

His Secret Obsession

How to Get Inside the Mind of Any Man

• James Bauer •

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INTRODUCTION

The Secret to Unlocking the Hero Instinct

"Being deeply loved by someone gives you strength, while loving someone deeply gives you courage." ~ Lao Tzu

Personal development takes courage.

When you chose to embark on this journey with me, you made a choice that tells me something about you. You have courage.

And I'm willing to bet that at least some of that courage comes from your ability to love deeply.

In fact, you probably have someone in mind right now. Someone who brings out the courage to love with all your heart.

I hope that is the case. Because there are few things more beautiful.

Relationships are beautiful. So, for me, it is a great honor to be invited into your relationship world.

Let's begin by talking about how to use the hero instinct.

You've heard it works. And something about it just makes sense based on your own life experiences. So you're probably eager to use it on your man.

That makes perfect sense.

In fact, there's nothing that would make me happier. But first, I want to ensure you understand one key to making the hero instinct work.

If you want this principle to transform your relationships, it's crucial that I first let you in on a secret. It's the secret ingredient that brings the Hero Instinct to life.

Here's the secret. The hero instinct is actually a bridge.

It's not a technique. It's not a trick you "use on a man." It's not something you use once and then watch to see if it will fix all current and future relationship problems.

Rather, it's a special kind of bridge between a man and a woman. It allows men and women to find common ground and form a deep emotional connection. Let me show you how that happens.

Men and women both want relationships. But they desire different things from relationships.

And here's where the hero instinct changes everything. It bridges the gap between his desires and your desires. It makes it possible for *both* partners to experience the most satisfying and exhilarating romance.

The hero instinct builds the intensity of your relationship. It does that by ramping up desire. And by giving you the ability to meet that desire as it arises in your relationship.

Don't worry if you don't understand how that works right now. I'll be walking alongside you and explaining everything as we go through this course material step-by-step.

In fact, I should emphasize that the hero instinct is not a bridge you cross once. Rather, it's a bridge you create over and over again.

I want this bridge to become a well-worn path in your relationship.

If we look at this bridge one year from today, I want to see evidence that you and your man have traipsed across it over and over, leaving a well-worn path.

Because if you do that, something amazing is going to happen. You're going to discover the kind of passion so many people long for, but so few people ever achieve.

And the reason is simple. We are drawn toward people who meet our needs. And that's as true for you as it is for him.

Have you ever noticed how some people trigger an extra powerful feeling of attraction inside of you? And sometimes it's hard to say exactly why?

I mean, sure, you could point out one or two features you like about his face. Or you could describe the impression you had of his personality. But there's often something more. Something that's hard to describe.

That's the effect we're going for.

When he interacts with you, we want him to feel something powerful. Something that tugs at his instincts. An undeniable desire to have more of you in his life.

And that happens when you repeatedly trigger his hero instinct.

Triggering his hero instinct is not a one-time event. Rather, it's a process. It's a way of interacting that unfolds over time.

And that's why I need to teach you how to create the hero instinct bridge over and over again in lots of different kinds of relationship situations.

Some women, after hearing my story about Rachel, simply ask for the 12 words Rachel texted to her man. They think of these words like some kind of magic spell that they can copy and paste into their own relationship. But it doesn't work that way.

Imagine this was a course about flirting. And I told you the 12 words that worked like magic for someone else at a very specific point in her relationship.

And imagine I told you to simply go out and use those same 12 words over and over again whenever you needed to boost the fun and intimacy between you and your man. I'm sure you can see why that would backfire.

Flirting is an art form. And it emerges in different ways depending on the flavor of the moment.

To be a master of flirting, you must first learn the underlying patterns that make it work. Then you can use that understanding to fluidly weave the magic of flirting into your daily interactions.

It's like that with the hero instinct. There's an underlying pattern. Learn to perceive it, and you'll have a special kind of relationship skill. One you can keep on using for the rest of your life.

Women who can trigger a man's hero instinct are able to do so for one reason and one reason alone. They are able to perceive the underlying relationship patterns that make it work.

They can create this bridge anytime they want. Because they understand the underlying relationship patterns. And that allows them to create the bridge (seemingly) out of thin air.

That's what I'm going to teach you how to do.

Yes, I'll give you some examples of exact phrases you can adapt to your situation. But I don't want you to make the mistake of skipping to those phrases without first learning the principles for success with my method.

This guide is really a relationship mastery guide. But it's focused on one very special kind of relationship power. The power to draw a man toward you. Not by sheer effort. Not through good communication. And not by impressing him.

Nope. This power doesn't come from within. It doesn't come from your own willpower, beauty, or even your deep ability to love another human being.

Rather, it comes from the bridge. The bridge between his needs and your needs. I call it "bridging." Because when you do it right, it's a bridge to everything you want.

Bridging: How it Works and Why It Matters

Here's how bridging works.

This is the fast and furious version. You'll get all the details later. But I just want to give you the big picture first. That way, you can see where we're headed, and why the details matter.

Men have this thing called the hero instinct. It's an instinctual drive that causes him to thrive in certain kinds of relationships. He wants to be with someone who lets him express this instinct.

But it's not just a relationship instinct. The hero instinct impacts many areas of a man's life.

He's drawn toward opportunities that satisfy his hero instinct. That's true whether or not those opportunities appear within the context of a romantic relationship.

In other words, he can get this need met outside the relationship. That's a big problem. And it's something you'll learn more about later in this course.

Women thrive in relationships when there's deep emotional intimacy. Bonding and connection are the rewards women seek from a relationship.

In relationships, women want to feel like they matter. Like most women, you want to be at the center of his unfolding life story. You want to build a shared story that becomes more beautiful over time as you build memories together.

But here's the problem. Men don't always give you a central position in their unfolding life story. Men often treat women as an accessory. A side benefit. A hobby.

They do this because their hero instinct needs are being met outside the relationship. In fact, their needs are often better met outside the relationship than within. That's bad news for a relationship. Yet this is the sad reality I have encountered over and over as a professional relationship coach.

Many women actually block a man's hero instinct. It's accidental, of course, but the damaging effect is just the same. He feels less passionate. Less interested. And he doesn't even know why.

Fortunately, bridging overcomes this problem.

Bridging works by channeling his male instincts toward his relationship with you. Rather than fighting against his instinct (like most women do), you will simply redirect the powerful flow of his hero instinct.

This is the essence of bridging. It's a skill you can learn. A relationship concept you will master over time.

If you will let me, I would like to be your mentor and guide. I would like to share the secrets of this method with you.

You've already taken the most important step. You've secured lifetime access to this relationship guide, and I hope you'll come back to it over and over again.

But let me remind you of something important. You don't need to read this entire guide tonight. Because I'm not going to let you simply forget about it. Over time, you will receive plenty of email reminders from me to keep developing your skill.

And during the coming weeks and months I will share some of my best ideas with you about relationships. Some of those ideas will be reminders about the methods you'll discover in this relationship guide. But I have additional material to share with you beyond the contents of this guide.

So think of this learning process as a journey. Like most journeys, there will be periods of frustration and disappointment.

Right now, you have the initial energy and excitement of discovering something new. And I'm excited for you! But I want to ensure you see this process through. Because it's the people who persist that write back to tell me about the incredible happiness they've found.

Here's what I've observed. These observations come from feedback from other women just like you. Women who took this course with a strong will to succeed. They start out with a burst of excitement. They absorb my best ideas from this relationship guide. They begin to look for opportunities to put those ideas to use. Then, disaster strikes.

It happens when you're just starting to get glimpses of the hero instinct. You begin to see it at work in the life of a man you care about. So naturally, you try out a little "bridging." You try to channel some of that hero instinct.

And he completely ignores you. Or worse, he looks at you like you have two heads.

Please understand that this experience is perfectly normal. The hero instinct has instantaneous effects. But your talent for bridging will develop over time.

So when you feel frustrated or disappointed, plan on sticking it out. Because it's often your very next attempt that surprises you with recurring waves of deep interest and attention from the guy you like. All because of something you almost didn't say because it didn't seem like a very big deal.

One week your man may seem distracted by work or other concerns. He barely notices you. And your attempts at bridging seem to be going nowhere.

Stick with it. Because this is a perfectly normal part of the learning process. And consider this: The times when he does not respond can lead to your greatest breakthroughs for understanding how the hero instinct works.

Don't be surprised if you start to see the pattern shortly after a frustrating experience. You may suddenly feel as though you can turn on or off his energy and interest like a faucet. Those experiences will come if you persist with this method.

To make sure you achieve that result, I want you to plan ahead. I want you to take the following phrase and store it in your memory for later use. Every time you get discouraged, I want you to repeat this mantra to yourself:

> "I don't want a mediocre relationship, I want an extraordinary one. So I'm willing to do extraordinary things. Right now that means persisting when others would give up."

I once heard a motivational speaker say that 85% of all the success we will experience in life comes down to the quality of our relationships. There are people who succeed at work, wealth, fitness, and many other worthy goals. But none of them feel like a success when their personal relationships are falling to pieces.

So I challenge you to put your effort into the things that really matter. Relationships matter. That's my belief, and I know you share it too, or else you would not be investing in your personal development through a relationship course like this.

So the next time you feel disappointed, get right back on the horse. Take a short break if you need, but never let setbacks define the course of your life.

Remember the mantra and push forward. Because the real-life benefits of a committed, caring relationship start to really pay off when you push beyond moments of frustration or short-term setbacks.

Permission To Just Be You

I want your romantic life to flourish. And I want you to use my relationship secrets to make it happen. Because every time a relationship succeeds, the world becomes a happier place.

And the best part? Using my relationship secrets will be fun!

I won't ask you to do anything that doesn't feel right. There will be no manipulation. No fake stuff. No pretending to be someone you're not. Dig into this material and I think you'll agree; you can use these methods and still be 100% true to yourself.

We're going to build your powers of attraction! But to do that, I need to open your eyes so you can see the patterns of the hero instinct.

The hero instinct is at work every time you interact with a man. So I want you to be able to see the pattern! I want you to understand it deeply. That way, you can choose how and when to use it in your relationships with men.

And that's why I need you to commit to something hard. I want you to finish this course. It will take some time and some reading, but it will be worth it.

Because if you persist, your mind will begin to see the hidden patterns all around you. Give me enough time to influence your thoughts and you'll begin to see the pattern for yourself.

You'll see nuances of how everything fits together. You'll understand how a man thinks. You'll "get it" in a way others don't. As a result, you will have the ability to pull at a man's instincts, inspiring his deep devotion.

What Is the Hero Instinct?

The hero instinct is something all men have buried deep within their DNA. It pulls them toward relationship situations that make them feel like a hero.

But it's more than that. It goes to the deepest desire all people feel. The desire for meaning and purpose. You see, unlike women, men don't automatically get their need met for meaning and fulfillment just by being in a relationship.

In fact, a man cannot rest until he gets the feeling that he is rising to a challenge (and finding a niche in life where he feels successful).

Once in a while, a romantic relationship with a woman meets that need. And let me tell you, those are beautiful relationships. The man pours his heart into that kind of relationship. And as a result, both partners flourish.

But that's extremely unusual in this modern era. Men often get into relationships, but they rarely feel fulfilled in them. And that's because his hero instinct is pulling him in another direction.

It tells him to seek adventure. Or worse, to seek out a different relationship where he can be looked up to as a provider, as a success, as a hero.

If his relationship with you does not satisfy the instinctual drives of his hero instinct, there will always be something missing. A part of him will always be trying to pull away. Trying to seek something else, or someone else, even though he may still be in love with you.

Rachel's Story.

The day I met with Rachel at the coffee shop, I recognized something missing in her relationship with Mike. But even then, I underestimated how powerful this one missing piece can be.

I asked Rachel to try something simple. I wanted her to send Mike a signal. A special kind of signal. One that brought out a different side of him. One that triggered a dormant part of his personality (at least as it related to her).

Now, keep in mind, this was just the start. But the signal that triggered Mike's hero instinct came at just the right moment.

Rachel's twelve words? They were simply this, "May I please ask your advice really quick? It won't take long."

Instead of presenting him with a permanent choice, like, “Do you want to start talking again?” she took a shortcut by triggering his hero instinct.

Giving a bit of advice is not about the relationship. So it was non-threatening.

Mike asked her why she wanted to talk. She responded, “I need your help.”

When he said, “With what?” She responded with, “Making a decision.”

When he said, “What kind of decision?” She said, “Something I thought you would know better than me. Do you mind if I call really quick?”

He was curious. But he also wanted to step into the helper role she had just laid open before him. He felt drawn to the problem solver role. The hero with special inside knowledge.

He felt compelled to respond to her text. And it sparked an interaction that caused his mind to re-open a closed door. You can probably guess why that helps. Once you’ve got your foot in the door, anything is possible.

It all started with a simple 12-word text message: “May I please ask your advice really quick? It won’t take long.”

Phrases like this seem so simple. Yet they have an amazing amount of hidden power because of the way they control human psychology.

It worked for Rachel. It gave her the opening she needed. Mike’s hero instinct was activated. And that was enough to change the way he pictured Rachel in his life.

This relationship guide teaches you how to influence his emotions using the Hero Instinct. But imagine the impact you can have once you get really good at this skill!

This course teaches a skill that will be valuable in all your relationships with men for the rest of your life. It's not just a single idea. It's a decoding tool that allows you to understand the results you're getting with the man in your life.

As such, this course is like a key. It's a key that unlocks a whole new world of possibilities for your romantic life. I hope you enjoy your romantic adventure and return to this course several times as the circumstances of your relationship unfold over time.

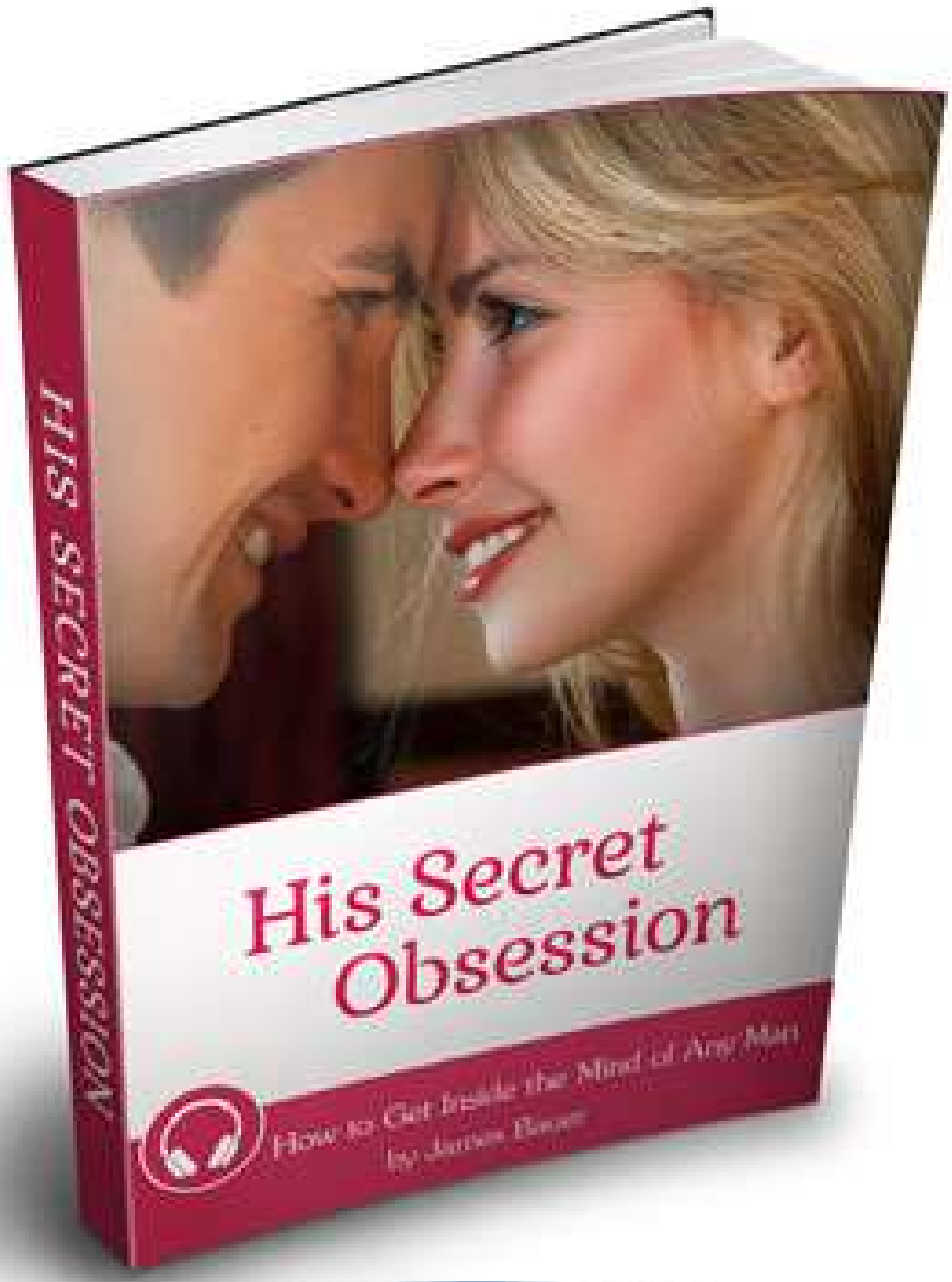
In this relationship mastery course, you'll learn how a man thinks. You'll learn about the stuff men never admit they want. And…you'll begin to see the patterns of the hero instinct all around you.

Grab hold of that power now. Take it for yourself. Use it. Let me show you how.

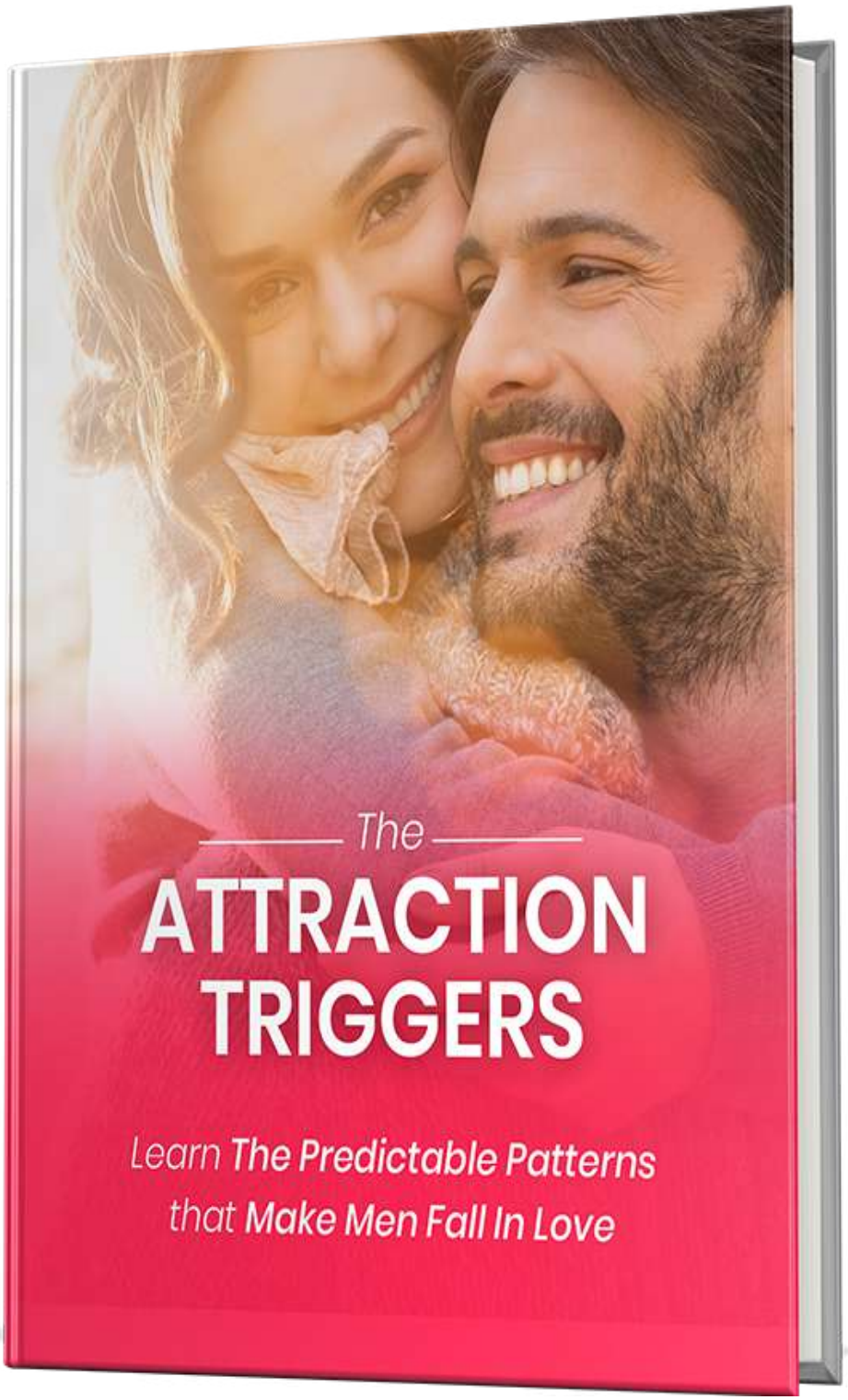
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The
ATTRACTION
TRIGGERS
Learn The Predictable Patterns
that Make Men Fall In Love

She was one of my favorite clients, and her words kept echoing through my mind...

"He doesn't see the point, James. That's what he said to me. So I don't see the point either. If I can't win his heart with your help, I must not be cut out for love."

And that was it.

She ended our Skype session. And because she lived on the other side of the world, I couldn't even tell her it was *me* who had failed.

I had taken too big of a risk. Something my gut warned me against before I even gave her the advice.

But I ignored my gut. I went for the "big win." Because I wanted to satisfy my own ego. I wanted her to be amazed at how fast I could turn the tide of her relationship.

I was young, and naive. And I was practicing the complicated art of relationship coaching.

I felt like giving up. So I went to my mentor for advice.

I had come to trust her words of wisdom whenever things seemed to fall apart.

This was one of those days. And I needed to see her.

I sat across from her with my face in my hands, trying not to feel the sadness and bitter frustration.

I was lost in my thoughts. Lost in my self-pity. But she looked past the pathetic man sitting across from her. And she called out to the man she had agreed to mentor.

"James," she said, "though you might want to believe otherwise, you are destined to fail as a relationship coach. It's just part of the learning process. You *will* make mistakes.

"And sometimes it's going to hurt. But let me remind you of something you told me long ago.

"You told me you are on a mission to find the secrets of relationship

success. And every time you fail, you refine your ability to guide others toward success."

She had a special ability. The ability to call out the strength and resilience in others. The ability to reignite the fire that drives a person's core motivation.

My core motivation? I wanted to be the best. Not just the best around, but the best there ever was.

And for a long time, that blinded me. It slowed my progress. Until one day I realized I could never be the solution to someone else's relationship.

You see, beauty sometimes erupts spontaneously in relationships between a man and woman. I wanted to understand why.

So I got out of my own way. I started to search for patterns. I searched, and I searched.

And this is what I found.

The Attraction Triggers

With the right triggers, both men and women are *designed* to fall in love.

We are literally hardwired to fall in love. We are not meant to be alone.

Did you know it's illegal to own just one guinea pig in Switzerland? I'm not making this up.

In 2008, they passed several new laws about pet ownership. The one about guinea pigs recognizes the fact that they are genetically hardwired to thrive with companionship. While loneliness takes a serious toll on their health.

Of course, psychologists have been telling us the same thing about humans for years. Our physical and emotional health is largely dependent on companionship.

In fact, if you were stranded on a deserted island with a man, everything that's feminine about you would call to him. Without competing distractions, the two of you would be destined to become a couple.

But here's the question I became fascinated with:

How can you amplify the natural triggers that cause romantic attraction?

As I watched for clues, I began to see universal patterns. Relationship

patterns that seemed to show up over and over again just before something beautiful emerged in a relationship.

Then I began to discover ways to trigger those patterns.

These triggers could cause a couple to leap forward to deeper levels of intimacy and commitment. Sparking a new level of intimacy that could only be called "true love." A selfless way of loving that was absolutely beautiful.

You can probably imagine my excitement. Studying patterns in relationships became my new obsession.

That was long ago. But I never stopped searching. And I've discovered a few relationship patterns you might like to know about.

The Strangest Thing Men Desire

It's okay if you want an amazing relationship with a man. It's okay if you refuse to settle for a lukewarm relationship.

But if you're going to go all out, and really build a beautiful relationship, you need to share that dream with the man you invite into your life.

And to do a good job of inviting him, you have to understand what's enticing about a relationship from a man's perspective.

In fact, you'll want to interact with him in a way that feels almost like a proposal. And here's what you're proposing:

"Let's reject cynicism. Embrace what's beautiful. And create something magnificent."

But what holds those qualities for a man? What seems "magnificent" to a man?

He doesn't see a relationship the same way you do. So it's important to know how men see relationships differently.

That way you can frame your invitation in a way that gets results. You can frame your invitation in a way that connects with his natural drive to create something beautiful with you.

You'll whet his appetite. You'll trigger his desire to go after a deeper romantic connection with you.

Sounds good, right?

So, what *is* the beauty a man sees in a committed relationship? Well, it might sound a bit odd to you at first, but here it is:

A romantic relationship satisfies a man's craving for companionship to the extent that it fits with his identity...the way he wants to see himself.

Understanding this one statement will give you tremendous power in your relationships with men. So let me explain.

Generally speaking, we seek out relationships because of the *other* person's qualities. We love someone for who *they* are. But we also seek out relationships because of the way other people make us feel about ourselves.

Let me offer a short story that illustrates this concept well.

When I was in high school, there was a girl named Stephanie who had it all. She was tall with a pretty face and a nice figure.

Her dad was one of the richest guys in town and gave her the choice of any brand-new car she wanted for her sixteenth birthday. Nearly all the popular guys in our school stood in line for their turn to date her.

I did not stand in line.

If you asked me if she was an attractive person, I would have said "yes" without a second thought. However, I was not attracted to the idea of myself in her presence.

She was taller than me by a good inch. She wore clothes that made mine look shabby. And the worst thing was her silly way of interacting with people.

I was kind of serious during my high school years, driven by my appetite for achievement. In contrast, Stephanie liked to engage people with as much silly banter as she could.

It's not that I couldn't see the value of that playful style of interaction; it's just that it didn't play to my strong suit. I could imagine myself feeling awkward and unlikable compared to her when trying to interact with her friends.

In contrast, my friends appreciated my tendency to deeply consider questions before responding. I had my silly side too. But I wouldn't want to be that version of myself twenty-four-seven.

Here's what I'm getting at...

When I'm attracted to you, it means I want more of you in my life. But

attraction also means I enjoy being me when I am in your presence.

I don't know if you have noticed this, but you change depending on who you are spending time with.

Some people draw out one facet of your personality while other people draw out a different facet of your personality. Like a diamond with many facets, the light you reflect back at others changes depending on your surroundings.

"Some people are so much sunshine per square inch."

~ Walt Whitman

This quote captures so much truth. I personally like myself better when I am in the company of people who have that special "sunshine" quality.

The sunshine quality is very different than Stephanie's silly quality. You can be reserved in your demeanor yet beaming with sunshine as someone approaches you to strike up a conversation.

It's not that I like a sunny kind of person more than I like a sad person. I love them both; but I like myself better when I spend time with a woman who has that special sort of "sunshine" quality.

Here's the number-one reason why I think you should consider how a potential partner brings out various facets of your own personality. My reasoning is reflected in the quote below.

"Live life as a monument to your soul."

~ Ayn Rand

I want my soul to shine as I live my life. Therefore, I want to choose a partner who will help my soul to genuinely shine.

Does this make sense to you? Do you only look at the qualities and characteristics of a potential partner? Or do you consider how they magnify or dull the radiance of your own best qualities?

Relationship Success Is Predictable

Being successful in relationships (in anything, really) is simple: just make the right decision at every turn.

One of the delights of my career has been meeting people who can actually do this. And here's what differentiates really good decision-makers from the rest of us. Pattern recognition.

Some people just seem to have a knack for getting what they want out of life. But it's not just luck. These people have learned to recognize patterns.

And when you can see patterns unfolding around you, it's almost as if you've been given the ability to predict the future.

So I'll say it again. What separates exceptional decision-makers from the rest of us is pattern recognition. This is the ability to see patterns. Patterns that give you the power to see the invisible framework that causes things to happen.

I'll show you how this applies to your relationship in just a minute. But first, take a moment to recognize something important. People use pattern recognition all the time.

What makes a high school student the star football quarterback? It's his ability to almost instantly recognize patterns on the field and make split-second decisions based on pattern recognition.

What allows a world-renowned physician to make a diagnosis that others missed? He hears the same list of symptoms, but his deeper knowledge of an illness allows him to spot patterns other doctors didn't recognize.

How did you learn to change the route you drive to work depending on the time of day? You noticed traffic patterns that allow you to avoid congestion and take alternate routes.

Here's the point. Pattern recognition allows you to get more of what you want.

The ability to spot emerging patterns in your relationship may be the most critical skill of all.

It's not experience. It's not memory. It's not intelligence.

It's pattern recognition. Because it allows you to create your own luck.

But here's the really interesting thing. You can deliberately improve your pattern recognition to get much better results in your relationships.

And perhaps the easiest way to do so is to study the patterns *other* people

have already discovered. It works better and faster than trial and error.

The fact is, you already use pattern recognition all the time. Without even realizing it, you combine past experiences, intuition, and common sense to predict what will happen next. And you can do so with a fair degree of accuracy.

The problem is, much of your intuition and common sense is gender-specific. Meaning it is based on your own personal experiences in relationships as a woman. So it often fails you when you try to understand and predict what a person of the opposite gender is thinking and feeling.

That's where I can help.

Pattern recognition can be learned. It's a skill you can keep getting better at for the rest of your life. A great place to start is by learning to spot the patterns other people have already identified.

This stretches your mind in a good way. It causes your mind to start recognizing other patterns that are more subtle and unique to your relationship.

Let's take a look at three relationship patterns. I've specifically selected these patterns for women who want to get more romantic investment from a man. Think of these patterns as male attraction triggers.

The 3 Patterns That Unlock His Passion and Romantic Desire

I'm going to show you three patterns that affect how people think and feel. As you'll see for yourself, each of these patterns is very simple. There's no rocket science here.

In fact, the first one applies to both men and women. So you'll probably recognize this first pattern from your personal experience. But the second two patterns have to do with the way men experience relationships and emotion differently.

All three of the following patterns build on each other. They become something that is greater than the sum of their parts. Stick with me and you'll develop a very useful insight about the way the man in your life thinks and feels.

The Happiness Pattern

People are happiest when making progress.

And it doesn't matter how tiny or incremental your progress is. As long as

you feel like you're making progress, your brain is designed to release feelings of happiness. It's like a built-in reward system designed to keep you interested when something seems to be working.

And the funny thing is, progress is more important than goal attainment. In other words, people are happier when they are making progress toward a goal than they are after having achieved the goal.

Yes, there's always a little feeling of celebration after you reach a goal. And that glow of positivity can stick with you for a few hours or a few days, depending on how important the milestone.

But in the end, that positive feeling fades. Because you get used to your new circumstance.

But happy feelings will return as soon as you set a new goal and start making progress again.

Have you noticed this pattern in your own moods? Many people don't notice it. But numerous psychological studies have proven this to be a very reliable pattern for predicting human happiness.

If you want to be happy, set a goal, and make it a very small goal. Go for incremental progress.

Young children play computer games because of the way these games regularly deliver a sense of satisfaction. And that satisfaction comes from making regular progress. They make progress by getting from one level to another, by gaining points, or by winning small battles.

In fact, this is why the modern era has seen the emergence of a new form of addiction: video game addiction.

Video games are designed to deliver little doses of happiness. Because there's always a little goal right in front of you. The rewards may be tiny, but they are nearly continuous.

Now consider this. Society and genetics have wired men to pursue achievement as a way of gaining approval. And that partly explains why a man only feels happy if he's making incremental progress toward a goal.

This is why many women have successfully used the "playing hard to get" strategy. They entice a man with the hunt, tapping into his instinctual drive to pursue something just out of reach.

But how does it all end? What happens once he finally captures your love and affection? Sadly, the intensity of the relationship often fades.

Now here's the good news. There is a never-ending way to engage your man's drive to pursue you. And we'll come back to that in just a minute. But first, let's examine another pattern.

Man on a Mission

If a guy has feelings for you, he's going to want to make you happy. But there's a problem with that.

The goal is too vague. And he's not exactly sure how to accomplish it.

Plus, guys aren't that good at predicting what will actually make you happy. Because their pattern recognition mostly tells them what makes a guy happy. They don't have very sophisticated models when it comes to the opposite gender.

As a result, men often feel frustrated in romantic relationships. Sometimes they get grumpy with you as if it's your fault they can't make you happy. He's frustrated because he's not getting the little jolts of happiness that come from making progress.

Imagine a 14-year-old girl fleeing a war-torn country. She's alone, and she only has a few possessions in the small backpack she carries with her. Imagine her plight as she tries to figure out what to do upon arriving alone in a foreign country.

Now try to imagine the plight of millions of people fleeing from a war-torn nation. It's not quite as easy, is it? And I bet you don't feel the same tug of empathy on your heart when you try to imagine millions of people, do you?

Why is that? It's because our capacity for feeling empathy declines as our ability to offer meaningful help declines.

This is a pattern of the human mind. A psychological effect called "compassion collapse."

And here's why it's important. This phenomenon is much stronger for men. Because men are naturally less empathetic than women to start with.

Here's the pattern I want you to recognize...

A man will drift toward not caring unless you trigger his empathy. And you can trigger his empathy by giving him ways to please you that are specific, concrete, and easy to picture in his mind.

Doing so triggers feelings of happiness, because now it feels like he's making progress. He'll feel excited about the relationship he's building with you. He will feel more emotionally invested.

Now let me put this in perspective for you. The truth is, men enjoy being on a mission, no matter how small. So you don't need to think up some elaborate plot to activate his mission-focused energy.

A problem can be very insignificant, but still trigger his mission-focused instincts. Lest you think I'm exaggerating, let me share an example of just how insignificant a mission can be while still bringing about a change in male behavior.

First, some background information. "Splash back" is the technical term for the mess men leave behind as urine splashes out of urinals and ends up on the floor and walls of a bathroom. As you can probably imagine, splash back is the bane of every custodian's existence.

In fact, that's probably what inspired Jos Van Bedaf, a custodian in Amsterdam's Shiphol Airport, to do a little experiment. He had the idea to put a small decal with a picture of a fly in each of the urinals, to create a sort of "target practice" for the men using them.

Did it work? You bet. It cut the amount of splash back in half. Some estimates say it reduces splash back by 80%. All because they gave men a target to aim for.

Would it have worked to just nicely ask men to aim more carefully? No. Because it would not have triggered his mission-oriented brain to care.

And apparently, the fly picture is particularly effective as a target, because men see it as something unsanitary and unconsciously think a stream of pee will kill it. Guys always respond well to the opportunity to be on a mission.

I know this example is a little gross. Sorry about that. But I shared it because it's also kind of funny. Particularly because I know it would work on me.

Plus, this example illustrates a broader truth about how men think and react. Show a man *any* kind of target, and he'll feel eager to prove his worth. Just make sure it's a target he can easily see and understand.

Watch for this pattern in the man you love. Once you begin to look for it, you'll see it all the time. You'll begin to recognize how powerfully it impacts his choices and motivates his behavior. He wants to be on a mission.

Does it influence his relationship with you? You bet! And that's why I want to show you one more secret about how the male mind works.

The Attraction Trip-Wire That Awakens a Man's Deepest Longing for Love

Trip Wire: "A hidden trigger that sets off one or more explosive events."

Deep within the heart of every man is an intense longing to be someone's hero.

This longing has ancient origins.

You see, the cause of this longing is written into the very fabric of his DNA. And there it lies, dormant... until one day, the right trigger unleashes its power.

I'd like to show you how to become that trigger, and how to awaken the full force of your man's bonding instinct.

The Power Of Story

But first, a story. It's the story of human connection.

Before we can care deeply about someone, we must know something about their life story. Because stories evoke empathy. Stories allow us to picture ourselves in someone else's shoes.

Stories form the foundation of all human connection. They create the sensation of one shared life experience.

It's strange, but true, that we can even find ourselves rooting for thieves and criminals as long as we see their story unfold. Movies like *Ocean's Eleven* and *The Italian Job* illustrate this well.

In the movie *Ocean's Eleven*, actors George Clooney, Brad Pitt, and Matt Damon make for a cast of likable thieves. But beyond their good looks, we get pulled into the story.

We discover what's driving Danny Ocean's motivation to rob a casino. A casino that just happens to be owned by his ex-wife's new lover.

We can empathize with Danny Ocean's pain. And by the end of the movie, we are actually rooting for him to get away with it. To steal the money and disappear into the sunset with his ex-wife Tess by his side.

Perhaps stranger still is the way we respond to fiction in the first place. A skilled novelist can have me on the edge of my seat, rooting for a person

who doesn't even exist in real life.

Literary critics may scoff, but I actually liked the *Twilight* series by Stephanie Meyer. I think my hand was actually trembling from adrenaline as the Volturi began to march across the field, intent on destroying Bella's daughter.

But wait, that's all make-believe. So how could it cause a physical reaction in my body?

The answer, of course, is the power of story.

Since ancient times, stories have been the primary means by which humans communicated important information. Because of that, our minds are literally wired for story.

Stories influence our emotions. They are at the heart of communication. Allowing us to feel connected to each other.

When I reach the end of my life, I know which people I will want by my side. It will be those who have witnessed my life story.

The friendly, pretty nurse may be a wonderful person. But if she is a stranger to me, it doesn't matter what positive attributes she has. I will still feel alone. Because she does not know my story, and I do not know hers.

Knowing this instinctively, she will expend great effort to quickly summon my friends and family. The people who know my story.

To trigger a man's deepest feelings of attraction, you need to become a special part of his story. You do that by revealing your needs and allowing him to help you meet them. Why? Because it triggers his hero instinct.

Here's the formula for triggering a man's hero instinct:

Story + Need = Activated Hero Instinct.

A man's hero instinct compels him to seek a relationship that lets him take on the role of a provider. That's why guys fall for women who know how to trigger this attraction tripwire.

It sets off a series of reactions in his emotional world. It makes him happy in a way that's hard for women to understand. Because they do not share his deeply rooted instinct to become someone's hero.

Many women are vaguely aware of a man's desire to see himself as a provider. They understand, for example, why he may become depressed and pull away from others during a period of unemployment.

But these same women fail to recognize the power of the opposite effect...

Make a man feel like your hero, and you unleash his desire to commit to something more. He can't help it. He just starts to see you differently.

It's as if your relationship unlocks a version of himself he has always longed for. It feels right in a way he can't put into words.

It unleashes his protective instincts, the noble aspects of his masculinity, and, most importantly, his deepest feelings of love and attraction.

If that sounds good to you, click here to learn more about this relationship enhancement tool. It's something you can learn once, but then use for the rest of your life.

You already have needs and desires. Why not learn how to translate those desires into requests that trigger his hero instinct?

Then relax into the warmth and passion he is only capable of showing to a woman who has triggered his hero instinct. A woman who knows exactly how to become the central character in his emotional world.

Ready to put this idea to use? Great! Because I've recorded an online video to show you a set of triggers you can use to get explosive results with this one simple technique. Click here now to see for yourself.

After watching this video, many women are surprised to learn a man can actually feel more deeply in love when he feels more deeply needed. That seems strange, doesn't it? And yet that is the reality for men.

Many of us have a tendency to buy gifts of the sort we would like to receive ourselves. It can be like that with love. We try to love our partner the way we want to be loved.

So you make him feel special. Yet he seems unaffected by that. You speak your own native love language to him. Apparently, he speaks another.

But I'm here to tell you about one incredible, universal method you can use to grab his attention by triggering his hero instinct.

Click here now to discover an unfair advantage that works with all men, in every phase of life. Help him finally see you as the one.


The
MOMENTUM
METHOD
The Secret to Building Passion and Desire with Your Guy
Become the couple who wants each other more than anything else.

The Momentum Method

The Secret to Building Passion and Desire with Your Guy

Lots of things matter in life. Your career. Your health. Your finances. But nothing matters quite as much as your relationships.

I mean, think about it. What's the fun of "succeeding" if there's no one there to celebrate it with you?

Even something as simple as a beautiful sunset loses much of its significance if there's no one by your side to enjoy it with you.

Though I should confess...

I am a little biased. Because I'm a professional relationship coach. Which means I spend my days helping people get the relationship they want.

And I spend my off-hours investing in the people that make my life rich and rewarding. So my world pretty much revolves around relationships.

Helping people find romantic bliss is what I do. Does that sound fun to you? Well I can tell you it is, but it hasn't always been that way.

You see, people only look for me when something's going wrong in their relationship world. There have been days when I left the office with an aching heart. Too many stories of emotional pain.

Too many people I care about-people I hold in my heart-feeling lonely or rejected. People who deserve joy and laughter and meaningful connections with a person who claims them as their own.

You know what I'm talking about, right? Romantic relationships. Two people discovering a special kind of joy in each other's arms. Two people who want each other more than anything else.

It's exciting. It's beautiful. And it's worth going after.

But sometimes you don't know how to go after it.

The man you love could be standing right in front of you, but you simply don't know how to win his heart.

Or problems rob your relationship of momentum before it can become what it was meant to be.

It's not fair! You can see what you want. And you're willing to work REALLY hard to get it. But there's something blocking your way.

What's blocking your love life?

Well, it comes down to this. There's nothing to grab on to! You can't get a foothold.

It's like being at the bottom of a pit with perfectly smooth walls, rounded on all sides. You can't climb your way out if there's nothing to grab hold of.

The pit is just wide enough so that you cannot reach both sides at once. All the motivation in the world won't help you out of this situation. You need someone to throw you a rope.

But I have good news...

I'm about to throw you a rope.

How To Build Relationship Momentum Fast

Momentum matters. Your relationship needs forward momentum. Without it you feel stuck in the mud. Like a race car with tons of horsepower but tires that spin uselessly in a muddy ditch.

But with momentum everything changes.

With a running start, any car could coast past the muddy patch...even with flat tires. Pure momentum. It's powerful stuff.

That's what I want for your relationship. Momentum in the right direction.

I don't care where things stand between you and your man right now. Maybe he's a guy you've set your sights on. Or maybe you're already in some form of relationship with him.

Regardless, I'm going to show you how to use momentum to your advantage. I'm going to share three secrets for building momentum in your romantic relationship.

The Key to Jumpstarting Your Momentum

Here's the truth about why momentum works. It sets off a chain reaction.

Most people feel stuck because they try to charge after romantic bliss. They look for the most direct route. But it only results in heartache.

And I need to tell you something...

If you're a woman who is used to succeeding in life, romance can be particularly frustrating for you.

That's because you've learned how life works. You see what you want and you decide you're willing to pay the price to get it.

Typically, the "price" is a lot of hard work. You put in that hard work and you usually get the reward you were going after.

But relationships don't work that way. You can't change the way someone else feels about you simply by trying harder.

You need a different tactic. I'd like to show you something that works better. It's a method for building momentum in your relationship.

It comes down to this very simple idea...

Create momentum by setting off a series of small chain reactions. Then let the power of those chain reactions build your momentum automatically and effortlessly.

The rest of this report is about showing you how to do just that. And we're going to start with a simple idea anyone can use in their relationship.

Secret #1: Think beyond the First Step

The hardest part about building momentum is the very first step.

A train can transport a lot of cargo, using a very small amount of fuel. And once the train's momentum builds, you better stay out of its way. But from a stopped position, the train can barely move at all.

It can feel like that in your relationship. Which is why a lot of people never bother with trying to build momentum. After a first attempt to budge the relationship forward, it feels hopeless. Nothing changed. You give up.

Most of my clients have a fairly good idea of what they want from a relationship. They can see it clearly in their mind's eye. And when they go after a guy, it shows. They focus on the end result they're going for.

My typical female client is focused on making a guy fall in love with her so he will want to be her boyfriend or husband. That's the goal.

She doesn't think about much else beyond that goal. As a result, her vision

of the future limits her success. Let me explain why.

It's easiest to explain with an example. So I'll show you how this works with Melody's story.

Melody wants Jeff to see her as more than a friend. So she does the kinds of things you would expect.

She tries to hold his gaze a little longer. She looks for opportunities to get time with him alone. She does her best to look attractive whenever she's likely to bump into him.

Oh, and she actually bumps into him once in a while ("accidentally" of course).

That's all great. The problem arises when he doesn't respond the way she wants him to.

Frustration replaces hope. Irritation replaces confidence. And those emotions affect the way he perceives her. It changes the experience for him in a negative way.

And all this happens before she's had a chance to build up any momentum at all. After a few weeks of feeling frustration and despair, she tries again.

But she simply repeats the same process over again. Try. Get frustrated. Give up. Repeat.

It's an endless cycle of frustration. What melody needs is a foothold. Something that will let her get beyond the first step.

That foothold is something I call a "vision boost." It's where you forget about what you want from him, and focus instead on what he's missing.

And what is it that he's missing?

You.

You and the tremendous benefits he would receive if he could ever wake up to the reality of what you have to offer.

After all, you have a lot to offer, right? If you truly love this man, his life is going to be MUCH better if he has you in it. That's because you want to make him happy.

You see, I only accept clients who are truly in love. I don't help people who want a boyfriend just for the status, money, sex, or anything like that. If that's all you're after, you may not actually have much to offer him.

But think about the value of true love...

Two people who love each other so much their greatest happiness in life comes from making the other partner happy.

When both people feel this way, a tremendous amount of value (translate: happiness) has been unlocked by a decision to be together.

That's the value that you have to offer him. Never forget that. Because that's going to make all the difference in the "vibe" you give off while interacting with him.

It's a vibe that says...

"I'm cool, calm, patient, and completely confident in what I have to offer. You'd be lucky to have me. And the gift I have to offer you is literally priceless."

And Here's the Really Good News

Just like he can sense frustration, irritation, and annoyance, he can also sense the opposite. He can sense the positive, alluring vibe that happens when you focus on what you have to offer him.

But there's more to it than just that.

Something changes inside you when you adopt this belief system. The belief that you have something incredibly valuable to offer.

It changes the way you think. And it changes the way you think in such a way that you begin to automatically build momentum.

The way you build momentum is by investing in a future you feel confident about. You begin to take small actions that reflect the confidence you feel in what the relationship will become.

You no longer make small, frustrated attempts to grasp for control. You see things differently now. He is coming to you.

With that new layer of patience, a new strategy becomes natural to you. I call it the 1% rule.

Secret # 2: The 1% Rule

Let's review the main goal. It's momentum. Forward momentum for your relationship.

You want it. And you want it now.

Believe me, I understand. That's what I want for you too. But I don't want you to break your neck. And that's what happens when you go from 0 to 60 in an instant. Things break.

Now, I'm not about to bore you with a story about the tortoise and the hare. But I do want to remind you of something you may have forgotten. A basic truth about life you learned in kindergarten.

People don't like to feel manipulated.

My mother used to push me to be more assertive and outgoing. I remember when she was a substitute teacher one day when I was in eighth grade.

She stopped by the cafeteria during lunch hour. And to my horror, she chastised me for sitting alone at a table by myself.

I was happily munching the sandwich from my brown paper sack, waiting for a friend to make it through the paid lunch line.

But to her, that was no excuse. "Why don't you join those kids over there? There's still room for your friend to join you."

Right. Like I was going to pick up my lunch and walk over to the table where my mother had just pointed.

I might as well walk up and say, "Hey guys! Anyone want to be my friend?"

You can probably imagine my response. I dug in my heels. Tried to ignore her. Tried to fake a chuckle as if she had just referenced some sort of inside joke.

But no. She didn't give up that easily. She took my hesitation as a sign that I needed more reasons, more cajoling.

What would've worked better? How do you get a teenage boy to come out of his shell?

She would have more success if she kept the end goal to herself. That way I wouldn't resist.

She should have invited me to take one tiny step at a time...and let me discover a new, assertive identity on my own. In other words, she needed to start smaller.

That's the 1% rule in a nutshell. Start small. Try to improve something by just 1%.

It sounds like so little. And because of that, these small changes barely feel like changes at all.

But if you're trying to get someone else to change, that's a good thing! Start small. Let momentum build so it does the work for you.

Get someone to take action, and something strange happens. They observe their own actions and conclude it was a good way to go.

What I'm referring to here is a unique finding from the field of social psychology experiments. Humans often look at their own actions to decide what they believe.

That sounds backwards, doesn't it? But it's a remarkable truth about how all people are wired.

For example, my mother could have made one small request. "Hey, while you wait for your friend to come over, is there anyone in here you could introduce me to real quick? It would be fun to meet one of the people I hear you talking about at home."

If she can get me to take action, I start to see myself differently. I see myself as someone who introduces people, connects others, and roams the cafeteria to make social connections.

It's just one tiny step, but my own actions change how I perceive myself. It works the same way in relationships.

Get him to take one small step. Something that would be very hard to object to. Like helping you move a heavy box, or giving his opinion on a decision you're considering. Then just improve on this foundation 1% at a time.

Momentum doesn't happen with a sudden burst of effort. It happens when you start small and build on that momentum as it picks up speed.

It is better to take many small steps in the right direction than to make a great leap forward only to stumble backward."
- Old Chineese Proverb

So we're talking about momentum as it applies to your romantic life. How do you use the 1% rule to build momentum in your relationship right now?

Well, let me ask you. Can you imagine one tiny step? One tiny action you

could invite him to take? One action that someone would only do if they liked you or wanted to spend more time with you?

Start there. See what happens. Build momentum.

And here's why it's called the 1% rule. You can build momentum fast by improving your relationship just 1% at a time.

It's a big shift away from the mindset most of my clients start with.

Trying to improve things by just 1% has all these benefits:

- **It takes away the pressure.** You can let go of the need to make him see you're the one for him. That will happen automatically if you just improve 1% at a time.

- **It sparks new ideas for improving things.** Ideas that would never occur to you if you were racking your brain for one super powerful thing you could do to instantly turn the relationship around.

- **It lets you enjoy the journey.** Instead of feeling like everything rides on your next interaction with him, you enjoy what's fun and build on that.

It seems like so little. But that's deceiving. Tiny change often results in big results much faster than we would expect.

That's because of the power of compounding. You're not just adding one plus one as the days pass. Because 1% of no relationship is very little, but 1% of a relationship that has been growing for several months is actually quite a lot.

As the saying goes, "People overestimate what they can accomplish in a day, and underestimate what they can accomplish in a year."

That's human nature. We underestimate the power of compounding.

But you can use this to your advantage. Because now you know the second secret of building momentum.

Get him to take action. Think small. Then think even smaller than that.

Transform his small actions into a pathway that leads him to you.

Quick Story

Now, if you're ready for secret #3, go ahead and skip down to that part now. But if you'd like one example of the 1% rule in action, you'll find this story interesting.

A friend of mine used to work in a nursing home as a recreational director.

She told me the unfolding saga of two employees who worked there.

One was an assistant in her department, and the other was the head of the maintenance department.

The assistant had a huge crush on the maintenance guy.

But the only reason my friend knew about it was because the assistant bashfully asked if she would get in trouble for flirting with a fellow employee at work.

After that, they just seemed to become a couple.

My friend had to ask what happened because she never saw any indication of flirting.

Here's what happened.

The assistant started by showing interest in his work. She started by asking about some of his work related routines.

She spaced out her expressions of interest, allowing him to warm up to her.

She would usually only approach him when he was working alone in the hallway, or as she passed him outside the building on her way in.

She would only pause for thirty seconds or so, but she was consistent in demonstrating interest each time she ran into him.

Then she made a move that allowed her to shift her flirting to another level.

After complimenting him about the breadth of his knowledge about maintenance related issues, she asked if he would be horribly offended by the idea of giving her his phone number in case she ran into a problem he could advise her about outside of work.

Now she had an avenue that made "exclusive flirting" easy.

Do you know the difference between "broadcast" flirting and "exclusive" flirting?

Broadcast flirting is on display for everyone to see.

When a woman uses broadcast flirting, everyone around can see what she's up to.

For example, it's broadcast flirting when Debbie laughs at all of Daniel's jokes at the office party and purposefully compliments him in front of others.

Exclusive flirting is different. **Think of it like an exclusive club.** There are only two people in the club, and the two people share something exclusive.

You may think of yourself as someone who would never use flirting as an attraction tool, maybe because of the potential for embarrassment or a distaste for acting like someone you're not.

But that's because you think of all flirting as broadcast flirting.

Broadcast flirting dominates our perception of flirting because it's what we see most often.

Exclusive flirting is different. It happens behind the scenes.

It's far more subtle, and in my opinion more effective.

Back to our story...

He was a few years older than her, and texting was not something he had gotten used to.

She got him used to it.

He came to enjoy her text-based friendship and eventually asked her out.

So what was the 1% improvement?

It was creating an avenue for exclusive flirting. In this case, it was finding a way to interact privately.

That's one of my preferred strategies for early stage relationships. Focus on finding an avenue that makes exclusive flirting easier.

It's a 1% improvement that can build momentum fast.

Secret #3: Define Progress as "Pleasure"

Let's assume you're making progress with a guy. He's shown the early

signs of interest. And you can tell he genuinely enjoys spending time with you.

But something is holding him back.

What is it? Why does he seem to be dragging his feet? He was very interested in the relationship from the start. But now it's as if he's second-guessing his commitment. Like he's not sure about the thing that's building between the two of you.

Why is this happening?

As a relationship coach with years of experience, I can take a pretty good guess. It's ambivalence.

In other words, he feels pulled in two different directions.

He wants the good stuff that comes from his relationship with you. But he's nervous about what it all means.

Men go through several stages in life. Each stage changes how they react to the prospect of a committed relationship. I teach courses about those different stages, but it's beyond the scope of what we're trying to accomplish here. So let me just give one summary statement.

Men like to win.

From the time they are boys, males hesitate to take on a challenge unless they have a certain level of confidence in a positive outcome.

How does that impact his approach to relationships? Well, in a relationship he wants to "win" at gaining your approval and status.

But wait a minute. If that's true, why is he holding back? Can't he tell you want to move things forward? And the answer comes down to this:

A commitment creates a threat.

The threat comes from his fear of loss. You see, men judge themselves and other men based on accomplishments. It's like a rite of passage. If you want to become a real man, you have to have a mission. It's like the modern version of going on a hunt and coming back with something to show for it.

He has dreams about making a difference in the world, or proving his worth by earning lots of money, or proving his worth by helping lots of people.

Then there are social pressures from his guy friends to go on adventures,

live the bachelor lifestyle, and answer to no one.

Then there's the desire to win at his relationship with you. That means gaining your approval. Success in a relationship means he has to keep you happy.

And why is that a problem?

Because he's not sure he can please everyone at once. He's not sure who he will become if the relationship continues to move forward. Ambivalence sets in.

Ambivalence is the biggest enemy of momentum in romantic relationships.

But I have a solution for you. My solution takes away his ambivalence. How? By taking away his fear.

And the secret is rather simple. Are you ready for it?

Give him a clear definition of success.

That's it. But let me tell you why it works.

You see, he's not afraid of having a fantastic relationship with you. He's not afraid of succeeding with you. He's not afraid of creating something deep and meaningful with you.

Rather, he's afraid of failure. He's afraid of giving you the wrong idea and then changing his mind.

He's afraid of losing. He's afraid of letting others down (you, himself, his friends). But most of all-and here's the really important part-he has one thing blocking his passionate abandon:

In his mind, he has defined commitment as a trap.

It's not you. You are pleasurable and fun.

But commitment feels like something else. It feels like an unknown.

And floating in a world of ambivalence-a world where he never totally commits to anything-allows him to sidestep the fear of getting stuck in a situation where he can't win.

So your job is to remove the "unknown" part of this equation. Do that and everything changes.

How do you do that? You do it by giving him a more concrete definition of success.

In other words, show him exactly what he needs to do in order to "win" with you. Remove ambiguity. Remove the unknown.

Sometimes that's simply a matter of literally describing to him exactly what you want at this stage of the relationship. But more often, a completely different method is needed.

Here's the other method. It's a method I have found to be extremely powerful when it comes to changing the way people think and feel.

Define success as "pleasure." And here's what I mean by that.

Link his happiness to your happiness. Get rid of the sense that you are two different people trying to get your needs met separately. And instead, encourage a new mindset.

The new mindset is that you can enhance each other's lives by working toward that goal directly. As a team.

And as a team, you'll always be discussing strategy. It will never be this one big commitment talk with all its scary unknowns.

Instead, it will be a continuous and ongoing process of discovering new ways to enhance each other's happiness.

The relationship becomes centered around this question:

"How can we purposefully plan our interactions to maximize each other's happiness?"

That's a surprisingly intimate question.

Use it and something strange begins to happen. The relationship becomes a shared project. Something you work on together.

Now he feels in control. So it no longer feels like a trap. It feels like a shared project designed to fit with the other realities of both your lives.

So this is counterintuitive, but here's what starts to happen. You start having open conversations about things couples usually avoid, like planning time apart, or asking if it's okay to find creative ways to spend less money on dates.

If that sounds "unromantic," please hear what I'm about to say next. The effect on your relationship is the opposite of what you would expect.

These conversations lead to a sudden boost in your relationship momentum. Why? Because it removes the fear of forging ahead.

Instead of wanting more time away from you, these open discussions make him desire you more. Instead of wanting to be less romantic, he wants to impress you even more.

Now the relationship makes him feel like he's winning again. Just like it felt when he first tried to make a connection with you. No ambivalence.

Now he can take his foot off the brakes. Momentum begins to build again.

Maybe you found a few of these ideas helpful. But it's nothing compared to what I'm about to tell you next.

You see, there's synergy between these three secrets for building momentum. Each one has a certain amount of power on its own. But combine the three together, and you'll be surprised at what happens next.

The Synergistic Effect

Remember how earlier I told you that we convince ourselves with our own actions? Well defining success as pleasure gets him to take action.

Making you happy becomes like a game to him. A game he enjoys. A game he wants to win.

So it's only natural that the more action he takes to make you happy, the more he inadvertently convinces himself that a long-term relationship with you is what he wants. Because at some deep-down level, he senses it would make you happy.

Meanwhile, the 1% rule is operating in the background. Each step feels small, yet it results in a stride that lengthens over time.

It's still only small changes the two of you work on to enhance your relationship. But each small step builds on what was already established before.

Talk about chain reactions! This is the stuff of magic. It feels effortless, yet the results make it look like a lot of hard work must have taken place.

You become the envy of your friends. They wonder why you don't stress and strain to build momentum the way they do.

They wonder why your guy seems to be designed for romantic intimacy while their guy seems to always be on the fence, hot or cold.

It all started with just a few small changes. But those changes set off a

chain reaction that builds relationship momentum.

Now what if I told you there is an even bigger way to tap into his natural instincts for taking action to move toward you? And what if it was something so powerful it had the potential to completely transform your relationship and break all the speed limits that usually hold relationships in check?

That's what I'd like to show you next. And here's the crazy part...

This one idea dwarfs all the others. It has the power to single handedly transform your experience with men. And that's because it's like rocket fuel for your relationship.

So I took this one idea and turned it into an online video you can watch right now.

The effect on your relationship will be much stronger and much more immediate than you would expect. So only use this last momentum booster if you actually want your relationship to make a sudden leap forward.

You're probably wondering what this is. And if you're an intelligent person, you might even be a bit skeptical of my claims. So let me explain what this is.

It's all about the signals that turn on one particular male obsession. An obsession so powerful, it has the ability to make or break your relationship.

It's a secret obsession all men share. And it's affecting your relationship right now, regardless of whether or not you recognize its effects.

Fortunately, it's something you can channel toward your relationship. You can sort of "plug-in" to this secret male obsession and use its energy to sustain a relationship forever.

And I mean that...forever.

Knowing about this one obsession all men feel gives you a special insight. An insight that allows you to grow your relationship into something beautiful, stable, and incredibly intimate.

Would you like to know what that is?

Then click this link to watch my free online presentation now.

I've always believed that the most powerful way to influence relationships is by tapping into the things people already care about.

But here's the tricky part. Humans are NOT very good at identifying what truly drives them...what they actually crave most.

But once you discover what a person really wants-the thing they don't even know how to put into words-you have the power to really hurt them or really make them happy.

Believe me, I've seen this in action.

Things are different for me now as a dating coach. Now when I look at relationships, it's easy for me to see why some succeed and others fail. It's like I'm wearing glasses that give me the ability to see things other people don't.

But it's time for me to share. I want you to be able to see what I see. So you can see what drives him, what he cares about, and what he needs to thrive in a relationship with you.

It's finally time to tap into what he is already obsessed with. And channel that built-in desire toward the relationship you share with him.

How? Well, that's what I teach.

Click here to see my video presentation. Discover a whole new world of possibility, and claim the happiness you deserve.

Always on your side,

James Bauer


The
FASCINATION FIX
How to Fascinate a guy who thinks
he's "not ready" for a Relationship

The Fascination Fix

How to Fascinate a guy who thinks he's not ready for a relationship

How To Become Suddenly Significant

You know the cliche. Men don't like commitment.

Chances are, you've dated a guy who seemed to fit this cliche. You've probably asked yourself why this happens. And you've probably wondered if it's even possible to get a man to want commitment as much as you do.

In this report, I'm going to show you how to reverse a man's resistance to commitment. And I'm going to show you how to do it by triggering a basic male instinct he simply can't ignore.

There are *specific* reasons men avoid commitment. Discover what they are, and you gain the power to transform the way he sees you in his life.

Before we dive into that though, I want to talk a bit about other articles you may have read on this topic.

You've probably seen headlines like, "The Real Reason He Won't Commit" or "Six Signs He'll Never Commit." These types of articles are everywhere. And they tend to say things like, "he's not ready to settle down," "he wants to play the field," and "he's just not that into you."

Now there are definitely "players" out there. Men who just want someone they can hook up with. Someone who won't get in the way of their desire to live free and do whatever they want.

I can't help you with those men.

If a guy flat out tells you he just wants to see you casually. Or you know he's seeing other women and has no desire to stop. Well, you're probably better off investing your relationship energy elese where.

The things I'm going to teach you are designed to attract a particular type of man. The kind of man who is destined to make you happy.

Let me illustrate with an example.

The Guy Who Kept Pulling Away

There's a couple I know who used to have a problem. We'll call them Jack and Jill.

Jack and Jill had been seeing each other for a while. Whenever they were together, you could tell they were really into each other.

There was the typical passion that comes with the honeymoon stage of any relationship. But there was also a specific type of sweetness.

They cared about each other. They were invested in each other. There was real love there.

But whenever Jill tried to take things to the "next level," Jack pulled away.

He didn't do this in an obvious, straightforward way. There was no conversation where he told her that he wasn't ready. Or that he wanted to keep his options open.

Instead, he'd smile and nod when she brought it up, then change the subject at the first opportunity. Or he'd suddenly become less available to hang out for a few days. Or weeks.

If Jill ever pushed him on the topic, he said of course he wanted more. But his actions pointed in the opposite direction.

Jill didn't know what to do.

"Is he lying to me?" she asked. "Is he just stringing me along?"

I didn't think so, so I asked her to tell me more about Jack. I knew he was in his late-20s. And that he was just finishing up his residency at a hospital. A nice guy. Funny. Smart. Rolled his eyes at *Grey's Anatomy*, but liked *Scrubs*. A walking *Star Trek* encyclopedia.

But I needed more insight about Jack.

Jill told me he was grounded. Someone who plans and budgets. A good enough listener to remember her love of an obscure comedian and get them tickets when he was in town. And he was working hard on his first draft of a sci-fi novel.

"No," I told her. "I don't think he's just stringing you along."

"Then what is it?" she asked.

"I think he's a Prince," I said. He hasn't built his kingdom yet.

She was just as confused as you probably are.

Jack's seeming inability to commit had to do with the inherent need *all* men have to be a hero. Allow me to explain.

What the Hero Instinct Has to Do with "Not Being Ready" for a Relationship

You may have heard about the Hero Instinct before. Just in case though, here's a quick explanation.

This instinct is a drive every man has. It comes from our distant past. It is rooted in a man's DNA.

We can't control it. Most men are barely even aware of it. Not on a conscious level, at least.

The Hero Instinct is what drove early men to test themselves against wild animals three times their size. And ten times as strong.

It has driven men to war. To scientific discovery. To publish books of poetry. To climb mountains.

It's an innate desire to accomplish things.

But it's not *just* about accomplishing things. There's a *reason* men are driven by the hero instinct:

It makes us feel alive.

For men, this type of achievement brings catharsis. Fulfillment. Meaning.

It allows us to define ourselves. To feel pride. To feel worthy.

And it's not just accomplishing the goal that matters either.

Having a heroic "mission" causes men to feel needed. To feel irreplaceable. Like they're the only man for the job.

Perhaps you're starting to see how this might relate to getting a man to commit. But don't worry if it's still a little fuzzy. I'm going to lay it out clearly.

Here's what you need to know about the Hero Instinct in regards to a man "not being ready" to commit.

For a man to be able to commit, he needs to be able to open up and connect. This is not easy for most of us. We're just not wired to be emotionally accessible in that way.

Unless we feel like we are engaging in a heroic act.

Something about pursuing a "heroic" goal cuts through our emotional walls. We lower them to accomplish the mission.

Which makes us vulnerable.

And that makes it the perfect way to connect with a man. To hook a man.

Engage a man in acts of heroism, and he'll feel drawn to you. Invested in you.

For an act to be "heroic" to a man, it must involve one of three things:

1. Achieving something
2. Protecting someone
3. Earning someone's respect

If a man can do two or more of these things at the same time, all the better.

But it's not just individual acts of "heroism" that motivate men. Every man also has a sort of "heroic journey" that he goes on.

This journey has three distinct stages: Knight, Prince, and King. When I called Jack a "Prince", I was telling Jill that he was in this stage of his heroic journey.

Men in the Prince stage of their heroic journey have a strong desire to accomplish things. Usually things related to work.

In Jack's case, he wasn't just finishing up his residency to become a doctor. He was trying to define his place in society by *achieving something.*

These things matter in relation to his desire to commit. Because men tend to feel like they have to achieve something before they're "worthy" of settling down. They have to complete their mission, achieve something of significance, earn a reputation, or build a legacy.

When Jack pulled away from Jill's attempts to get closer, this was likely the reason. He wanted to be able to say, "I'm the guy who did X. That's why I'm worthy of Jill's love. And that's why I can now settle down and relax into a relationship."

To be clear, this is not a conscious desire. If asked, Jack would probably have *no* idea about this motivation.

The closest he might come is a sort of guilty admission that he doesn't feel like he has really accomplished anything yet. Or that he's afraid he won't be able to meet Jill's expectations.

So that's the first way the Hero Instinct can impact commitment. The feeling men have that certain things must be accomplished before they're "ready."

Not being "ready" also has a secondary meaning though.

At its heart, the Hero Instinct is about *winning*.

You've probably noticed that most guys care a lot more about "winning" than most women do. Men avoid things they can't win at.

When we take steps to achieve our "heroic" goals, those are little "wins" along the way. Tiny accomplishments that provide us with a rush of pleasure and excitement. These experiments make us feel alive.

Imagine a video game where a hero must defeat the big bad guy to save the day. Video games like this are the ultimate manifestation of the heroic journey.

There's always a big, ultimate goal at the very end. Beat the bad guy. Save the world. Rescue the princess.

But there are also always smaller achievements along the way. Things like getting through a difficult level. Beating a bad guy of lesser importance. Gaining some kind of power-up.

These little checkpoints of achievement are not there just to keep the story interesting. Heck, lots of early games barely had a story.

Here's why they're really there: to keep us playing.

The game designers created rewards to keep people playing. Accomplishing one of these minor achievements provides that rush of pleasure and excitement.

Men desperately crave the rush of achievement. The experience of winning.

But there's a flipside to this desire. If a man does not see a way to "win" at something, he will do whatever he can to avoid it.

This applies to relationships, too.

If he's not at a place in his life where he feels like a "winner," he will also likely feel that he's "not ready."

What You Can Do to Combat "Not Ready" Syndrome

Here's the thing. If women waited for men to fully satisfy their Heroic Instinct, no one would ever find true love or get married. No one would settle down.

Or at the very least, they wouldn't do so until middle age. Because that's when most men reach the third and final stage of the Heroic Journey, the King stage.

"Kings" reevaluate what really matters in life and tend to care a lot more about finding someone to share the bounty of their success with. In the king phase of life, a man wants to share his experience and resources with others. He wants to be appreciated for what he has to offer.

Typically, men in the king phase of life feel ready to settle into a relationship.

Obviously, though, there are plenty of people who find each other and settle into a life together much earlier than this.

I'm going to show you how you can be one of those people.

You will do it by making yourself a part of his heroic journey. Not just *a* part - the most fun, most exciting part!

Here's how: you teach him that *he can win at your relationship.*

By that, I do *not* mean that you should bow down to his every whim. I do *not* mean that you should defer to him in disagreements.

A successful, happy, long-lasting relationship is a relationship of equals.

In fact, if you do a good job of helping him "win," he'll actually be working harder to meet your needs. And he'll be doing it gladly.

That's because "winning" in a relationship means something closer to the video game analogy I made earlier.

What you need to do is fairly straightforward. But not necessarily easy.

1. Create opportunities for him to meet your needs and make you happy.

2. When he meets these needs, show him appreciation for what he's done.

At the core, all you're really doing is giving him positive reinforcement when he acts in a way that makes you happy.

Just like a video game, you're providing small achievements along that way. And you're giving him that rush of pleasure and excitement when he succeeds.

You're using simple behavioral conditioning.

But it's not *quite* so simple.

He has to feel appreciation for "winning" at the types of things that matter to him.

You can't, for example, shower him with appreciation for letting you vent about your day and expect to give him that special "winning" feeling. Because men just aren't wired to understand the value of that.

Women tend to experience gratification and validation from a direct emotional connection like this. Men - not so much.

It doesn't give us the same kind of "charge."

And that's the reason why so many men struggle with just listening to someone talk about their problems as an *end* rather than a *means* to an end.

Let me show you what I mean with a quick example:

REBECCA: You are not going to believe what Sara just said to me.

ART: What?

REBECCA: That I was never going to get ahead with my "attitude"!

ART: Sara said that?

REBECCA: She sure did.

Here's the reaction that Rebecca wants:

ART: What a jerk!

REBECCA: I know, right?

ART: Where does she get off saying something like that to you?

REBECCA: I've got half a mind to tell her to go shove it.

ART: You're not going to get ahead? She's been in the same assistant position for 15 years!

REBECCA: Exactly!

ART: The nerve of some people.

Because all Rebecca really wants is a sounding board. Someone to share her frustrations with so she can blow off steam.

Unfortunately, this is closer to what Art would probably say in reality:

REBECCA: You are not going to believe what Sara just said to me.

ART: Why? What did she say?

REBECCA: That I was never going to get ahead with my "attitude"!

ART: Sara said that?

REBECCA: She sure did.

ART: That's not okay.

REBECCA: Obviously.

ART: You should go to HR and complain.

REBECCA: Huh?

ART: She can't talk to you that way. HR will set her straight.

REBECCA: I don't care about setting her straight.

ART: Well, you should, or she'll just keep doing it.

REBECCA: Why are we talking about this?

ART: You brought it up.

REBECCA: To vent. I didn't ask for advice!

ART: Geez, sorry.

When presented with a problem, men tend to push toward concrete solutions. Guys don't see the "point" of simply listening, so we turn it into a problem-solving exercise.

Most women have been involved in some version of this frustrating scenario with a guy at some point or another. It's annoying. It's hurtful. It makes you feel alone, like he doesn't get you.

But he doesn't mean it that way. It's his way of trying to "win" at your problem. We can't help ourselves.

When we're in a relationship with someone, it's often worse. Because we care more deeply. So we want to feel useful. We want to prove our worth.

Here's the thing: you want to give your guy the feeling that he's "winning" in his relationship with you. Because when he feels like he's winning, he'll be invested. He'll be happier. He'll want to make *you* happier.

He may even be willing to learn how to *just* listen to you vent.

But you're not there yet. To get there, you need to help him feel like he's winning.

That means getting him to help you with the types of things that feel significant to a man. The types of things he understands intuitively.

In other words, problems that are physical. Problems that have concrete solutions. Problems that he can help you solve with his manliness.

These problems don't have to be difficult or complex. He just has to believe he's helping you when he solves them.

Some examples of problems he can solve to let him "win" at the relationship include:

1. Opening a jar
2. Giving you a lift to the airport
3. Checking for a slow leak in your tire.
4. Killing a spider under your desk.
5. Offering an opinion on some topic where he has expertise.

As you can see, these are fairly simple. Even cliche.

Will he notice this? Will he care? No. That doesn't matter in the slightest.

The only prerequisite is that a problem needs to be solvable in a concrete way.

What matters a whole lot *more* is how you respond. Namely, when he succeeds at helping you, it is vital that you show him how much you appreciate it.

Because your appreciation *is* his reward. It's what makes him get that "winning" feeling from helping you.

When he feels that way, it's like he has a purpose. He experiences fulfillment in the relationship.

This, as you might imagine, is a very good thing.

Let's look at a couple of examples of this - good and bad.

Erica is calling Damian.

DAMIAN: Hey, what's up?

ERICA: Slight problem for tonight.

DAMIAN: Oh, no. What?

ERICA: I meant to get tickets before leaving work, but I forgot. And by the time I get home, they're bound to be sold out.

At this point, the conversation can go one of three ways.

BAD VERSION 1

ERICA: I meant to get tickets before leaving work, but I forgot. And by the time I get home, they're bound to be sold out. All because of my stupid boss! I was about to do it, but she tossed a last-minute assignment at me at the end of the day, and I got distracted. She's been doing that more and more lately. It's really frustrating.

DAMIAN: That sucks. But I'm actually home, so I could get on my computer and solve our little problem right now.

ERICA: What are you talking about?

DAMIAN: Um, the tickets?

ERICA: Are you even listening to me, I'm talking about the way boss has been treating me.

Hopefully, it's obvious why this one is bad.

Erica's not really calling about the tickets at all. She's just using it as an excuse to get emotional support so she can survive the day at work. All she really wants is for Damian to make her feel supported and loved.

She's making two mistakes here.

First, as I said above, this is not something that will make Damian feel like he's "winning" at the relationship. So if that's even *part* of her intent, she's

failing.

Second, she brought up the tickets. That's the "real" problem to Damian. But she only brought them up as a way to talk about her boss drama.

Damian is not just distracted by those tickets. He's focused on them.

Why? Because that is a problem he can solve. It's a way he can win.

She may not see it. But he is drawn toward the solvable part of the problem the same way a moth is drawn to an open flame.

Not Great VERSION

ERICA: I meant to get tickets before leaving work, but I forgot. And by the time I get home, they're bound to be sold out. It's so annoying. I can't believe I screwed up our plans.

DAMIAN: Well, you know, it doesn't have to be screwed up.

ERICA: What do you mean?

DAMIAN: I have a computer right in front of me. I can get tickets now.

ERICA: Oh my gosh, could you? That would be amazing.

DAMIAN: Yeah, don't worry about it. It's really no problem.

Initially, this doesn't seem bad at all. There's a concrete problem that she mentions. He solves it. She shows appreciation.

But she didn't use the full potential of this opportunity to trigger his hero instinct. Because she never asked for his help.

That matters. Asking is part of what tells him that she values him. Moreover, that she believes he *can* solve the problem.

He basically has to wave his arms and say, "Hey, I'm right here! Pick me!"

Here's what she could have done to trigger his hero instinct more powerfully:

GOOD VERSION

ERICA: I meant to get tickets before leaving work, but I forgot. And by the time I get home, they're bound to be sold out. I was feeling down about it, but then I realized you might be able to rescue me. I really need your help. Could you get them?

DAMIAN: Opening the website right now.

ERICA: I knew I picked you for a reason.

DAMIAN: And... purchased.

ERICA: You are amazing. Thank you!

In short, the right way to help your guy "win" at the relationship is to:

Present a problem with a concrete solution.
Ask him to help with that problem.
Show appreciation for his help.

Then repeat, repeat, repeat. That's the formula.

Of course, that's just one real-world example of the kind of problem you want to ask your guy to solve. There are countless variations.

In *His Secret Obsession*, I cover more of these ideas and examples. And I take you on a journey into the male, so you can see how he experiences relationships.

I think you'll be surprised by just how many opportunities there are to trigger a man's hero instinct.

But the example above should be a good starting point.

When he learns that he can "win" at the relationship, it alleviates the feeling that he is "not ready" to invest more deeply.

Because remember what was holding him back? He wanted to achieve something. To get a feeling that he has proven himself as a man.

He thought those achievements had to come from outside the relationship. But you're showing him that is simply not true.

He can achieve *in* the relationship. And this causes him to like how he feels when he's around you.

Don't Just Help Him Win - Build a Heroic Journey

Helping him "win" at your relationship is a great start.

The positive feedback he receives will keep him hooked. It will keep him coming back for more.

But the relationship will likely still feel separate from his "real" purpose. From the goals he feels he needs to achieve. From his Heroic Journey.

That is, *unless* you turn the relationship into the most significant adventure of his life. This is one of the first steps in becoming His Secret Obsession.

Remember, at the heart of every Heroic Journey is a goal. To achieve something. To protect someone. To earn someone's respect.

Men can't help but be motivated by these things. They get hooked. They want something to work toward. A goal they can strive to achieve.

Typically, this results in a "grass is always greener" outlook. What they *don't* have is far more exciting than what they *do* have.

To put it bluntly, it's a big reason why men stray.

But you can channel this desire for something more. You can channel it back into your relationship. And it's not that difficult.

Consider what a "grass is always greener" outlook is about at its core. Desire. Hopes. Dreams.

If he doesn't have something to hope and dream about in his life with you, he will find it elsewhere. And then he will embark on a "journey" to achieve those hopes and dreams.

A journey that might involve you being left behind.

Unless you channel those desires. Unless you make your future together the "greener grass" he can seek.

Here's how: deliberately hope and dream together.

You do this by regularly setting goals you want to meet as a couple.

Said in such a dry, straightforward way, that probably sounds really boring. But trust me it won't be.

Allow me to elaborate.

In his heart of hearts, there are many things your man cares deeply about. I'm talking about very strong desires. Desires he doesn't share many people. He may not even consciously understand some of his own deep desires.

But pursuing these things can make him feel truly alive. Happy.

Accomplished. Heroic.

The specifics are different for every man.

Your guy might feel a deep need for his own space away from it all. A house in the country where he has total control over his domain. Where neighbors are a mile away.

Or he could hunger for freedom from responsibility and the time to do what he wants.

Maybe he wants to go places. See new things. Explore. Experience the world.

Whatever really matters to him, it's your job to discover it. And there are methods to do just that.

I explore these methods in His Secret Obsession, a relationship course I created to help women. Because you can't really tie your relationship to his journey until you uncover the things he cares about most.

They are your window into his world. Into what makes him tick. Into what motivates him at the center of his being.

For the sake of this report, though, we're going to jump past that. We're going to assume that you know at least one desire that energizes him.

Here's how you pair that knowledge with goal-setting to really win his heart.

Let's say he wants something relatively simple: more time to do what he wants.

In that case, sit down and talk about *specific* things both of you can do to help him achieve this goal.

First, list all the time-consuming tasks each of you do. Cleaning the house or apartment. Mowing the lawn. Driving to work. Filing taxes.

Brainstorm ways to trade money for time. Could you pay someone to take a few time-sucking tasks off your plates?

Determine whether it's worth it. Take it seriously. Calculate how much time each task takes. And how much someone would charge.

Time is one of the few things you can't get more of in life. Finding ways to free up more of your time can create an amazing feeling of happiness. Especially if it's one of his deepest desires.

You may notice that I suggested listing all the tasks *each* of you do.

Here's why.

I want you to free up time on both of your schedules. Not because you *expect* him to spend all his newfound free time on you. And not because you're going to try to talk him into it either.

But because if you're free, too, he *can* spend more time with you. And if you're doing a good job helping him get that winning-at-life feeling, he won't need convincing to do so. He'll *want* more time around you.

It's also important to try to look at this in a big picture way.

So far, the things I've written about are represent small steps toward a long term goal. Incremental progress is important. But there's something else to consider.

Having a big, ultimate goal at the end of the rainbow is very important. It bonds you together in a special way. Because it links your future with his.

For the couple that wants more time, this ultimate goal might be a goal-date when you'll plan to take off an entire year to sail the caribbean together.

Or it might be the point in time when you have reduced debt enough to pay off a shared residence and take semi-retirement early.

The point is that you want to actively engage him in discussion of his dreams and desires. And then treat those goals as if they are a perfectly natural part of your shared relationship. Because making each other happy should be a big part of what you do for someone you love.

By doing all of this, you are turning your relationship (and therefore yourself!) into the most significant part of his Heroic Journey.

You're showing him that he can go on a Heroic Journey *with* you. That you want to be his partner. That being with you will actually help him to become the hero he secretly wants to be.

And you can bet he'll be "ready" for that!

In fact, he won't just be ready... he'll be fascinated. He won't be able to get enough of the rush you provide him.

And this is just the tip of the iceberg. There are so many more ways you can tap into his Heroic Instinct. There is so much more you can do to become his secret obsession.

Interested in learning more? Then please check out my relationship guide, His Secret Obsession. It's a guide to the journey you're on with your man. And I'd love to share with you.



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