps him working for your affection until he commits. If he knows that he doesn't quite have it yet, he will continue working to win you over.

It's one of those sneaky triggers that activate the commitment center in his brain that practically forces him to need to be with you.

I'm not telling you to go out and date another five men all at the same time. (However, feel free to do so if that's what you want to do anyways!)

All I'm saying is don't shut down your other options until you and the man you want have verbally agreed to be exclusive to each other.

When he thinks that he might lose out on you to another man, he'll step up to the plate in order to win you over.

You don't have to shove this in his face or dangle it over his head. It's as simple as continuing to live your life, especially if that includes going out on other dates.

It all comes down to having the right mindset. If you think of yourself as free until lockdown, that attitude comes across in your actions and how you speak.

You don't have to say anything to the man you want. He'll be able to pick up on it himself. When he knows that he wants to be with you and the thought of another man is too much, he will commit to you.

His desire for you is too strong to ignore. He has to have you in his life as his one and only, no matter what the cost.



Then you can shut off your other options. Only then will he know he's truly earned your heart and he is the champion.

Doing so before he commits is like handing him the prize when he's still yards away from the finish line. It's not as motivating and it doesn't feel as good.

## Chapter Six

# *Becoming His Prize*

So far you've seen how to initially attract a man, hook him, and reel him in on some dates. What's the next step?

Maybe you've struggled before with how to keep a man interested past the first couple of dates. Perhaps you always sense a guy fading away and are unsure of how to keep the flames of romance stoked and alive.

The key is to let him see you as the ultimate woman of his dreams, the only one he has to win over and feels compelled to do whatever it takes to achieve that.

In order for him to see you that way, he needs to feel that you are a prize woman to be won. And I don't mean that in a degrading way or reducing you to a trophy.

I mean that you stand above all other women. You connect with him on a level that no other woman has before. He knows deep in his heart that you are the one woman he is meant to be with.

You are the prize that he is winning over. It's a mentality and a lifestyle. It's never something you have to say.

You're not walking up to him and telling him what a catch you are. If you've been following this system, you're already showing him that you're a prize to win over.

You want a high quality man just as he wants a high quality woman. However, most women have the wrong idea about exactly what men are looking for in a high quality woman.

Any normal guy is going to be looking for someone he finds physically attractive, who has a great personality and attitude in life, has her own thing going on, and who understands him as a man.

Understanding him as a man and as a person is the real clincher here. It's the homestretch that many women fumble. Everyone wants to be understood and appreciated but no one more so than men.

If you break it down and think about it, men are constantly under high stress due to a number of factors. It's no surprise that more men die of heart attacks younger and more frequently than women do.

That's not to say that women don't have stressful lives, but we're focusing on cracking the code of men here for the purpose of this book so that you can attract the love you've always wanted.

Men are stressed about climbing their social and professional ladders, building a solid career they can be proud of, and becoming leaders in their peer group.

They worry about being good providers for their family and making sure everything is stable and secure from any threats.

They're concerned with their family and taking care of their parents if they're at that advanced stage of life. Or maybe even helping siblings out of sticky situations.

Society pushes them all the time to prove their manliness and worth. If you ever look at advertisements you see men are pushed to be slick, suit-wearing, smooth talking, scotch-drinking, successful businessmen.

It's a lot to live up to. In fact, it's one of their secret fears.

Men are actually worried all the time that they're never good enough. You'll probably never hear a guy say it out loud but it's important that you know this for yourself.

They put on a brave face but you have to see underneath that. In order for a man to feel like you understand him, you have to look past the mask he presents to the outside world.

This goes back to the way men see the world. We talked before about how they see everything in black and white, wins and losses.

Up until this point, a lot of things men do probably haven't made complete sense to you (if any of it has at all).

But seeing and understanding why a guy acts the way he does will give you the insider's guide into his mind.

Men want more than anything to succeed and have a good, high quality woman by their side to love and to support them.

Otherwise their life's pursuits are ultimately meaningless without someone to share the victories with.

When you can find that, it's great but when you don't understand why men act the way they do, your worries get in the way of things and make a huge mess.

## ***Frequent, Devastating Mistakes***

All of your little worries chip away at the chance of you being the one woman in his life and you end up pushing the guy away by accident. You might not even be aware of what you're doing.

If you're feeling, and therefore acting, like a victim and not a prize, a man isn't going to want to be around that.

He wants a woman who is sure of herself, secure in her life, and has standards for the man she lets into her world.

This includes not using texting and phone calls like a digital leash on a man.

I've seen a lot of women sabotage perfectly good opportunities at relationships simply because they put too much emphasis on texting and phone calls.

Instead of relaxing and letting the guy come to them, they smothered him in pursuit of more communication and pushed him away.

When you don't understand how men operate, it's easy to fall into these common traps.

Let's say you're dating a guy you really like. Things are going well for a couple of weeks but then everything begins to slow down.

The guy isn't texting back as often or as quickly. Sometimes it might even take him a day or two to return a call. You wonder what's going on.

You really like him so you want things to work out. You've already put a lot of time and effort into this so you don't want to just let it go.

That's when you start letting your actions get ahead of your thoughts. You text him even more and start trying to "check in" on him to see what's been going on.

All of this behavior feels like smothering to him and before you know it, you're getting that text or phone call saying, *"You're really great but I'm just not feeling a connection."*

And just like that it's over. You'll probably blame yourself or come up with a million reasons why he faded away.

In reality, you started acting like the pursuer and not the prize. Prizes don't hand themselves over.

Part of being a prize to your man is knowing when and how to give him space. Men need the chance to pull away sometimes.

That doesn't mean he's avoiding you or he doesn't like or love you. He just has his own life going on and if he's dealing with an issue, he has a different way of going about it than you do.

You see, men don't work through problems the same way you and your friends do. They get a little reclusive but it's only natural to them.

You don't see men sitting around with their buddies, hashing through problems or having group meetings to tackle an issue.

They might mention something in passing to a friend but that's as far as it goes.

For the most part, men simply take time to themselves to sort through issues. And there's a very logical explanation to that.

Once you understand why a man withdraws sometimes, you'll never again sabotage yourself with panicked behavior.

Understanding a man's need for space is critical to winning his heart. By giving him his space, you're showing him that you support him but you're not going to bother him.

In reality, when he feels like he has breathing room and you're not freaking out on him, he'll actually snap back to your side even quicker than you would expect.

When you feel your man withdrawing, it's understandable and normal that you want validation and assurance from him.

If you've felt a guy pull away in the past, you probably have a much greater fear of it happening in the future. The more it happens, the more panicked you get when you sense it.

You want to know that you're not about to lose him. At the same time, he wants understanding and support without feeling smothered.

Having your own life going on like we talked about before is the simple trick to giving him that space and feeling good about it.



When you're fulfilled in the rest of your life, you don't search for that validation from your man.

When men withdraw, women have a tendency to chase after them. You actually make things worse and push your guy away when you do that.

As you're poking and prying into his business, he's feeling more stressed about his situation and now he's trying to figure out how to take care of you so that he can get down to solving his issue.

In fact, and this is going to sound really weird, when you try to help a guy get over every little problem, you actually make him feel weaker.

Men are taught and expected to keep everything bottled up inside. That's part of the reason why it feels so natural to them to withdraw when they're facing something unpleasant.

They also aren't natural communicators like women are. So their first instinct isn't going to be to get together with their friends and dump their problems onto the table over a long lunch.

Even with the best intentions, when you smother your man with assistance and help, it's kind of like doing the Heimlich maneuver incorrectly.

If you're trying to help someone who's choking and you don't know exactly what you're doing, you can end up damaging the person's ribs, chest, and internal organs.

Your intentions are good but you're doing more harm than help.

You shouldn't attempt to fix something you don't have full knowledge of. And you're not going to get full knowledge of your man's situation by pestering him about it either.

What's going on in your man's mind is very simple. He has a problem. He feels the need to solve it. By solving it on his own he is proving to himself that he is a strong, capable man.

And by feeling like a strong, capable man within himself, that confidence gets projected outwards and becomes what you see. It's his way of showing you that he's tough and reliable.

That might not be how you see the situation but that's how he sees it in his mind.

He needs to feel like he's providing for you and staying strong. He needs to feed that sense of "winning" by overcoming his problems.

Instead of chasing him, you should admire his strength and determination to work things out on his own.

It's not that he doesn't want your help. He just wants to crack at it on his own (at least at first).

If he does end up needing help, he'll come to you. As long as you're following the Desire Formula up to this point, he will automatically get that sense from you that you care and you're giving him his space but you're right there if and when he needs you.

It's his way of taking care of you and showing you his feelings about you. He doesn't want you to worry about his issues. He would rather shield you from that.

Many women simply don't understand that quirk about men but it's critical to making him feel understood as a man and as an individual.

Finding a woman who "gets" him like this makes a man feel like he's found a diamond in the rough. It's one of those strange triggers that compels him to commit when he finds a woman like that.

As you can see, it's crucial that you make these small changes to your mindset so that you can make your dream man feel at ease and deepen his desire for you through your understanding.

## *Finding His Passions*

Another way to make him feel understood and accepted is to discover his passions. Learn what he's interested in and devotes his time to.

What does he talk about all the time? What does he invest his time in?

Ask him questions about what he likes to do, what he's passionate about or dedicated to. And don't just accept the surface answers he gives you. Dig deeper.

You might have to be a little patient with this. If he's not used to talking about his passions it will take a little while for him to open up but it's worth it.

When you ask him questions, back off and give him a chance to answer. Let him think about it. If he just says "I don't know" or gives a one word answer, ask in another way.

As he feels more comfortable with you, he'll open up more and begin to share his passions.

Men are emotional when given the chance and space to express themselves. You just can't push them.

The more you push a man to crack open and reveal himself to you, the further away he will pull. Just do the opposite for once and see the results for yourself.

I guarantee that when you let your man come to you, he will be more open and emotional than you've ever seen before.

He'll come to understand that you "get" him. He appreciates that you don't push him, nag him, or chase him down.

You are his relief from stress. Not an addition to it.

What you're essentially doing through these steps is creating an Emotional Oasis.

In order for your man to open up to you and connect with you on the deepest intimate levels, he needs to feel safe. He needs to know that you are open to listening to him and accepting him.

As you build that trust with him, he will become addicted to you as the safe space in his stressful, hectic life.

Remember how I said that men are under tremendous stress and pressure on a daily basis? He's going to start seeing you as his safe space when he's dealing with these things.

He'll come to you for help when he knows that you support him and you're not going to push that on him. You will be the calm in the middle of the storm for him.

Without you, he wouldn't feel that ever-present support that helps him get through things. He would feel alone in the world, isolated in a sea of stress.

With you, he knows that you have his back and yet you have faith in him to tackle his problems on his own. If he ever needs to lean on you, he knows without a doubt that you are there.

As you support him, you become his #1 priority in life. You may not have any idea how hard it is for a man to find a woman like that. Someone who cares, trusts in, and supports him so fully.

When your man knows that he's found that in you, he'll do everything to ensure he's got you for life and you're happy with him.

He feels supported, safe with you, and he feels like you listen to him. He cannot succeed without you once you reach that level of trust with him.

And because you don't push him or constantly seek validation from him when he occasionally withdraws, he'll be right there when you need something from him.

Freaking out on a man for withdrawing and searching for assurance that he still loves you and is still interested is a little like crying wolf.

The more you worry about him leaving you or losing him, the more you seek reassurances from him and the more he tries to pull away. You constantly need more, more, more but it's never enough.

Really, it's all in your head that you're losing him. You're creating problems where there are none.

I have a friend who I'll call "Sasha". Sasha is a great girl. She's relatively pretty but not what one would call a "stunner". Most people would say she's "cute". She has an open, outgoing personality and a large group of friends.

Sasha's problem though was that she always had the wrong mindset. When she got into a relationship with a new guy, she would constantly worry that something was about to go wrong.

If he didn't call her back, she assumed he had lost interest and she went into panic mode.

If he was late to a date, she assumed he forgot about her and didn't care enough to follow up.

When he didn't make plans with her for the next date, she figured he was seeing someone else.

All of these worries ended up influencing her actions and scaring the guy off. He couldn't handle her need for constant reassurance that he really was interested in her.

Nothing he did could ever put her at ease. On the flip side of that, Sasha's friend "Melissa" never had those worries. She had the right mindset to sit back and relax.

Melissa let things happen and unfold as they were meant to. She never wasted her time worrying or getting bent out of shape when something went wrong.

Because of that, she was always smiling when she talked about her relationships. She felt more joy in them than worry or anxiety.

When Sasha came to me for advice, I gently suggested that she talk to Melissa and see how calm she was. When I asked Sasha how often she heard Melissa complain or stress out about a man, a lightbulb lit up over her head.

She suddenly realized that her controlling and worrying attitude was turning men off. Instead of having fun with her, they were feeling smothered.

The next guy she went out with finally stuck around. She learned to curb her habit of needing reassurance and worrying about problems that didn't even exist.

It's vital that you shift your mindset to stop worrying about losing him. When you worry, you end up sabotaging yourself and putting unnecessary pressure on him.



So when something happens and you really need him, he's not going to be around because he'll assume you're just looking for more promises and assurances.

When you really truly need him, he won't be there. He's pulled away so far because of how many times you've chased him down before, needing him all the time.

This is why it's imperative that you seek happiness and validation outside of your relationship and your man.

Trust me, I get it. When you first start dating someone, it's like a bolt of electricity. It's a breath of fresh air that's breezed into your life.

But when you drop everything for the sake of chasing a man and locking him down, you're going to come off as needy and clingy.

The solution is so simple, too. Get some hobbies and interests going in your own life. Get outside and get moving. Spend time with your friends and family.

Read books, watch interesting programs. Discover new things to talk about on a regular basis.

The more you're into your own life and doing your own thing, the more your guy is actually going to be interested in you.

It's like a weird, universal law that just seems to work.

That may sound like backwards logic at first. After all, if you really like him, shouldn't you be spending time with him and showing him how you feel about him?

Well, yes, but in moderation. Think of your first handful of dates like baking a batch of cookies.

It's really tempting to eat a bunch as soon as they come out of the oven all fresh and smelling delicious. However, if you eat a handful of them, you're usually going to want to keep eating more.

Before you know it, there are barely any cookies left. There's nothing left over for the rest of the week you were planning on having cookies.

Instead, you should have dinner and other meals in between and have a cookie here and there. You'll appreciate it a lot more and you'll have a ton left over to eat in the upcoming days.

In much the same way, dates and time spent with your new man should first be sprinkled about. They're the cookies to your life. Don't eat them all at once.

The truth of the matter is, when a man sees you doing your own thing outside of him and the relationship, he's more curious about you and your life. He wants to know what you're up to.

If you recall the Two-Step, One-Step Method mentioned in a previous chapter, you need to retain some mystery in order to keep your man moving towards you.

You're not pressuring him to become wrapped up in your life, so he already feels good about not being smothered. He's got some room to breathe and take a step forwards.

And when you stick to your standards and your schedule, he wants to know what you're up to when you're not constantly available. He may even begin think he's about to lose you.

This is a good fear for him to have but I want to caution you that this is not to be used as manipulation.

All you're doing is sticking to your standards and your own life. If you're not bending over backwards to catch him, he's going to know he has to work to win you over.

If he doesn't invest and put the work in to win you over, another man who is willing to step up to the plate will swoop in and win your heart.

This is why it's so critical to leave your options open and stick to your standards. He won't desire you if you do everything for him and aggressively pursue him.

## Chapter Seven

# *Love Connection*

Now that we've got the basics out of the way, the next step is getting commitment and building a solid, steady, loving relationship with the man of your dreams.

I want to start off by dispelling a dangerous myth that many women buy into and end up wrecking any potential at a true love connection with the man they want.

I call this The Sex Myth. We briefly touched on it earlier in the book but now I want to dive in and really cover it.

This way you have zero confusion about the subject and you can rest easy knowing that you're avoiding this all-too-common yet destructive mistake.

I've met and spoken with too many women who look at sex in a relationship completely wrong. Their false mindset sabotages them before they even get a chance to start.

They equate "giving in" to sex as losing or playing their strongest card in order to win the round.

Viewing sex this way will almost guarantee you sabotage yourself before a guy even thinks of walking away.

To apply this in a real life situation, you might sleep with a new guy in the hopes of hooking him or out of fear that you're about to lose him if you don't sleep with him.

However, your worries only escalate and you start doing things that you never in your right mind would've considered before.

Your behavior becomes clingy and destructive and you find yourself chasing the guy now.

The more you chase, the more he pulls away. Before you know it, you find yourself back at square one.

This happened to a woman I knew named "Mary". She had met this great guy "Greg". He had a stable job, he was a perfect gentleman to her, and they were wildly attracted to each other.

After a number of dates, Mary started to worry that Greg was getting tired of taking her out without sleeping with her. He didn't necessarily pressure her or anything.

She just thought she could feel him drifting a bit. He wasn't calling quite as often and their dates were getting shorter and shorter.

Mary eventually went home with him one night and had a great time. Their chemistry was through the roof and she felt like she had made the right decision.

However, she ended up sitting by the phone, waiting for him to call after this. She counted the hours in between texts and emails they sent back and forth to each other.

In short, Mary was starting to calculate and worry about things going wrong. If Greg didn't call her back within a few hours, she would call him and leave a voicemail.

The more she did this, the more Greg ended up pulling away. Mary just assumed that it was because she slept with him. She figured that she had "given in" too early and that's what ended up ruining everything.

The truth is, she had let her anxiety and worrying get the better of her. Instead of making the decision to sleep with him because she wanted to, she did it out of fear of losing him.

So, what is the solution to this vicious cycle?

Well, long story short, sex doesn't matter.

Of course it matters in the overall course of a relationship. But as far as hooking a guy and reeling him into a relationship, it doesn't matter.

The real reason a man pulls away after sex in the beginning is because of your behavior surrounding the act. It doesn't matter if you sleep with him on the first date or a couple months later.

Once you start chasing him and acting clingy, a guy will begin to extract himself from the situation and run away as swiftly as possible. No matter how good the sex was, he will flee when he feels smothered.

As you know now, this pushes a guy away even if you don't have sex. Men's #1 fear is losing their freedom. If, at any point, you begin acting needy, clingy, and insecure, a man will begin looking for a way out.

He's not sitting there plotting it. But when he feels smothered, he starts searching for the exit sign.

You might find it hard to imagine, simply because men and women are wired differently, but men have the ability to separate sex and love. They can certainly have both at the same time and they want that.

However, it's much easier for them to have sex without attachment or residual feelings than it is for women.

For the vast majority of women, sex = love/commitment. When you sleep with a man, you feel a connection and sense of intimacy with him. It's easy to assume he would feel the same way.

Sometimes men do and sometimes they don't. Love and sex do not always overlap for a guy.

The good news is you can stop stressing about sex in dating and relationships, as far as getting a guy to commit. Men do not commit because the sex was good.

Just because you can do backflips in bed and lead him through every fantasy he's ever had, you're not going to get him down on one knee proposing to you.

Sex is important but it is not the key to making the man you want fall in love with you.

If you want to wait until a couple of dates later, do so. If you feel too much chemistry and you want to sleep with him, do it.

Whatever you choose to do is the right choice as long as you're doing it because you want to. Just don't ever use sex as a bargaining chip. It never works.



## *What Makes Him Commit?*

So if sex doesn't make him commit and it doesn't ruin things either, what does trigger a man's need to settle down with one woman?

The simple answer is that men commit when they feel it. This might sound strange at first, especially if you can't detect a rhyme or reason for men making commitments.

Also, it might be a little odd to think of since I just spent a chunk of time explaining that men process things differently and they're not as emotional as women.

That's not to say that men don't feel anything. They simply feel a little differently about the same situation.

It's kind of like being at the scene of a car crash and asking witnesses what they saw. Everyone will have a slightly different version. The details are never 100% the same among all the witnesses.

With that said, a man can have feelings for you without having sex and he can also have sex with you without feeling anything emotional.

Rest assured though that you're about to discover the answer so that you can see it work for you in your own life.

Before your very eyes, you'll see the man of your dreams say that he wants to be with you and only you.

When a man feels that commitment is right, it's because everything falls into place. He feels as though he is succeeding in life and the relationship (or the potential for one).

He doesn't feel pressured, pushed, or like he's being tricked into something. He feels like he's in charge and making the moves on you.

If you've followed the formula correctly up until this point, you will understand that you are really the one in control and you're simply letting him feel like he is.

It's important that you understand this difference. Like before when I said to not be available all the time but give your guy options to set up dates.

He thinks he's in charge because he's choosing a date but you're really the one in charge because you're offering him small slices of your time instead of letting him have whatever he wants all at once.

Moving forward on the subject of commitment, one thing to understand is that men don't dwell on the status of a relationship.

They don't sit and ponder the state of things like women do.

While you might take inventory of how the relationship is doing and think about it on a daily basis, a man just sees it as existing.

There's nothing more to it. The relationship just is.

A man will commit when doing so is activated by a motivation from within. He has to feel that he is working towards a goal or achievement by committing to you.

In other words, he desires you and he wants to have you all to himself. Just like, for example, you might desire a new designer handbag and acquiring it would be achieving a goal in your mind.

Now, I'm not comparing you to a handbag or something a man can just purchase off a shelf. I'm simply trying to illustrate the way the commitment triggers work in a man's mind and how to use that to your advantage.

You have to trigger that commitment button within him so that he feels compelled to act.

Another thing to keep in mind is that men will also act out of fear, which we have touched upon before. When he fears that he will lose you, he will be motivated to act if he wants to keep you in his life.

If you're at the stage of deciding to be exclusive with each other, your guy is going to commit when he feels that it's a good move forward to tie you down so that he doesn't lose out on you to another guy.

This is why it's critical, as I've said before, that you've got things going on outside of any kind of relationship, especially if there is no other guy knocking.

Let's say you don't have any other options. Let's say there aren't any other men clamoring to take you out.

What do you do then? How do is your guy going to feel that bit of fear that he doesn't quite have you unless he does something significant?

How can you increase his desire for you to push it over the tipping point where he feels that he needs to act now?

The trick is to simply live your life. If you're not wrapped up in the relationship, your man will come to feel that anything could pull you away. It doesn't necessarily have to be another man.

If he doesn't step up and prove himself, you're ok with that. You're not going to get bent out of shape because you're not desperate for a relationship.

You've got your standards and you're sticking to them. You've got a great life going on regardless of whether or not you have a guy in it.

When you could walk away at any moment over something major (like a huge deal breaker), he's going to make it his mission to make sure you don't slip away.

Now, that's assuming you've followed the steps outlined in this book and made him see you as the ultimate prize woman he has to have in his life all to himself.

This is not about giving ultimatums, teasing a man with a promise of something, or manipulating him into committing to you.

It's simply that you have a set of standards and deal breakers that you follow.

It keeps the low quality men from even trying and it filters out the winners so that you end up with the right man for you that you decide on.

When you set up your standards and deal breakers from Day 1, at the beginning of dating, your man will automatically know and understand what is and what isn't acceptable.

You won't waste countless nights worrying over doing or saying the wrong thing.

You won't have to obsess over your next move in order to hook him and you won't have to worry about him fading away.

You have to be the selector in the relationship. Men are attracted to women who know what they want and aren't afraid to walk away from a situation that isn't up to snuff.

Having standards is highly attractive to a man. He knows that you're not going to bend over backwards for just any guy and it takes a true, stand-up guy to win your heart.

Women who bend their standards or don't have any to begin with end up wasting their time chasing men. They reverse the roles and pursue the guy while he runs away.

That's not a natural process and you never end up in a happy and fulfilling relationship that way.

A man has to have that sense that he's a winner and that he succeeded above all other men to ultimately win your heart.

This is one of the most important truths you need to get out of this book. You must pay attention and never forget it because it is the key to getting the true love you deserve.

He knows that if he screws up, he's replaceable. Remember, you are the selector. You get to lock your eyes on the guy you want and decide if he is worthy of your company, affection, and love.

In order to feel that fear and see locking you down as a goal, he needs to understand that he can lose you. Just as easily as he won you over, he can lose you if he screws up big time.

When he's not being the man you want and need, you will find someone else to step into that role.

It's important here that you don't use this as a threat or say anything to him. There is no need to say anything to him in this situation. He will already know deep within his heart what will happen.

When you follow the Desire Formula, he will already know he desires you deeply and has to have you all to himself. He knows that you are the one woman for him and he will hold onto you no matter what the cost.

He is so profoundly hooked that he doesn't want to screw it up and lose everything (I'm talking about losing you here).

The other half of getting a man to commit, besides the fear of loss aspect, is that he has to feel good when he's with you.

He has to feel that you are a positive energy he can surround himself with.

Men have a great distaste for drama, negativity, whining, complaining, scheming, neediness, manipulation, mind games, and all the other crap that people fall into.

One of my good buddies used to date this girl who was drop dead gorgeous. She was a leggy blonde and although she wasn't a model, I'm sure an agency would've signed her in a second.

On paper she seemed great. She was beautiful, young, and came from a wealthy family. She was always out on the town with friends living the high life.

Eventually she got to be too much for my friend to handle. When things were good, they were really good. But when things were bad, they were the worst.

Despite her good fortune in life, she was intensely insecure. She developed an eating disorder to maintain her low weight and look the skinniest out of all of her friends.

She treated wait staff and other service people as though they were beneath her. Any woman in their group who wasn't a direct friend of hers automatically became an enemy.

My friend couldn't take it anymore. He finally got fed up with her negativity and insecurity and dumped her.

Just a few weeks later he met another girl who certainly didn't look like a model but she was so much fun to be around. She got along with the group and she made my friend so happy he couldn't imagine being without her.

Six months later he got down on one knee and proposed to her. Knowing his previous girlfriend, it was like night and day. He went from the darkest relationship to one of the brightest and it was all based on this girl's attitude.

She got her "happily ever after" life and love with my friend because she was a treasure to be around. Everyone adored



her, she treated him right, and she didn't let anyone walk all over her.

She was gracious but firm in her interactions. It was the perfect example of how having the right mindset is all it takes.

Your man wants his life and his relationship with you to be as stress-free as humanly possible. Of course everyone wants that but men really mean it.

You're an addition to his life, not a detraction from it. You must be the fun, positive oasis in his life. Just like we talked about being an emotional oasis, you are also a shining beacon of light for him in the darkness.

He has the privilege of having you around to light up his life. It's like that same feeling you get if you treat yourself to a day at the spa.

You work hard and you earn that day. You let yourself relax, de- stress, and at the end of the day you know that you have to keep working if you want to continue experiencing the spa.

No one is going to hand you unlimited spa days. You have to work to earn that relaxation and feel good about it.

With that said, making a man feel good and feel connected to you in a relationship begins with communication.

## *Opening The Lines of Communication*

Communicating effectively is the glue that holds your relationship together.

Without discussion and conversation, your relationship will be lacking a critical element to having unbreakable intimacy with your man.

Many great relationships are ruined due to preventable communication breakdowns.

When you don't know how to speak with your man on a deep level, you're just asking for a crumbling, unfulfilling relationship.

What it comes down to is that everyone wants to be understood. The problem is that most people wait to speak again without actually listening to the other person (or people in a group).

One way to ensure that you and your man always have open communication is to practice and improve on your listening skills.

You listen first and lead by example. You can't force a man into anything and pushing back verbally is not going to make him listen.

When you actively listen first and make him feel heard, he will follow suit and give you that same respect.

The next time you're talking with your man and you're trying to reach a decision, a conclusion, or just understand him, you can simply repeat back what he is saying.

In your own words, repeat back what he is saying to you so that you can make sure you understand him without confusion or getting off track.

You're not mocking him when you do this. You're not raising your voice in a high pitch and making fun of him or his opinions and feelings.

All you have to say is, *"So, if I understand correctly, what you're saying is \_\_\_\_\_?"* and let him respond.

If you've heard him wrong, you'll nip it in the bud right then and there before it creates any problems or miscommunications.

In order for your man to form that deep bond with you through communication, he needs to feel safe opening up to you.

He can't do that, though, if he doesn't think he's being listened to or that you're going to dismiss him.

The safer he feels revealing his deeper feelings and thoughts, the more often he will do so.

He will begin to confide in you things that he doesn't tell anyone else. Things that he doesn't even tell his best friend from childhood.

I had a client once who had this issue with her man. They had a wonderful relationship in every sense except for communication and intimacy.

Her fiancé would not open up to her. He kept his feelings and thoughts on a surface level. No matter what she did, he wouldn't go any deeper.

The issue was her approach to getting him to open up. She would lower her voice and almost put on one of those baby voices people talk to pets and small children with.

In her mind, she thought she was approaching him softly and intimately. She knew that's what worked for her so she tried it on him.

No man wants to be spoken to like that! It makes him feel like he's being mothered. It's not a very attractive or positive feeling.

A man isn't looking to date a younger version of his mother, telling him to clean his room and be home in time for supper. No! He wants a sexy, self-assured woman who is going to be his equal!

My client needed to understand that giving her fiancé a bit of space and giving him positive reinforcement was the key to getting him to open up more.

Instead of prying, she let him say what he wanted to and she listened. She actively paid attention to what he was saying.

She nodded in agreement at points and supported him whenever he opened up to her.

Little by little he learned to trust her and know that it was ok being vulnerable with her. He was a tough guy all his life and he wore an emotional armor around everyone else.

He finally broke down his guard with her and started communicating on that deeper level that she had been striving for.

And it was all because she understood how to talk to him and give him the space and respect to open up on his own terms.

Once you have that open line of communication, you can get what you need and want from him in an effective yet intimate way.

Speaking to your man in a cut and dry way that he understands will pave the way to making your relationship run as smoothly as possible.

All you have to do is lay out what you want or need in clear terms.

## ***Get Your Needs Met***

Now, if you recall one of the sections from earlier where I explained that all men want to be winners and that they're always striving towards something, that knowledge is going to be put to practice right here.

Remember, you can't force a man to do anything. He has to first be motivated by a sense of either wanting to gain something or the fear of losing something that he wishes to hold onto.

If you want or need something from him, he has to be motivated to take action towards it whether it's giving him a goal to succeed at or a loss he wants to avoid.

When you ask your man for something, you must show a direct link from the action to the goal that you are trying to motivate him towards.

Let's say for example you want him to stop doing something. You're tired of him always leaving dirty dishes in the sink.

You might initially nag at him to no effect. You feel like he doesn't listen or that he's even intentionally doing it to upset you.

In order to get him to change his behavior, you have to phrase your desire in a way that he can see a clear result in.

In this instance, you could say, "You know, I feel disrespected when you always leave dirty dishes for me to clean up after I've already cooked dinner".

Here your man can clearly see that his actions of leaving dirty dishes causes you to feel disrespected. He's already won your respect if you've chosen to be with him, so he doesn't want to lose that.

He now understands that if he continues to act this way, he is going to lose that respect he worked hard to earn with you. That's a clear goal and a clear action for him to take towards it.

If you don't speak up, he might not have any idea. If you never say how you feel, he can't read your mind and know that this actions causes you distress.

Remember, men are simple. You don't have to complicate things or beat around the bush.

I've seen many women bring up topics like this in a vague way because they're afraid of rocking the boat or coming off as "uppity" or whatever.

You cannot be afraid to communicate with your man. He's not some scary god who's going to throw a thunderbolt down from the sky at you if you dare to ask for something.

Keep in mind that your man wants to make you happy. Even more importantly he wants to keep making you happy. He's won you but his work isn't over yet.

Keep it simple, to the point, and remember that the goal must result from the action whether you're asking him to do something or to stop doing something.

I'm going to reveal a simple trick that is going to exponentially magnify the effectiveness of this method but you must promise me you are not going to use it to manipulate or be fake about it.

*"What is it?"* you ask. Well, it's as simple as showing some appreciation for your man.

If you really want your man to feel special and loving towards you, he needs to feel as though what he's doing matters to you. He has to know that he's on the right track.

A lot of women focus on the negatives in their relationships and they're the worse off for it. They only complain about what the guy isn't doing and never acknowledging him for what he is doing right.



When you're negative all the time or only whining at your guy, it's an instant turn off. He might not leave right away but after a while your negativity will chip away at his resolve to stay with you.

You're no longer adding to his life. You're detracting from it. You're sucking the life out of it. He feels drained when he can't make you happy and all you want is more and more and more.

If you want your man to be motivated to please you, he has to feel good about doing it. He needs positive reinforcement.

Let's say, as an example, if you wanted a cat to learn to come to you when you call it, you would use a gentle voice and make noises that it likes.

When it walks over to you, you praise it and pet it. The cat loves this. If it knows that it's going to get affection from you, it's more likely to come when called.

On the flip side, if you yell at the cat, it will run away. It doesn't want to be around your anger and negativity. You'll never get it to come when called that way.

With that said, your man will be willing to listen to you when he feels listened to and appreciated. When you reinforce the things he's doing right, he wants to do more of them to make you happy.

You cannot pick him apart in the hopes of breaking him down and bending his will to your wishes. You would feel awful if you were the one being picked apart.

Imagine how it would feel to have your man criticize everything you do.

He says your dinner could use more flavor. He says you don't work hard enough to get ahead at work. He says that your friends are stupid and you should stop talking to them.

You would feel awful. And worst of all, if you try and explain anything to him or talk to him, he barely listens if he even does at all. It's a really crappy feeling to be dismissed by the person you love.

Now, what if you want or need something from him that's a little more serious than a couple of dirty dishes in the sink?

What if you need to sit down to hash some things out that can't be requested in one sentence?

First of all, you must be clear in your language. Don't beat around the bush or be afraid to bring it up.

If you can't even articulate yourself to your man, he's going to get frustrated and want to walk away from the conversation.

Don't say to him is incite fear in him (and not the good kind) and he'll do everything to avoid this confrontation that he now feels looming over him.

If you say "we need to talk" and the conversation doesn't happen immediately, it's going to hang over your man like a dark cloud.

He's dreading the moment it opens up and dumps that cold rain of distress on him.

Just be up front and honest with him and give him a chance to respond. State where you're coming from and then close your mouth. Back off and give him room to process and respond.

He may need a couple of minutes to think about whatever issue you brought up and that's ok. Don't force him.

He's just sorting through his mind what he wants to say in response but he will say it.

This is one of the major problems couples run into when they disagree or get into arguments. They tend to trample over each other without respecting their partner's opinion or response.

A lot of people have the instinct to simply get louder when they're not getting the response they want.

You've probably seen or experienced this yourself. People just yell over each other trying to win the battle with the loudest voice.

Each side is focused on "winning" and "beating" the other person. At that point it is no longer a conversation. It's just a verbal battleground.

Relationships are partnerships, not armies in battle against each other. You can't pit yourself against your man and hope to win.

With that mentality your man will close himself off from you.

All the hard work you did opening up communication will be gone in a flash and it will take enormous amounts of time and effort to build it again if it's even possible.

I'm not saying you'll lose it after one heated argument. But if you get into a pattern of angry arguments, you'll break down that bridge between you and your man.

Meeting him with aggression will only get you aggression in return. You have to lead by example, just like listening.

One of the quickest ways to calm an argument is to stop talking and simply listen. Eventually the other person will stop yelling. As long as you're not feeding into it, they'll quiet down eventually.

The key here is to sincerely stop talking and listen to your man. As heated as you may be, you have to knock this step out of the park first.

He's most likely getting defensive and angry because he doesn't feel like you're listening to him. So there's step 1 for you. Listen.

Step 2 is to respectfully repeat back what he's saying. Make sure you understand his side. The whole point of this argument is to get over an issue, right?

You're not arguing for the sake of arguing and because you like being angry at each other. That's a pointless waste of time and energy.

As soon as your man sees that you're actually listening to him, he'll calm down and you can continue having a normal conversation without anger or raising voices.

You don't need to verbally beat your man into submission. All you need to be persuasive is to use his natural instincts. Work with them instead of butting heads with him.

Your man will feel like he hit the jackpot when he finds that you can have a constructive argument without adding undue stress to the relationship.

Sure, you'll hit snags but the way you deal with them will show him that he can feel good about getting through them with you as a partner.

Remember, he needs to feel like he's working towards a goal and winning. If you can help him get there, he's not going to let you go for all the money in the world.

So give him goals to hit and support him along the way.

I've actually developed a simple method you can employ when you need to be persuasive with your man and nudge him towards a result or goal.

## ***Setting Goals***

I call it the Benefit Points Method. It takes a man's natural instincts and distills them down to a couple of easy steps to help him see a goal clearly and motivate him to take action towards it.

For this to work, you have to see things from your man's perspective. Put yourself in his shoes and imagine how he feels about what you're trying to get him to do (or not do).

For example, let's say there's a state fair in town that looks like a lot of fun. You know some of your mutual friends are going and you think it would be a great way to spend the day.

You're already picturing walking around arm in arm with your man but he drops a bomb and says there's no way he's going to some "stupid state fair".

He says he has better things to do and suggests you meet up with your friends if you're so interested.

At first you might feel hurt but if you put yourself in his shoes, you'll have the key to persuading him to change his mind.

Look at the idea of the fair. He probably doesn't want to go because he imagines it's walking around in the hot sun, eating greasy corndogs, and wasting money on carnival games.

Think about how that looks to him and why he might find it so unappealing.

Now, look at the things he would enjoy. Perhaps the fair has a tractor pull competition or some tree-chopping contest.

Something where men can work towards the goal of proving they're the champion and the dominant man.

Maybe there's a vendor tent that has independently crafted beer from a small brewery in the next state over. If your man enjoys sampling beer, he might find that appealing.

Or maybe your man has always wanted to see some cattle roping or barrel racing but he's never had the opportunity to go.

Find the things that would appeal to your man and present them when you make your argument.

Explain why you want to go and what going would mean to you. Also, lay out everything you think would interest him.

Don't push him. Just tell him what's going on that would be in his interest. The key though is that if he agrees based on the Benefit Points you just gave him, you have to follow through.

You cannot pull a bait and switch on him. If you entice him with the promise of drinking a beer and watching one of the skills competitions with him, you have to do it.

Otherwise he is going to feel tricked and betrayed and that's not at all what you want your man to feel.

You want him to feel good about being with you. When he feels good, he wants to keep you by his side forever.

You're essentially compromising a bit with your man. You get what you want and he gets to enjoy it with you because you sacrifice just a bit in return for him.

Will it kill you to watch 30 minutes of a tractor pull contest? No. Will it kill your relationship if you continue tricking your man? Yes.

The entire objective of using the Benefit Points method is to put your changed mindset to use. You've managed thus far to change your perspective to change your relationship.



When you can change your perspective to put yourself in your man's shoes, there's no limit to what you can do with it. And I don't mean using it to manipulate him.

I simply mean that you're able to get inside his mind, see where he's coming from, and connect with him on a deeper level because you're able to see things from his perspective. You're able to fluidly shift your mindset.

Being able to shift your mindset often has amazing benefits that you haven't even yet discovered and this is simply one example of how you can apply it every day in your life.

A huge benefit to actively listening to your man is discovering all of the things he has an interest in. When you actually pay attention to what draws him in, you'll find Benefit Points with no effort.

Listen to him and discover what makes him tick. What is he interested in? What is he passionate about?

What has he always wanted to do? What are his fears? What kinds of things are on his list of stuff to do before he dies?

Even things that sound like throwaway comments can have hidden nuggets of gold in them. He might shrug off an idea that he thinks is silly but just grab onto it and keep it in the back of your mind.

His interests and passions may be completely different than your own. That's ok! Relationships thrive best when things are a little different.

After all, if you were exactly the same as your man, you would get pretty bored after a while. Every day would be the same.

Accept what you find out about him. That's the fun part! You'll always discover something new and interesting as long as you leave your ears open.

Figuring out the depths of his personality and character helps you to make him feel like a winner. For most men, their deepest passions and interests are the ones most neglected by appreciation.

If your man is into something you have zero interest in, you're probably not doing much to praise his dedication to it. You let him be and you might even make a remark or crack a joke about it.

When you do this, you're not praising him or celebrating him as an individual. You're not making him feel good about any of his accomplishments.

Ultimately, you're not making him feel good about being with you. Saying negative things about his passions and interests ends up chipping away at his desire for you.

Many women do this to their men without thinking twice or even realizing what they're doing.

They'll joke at a man's expense, belittle his interests, or try and shame him in public to get him to change his behavior.

None of this works, at least not in the long run. Your man might comply at first simply to get you to stop but after enough time it will start to cut away his love and affection for you.

You're making him feel like a loser and you already know by now that men can't stand feeling that way. They always want to be winners.

One of the biggest mistakes you can make in your relationship is to cut your man down (especially in front of other people) or to repeatedly emasculate him.

You can't shame a man into changing his behavior. You'll only shut him down and push him away until he's completely out of your life.

If you want him to be by your side and commit himself to you for life, you have to be his partner.

You have to be his confidant and companion. You have to make him feel good being with you and that he is and can continue to be a winner.

Give him that space to open up to you without cutting him down or immediately dismissing him. You'll see that your man does have feelings and emotions. He's just used to keeping them hidden.

Your man may have had bad relationships in the past where he was beaten down or dismissed. He may have grown up being told to "be tough" and "act like a man".

So it's not always easy for him to express himself. He never really been allowed to express his emotions honestly.

If he did, he probably risked getting made fun of or mocked for it. His peers and siblings would tell him to "stop acting like a girl" or some other sexist insult.

He also doesn't feel most emotions as strongly as you and other women do.

Men see strong emotions as a distraction. They're usually much more methodical about tackling problems and solving issues.

Strong emotions don't really serve a purpose to a man, so when he feels something deeply, he usually pushes it aside to either ignore or deal with later.

When you're trying to get your man to open up to you, one thing you must keep in mind is that he needs his space to do so. He cannot be overwhelmed or else he will shut down.

If he feels that you're about to dump a lot of emotion on him, he mentally (and sometimes physically) backs away to get some breathing room.

You might take this personally and think that he has a problem with you.

However, it's nothing more than a simple misunderstanding of what makes him tick and what he needs to function well in the relationship.

Your man needs a chance to unwind sometimes, usually at the end of the day. He works hard all day long and it's a great relief when he gets a chance to "put his feet up" so to speak and just rest for a minute.

Let him rest and relax for a bit when he comes in the door. When you can sense that he's a little wound up, don't dump anything on him.

You don't have to walk around on eggshells or anything though. He's not a fragile piece of pottery that's going to break.

Just take notice of his mood and whether he seems particularly frazzled by something. A nice gesture would be to ask him if you can get him anything.

I know a lot of women are afraid of coming off like simpering housewives by doing this but one small act of kindness is not going to turn you into a 1950's Stepford robot.

Just ask him if he'd like a cold drink or anything and then let him be. You don't have to go fix him a sandwich and hover over him, fluffing his pillows and setting his chair back. Keep it simple.

This gives him a chance to relax without being bombarded by anything and he will be able to shift his attention to you quicker.

If you pester him and nag him while he's hyped up, it will take longer for him to relax. It's like watching paint dry. If you sit there and stare at it, it seems like it takes forever.

Once you walk away and busy yourself for a while before coming back, it seems like the paint has dried a lot quicker. As they say, "A watched pot never boils".

Give him a chance to shift his focus back to you once he's relaxed and you will find that you get his full, undivided attention. And that's what you want after all, right?

Another secret to success that productive people use is the trick of prioritizing. When you prioritize your needs and list them out, you're able to accomplish more things.

While this is a trick that people usually use for work and their jobs, it can be applied to your relationship as well.

When you need something from your man, prioritize your needs to yourself first. Think about what order the most important items would go in.

Then, pick one or two things at most that you need from him now and save the rest for later.

Remember that men are goal-oriented and benefit-driven. By giving him one or two specific tasks at a time, he has a much better chance at completing them.

He's not overwhelmed by a list of needs that you dump on him. When he has to sort through a pile of issues, he's not sure where to begin and nothing gets done.

Also, dumping all of your problems on him at once makes him feel smothered. Then he just wants to walk away from the whole thing.

You come off as needy and he's not sure that he can make you happy. He begins to doubt his ability to win in the relationship.

I mean, look at all these problems you just dumped on him! Where does he begin?

The bottom line is to prioritize your needs and give them to him in bite-size chunks. Let him focus on one thing at a time and remember to acknowledge and praise it when he does it.

He's motivated to make you happy. There's no reason or need to make it unnecessarily difficult on him.

Trying to get everything done at once results in not much getting done at all. Keep it simple. Literally one thing at a time and it will get done.

Remember to praise him and thank him for his efforts.



## Chapter Eight

# *Everlasting Desire...*

We've come to the end of our journey together and I'm sure you're just itching to get started applying everything you just learned to your own life.

As I said in the beginning, getting the man of your dreams and having his burning desire for you is all a mental game. Everything you need is right in your head.

There are no fancy tricks, no magic wands to wave, and no manipulative games to play. You don't have to go out and redo your entire wardrobe, play ditzy, or put on a fake personality.

It doesn't matter if you're starting to get some wrinkles, if you've pretended to have the same birthday 3 years in a row, or what your current or past relationship situation looks like.

The only thing that matters is that you have the right perspective on love and relationships.

All too often, people tend to turn relationships and dating into these big, untamable monsters. They feel powerless against it. As if they chop off one monster head and a different head grows right back in its place.

The Desire Formula is designed to cast all of that junk aside and get down to the very simple basics of what actually works.

The only thing you need to understand is what makes your dream man tick and why.

Understanding how he operates at his core is invaluable information that only a few lucky women manage to stumble upon themselves in their lifetime.

You now have all of that knowledge right here in your hands. As long as you remember that it's all in your head, you'll have all the tools you need.

On top of that, I've walked you through the most common traps that women fall into and become devastated by.

When you have the wrong mindset about getting love and commitment from a man, you end up doing things that feel unnatural and obviously don't work.

You waste years of your life chasing the wrong men, scaring the right men away, and continuing to make the same mistakes over and over.

It's a vicious cycle and it's hard to get out of when you don't know the secret to seeing the bigger picture.

Love is not some great mystery. Anyone can have it if they simply gain the right perspective on it. To be cliché about it, the world is your oyster.

If you don't yet have a man in mind, you're in for a real treat.

Setting standards for yourself and putting yourself out there automatically attracts the quality men to you and filters out the ones who will only waste your time.

When you have your heart set on a particular man, you know now what triggers that deep desire within him to be with you.

What activates that commitment center in his brain, telling him that you are the one and only woman he is meant to be with.

Take a moment and imagine how wonderful it's going to feel to see him gazing into your eyes, telling you how he can't believe he's the luckiest man on earth having you all to himself.

To feel him pull you into his arms, whisper in your ear how much he loves you, and to know without a doubt that he is committed to you and only you.

Picture that perfect romance that you've always wanted, how deeply you've wanted to connect with your man, and sharing the most intimate moments to build an unbreakable bond together for life.

It's an incredible feeling isn't it? Well, it's all yours. Now go out there and grab it!