

# Break-Up Busting 101: A Crash Course in Saving a Relationship FAST!

By

David Cunningham

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## ***Preface***

In support of my relationship-saving book for men, "THE Man's Guide to Great Relationships and Marriage," I produce a daily newsletter. There came a point when I had addressed so many issues about break-ups, stopping break-ups, and preventing conditions from reaching the break-up crisis mode, that I produced a series of newsletters on the subject, as a crash course for men on how to quickly stop a break-up or divorce and begin getting the relationship stabilized and turned around.

There were a total of ten lessons in the series, and many of which had been presented once or more in the past and enhanced with the benefit of new experiences of my test group and readers. They ran March 4, 2006 (The announcement and description of the series) through March 13, 2006 (The summary and action plan), and were some of the most widely read and "forwarded to friends" lessons I ever put together.

Being that well-received and obviously useful, I started to massage them a bit and turn them into another product for sale, but I thought, "They're posted in the archives, and they worked well in their original newsletter format, so why not just package up the newsletters into a convenient media like Adobe's PDF or some other kind of e-Book and just give it away? It will help a lot of people, and for those who really need the fine details and intense training of "THE Man's Guide to Great Relationships and Marriage" or would enjoy the daily newsletters, it will lead them back to the source where they can find all the help they need."

So that's what we're doing here. What follows are the original newsletter issues, in the order in which they were released, edited only to remove redundant promotional material that appears at the bottom of each edition (which appears only after the last edition as presented here) and to remove or replace special codes that are used in the automation of e-mail broadcasting, such as those that insert the date, a reader's name, etc.

I've left the document in a printer-friendly, single-spaced format to conserve paper (and space in your briefcase if you carry one) should you decide to print it, or if you're like me and like to read from today's rather large screens to make life easy on aging eyes, copy the file to a USB drive (floppy disks seem to have gone the way of the dinosaur these days) and stick it on your keychain. However you choose to go about it, the important part is to read, study, and understand, because no matter how good the information is, it does no good if it isn't in your head, accurate and ready to use.

I'm serious! Don't just scan them, **STUDY THEM!** They will not contain everything that everyone needs to know in all cases, but they will contain enough to help you to see where your problems are, give you a head start in solving them, especially in the most critical process of admitting and defining the problems, and will show you beyond any doubt that you do have a choice about whether or not you will live happily and empower you to take action instead of living in fear and dread of what happens next.

This is an opportunity to make your life better, and maybe that of your entire family, so make the most of it, and if you need more than this, drop by my web site at <http://www.makingherhappy.com> and my blog at <http://blog.makingherhappy.com> and let's get together and get your problems fixed, once and for all, because life is too short to spend it in trouble. Feel free to share this with anyone whom you think might be interested; they'll likely thank you for it.

Best wishes for health, wealth, and happiness,  
David Cunningham

## Break-Up Busting 101, Lesson 1: Series Announcement and Overview

***RSS reader summary: A special announcement about a very special series of newsletters that starts Sunday, March 5, 2006.***

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To safely and permanently exclude yourself from future mailings just click the link at the end of this newsletter. Feel free to forward this newsletter to your friends as long as you forward it in its entirety and you think your friends might be interested in (or at least amused by!) the content. I despise spam and unsolicited junk mail, and do not want anything I write to be a nuisance to anyone at any time. To sign yourself up for this complimentary e-letter, visit <http://www.makingherhappy.com>.

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Good morning I hope you're having a lovely Saturday morning! It's warm and sunny here, and a wonderful day for starting a project.

On that note, instead of the usual tip of the day, I'm going to make an announcement, not about a new product (there are several of those in the works that I'll be telling you about soon, but not today), but about something I've decided to do for you. This coming week, starting tomorrow, I'm going to do a series of newsletters called "Break-up Busting 101." Before you decide that this has nothing to do with you because you're not in a divorce, keep reading.

This material will not be strictly for people who are currently in a break-up or divorce. Indeed, it will be as valuable as preventive medicine for "normal" relationships as it will be as a radical remedy for those in crisis. Here's the deal...

I'm going back through all the reader letters, past newsletter editions, and my book to compile a list of the most critical situations and topics that can lead into and out of a divorce or other break up – the really serious things that can bring it on or stop it, and especially things that can help you pull a relationship out of crisis quickly and get it back on track. Some of the content may be familiar to you if you've been with me for awhile, but not all of it, even on the same subject, and possibly even if you already have your copy of "THE Man's Guide to Great Relationships and Marriage." So I'm going to urge you to do two things:

First, I'm going to strongly urge you to do your best to read all issues this week in their entirety, even if you think you have a handle on the subject, because there will be new and valuable information. Second, I'm going to urge you to tell your friends to go sign up for the newsletter at <http://www.makingherhappy.com> because even if they aren't having trouble now, there will be things discussed that can prevent trouble from developing in the future, as well as make things better now.

I'm going to work on this all weekend to get the topics, reader letters, and material lined up so I can get it to you in a timely and organized manner through the week. I'm going to invest my weekend in your future, and all I'm asking you to do in return is spend

about an hour this week reading what I produce and learning from it as YOUR investment in YOUR future.

Feel free to pass this and any newsletter edition along to any friends you have whom you think might be interested, but please, DO NOT indiscriminately forward this to everyone in your address book. I despise spam, junk mail, and being bombarded with forwarded "send this to everyone you know" tripe just as much as everyone else, and don't want to contribute to the problem or its aggravation.

However, with over half of all marriages ending in divorce and the length of marriages continuing to grow shorter every year, there are a lot of people having a lot of problems. I want to help them, but only IF they want help, so if you know couples who have been married for longer than a year who might be interested in learning about how to make their relationship better and keep it from going stale, consider forwarding my newsletters to them only. If they ask you to not forward anything else from me, please do as they ask. Sometimes being a friend requires letting someone choose their own path, even if it leads to their undoing; you can lead a horse to water but you can't make it drink.

In the meantime, live well, be well, and have a wonderful day!  
David Cunningham

## Break-Up Busting 101, Lesson 2: Taking Responsibility

***RSS reader summary: Fixing problems begins with taking responsibility for the problem and the solution. Are you man enough to do that?***

Good morning! This edition starts our crash course on break-up busting. I'm going to try to take this in a logical order to make it easier for you to build a working mental model of concepts and processes, which in turn should help you evaluate your own situation and see where improvements can be made and how to implement them.

Identifying and correcting relationship problems is no different from any other kind of problem-solving where there is a human element. People are involved in the problem, usually caused it, definitely need the fix, and will benefit from it. Understanding the role of all the people involved and getting their commitment to action are just as crucial as defining the problem and the best possible outcome. Let's start there.

As a man, your role, as far as relationships are concerned, is to lead. You're biologically programmed to do it, and women are biologically programmed to respond to it. I don't care how politically incorrect that statement is to anyone, you can't argue with human biology. As the leader, you are responsible for everything, period, no matter what you may wish you could delegate. Maybe you've heard the old management axiom, "You can delegate authority, but you cannot delegate responsibility." It's called an axiom because it is self-evident and irrefutable; there is no escaping it or arguing with it, so accept it and move forward. What does this mean to you as the male in the partnership?

It means that when you take on the role of partner, you take on the role of leader – not tyrant, not dominator or dictator, not delegate or subordinate – LEADER. You struck this bargain when you asked your partner to marry you, whether you knew it or not. Forming that partnership was an agreement to support each other in your natural, biological capacities as man and woman along with everything else. So what exactly does this mean as you move through time?

As a human being, you have a responsibility to yourself to make a good choice in a partner, and as a man, you have a responsibility to keep your partner feeling like you're holding up your end of the bargain. To do that you must understand her most basic of needs, some of which, like food, shelter, clothing, etc., she's perfectly capable of providing for herself, and leave room for negotiating an arrangement as far as how to best apply your combined effort to best maintain and improve the household standard of living, but there are others which are entirely non-negotiable, and these are unfortunately the needs that most men are entirely unaware of these days, such as...

A woman's need to avoid boredom! Believe it or not, that drive is often even stronger than the maternal drive, and often women will even engage maternal drive beyond what is healthy for the family to try to quell boredom if the male partner doesn't do his part. You've seen it, the family of five or six in which the husband comes home from work, has dinner, and spends the rest of his evening with a beer in one hand and a TV remote

in the other while the mother tries to manage the kids, and looks a little older than she really is because the stress is wearing on her.

There is a fundamental difference in male and female emotional structure that is responsible for all of this, and as a competent leader, you need to be aware of it and manage it. The male emotional scale has evolved to go from crisis to ecstasy, with neutral (uneventful, status quo, even boring) in the middle of the scale. We don't really like a lot of excitement, good or bad, because it's something else to manage, especially if it's negative. When crisis occurs we spring into action immediately to try to bring things back to status quo; there's a predator about threatening the village, and it's up to us primal hunters to vanquish the marauding bastard, whatever it is, and return things to normal. However, women aren't wired that way...

Their emotional scale runs from neutral (status quo, uneventful, and very boring for them) to extreme, and internally they don't differentiate very much between positive and negative. They need an emotional rush, frequently, or they will create one for themselves. Unfortunately, it's a whole lot faster and easier to create a negative rush than a positive one, so when you fall down on the job as leader and don't give her some positive "drama" to treat her boredom and she needs a fix, it's going to come in the form of a tear-jerking movie or a pity party with her friends if you're lucky, and she's going to pick a fight if she's gone the other route and you haven't picked up on it and resumed your husbandly responsibility.

Yes, that's really what that fight last week over absolutely nothing was really about. She needed a rush, you failed to provide one, and it went on so long that she picked a fight over absolutely nothing to get your attention and get her rush. That's a warning shot across the bow, Gentlemen. She's communicating to you that you are not taking care of her need for energy and excitement. And yes, it would be one hell of a lot easier on everybody if they would just grab us by the arm and say, "Hey, Moron! Can't you see I'm so bored that I'm about to kick you in the testicles out of sheer frustration?" But they don't do it that way. They're not wired to. They're wired to do exactly what they do, and it is our responsibility as leaders to understand that and deal with it.

This is all very short term. The really ugly picture comes in the long term. The boredom and fighting wear on a woman and make her depressed, and that makes her desperate. She withdraws, trying to find relief in her own world, and after the short time it takes for her to confirm that tactic is not working, she starts looking elsewhere, and is EXTREMELY vulnerable to anything that might trigger excitement, especially alpha male behavior in another man that can juice her up into the throes of attraction, the most desirable of all emotional states for a woman. That in a nutshell, is how women end up having affairs, and why ultimately you have to take responsibility for it, in preventing it or accepting that it happened because you didn't do what you were supposed to do as a man.

That probably feels like a swift kick in the groin, doesn't it? Before you get defensive and say, "Well, what about her responsibilities?" with venom and indignation in your



voice, yes, she has responsibilities, but we are talking about your life, and your choices. It's your responsibility to choose a stable, somewhat independent woman for a partner, one who genuinely values you as opposed to a gold-digger, codependent, substance abuser, or somebody just looking to have somebody else pay for them to have babies and play house. Once you've chosen such a person, it's your responsibility to make it worth her while to remain in the relationship with you, just as she has the same responsibility with regard to keeping you in the relationship with her. But the bottom line is...

When you know what she requires and that you have taken on the responsibility of fulfilling those requirements, in exchange for her fulfilling yours, it's much easier for you to succeed in doing so, and much easier to see where you have failed to do so and correct the problem if your relationship is in crisis.

The good news is that you don't have to wait for your relationship to be in crisis before fixing it, but if it is, it can still be fixed as long as she is still speaking with you; women who have truly had all they can take don't move out of the house and keep talking to you. They move out of the house or kick you out and immediately get restraining orders in place to shut you out and your only contact is with her lawyer. They move so quickly when it's really over that you'll break your neck trying to watch them move.

So what this all means to you, bottom line, in a nutshell with no B.S., is that in one way or another, all problems are the result of your own choices, which sounds bad until you realize that all solutions can therefore also be the result of your own choices. If you chose the wrong partner, you can choose to take your lumps and get out so you can get a fresh start instead of desperately trying to hold onto a bad relationship. If you chose well but have not lived up to your responsibilities, you can immediately choose to learn what you need to know and be the man you're supposed to be; believe it or not, it's far easier to be the man every woman wants you to be than it is to be a man that no woman wants to be around. Did I really just say that?

You bet I did, and every man who has been in both positions will back me up on it, without exception. Being the kind of man women want men to be comes natural, and it's a whole lot of fun. There is no feeling in the world like walking into a room and feeling like you own it, regardless of who is in the room, and being able to just talk to people and have fun with them, and every man can do this. There's no feeling in the world like that of getting cocky and naughty with a woman and seeing the spark and fire in her eyes and hear her laugh as you verbally spar and challenge each other, until finally she can't take one more ounce of anticipation and pounces on you like the wild woman you would have never dreamed she could be. A man needs nothing more than some self-respect and a little solid knowledge to live this way every day of his life. Think not?

Aside from myself (I'm 44, a little overweight, my hair is thinning and quickly turning gray, and what I'm losing in on my head is rapidly reappearing everywhere else), I personally know men who are in far worse shape than I, including one who is in a wheel chair because he lost both legs in a car crash, several others who are literally in

bankruptcy, and others who so shy they wouldn't smile for a camera that all live this life today, because they stopped apologizing for being a man and started celebrating being a man, then aspired to be more of a man than they had ever been. You don't have to be a rich 20-year old super model who's hung like a horse to be exciting and attractive to a woman, you just have to be a man who takes responsibility and aspires to be a man instead of apologizing for it.

We've all had our relationships on the rocks, and all pulled them out and kicked them up notches unknown to mankind by doing nothing more than learning what it really means to be a man and doing what comes natural, and learning what women need and how to communicate with them. With some good information and the "intestinal fortitude" to make a choice, you can and will do it, too.

I can't make the choice for you; nobody can. But, if you're ready to step up and make the choice, I can certainly put the right information in your hands. It's been tested and proven to work by hundreds of couples, and it can be yours for less than the cost of a good meal for two at about any decent restaurant. Step up, make the choice to be a man who acts and feels like a man and whom women, especially the one you love, just love to be around, and then jump over to <http://www.makingherhappy.com> and get your copy of "THE Man's Guide to Great Relationships and Marriage" and get started down what may be the most rewarding path you ever walk, because life's too short to spend it walking the wrong path or just wandering around aimlessly, or cluelessly.

In the meantime, live well, be well, and have a wonderful day!  
David Cunningham

## **Break-Up Busting 101, Lesson 3: Love, Attraction, Need and Lust – the “Relationship Emotions”**

***RSS reader summary: In this part of our Break-up Busting 101 series, we talk about the four basic reasons people get into relationships and how to know if you're there for the right reasons or the wrong ones.***

Good morning! Welcome to the next lesson in our Break-up Busting 101 crash course. Today we're going to talk about the reasons and emotions that cause people to come together in long-term relationships, how to identify them and distinguish between them, and most important of all, how to know if you're in a relationship for the right or wrong reasons.

I write about this subject frequently because it is so vital to the success of anyone seeking a happy life in a relationship, and I want to write about it every day, because it is indeed the cornerstone of every well-rounded, well-matched, and happy relationship. These emotions, needs, and reasons are love, attraction, need, and lust. What happens if you confuse them? Did you know that they are different?

Unfortunately, most people don't, and they are indeed not only different, but entirely independent of each other, as you are about to see. Thanks to Hollywood, poets, and poor grammar, among other things, many people use the word “love” in referring to all four of these very different and entirely unrelated conditions. Do you have any idea of the potential impact of such a mistake?

What if you feel as if you can't live without somebody, which is need, and mistake that for “love,” which simply is “to value”? Will you be valued by someone whom you need, treat with jealousy and fear of losing them, causing you to try to control them and abuse them when they scare you? Hardly.

What if you are addicted to sex, and confuse the gratification it gives you with love, or if your sense of self-worth mistakenly comes from self-medicating your insecurities about your masculinity with frequent sex and marry someone thinking that the feeling you have will make the marriage work, when you don't value the other person, and worse, don't share their values? It's a disaster that you can look around you and see every day, and an all-too-common cause of broken marriages.

Let's stop with the what-if's, since many may not see the difference at this point, and define these four conditions:

To love is to value, to hold in high regard. Over the years, dictionary writers have included the other three conditions in their listed definitions for love, not because it was correct, but because it had become prevalent in our language as everyone sought prudish euphemisms for emotions and conditions they did not want to name because they would then have to face them.

Attraction is also biologically-triggered, automatically and consistently, but it manifests as emotional excitement and desire for intimacy and sex with a specific person who has triggered it; engaging a person for whom you do not feel attraction will not fulfill the desire it creates, which differentiates it from lust. It is not, however, a feeling or indication of value, because a person can feel attraction for someone they literally despise, such as women who crave the attention of men who beat them and wait for them to come home for prison, telling themselves it will be different this time, or men who try to drink themselves to death or engage in other self-destructive behavior because they can no longer sleep with the wife that just left them and took everything he owned to boot.

Lust is a purely physical, biologically-caused desire to engage in sexual acts with another person – any person. Lust can even be at least partially satisfied by masturbation because it is just physical. The orgasm (sometimes multiples are required) sets off a cascade of chemical reactions that ends the state of heightened sexual desire. Neither love nor attraction is required to experience lust; it can indeed be induced by oral or injected medication, including testosterone, the male sex hormone.

Need is just that, a demand placed upon another person for something they have, usually their life. Where love is characterized by a strong feeling of happiness when with its object, and wanting the object of your love to be happy as well, looking forward to your next meeting, etc., need is characterized by a fear of losing another person, and thoughts center around what will happen if they are no longer in your life, creating an overwhelming concern for not being able to live without them. Where love causes one to do nice things for another and enjoy it, need causes one to either try to “buy off” someone with nice gestures or to overwhelm, manipulate, and/or control them, resenting them and the power they hold over one at some – if not all – times.

Not one of these four conditions is in any way related to or dependent upon another; any of the four can be experienced in the total absence of the other three. This blows a lot of poetic notions and language right out of the water, such as “making love,” “in love,” “love child,” etc., but that’s irrelevant. What is supremely relevant is that you must accept these conditions and their differences as they are, understand them, and appropriately create them, enjoy them, or guard against them (as in the case of need, lust, and at times, even attraction) in your own committed relationship or marriage:

- Yes, you want to love and be loved. If you’re not valued by the person you value, or don’t value a person who values you, you’re mismatched, and doomed to a life of boredom and resentment at best, and most likely headed for conflict, resentment, affairs and divorce.
- If you experience lust and indiscriminately desire sex with people outside your relationship, your partner may resent it tremendously, as you might if the shoe is on the other foot (not all people regard sex as exclusive to a single partner – “open relationships,” etc.). Such hedonistic desire and values can only work in a relationship where both partners share such a value structure and view of sex,

and rarely if ever is it enough to support a relationship.

- Attraction for your partner is a wonderful thing, as is having them attracted to you, but attraction outside the partnership can be disastrous in the same way and for the same reasons as lust, except it can be worse because of the emotional element that goes with attraction. A relationship without attraction between the partners is a simple friendship, and a boring one. Such a relationship with love but no attraction is the relationship where you hear about partners having affairs, saying, “I love my husband/wife dearly, but I need more.” That “more” is the excitement, fun, etc., that are created by attraction, and if they are missing, trouble’s coming or already upon you.
- Need is bad for everybody. If you or your partner is being needy, the negative emotions described above will be present, especially in a codependent pair. If the symptoms of need are found, somebody needs to start an intense effort to increase self-esteem to a healthy level. If it can’t be done, the relationship is virtually doomed, and a “defensive exit” must be considered after all other options are exhausted. Partners want partners, not dependents, and I can’t tell you how many times I’ve heard women say, “He was fun when we met, but he turned out to be so needy I just couldn’t stomach him,” or men say, “Well, she waited on me hand and foot, and that was the problem. It wasn’t because she cared that much about me, it was that she was that insecure and just smothered me to death.”

Gentlemen (and Ladies!) I know many of you may be thinking that this is a load of crappy opinion and that it doesn’t work that way for you, but it’s not. It works this way for everyone, and unfortunately, many are unable to see it until so much damage has been done that they are forced to drop all pretenses in a last-ditch effort to salvage and redeem their lives. Don’t let this happen to you. Accept reality and make the choice to use it to your advantage in fixing and enhancing your relationship instead of fighting it while your relationship continues to come apart. It’s not hard to do when you know how.

I can’t and won’t tell you that everything that you could possibly ever want to know is in “THE Man’s Guide to Great Relationships and Marriage,” but there is more than enough included to fix issues that can be fixed and help you identify both major and minor issues that can’t be fixed (such as drug addicts, abusers, codependent partners, etc.) and deal with them appropriately as well. It’s been tested and worked for everyone that has used it so far, and to this date I have yet to be asked for a refund – can you imagine how significant that is in an industry where people frequently buy downloadable information with full intention of asking for a refund and keeping the information??? It’s so profound and works so well that even people who may not be intending to pay for it are deciding it’s worth every penny. Read the writing on the wall, make the choice to take responsibility and improve your life and relationship, and take charge by getting your copy today at <http://www.makingherhappy.com>. I know I sound like a broken record, but life really is too short to spending it wishing you had answers when they are this readily available and affordable.

In the meantime, live well, be well, and have a wonderful day!  
David Cunningham

## **Break-Up Busting 101, Lesson 4: How Appearance and Your Personal Image Affect Attraction**

***RSS reader summary: In this lesson of our Break-up Busting 101 course, we're going to touch on something you can fix very quickly, appearance, not just what you wear or how you groom, but how you carry yourself, and what you project, which had better be CONFIDENCE AND SELF-RESPECT if you want to survive any encounter with a woman.***

Good morning! It's a busy day! Lots of exciting stuff happening everywhere, lots of phone calls, some great testimonials and compliments in the e-mail today – I live for these kinds of days. They're the kind of day that I can reach the end of feeling not just productive, but downright heroic.

Speaking of which, I caught an article in the Wall Street Journal a few days ago that I just can't get out of my head. It's relevance and timeliness are as perfect as it's message, that being that women are turned on by men who act and look like men, not boys (slackers), wusses (needy little whiners who can't survive without someone to cook and clean for them), girlfriends (metrosexuals who are fun to shop with and fun to be seen with on a date as a trophy but who, without alpha male behavior, are treated like girlfriends and kept around to network, share, and dramatize with instead of having an intimate male-female relationship), etc.

To help you get a mental picture of what women want and the kind of images they respond both positively and negatively to, I'm going to post that article in it's entirety before we discuss it.

A Lady's Lament  
Where have all the Hollywood hunks gone?

BY KIMBERLEY A. STRASSEL  
Friday, March 3, 2006 12:01 a.m. EST

This year I plan to conduct my own Academy Awards. And in my newly created category of "Best Red-Blooded Male," I regret to say that I can offer up only one nominee: King Kong.

Where have all the tough guys gone? Really, it's enough to make you cry--that is, if all our leading men weren't already doing it for me. From its earliest days Hollywood has had a glorious tradition of punch-throwing, gun-toting, testosterone-oozing leading men, and the world has loved every one of them. James Cagney, Humphrey Bogart, Gary Cooper, John Wayne, Lee Marvin, Charles Bronson, Steve McQueen, Sly Stallone, Mel Gibson, these were men. Some were strong and silent, some artisans of broken noses and busted rib cages, some villains, some heroes. But

there was no doubt that they had a reason to walk with bowed legs.

And today? These marvelous males have given way to a new generation of Hollywood consumptives, metrosexuals if you will, the most solid thing about whom are their perky cheekbones. Jude Law, Johnny Depp, Orlando Bloom, Leo DiCaprio, Adrien Brody, Ashton (Ashton!) Kutcher. I make it a general rule to withhold my regard from any man I could bench-press on a feeble day, much less those who've never had need of a razor. If producers are wondering why box-office sales keep falling, they might consider that America wants something more from its men than pouty lips and foot-long eyelashes.

Early cinema specialized in the supermasculine sort, providers and achievers and gangsters who were always in control. They were cool ("Here's looking at you, kid"), daring ("Made it, Ma! Top of the world!") and cocky ("Frankly, my dear, I don't give a damn"). Some were tough through their moral rectitude; think Jimmy Stewart.

Others, like Cary Grant, made up for a lack of outright macho with wit, class and unbelievable suits.

The 1950s brought about yet a new type of tough guy, heroes who specialized in fighting wars, protecting the innocent and getting the job done. They weren't "hunks" in today's sense of that word, but they didn't need to be. They had such presence that they didn't even need to speak. James Coburn had precisely 11 lines in "The Magnificent Seven," including such masterpieces as "You lost" and "Three." But if ever a Western has produced a tougher, more deadly gun-slinger and knife-hucker than "Britt," I'd like to know. By the 1960s and '70s, these tough guys had also discovered the value of props. Clint had his .44 Magnum. Steve had his Mustang GT 390. Sean had his martini.

Starting about 1980, tough guys changed again. This was the beefcake era, and the guys were maniacs. Arnold Schwarzenegger terminated everything in sight. As near as I can figure, Mel Gibson, via "Braveheart" and "The Patriot," single-handedly killed off the entire English population. Sylvester Stallone sealed his career with characters named "Rocky," "Rambo" and "Cobra," for goodness' sake. None of this was highbrow film, but there was something wonderful about the brute strength. Even women came to appreciate the, ahem, upside to testosterone-flicks. I know girls who will admit that they own "Top Gun" for the sole purpose of watching the volleyball scene over and over.



Sadly, reruns are about all we babe-loving women have these days.

The new Hollywood man isn't noble or daring or silent or even beefy. He emotes. He is fragile and flawed. He is a 40-year-old virgin. He is a hobbit. Take a look at the guys who are up for Oscar nominations, and let's go immediately to the elephant in the room. Three -- count 'em, three -- are there for playing men who bat for the other team. Yes, yes, I loved both "Brokeback Mountain" and "Capote," but that's not the point.

Some of the older toughies are still knocking around, but it's getting to be a bit of a geriatric ward. Stallone will be 60 this summer. Even Denzel Washington is past 50. Eastwood is clocking in at 76 and has (wisely) taken to playing senior citizens. My hat goes off to Bruce Willis, who continues to churn out reliable hard-man flicks, even if the tank tops are now gone. As for the younger generation, I find myself grateful to Matt Damon, who had the courage to make two old-fashioned spy thrillers (as Jason Bourne), the first of which revitalized the concept of a car chase.

Oh, and Vin Diesel rocks.

Where is the next generation of tough guys? They're out there. They just happen to go by the names Michelle Yeoh and Angelina Jolie.

These are our new bad boys: cool, clever and deadly with a six-foot samurai sword. Still, call me a traditionalist; I like my heroes with facial hair, a deep voice and bulging biceps. Which is why, when it comes to this year's nominees for truly manly men, I'm sticking with the ape.

Ms. Strassel is a member of The Wall Street Journal's editorial board.

What does this tell you? Is the tone of boredom and frustration in this woman's writing not painfully obvious to you? And it's no secret that most men take their cues from the silver screen on how to dress, talk, and act. I'm not going to say or think that Hollywood and the media are behind some huge conspiracy to wussify the entire male gender as part of some liberal or gay pride political sentiment like some of the conspiracy theorists. I don't know, and frankly don't care. What's important isn't the reason that it's happening, it's the FACT that it's happening, and the outcome.

Men are looking less like Gary Cooper, Humphrey Bogart, and John Wayne and more

like Hugh Grant every day, and if you know that women tolerate boredom and frustration even less than men do, that it is indeed torturous to them, you know that this is contributing to today's divorce statistics.

A woman who is bored and frustrated will try to tell you she's bored and frustrated, but it won't come across in language you can understand if you are in the vast majority of men. Questions like, "Are you wearing that tonight?" that sound to us like a general query are actually statements that read like, "Please don't embarrass me to death by wearing that out tonight!" (Consequently, we're going to break away from attraction for a couple of days and talk about communications in our next editions!) In the end, not knowing that we don't interpret what they say to mean what they want us to understand, they think that we are insensitive and don't care that we are embarrassing them, ignoring them, etc., and frustration is added to their boredom. Would you care to guess what happens next?

"Well, if he's going to just ignore me after I told him what I need, I'll just find somebody who won't ignore me!"

It might be an affair, or it might be "the papers," but either way, you're now in deep manure. Is this ringing any bells? It should be, because this is the root of virtually all divorce that occurs between partners that were well-matched in the beginning. She gets bored, gets frustrated, disengages, he gets bored, and then it's pretty much a race to see who steps out or wants permanently out first.

This doesn't have to happen, and if it's already started, it doesn't have to continue to spiral out-of-control until your relationship ends in a bitter war. What you need to know to negotiate these obstacles and get your relationship back on track quickly – and a whole lot more – is included in "THE Man's Guide to Great Relationships and Marriage." Men who have read it have pulled their marriage out of the jaws of the divorce monster in as little as a week; others have found that they've spent many years in a bad marriage that made them unhappy and made with confidence the decision to cooperate with their soon-to-be-ex spouse to correct the mistake they had made years ago and move on to have a happy life.

Join them! There's not one thing in the world that sitting around worrying is going to accomplish for you, except stressing you out, making you old, and letting the problems get worse. Take action now while it's still possible to have some influence on the outcome. Go to <http://www.makingherhappy.com> and get your copy of this truly amazing book, find out where you stand, make a decision about where you are going, and then use the rest of the book to get there, just like all those who came before you. Life's too short as it is; don't waste any more of it worrying – ACT! And do it now.

In the meantime, live well, be well, and have a wonderful day!  
David Cunningham

## **Break-Up Busting 101, Lesson 5: Communication, Part 1, How and Why We Do It SOOOOO Differently**

***RSS reader summary: As we continue our study of what leads you into break-ups and divorce and how to stop it, it's time to talk about communications. As a special bonus, I've included an excerpt from my book, "THE Man's Guide to Great Relationships and Marriage" to demonstrate the gravity of the situation, the complexity of the problem, and the sheer elegance of the solution.***

Good morning! What a day this is turning out to be already! I sincerely hope yours goes as smoothly as mine has as your daily challenges arise. It's one of those that in spite of all the problems and nuisances that show up make you know that it was worth living and like a good night's sleep at the end of it has been well-earned, not because you've endured it, but because you've still managed to achieve what you set out to do that day in spite of all the interference.

As I mentioned yesterday, we definitely need to talk about communications and how the differences between how men and women do it are caused by the difference in how they are equipped to do it, so while it's possible to prove your ability to understand and respond to the other gender, they also need to better understand and better respond to you to make it possible to "meet in the middle."

If you can't meet in the middle, the end result is the stereotypical impressions that women talk too much about nothing, whine all the time, and get upset over nothing, and that men are insensitive boobs who got married to have a woman serve them instead of sharing a life with them. Boredom and frustration set in, the partners drift apart and ultimately into the arms of another and/or divorce.

I've published an excerpt from "THE Man's Guide to Great Relationships and Marriage" a couple of times in the past to demonstrate how serious a problem this is, and according to the statistics and comments it's been widely read and considered a big help, so I'm going to reprint that excerpt here with some additional commentary at the end. But before we get into it, I'll warn you...

By the end of the excerpt, most of the women will be thinking, "Yep! That's it. I need to call David and see if he'll do private tutoring for my man."

The guys, on the other hand, will be split up into several distinct groups. One will say, "There's no way that it works like that," (these are the ones that should just forget it, and consign themselves to an unhappy life, because well over 100 women were involved in developing this little scenario, so it's accurate).

Another group will say, "Well, now I know why she's always getting pissed at me," (this group has an excellent chance of learning from my book and successfully kicking their relationship up to levels unknown to mankind).

And another, smaller group, that will say, “I get it! This guy’s good! I gotta get that book!” (these will be the Jedi masters of keeping their partners lit up like a Christmas tree, because they’ve already got a head start in both intellect and attitude).

Again, it’s a little over two fairly dense pages straight out of the book, and it’s some pretty critical material, so if you don’t have time to sit down and study it now, mark it for study tonight. It will be a long time before anybody does you this big a favor again, so don’t sell yourself short.

Without further ado, here are pages 43-45 of “THE Man’s Guide to Great Relationships and Marriage”:

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## **Men State, Women Negotiate**

This one will probably be an eye-opener as well, probably for both men and women. With regard to male-female relations, when men speak, it’s most often in a context of obtaining or distributing information, and ethics notwithstanding, you can pretty much take him at his word – what you see is what you get – no hidden agenda, no ulterior motives, no signal, no hints, additives, preservatives, or fillers. Women, on the other hand, seldom speak directly about anything, and quite often you find that questions are statements, statements are questions, and being far more social in nature than men, the purpose of speaking is to negotiate.

As an example, consider a man and a woman in a car driving somewhere, and the woman says, “Are you hungry?” If the guy isn’t, he just says, “No,” and keeps driving. Now, every woman reading this will immediately know that she’s pissed off at this point, and every guy will be scratching his head wondering why the woman would be pissed off and why it should be so obvious.

What has happened is that her question was actually a statement: She is hungry, and what’s more, she’s attempting to open negotiations as to where they are going to eat. But wait! There’s more, and guys, go ahead and just consign yourself right now to being momentarily confused and frustrated, remember that you love her or you wouldn’t be trying to improve or protect your relationship, and try to learn something here and be amused by this truly fascinating revelation. She’s probably already decided where and what she wants to eat! But, she has to go through this ritual to comply with the social forms that she’s wired for.

Incidentally, as you will see in a later section on defining authority, overtly leaving the decision about where and what **the couple** (making a unilateral decision that affects nobody but her is not a problem) is to eat to the woman is anything but considerate. We've all been led to believe that this is somehow gentlemanly or polite, but the plain truth is that women don't enjoy decision-making in most cases, and do enjoy seeing a man able to make a decision about what he wants, or at least take the lead in making a suggestion.

Dumping the decision in her lap is one of those "nice guy" things that will get you labeled as a wimp, relegate you to "just a friend or buddy" status, frustrate her to death, and possibly irritate her to the point of starting a fight. It may sound overly simplistic, but to be **considerate**, you must actually **consider her point of view**. Being a social creature by nature, she usually wants to be involved in the decision, but rarely wants to take the lead in making it. If she does have a preference, even an extreme one, there will still be a negotiation, one in which she hopes you **agree** with her choice, but doesn't want you **settling** for her choice, which is ass-kissing, and women hate that.

Getting back to our example, how is this scenario to play out? There are several twists and turns, depending on whether he's hungry and whether she has a taste for something special. There are only four possible right answers at this point, two good ones and two great ones:

- "No, I'm not. Are you?" (Good, because it shows consideration.)
- "Yes. Are you?" (Good, because it also shows consideration.)
- "Yes, let's go to (whatever)." (Great, because it shows leadership and decisiveness.)
- "Yes, let's go to (whatever). Will that work for you?" (The Jedi master answer, because it not only shows leadership and decisiveness, it shows consideration and overtly leaves the door open for and invites the negotiation that she expects to ensue.)

Women hate to be ignored, and while they like to see a man acting as a leader and able to make decisions, they hate being bossed around and being completely left out of decisions. Are you with me so far? If not, go back through it again, and think back to exchanges of this nature you've had with women in the past. It will become clear.

Now, the next step depends on her mood at the moment. Regardless of where she wants to go, she wants you to make the first suggestion to show that you're capable of it. So if you answer with one of the first two options,

her response will be something to the effect of, "Yes, I am," or "I'm getting there," or if she's really coy about it and not wanting to admit that she has an appetite, "Well, it's getting late and if we don't get something soon we'll (run into traffic, run into long lines, be eating too late, be late for our appointment, etc. – something to blame the clock instead of her hunger). Where would you like to go?"

It gets really amusing here, because this is where you find out how you're being tested today. She's either looking for you to make the decision or for you to be a good boy and open the door for her to voice the one she's already made. Your best bet at this point is to name your own favorite place to go as long as it's not someplace that she hates to go, which is insensitive and will be taken as an insult, followed by asking her for input, **but not her approval**. The difference is subtle, so be careful here. To a woman, there is a huge difference between, "Will that work for you?", "Do they have something you like?" and "Is that okay with you?" If you speak as though you are seeking her approval you have just done what a wimp would do and she's disappointed because she's now in a public place about to share a meal with a wimp.

Now for the last step of this little dance. She'll most likely either say that your choice will be fine and smile, or she'll say she'd rather go elsewhere, and give you a specific place. Go there, and do it with mild enthusiasm, unless you just despise the place, and especially if she knows you despise the place, in which case you're being tested a bit extra today. Another sign that you're being tested further is if instead of saying "yes" in some form with a smile, or offering a specific alternative, she says something vague like, "Well, if that's what you want," and doesn't smile about it, an indeed looks and sounds just a tad negative, which is your hint that she's being very considerate in dropping, at least in her mind.

Don't be alarmed, it's still possible to come out of this one alive, but you have to pay attention to what you do and to her body language at this point. You can take the easy way out, and say, "Well, I certainly won't die if we don't eat there today. Actually, I think I might enjoy (name of some other place) just as much. Do they have something you can enjoy? I wouldn't settle for something I didn't like, and I don't want you to settle for something you don't like on my account." This is a declaration of sensitivity and respect that she can't miss or refuse, and will likely at this point get back on cue and either accept some suggestion or finally make the one that she's been holding back.

The other option, for advanced users of body language only, is to name several options and watch for her pupils to dilate at one of them, which will

be the one she really likes, and quickly jump on it, something like “Well, there’s Chung’s, Morton’s, The Crab Shack, Il Dolce Vita (pupils dilate here) – Yeah, Italian! That really sounds good. Are you up for a good wine and a garlic fix?” She’ll most likely agree with you if you got the cue right, but if not, she’ll at least give you credit for making a game of it and finally voice a preference.

Yes, it sounds complicated. It’s a sexual form of diplomatic relations, and until you understand the basics, it is complicated. However, the basics, while not obvious to the uninitiated, are really **very** basic:

- Women don’t speak directly without making some announcement that they are about to do so, and if they do, there’s probably about to be some real trouble. Generally, opening questions are statements, opening statements are questions, and the purpose of her using these devices is to start a negotiation.
- You have to feel your way through the negotiation, just like you were buying a car or something. Make suggestions in such a way as to leave a dignified channel for her input without seeking her approval for your own. Treat her as an equal, not as a superior or inferior party to yourself in the negotiation.
- Always vigilantly watch for the dreaded “double jeopardy” test, the second test that occasionally follows the first if she’s in a slightly needy mood.

You see? That long, complicated affair came down to three simple rules applied to every juncture of a conversation. Remember these three rules and employ them and you’ll not only be far more attractive to your woman and women in general, you’ll never again be stuck in that sickening void of “What do you want to do?” “I don’t know, what do you want to do?” which kills relationships fast, because by taking part in it, you are declaring that you don’t know how to communicate, she’s not important enough for you to consider learning proper communication, and that you can’t make a decision – three things that are on every woman’s list of top “X” things that they hate about men.

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If you have any doubt whatsoever about the validity of what you just read, put it in front of as many women as you care to. The only ones with dissenting opinions will be those who exhibit markedly masculine communications habits themselves, and possibly some mildly masculine physical traits as well. Remember that the hormone balances related to gender do determine brain structure and function to a degree. It’s not that unusual to encounter a woman who looks quite womanly, but upon close inspection you notice that

her shoulders are slightly (or more) broader than her hips, her cheekbones are not as high nor her cheekbone-to-chin area quite as “heart-shaped” as for other women, and her manner and communications style are noticeably more direct than what you notice in most women

This doesn't make her any less of a woman, but her hormone balance has induced a brain structure and chemistry that has caused these traits that are caused by higher levels of testosterone to manifest. By the way, a woman with high levels of both estrogen and testosterone will have a very active libido, because testosterone levels are the cause of libido...it's the only true aphrodisiac known to science.

Getting back to communication, you should now see just how much of a gap there can be between a man and woman, and this gap **MUST** be bridged successfully for a relationship to last beyond the initial year or two of intense attraction before it starts causing serious problems, the kind in which little “spats” end up exploding into catastrophes where partners don't speak for days or one spends several nights in the guest bedroom, and then things just start “swirling around the drain” before “going down the tube.” But, the good news is...

After you've spent years appearing to be an insensitive boob and suddenly start “getting it,” your partner will notice, and she will definitely respond as long as there have been no restraining orders issued, just as she will respond to you suddenly understanding what she wants, how she feels, why she does the things she does, taking the lead and trying to save her from the total damnation of boredom, etc. There is nothing in the world to stop a divorce and reinstitute a honeymoon like a whirlwind romance if you can start one with her, and I don't have to tell you what happens if some other guy beats you to it, do I?

I hope you enjoyed this lesson and find it useful. Feel free to share it with your friends, but please, if you do, share with them this entire edition of the newsletter so they can visit the website at <http://www.makingherhappy.com> and subscribe to this newsletter themselves, and maybe even do what you should be doing, which is buying a copy of “THE Man's Guide to Great Relationships and Marriage” right now and putting it to work in your life, because your life is too short to waste it waiting for me to print the rest of the book in this newsletter, and it will work for you just like everyone else if you just put it to work.

Be smart and get started now, before you're in a crisis like a break-up or divorce, because it's many, many times easier to heal a few small wounds than lots of big ones, and to overcome a short period of unrest and bad habits than a long period.

In the meantime, live well, be well, and have a wonderful day!  
David Cunningham

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## Break-Up Busting 101, Lesson 6: Communication, Part 2, Choose Your Battles

***RSS reader summary: Part of effective communication in any relationship with anyone, especially your life partner, is knowing how to choose your battles and how (or IF) to fight them.***

Good morning! You may have noticed a change in the subject line of this newsletter from that over the last few days. There's an interesting story behind it, and an extremely important lesson.

Last night, I received the following very terse, anonymous e-mail from a reader who has only been signed up for a couple of days:

Regarding Divorce Busting 101

I repeat: Are you aware that Divorce Busting is a registered trademark owned by Michele Weiner-Davis? Are you aware that its use, unless authorized by Michele Weiner-Davis, is illegal?

As I said, unsigned, entirely anonymous. I replied:

As the title of a book or any other product, I'm sure it is, but as far as I know, you can't call the subject of an e-mail a trademark, especially when it's a free newsletter. It's not being used as a trademark, brand, or anything else, and the term has been around since the movie "Ghostbusters" was new. If you feel we need to discuss this, I'd be happy to, but I'm not in violation of any law that I'm aware of since I'm not selling anything with that term in the title, nor is it my desire or intention to infringe on anybody's copyright. As your "repeating," this is the first copy of this e-mail I've seen; I never ignore questions of any nature from anyone.

Sincerely,  
David Cunningham

I'm expecting to hear back from them, whoever they are, probably this morning, both because they seem agitated and because I invited them to discuss it. Why? (Hang with me here, because there is a HUGE lesson that will benefit EVERY relationship!)

An author's stock in trade is what's called "intellectual property," the product of their brain, and most of us try to respect each other's products, "turf" etc., even when we're competing. Things just go easier that way for all of us; if we spend all our time and effort suing each other, we don't create any new product, and any profit we may have made ends up going to our attorneys instead of our families. So, I did a little homework....

Michelle Weiner-Davis has built up a sizable following using the term “Divorce Busting” to describe her program (see <http://www.divorcebusting.com> for details). A Google search came up with over 52,000 hits, many of which did refer to her site. There were some that did not, and in the course of going through the Google listings, several pay-per-click ads (those little sidebar listings some search engines refer to as “sponsored listings” that appear in the margins) also appeared that pointed to places like [marriagemedics.com](http://marriagemedics.com) that appeared to be non-affiliated sites offering competing products, not hers.

This told me that while I’ve heard terms like “Divorce Busting,” “Drunk Busting,” “Gang Busting,” “Union Busting,” “Boredom Busting,” etc., all my life, and from her picture, this author appears younger than me, she does have quite an interest in having that phrase associated with her before anything else. Hence, whether my use of it is illegal or not, she or somebody in her staff may indeed want to pick a fight over it. Now that you have the background, here begins the real lesson...

I have no interest in the term. It was cute, to the point, and I was using it in split testing against another copy of the same newsletter to see if readers were more likely to read something using the word “break-up” or “divorce” in the subject line; a sample of only about 300 people even saw the letter using the word “Divorce” and it’s of no consequence to me. After four days of using it, the stats for both words came out to be about a third of those who received it read it, which is about average for the last couple of months.

Since my readers don’t care whether I talk about “break-up” or “divorce,” there’s no reason for me to care. So why put the other author through the expense of having her legal staff start sending me nasty letters and so forth and cause myself the hassle and expense of replying when I can just make life easy for both of us by ending the split testing and sending everybody the same letter using the term that she doesn’t care about?

The same exercise should be completed every time your partner comes to you with something to discuss, especially when they are upset. Before you jump into a defensive or combative posture, which never does anyone any good, listen to what they have to say, invite them to discuss it with you instead of fighting about it, and look for a peaceful and equitable solution. There is ALWAYS a peaceful and equitable solution to be found as long as both partners are capable of being reasonable and working together to find it, and in male-female relationships, it’s even easier than you might think. Why?

Because as we discussed yesterday, women are driven to negotiate, not dictate. They thrive on discussion. While they respond positively to being lead (it’s attractive), they don’t want to be bullied around or ignored. They want to negotiate, but they want you to be man enough to lead the negotiation once they’ve brought the need to negotiate to your attention.

That means you have to recognize their request, and acknowledge it by inviting them to enter the negotiation instead of being a jerk and cutting them off with “I don’t care, do what you want,” or telling them to get out of your face. Then you listen, develop options, and when there is agreement, make a formal declaration that things will be done as the two of you have agreed to do it. It’s that simple, and you cannot imagine how well your partner will respond to it when you do it.

As for this situation, I’m going to see if the people who broadcast my newsletter can somehow change the subject line in the e-mails in the archive; unfortunately, the title from the “divorce” version ended up being the one shown in the archive because of the order in which I posted them. If they cannot or will not, for the sake of consistency and out of respect for a colleague with whom I might want to have an affiliate relationship some day, you may see repeats of the four issues with the word “divorce” in the subject retransmitted with a subject line similar to this one, using “break-up busting” instead. Please accept my apology for any inconvenience this may cause and simply delete them if and when the four of them show up.

The future begins with this moment, every moment of your life. Whatever action you take in this moment will ripple through the future and shape it to some degree, because events that are forgiven are seldom forgotten. The choice of what goes rippling through your future at any given moment is yours. Do you want it to be a fight, carrying the message of “I’m a jerk who chose a fight over a negotiation” or “I’m a smart, attractive guy who can lead my family through a situation to a peaceful resolution”? I should think that would be a no-brainer.

Relationships are like democracy; you must understand how they work in order to function within them and protect them, both from internal forces that can erode or implode them and external forces that would conquer and destroy them. The choice before you today is whether you continue to tread along in the dark or whether you make a very small investment in your future and happiness, not to mention that of your family as well. We’re talking about less than the cost of a good meal for two in a decent restaurant, and the return is guaranteed if you do nothing more than use the information. It’s an instantly downloadable e-book called “THE Man’s Guide to Great Relationships and Marriage,” and it’s waiting for you at <http://www.makingherhappy.com>. Go ahead and do it now, because life’s too short to spend it stumbling around in the dark looking for answers that you can’t see.

In the meantime, live well, be well, and have a wonderful day!  
David Cunningham

## **Break-Up Busting 101, Lesson 7: Communication, Part 3, The Most Dangerous Words a Woman Speaks – “Sure,” “Okay,” “Fine,” and “Whatever”**

***RSS reader summary: In our next “Break-up Busting 101” installment, we need to talk about communication under stress, and how to know when you’re in trouble.***

Good morning! I’ve discussed, lectured, harped, preached, and nearly yelled about the need for couples in any relationship, but especially a committed relationship, to communicate effectively, and some people are so dense that when I’ve pointed this out to them and had members of the opposite sex write down their definitions of words to compare, they argued that the other sex’s definition was wrong instead of just accepting the fact that men and women have their own languages; there are a lot of common elements, but enough differences to start a war if one doesn’t know what they are.

In the process of trying to bring your relationship out of the crisis of divorce or other break-up, things are going to be tense, especially at first, and at times when you are trying to work out any differences that remain from the past. You’re also going to be at risk of undoing all the good you’ve done by letting another fight get started for as long as things are tense and unsure, and you absolutely **MUST** be able to recognize when the situation is heading that direction.

To that end, I’ve identified four seemingly innocuous words that are a constant source of problems when the two partners don’t attach the same meaning to them. This is because their gender-specific meanings in many contexts are quite opposite, and that makes them dangerous.

The three most dangerous words in the English language, with regard to male-female relations, may be “okay,” “fine,” and “sure,” although “whatever” may take out any one of the other three if the right woman says it. They are universally understood between members of the same sex, and almost universally misunderstood between members of opposite sexes. What’s worse, what these words mean to men are grossly opposite to what they mean to women.

Men pretty much stick to dictionary definitions at best. We’re simple, very simple, with regard to communications. Few of us are adept at the elevation of language to a tool of diplomacy and espionage, and ladies, since I know you’re reading, we don’t have ulterior motives or hidden meanings when we speak. (That’s a huge part of the book, and at least one other newsletter, and won’t be explored here.) What you hear is what you get, right guys?

Women, on the other hand, are born diplomats and politicians. Nothing is spoken directly, everything has multiple meanings and ulterior motives, and exchanges are almost always negotiations. Hence, while they always know what they’re saying to each other, men often don’t have a clue what a woman is really saying. We hear words that we recognize and take them literally, much to the chagrin of our female acquaintances

at all levels. To the average woman, conversing with the average man is at times no different from conversing with a four-year old, because we lack this sophistication and they have to explain things over and over again, usually without success because they just can't manage to spit something out directly until pushed to the point of male-like aggression brought on by anger and frustration, if then.

Let's look at these three words from a man's point of view:

***Okay (male):***

1. From the last-century acronym for "Our Kind," meaning, "we like that."
2. In good health, as in "I woke up hung over, but now I'm okay."
3. Affirmative, as in "I need your help with this, okay?" or "Okay, I'll do that for you."

All positive meanings, pretty much right out the dictionary, right? Let's move on...

***Fine (male):***

1. Of high quality, as in "fine China" or "a fine automobile."
2. Satisfactory, as in "We're doing fine," or "he's fine, and thanks for asking."
3. Very small, as in a "fine mesh," "fine-toothed comb," or "fine sanding grit."

It's a positive word in either of the first two connotations, and benign in the third instance. Again, all pretty much straight out of the dictionary, right? Keep going...

***Sure (male):***

1. Affirmative, and with enthusiasm, as in "Sure! I'll be glad to help with that," or "Sure is!" – synonymous with "Certainly!"
2. Certain, as in "I am sure this will work" or "this is a sure bet."

As with the other two, fairly positive, simple, straight out the dictionary. And here's a beauty:

***Whatever (male):***

1. Anything, usually used in being agreeable, as in "Whatever you want is great."

No surprises, right guys? Well, some of the ladies might be surprised, because to them, these words have many meanings, and you can't always tell the difference from the context. To wit, consider these examples from some of the women on my support team's comments on the subject:

***Okay (female):***

1. You aren't listening and I am going to shut up now.
2. You are screwed, Mister!
3. Screw you, you don't care...

4. I understand but am not happy about it.
5. Yeah, we'll do it your way, and you will pay for it later!

***Fine (female):***

1. If you want, but you will regret this later.
2. Go screw yourself. You are an idiot and I am not going there.
3. If you say so, but I will do it my way anyway.
4. You think you know, I will let you think you know, but you know precisely "squat."
5. Keep talking but I am not listening.
6. You are a complete asshole if you think I am listening to what you are saying and would ever consider doing that.
7. Keep telling me what to do and you will be sleeping on the couch, Buddy!
8. Yeah, you want me to wear that so I can look like a ho in front of your friends.
9. Yeah, you want to see that movie and don't care if I don't.
10. Yeah, nice restaurant, don't ask my opinion, you will pay for it (Lobster and Moet, anyone?)

***Sure (female):***

1. Go screw yourself!
2. What a moron!
3. You wish, buddy!
4. What the hell are you thinking???
5. Is he still talking?
6. You think I will do what you say....ha!
7. Damn, he is a jackass!
8. He can't be serious!
9. He can't believe I agree with him!
10. You have your views, I have mine, never the twain shall meet, but I will say I agree just to shut you up!
11. I have to what with your mom?
12. I have to what with your friends?
13. Damn, I really don't want to do this...
14. Crap! I have to do this, but he will pay SO dearly later
15. Oh no he DIDN'T just...(say/do/whatever)

***Whatever (female):***

1. Screw you!
2. Screw you and die!
3. Go screw yourself and die the Death of 1,000 cuts!
4. Screw you, and you will be dying, slowly, painfully, and without even knowing it, just as soon as I figure out how I'm going to torture you to death.

Do you see a pattern here? All of these words have somewhat to very positive

meanings for men, but negative to life-threatening meanings as women use them; "fine" to a man means really great, where to a woman, it means at best, "well, if that's the best I can get, I'll settle, but you're going to make it up to me later."

In general, any one-word answer given by a woman to a question from a man is probably bad. It gets worse. When these words appear in the same sentence, the amount of trouble you are in and the punishment you will endure as a result increase exponentially. Case in point, have you heard, "Okay, fine!" recently? That happened right before she stormed out of the room, huh? And there was nothing pleasant in your life for some time after that, was there Big Guy? "Okay, fine!" does not mean "Alright, you win." Quite the contrary; it pretty much means, "War has just been declared!"

Indeed, did you lose your keys and find them in a place you didn't remember having them, and a calm air of satisfaction on her face when you found them, or in extreme cases, you looked for them for half an hour, got frustrated because you were late to do something with your friends (it wouldn't make you late for work), and then SHE finds your keys in a really ridiculous place, like in the clothes dryer, claiming you left your keys in your pocket and she laundered the pants this morning? Uhhh, yeah...thought so.

Speaking of the dryer, did you happen to notice your underwear were rather scratchy feeling, like the fabric softener had been left out? Or a mysterious stain appeared on your favorite garment, or worse, your golf clubs or bag? Did the remote for the TV disappear just in time to inconvenience the hell out of you when there were about a half-dozen different games on that you wanted to surf? Who woulda thunk it?

It can be anything from semi-benign little jabs like these to grudge sex with your brother or one of your friends, or if she's really mad, grudge sex with somebody you really despise, and you may never find out about it. Being able to keep you in the dark about it is a sort of everlasting punishment that causes her to smile or smirk ever-so-slightly as she leaves the room when you're being a real jerk.

So you now have to ask, what happens if you get all four together? If you ever hear the following sentence:

***"Okay, sure, fine! WHATEVER!"***

DUCK! COVER! RUN! And make sure your health insurance is paid up and you have fresh ammo. Trouble's coming on a pale horse, and Hell will be following after. (Forgive the Biblical metaphor, I noticed an ad recently for Clint Eastwood's "Pale Rider," and couldn't resist.)

Gentlemen, as you can see, they tell us when we're doing things that are going to get us in trouble, but they use the same language we would use to say that everything is great. Incidentally, Ladies, what about "great"? It has a few juicy meanings too, does it not? This could make for a really fun study of you readers, if you'd like to make it one.

Everyone is invited to write in with your own thoughts on these words and more, stories of altercations or misunderstandings, etc., and you really should do it, because if several people respond, it will make for some interesting reading for all of us! Just because the rest of the world chooses to wallow in a communications quagmire and remain boring and ignorant doesn't mean the achievers on this list of readers has to join them!

As you can see, there's a lot more to keeping a relationship on course and fun than they told us in the storybooks when we were little kids, or the textbooks when we were big kids for that matter. That's why many of us end up in one or more divorces during the course of our life.

A good relationship takes some work, and stopping and reversing a break-up can take a lot of work, but you can work smart instead of hard. You can work hard every day trying to put up a front, making compromises that you later resent, biting your tongue, etc., or you can spend some effort on the front end in a one-time exercise to learn how to get along and how to be that attractive, funny, naughty alpha male stud muffin that every woman drools over. A no-brainer, huh?

After that exercise, you can spend a little time in what the corporate types might call a "self-directed improvement endeavor" to make those traits, skills, and behavior a part of yourself, so that being the man of your partner's dreams is natural, effortless, automatic, and most of all, fun! I cannot overstress that above all else, doing the things that make for a perpetual honeymoon are the most fun you can have with your clothes on! And, most important, unless your relationship has been severely damaged by extreme substance, physical, or emotional abuse, making these changes have proven to stop a divorce cold in as little as a week!

As I said, it wasn't in the storybooks, and it wasn't in the textbooks, but it is now -- sort of! "THE Man's Guide to Great Relationships and Marriage" is like a textbook on the perpetual honeymoon and what it takes to have it, but unlike a textbook, it doesn't just put the information out there in front of you in a sterile, academic presentation of theories and opinions. It's a seminar in book form, telling you what you need to know and providing examples to train you to make the required behavior a part of yourself.

Go to <http://www.makingherhappy.com> and get your copy today, because no matter what kind of shape your relationship is in, you can make it better with the help of the information in this book, even if making it better means getting out of it (if it's abusive, parasitic, or otherwise destroying your life instead of fulfilling it) and starting over with a worthy partner. It's all that, and it's yours for less than the cost of a good meal for two. Care to compare that to legal fees, loss in the property settlement, alimony, etc.? Another no-brainer, methinks...

In the meantime, live well, be well, and have a wonderful day!  
David Cunningham



## **Break-Up Busting 101, Lesson 8: Communication, Part 4, Lie Detection**

***RSS reader summary: Part of determining whether you should attempt to reverse a break-up is determining whether you can trust your partner. Knowing how to detect a lie is a VERY useful skill...***

Good morning! We're drawing close to the end of "Break-up Busting 101" and there are really only two or three more topics that we will be delving into. Today, we're going to wrap up communications with a brief discussion of lie detection.

Lie detection is a necessary survival skill in all facets of your life, because unfortunately, there are those who think that lying is a survival skill. It's not. The truth always ends up coming out, and then on top of whatever mistake you've made, you've destroyed trust. The only people who get away with lying in the long term are those who spend their life on the run bouncing from place to place and not staying anywhere long enough for anyone to catch them in a lie before they've left. That's not going to work in a long-term relationship, is it?

Gentlemen, the deck is stacked against you from the beginning with regard to lying, because women are better at doing it than men and they are better at detecting it than men. Both of those advantages come from their more highly-evolved communications infrastructure and skills (as compared to our own). However, since you shouldn't be lying anyway (statistically, women will tolerate just about anything before they will tolerate a liar, even if they are chronically "factually challenged" themselves), you need only concern yourself with how to detect if and when she is lying.

Making you an expert on the subject would require an entire book, and we only have the space of this e-mail to work within, so I'm going to hit the high spots for you to show you how easy it is if you have good information and then point you to some very good information that I am not selling. (I am developing a primer on lie detection to include as a free report with my other e-books, and anyone who has purchased "THE Man's Guide to Great Relationships and Marriage" at the time of its release will be receiving a free copy if I have your current e-mail address on file.)

First, everyone has heard about how body language can be used to detect lies. That's true, yet not true. There are many body language clues that indicate both that a person is lying and that they are very nervous about telling an unpleasant truth. When attempting to determine if someone is lying, you must watch for several different indicators and make sure they are all consistently pointing in the same direction. A person who exhibits a single indication of lying may indeed only be nervous about the truth, have an itchy nose, be trying to cover bad breath, etc., but when the signs start stacking up and you see five or even ten signs that someone is lying, the statistical probability that they are telling the truth becomes such a long-shot that a penny placed on that bet would win you roughly the sum of the world's oil and currency trade for a day – literally trillions-to-one. So where do you start?

Let's start with the eyes. The eyes move when the brain does certain things. When a right-handed person attempts to access short-term memory, their eyes will move up and to the left, where if they are lying, which engages a creative center in the brain, they go up and to the right. This is reversed in left-handed people. A big clue as to whether someone is right- or left-handed (if you don't know them well enough to know) is to look for their wristwatch, which will be on the opposite hand, if you can't get them to write something down for you.

People also tend to become less animated when they are lying, clasp their hands or crossing their arms when you have observed them "talking with their hands" in most of the rest of the discussion. They will also tend to look away from you and even move away from you as they lie, a subconscious effort to try to distance themselves from an uncomfortable situation. Touching the nose and covering the mouth while speaking are classic body language signs, but when you look at these, you're looking for CHANGE in behavior, not so much the behavior itself. People do sometimes get an itch in their nose, or realize they have bad breath, or shift their posture because of an aching joint.

It's because of this that you must realize that it takes several minutes of observing someone to make this determination, not just a quick jab with an incriminating question. You must see enough of how they act when they are speaking normally and truthfully (by getting them to talk about something non-threatening or non-incriminating) before bringing up the subject you think they lied about or before thinking they've lied about something they brought up with you. That's the value of small-talk, something that most men are very, very poor at engaging in because we really just don't like to talk that much; we prefer to take action. That's another reason women have such an edge on us; they enjoy small talk and are very good at conducting it. However...

There are some techniques that can be combined with body language reading that nobody, not even experienced con-artists can beat. They involve watching for hesitation in response to a question. Let's say you think your partner was on a date with someone else, and you say that somebody she works with whose name you can't remember stopped you in the grocery store to say hello and asked how you were getting along after the break-up, and mentioned that they assumed there had been a break-up since she was dating this other guy. If she is innocent, she will immediately protest, because she has no idea what you are talking about, but if she hesitates, it's because she's guilty and has to think and make a choice about whether it is safer in that moment to accept that she's been caught or to try to deny it and bluff through. The hesitation before she speaks, not whatever she says, is what tells the tale.

Another good tactic is a diversionary one. You tell a partner that you know all about something they've been doing (that you really are only suspecting), and that you understand how and why it happened and are willing to let that go if they will promise that something lesser won't be happening again, like hearing it from her friends instead of her. When she agrees to make the promise, which is easier than the confession, she has confessed to the event.

Even here, you can still take advantage of hesitation. A person with nothing to confess will immediately deny they did anything, and a person with something to confess looking for an easy way to do it will immediately make the promise. Hesitation here indicates that they are weighing their chances of getting away with another denial, because it's the only reason for them to hesitate.

People also tend to objectify and generalize when they are lying. A person who really worked late will tell you that they worked until 10:30PM, while someone who is lying is much more prone to say they "worked really late." Also, they will tend to say, "left MY office" if they were really there, as opposed to, "left THE office" if they were not. Again, this must be weighed with other indicators, as the use of these pronouns can vary because of personality, level of detail-orientation, etc. It's the change from using words like "my" to words like "the" or the change from speaking actively, like "I did this," to passively, like "this was done," focusing on the event or act rather than on them that tells the tale.

There is a book by David Lieberman, PhD, called "Never Be Lied to Again," that has been on the NY Times Best Seller list and is an excellent book if you really want to dig deep into this subject and become a true expert. I've also used a lot of the hand-held lie detection gadgets and computer software that do voice print analysis, but was not impressed; there were too many false positives and false negatives for me to see them as useful tools at the time, but over time, you can expect these products to increase in accuracy, just as voice recognition software that lets you give input to your computer has improved.

Communications is a tough subject, even when everyone is telling the truth. There are good and bad ways to ask questions of women, good and bad ways to start conversations, and good and bad ways to end them as well. When you're already in a stressful situation like a fight or after a break-up, the last thing you want to do is trip over some protocol that you don't know about and end up with your foot in your mouth and your signature on divorce papers because of it. Let me help you with that...

Go to <http://www.makingherhappy.com> and get your copy of "THE Man's Guide to Great Relationships and Marriage" right now, and get with the program. If your relationship is not in crisis, it will show you exactly how to not only keep it from getting there, but how to make it better. If you are in crisis, it will show you how to determine whether you should indeed reverse it or let it go, and if it has a good foundation and could last a long time, it will show you what to do to quickly get things on stable footing and get everyone in a state where they are receptive to working things out and making positive change. I'm sure you've heard that "an ounce of prevention is worth a pound of cure;" this is about a pound of prevention and it's worth several tons of cure, and it can be yours for less than the price of a good meal for two, so get it done!

In the meantime, live well, be well, and have a wonderful day!  
David Cunningham

## Break-Up Busting 101, Lesson 9: Attraction-Building: She's Looking for "Alpha Male," not "Alpha Dog" Behavior.

*RSS reader summary: Continuing our "Break-up Busting 101" course, now that we've laid the groundwork for identifying and ironing out the problems in your relationship that brought you to crisis, it's time we resume our discussion of attraction to help you understand what exactly she's looking for so you can get her attention in the right way, make her desire your company (even if she's ticked off), and set the stage for the problems to be resolved. A woman who is feeling attraction is obviously more prone to engage in any kind of discussion with you if it makes her feel good than if it makes her bored or angry.*

Good morning! Over the years, people who really annoy the crap out of me have erroneously referred to the feeling of attraction as being "in love" or some other poetically liberating but otherwise nonsensical term instead of what it is: pure, raw excitement and desire for intimacy, sexual and otherwise, directed at a particular person, "attraction" for short, because the feeling forces you to want to be in their company and closer and closer to them as time passes; it's like the closer you get, the closer it makes you want to get.

As we talked about in the edition on love, attraction, need, and lust, this state is entirely biological, not logical. It is also triggered differently in men and women, and you need to understand the difference in order to create it for her. HUGE question: WHY do you want to create it for her in a time of relationship crisis?

The answer has several parts:

- A huge and common reason for relationships being in crisis is because the man has stopped creating the feeling of attraction for her in the first place, allowing her to fall into her most miserable of all states, **BOREDOM**.
- Being biological and not logical, feeling attraction makes it very difficult for a woman to emotionally or logically convince herself to stop dramatizing or continuing to punish you instead of engaging in a discussion and activities that can correct the problem. It cuts through the anger and grief to focus her attention on trying to save the relationship by giving her evidence of a good reason to save it.
- Making her feel good about spending time with you will motivate her to spend the time required to discover and fix the problems instead of spending it with her girlfriends milking the emotion from the moment and listening to them bash you, which many are more prone to do than to try to address the situation logically. This is because their brain structure makes their response to crisis and change is very emotionally-driven. Since the emotional state is enhanced biologically, getting through it to a state where problems can be solved also requires tripping biological triggers.

There's more, but you get the idea. The attraction triggers in men are mostly visual; anything that creates the appearance of being a good candidate for giving birth and caring for a child (ample breasts, wide pelvis and round hips, good skin, thick hair, etc.) causes the chemical cascade in our brain that makes us feel attraction. However, for women, it's quite different...

This goes back to that hunters and gatherers model, pure human evolution. It doesn't matter whether or not you believe in Darwin's theory that we all came from something like an amoeba; there has been enough evolution just in the last few thousand years of recorded history to explain what has happened between the sexes. Very long ago until just recently (less than 100 years), marrying well was the most important of all survival skills for a woman. In early times, when women routinely spent their entire day tending children and fires and trying to forage edible plants and tan hides, men were either hunting, protecting the group, or making tools and building infrastructure.

Evolution was kind to women who chose skilled hunters and protectors, especially the leaders. Women's brains developed to respond to that image, recognizing a skilled hunter and protector, an intelligent man who was good with his hands, and a strong, commanding personality as the best candidates to take care of them. Hence, while visual attributes like healthy, muscular bodies with broad shoulders get their attention, it's only at the level of curiosity, not attraction.

To push a woman past curiosity and intrigue requires a demonstration of that very male behavior that shows intellect, leadership, and confidence, incidental signs of which are things like a good sense of humor, ability to have fun, and ingenuity – characteristics of the “alpha” or ultimate male. However, there seems to be some confusion as to the characteristics a human alpha male should exhibit.

I was talking with an old friend recently about alpha male behavior, and she kept insisting that there were parts of alpha male behavior that no woman could stomach. She wasn't feeling well and was being a little “pissy,” and I hadn't talked with her in a few weeks so there was some drama thrown in there for good measure, but when I finally pinned her down to list the things that no woman would find attractive about an alpha male, they were:

- Possessive of a few favorite women, and very jealous
- Controlling
- Uses force to get his way

I about hit the roof, because these are not “alpha man” characteristics, they are “alpha DOG” characteristics (or any other non-human animal), and it is VERY important that this distinction be made and fully understood by all or some hideous mistakes will be made.

First, think about what you know about dogs. Even the most ferocious dog is inherently

insecure, especially when it comes to his food supply, his bed (turf) and female dogs. He'll fight a running sawmill to guard any of them against use by another dog. When dogs come together in a pack, the first thing that happens is the dogs challenge each other for the "top dog" position of alpha dog, and then the alpha dog doesn't just lead the pack, he controls the actions of the individuals as well. In any dispute, there's either a fight, or the alpha dog just takes what he wants and walks off. Dogs live like most wild creatures, fearing scarcity because they are not capable of productive work and creating their own means of survival. Now, compare this to humans...

We are at the top of the food chain. For the alpha – or "ultimate" -- male, his self-confidence level is so high, he could care less about possessing or controlling a woman because he knows they are standing in line to take the place of any woman that falls out of favor with him. He doesn't try to control anyone because he doesn't have to. He's a leader and people want to do what he says, at least the kind of people he wants to have around him; he has no use for people who look for excuses to avoid performing. His attitude is "lead, follow, or get the hell out of my way!" He's not afraid of competition; he looks forward to it in most instances, because he's either going to come out on top or he's going to learn something new when somebody else does; indeed, he may come out on top AND learn something new, which is his ideal situation!

He demands loyalty of those with whom he shares his life because he knows the value of his life, but unlike the dogs and other wild creatures, he doesn't live in fear of scarcity. Being human, he has the powers of reason and volitional choice, the distinguishing characteristic above all others that puts humankind at the top of the food chain. Hence, he knows that if something isn't the way he wants it, he can change it or create it. He knows that jealousy over anything is a sign of weakness and finds it repugnant in others and couldn't begin to feel it himself; if he wants something, he earns it, or it simply comes to him, like friends, underlings looking for leadership, women looking for an attractive man, etc.

He doesn't have to use force to get his way because he's intelligent, a skilled leader and negotiator, and generally gets his way anyway, although he's more than capable of using it if he has to. That's not to say that he won't protect that which he has earned, because he certainly will, but he's focused on WHAT's right, not WHO's right, so fights for him are purely defensive, unless he's a cop, soldier, etc.

This attitude is natural in most men; we're born with it, but over the years, different things teach and train us to shy away from this natural behavior. Examples?

How about your mother telling you that you need to be "nice" to women, and buy them lots of gifts and let them make all the decisions to be "considerate" of them?

What about the "experts" in the 1980's who, when women said they'd like for men to be more in touch with their feelings, advised all men to cry in front of women? (Anybody that tries to tell you that a man crying, in any context, is sexy, is either a feminist propagandist, has some sort of fetish for boys, or is just plain psycho as far as I'm

concerned, because that invokes maternal behavior triggered by the image of a crying little boy, not a strong, virile and heroic leader.)

Or, as I'm seemingly constantly complaining about, Hollywood's portrayal of weaker and more feminine men with every passing day?

Or maybe the various forces in the "romance" industry assaulting us with ideas like paying two months' salary for an engagement ring (like a woman can or should be "bought") or the sickeningly submissive and subservient image of a man kneeling before a woman asking (or begging) her to marry him?

Think about that last one for a minute. Your courtship was spent having fun, coming together, and being exciting, and if you followed tradition, you made two HUGE ATTRACTION-KILLING MISTAKES during the proposal, the beginning of your married life. It's no wonder that attraction and sex lives seem to end with marriage! I think I once discussed the perfect proposal, in which I would dip a woman at the peak of a highly sensual dance, hold her suspended above the floor, look her straight in the eye, and say in a strong but not belligerent tone, "Marry me," then pull her up, twirl her away and back up close to me, and hold her there until she said, "Yes!" You think not? Ask a woman...

The women in the panel (those 118 who helped with the research and writing of "THE Man's Guide to Great Relationships and Marriage" ) responded to that scenario with everything from, "Oh, YES!" to "Thanks, I'm wet now," to just being plain speechless, which is interesting, because they were the ones who contributed the various parts of the scenario, having the man in the superior (head above the woman's) position instead of kneeling, saying, "Marry me," "I want you to marry me," or "Let's get married," instead of asking, speaking of dancing and sensual, sexual and exciting ("the vertical expression of a horizontal desire"), etc.

If you can get a woman talking she'll tell you exactly what she wants and needs, if you can speak "girly-ese." Well, not exactly; she'll give you every part of the answer without putting it all together as the answer, but with all the parts, the answer pretty much falls together itself. Sometimes the parts are contained in what they say, others are obvious in what they do, once you learn how to see them and interact with them instead of just staring at their breasts and butts and wanting to ravish them. Indeed, they'll tell and show you all of that, too.

The problem is that it can take years to pick up on all of it, and most men spend a lifetime with a woman at their side without ever picking up on much, if anything. (Hence, the woman at their side is a long chain of short engagements with a lot of women.) And if you think it's hard when times are good, I'm sure you can estimate how much harder it would be when the chips are down and she's ready to kick you out of the house or leave. When things are that bad, often one more mistake is all it takes to put her over the top.

That's where "THE Man's Guide to Great Relationships and Marriage" comes in. I talked at length with these women and their partners (whether husbands or boyfriends), and we nailed it all down, how to know if you're in the right relationship, how to communicate to keep the love alive, and how to trigger attraction to keep the excitement and fun alive.

With this book, you can use it as preventive medicine and ultimately not only stop your relationship from going downhill, but kick it up notches previously unknown to mankind. If you're already in crisis, you can quickly figure out whether to try to save your relationship or move on to someone with whom you can be happy (in a case where you married somebody who is just plain wrong for you), and if it's worth saving, very quickly get a handle on inter-gender communications so that you can work together to fix the problems and then trigger attraction within her to give her a reason to discuss salvaging the relationship with you instead of just starting over herself.

It's all that, really, and it can be yours in the next few minutes if you click over to <http://www.makingherhappy.com>, for less than the cost of a good meal for two! Restoring your relationship and rekindling your honeymoon is pretty much a bargain at any price, but at the cost of dinner – not dinner and a movie, JUST DINNER! – that's a steal. Or maybe you'd prefer to pay the attorney fees and lose half or more of everything you own for nothing more than lack of trying?

Try it, and if at any time during the year that follows you don't think it was worth every penny, I'll return every penny you spent. By the way, out of all the copies sold, not a single refund has been requested to date. That's because it works, so go get it!

In the meantime, live well, be well, and have a wonderful day!  
David Cunningham

P.S.

If you missed it, see the March 1, 2006 article on Alpha Males vs. Alpha Buffoons at [http://www.aweber.com/z/article/?mhh\\_tips&ID=AEwMDGy0DEy0TBwEjlxcrMxcDJx0rlyc7ByctAysAA==](http://www.aweber.com/z/article/?mhh_tips&ID=AEwMDGy0DEy0TBwEjlxcrMxcDJx0rlyc7ByctAysAA==) to make sure you know the difference – it's important, and to many men, it's not obvious until after it's been pointed out.



## **Break-Up Busting 101, Lesson 10: Wrap-Up – The ACTION PLAN**

***RSS reader summary: It's time to wrap up the Break-up Busting 101 course and make an Action Plan. Pay attention, as there will be a quiz...***

Good morning! We've been through all the major points of causing, stopping and preventing a break-up, and we should now review to see what you learned and what you need to go back and see. Or, in the words of one of my favorite teachers from high school, "Let's review..."

In the final analysis, most break-ups are caused by one of two things, either you were intolerably mismatched from the beginning, or else one or both partners became bored with the other and things deteriorated from there.

A huge contributing factor to coming together when you are poorly matched and continuing to try to hold onto a bad relationship is not understanding the nature and differences of love, attraction, need, and lust, all entirely independent emotions that if confused can rip you apart at the seams.

A huge contributing factor in growing bored and then frustrated is the failure of the partners to recognize that men and women communicate differently, have different motivations, and respond differently to different stimuli because of biological differences that create strong, sometimes even uncontrollable tendencies to act in a particular manner. Hence, things done out of simple ignorance are attributed insensitivity, pettiness, and bitchiness, which destroys both love and attraction and both creates resentment over feelings of no longer being good enough, which pushes you apart, and leaves you vulnerable to attractive behavior exhibited by those outside your relationship, which pull you apart.

This failure to understand and communicate also compels people to try to live up to the often incorrect perception of their partner's expectations, grossly displeasing both partners, but when communication breaks down, resolution is not possible.

People in crisis have an overwhelming tendency to be overwhelmed by emotions that often are not even founded upon reality, and when things get that badly out of control, arresting the cycle is easiest achieved by triggering biological responses that disrupt negative emotion and make it possible to come to the negotiating table and try to resolve problems. Continuing this behavior by making it a part of yourself will make living together fun and exciting, including in the bedroom, so it's not just a short-term bandage, it's a long-term cure for a serious problem.

The behavior that trips these biological triggers is a part of heterosexual men that is also biological, and has been with us for as long as we've been on the planet. Hence, exhibiting it is not a matter of developing it, but of returning to it by letting it happen and enjoying it when it does instead of continuing the developed bad habit of wuss behavior that women find boring, child-like, etc.

Any man who naturally wraps his hand around a glass without extending the little finger, salivates at the smell of fat burning in a fire pit, and looks at a woman with desire is not only capable of this behavior, he is in virtually all cases (barring mental defect or disease, extreme trauma at the hands of an abusive female, etc.) much more comfortable with this behavior than that of the typical subjugated, indecisive, and terribly boring “nice guy,” so results, satisfaction, and ultimate happiness are long-term, even permanent with very little effort, not just some quick fix that appears to work while everyone is hopeful only to quickly fail as boredom and frustration inevitably return.

That’s it, short, sweet, and blunt – yeah, man-style. Probably a little too short and blunt for the ladies, and possibly still a little too verbose for some of the guys. Just like day-to-day communications for men and women. So now, since we’re reviewing, here’s the action plan for crisis intervention, whether you are in crisis or want to prevent it from developing, because the steps are the same either way (it’s just a whole lot easier and less painful and stressful if you do it now as a preventive measure!):

First, go to <http://www.makingherhappy.com> and buy your copy of "THE Man’s Guide to Great Relationships and Marriage." (And yes, you do have to buy something, albeit something inexpensive. I know the world wants free newsletters and blogs to provide all the information the world has to offer for free, but it doesn’t work that way. Good information will cost you something, either in cash, time, effort, having to read somebody’s pop-up or banner ad, or something. However, in this case, the cost is much less than the cost of a decent dinner date, and compared to the cost of losing half or more of all you’ve worked to build and save plus attorney fees, alimony, etc., it’s close enough to free that the difference is negligible. Now keep reading or you’ll miss the really important stuff, like proof that what I’m telling you works, which is what you’re really after, isn’t it?)

Next, go through the first section and evaluate the relationship and the two partners and determine if your relationship has the solid foundation to work or if it has been the unfortunate product of wishful thinking. If your evaluation tells you that it can’t work in a way that can make both you happy (not just comfortably unhappy!), get out, using the tips for making a clean and hopefully non-combative exit described.

If your analysis shows you that you are well-matched, have been truly happy and can be happy again, but like most couples have tripped up and slipped into a rut and spiraled downward from there, which will be entirely obvious by the time you get there, continue through the next section on what women want...

(including a section on “sexual mastery” that may shock you when you find out what she may or may not have been trying to tell you but wants desperately and which you should be able to easily fulfill, regardless of your “endowment”!)

...and how to communicate with them so that you are prepared to take charge and work things out when you get them to the table. There’s no use bringing them to the table

until you know exactly what to do once you get them there; to do so would just confirm what they already think, that you're not worth the trouble.

Continue through the last section, learning about the natural male behavior that makes men so wildly desirable that women will kill to keep them, how and why it does what it does, and about the behavior that kills this attraction so that you are empowered to never, ever make the mistake of doing so again. Then...

Use what you have learned to flirt and have fun with your wife in your next encounter. The new, fun, manly behavior will interrupt ill feelings momentarily; she will be confused, then curious, intrigued, and feeling drawn in to engage with you. Then some of the ill feelings may return, but it will be too late by then; the little voices and "itches that need to be scratched" will have taken their toll, and she won't be able to withdraw for long at a time. Why?

She'll be driven to keep coming back, both to test and check up on you and to experience that inexplicable thrill of being with an attractive man again. Being with an attractive man – a man she feels drawn to, not just a guy with a buff bod and a handsome face – will make her feel good about herself, something else every woman craves, which will make it easier for her to set aside negative emotions and thoughts of punishment and revenge to have a serious discussion with you about working out your problems.

There will be several discussions, and as long as she's talking to you, she's interested in fixing them. It's a three-step process from the point where you finish reading "THE Man's Guide to Great Relationships and Marriage." First, you put out the fire by interrupting the negative emotions by showing her a new you, one that she wants to spend time with...

Next, you use what you have learned about attraction to hold her attention and enhance her willingness to come to an equitable solution for your relationship problems and bolster her confidence in your combined ability as a couple to do so, rather like spreading grass seed and setting trees after the fire...

Finally, after all is worked out, you enter into a quest of sustainable growth in your life and happiness by engaging in interesting and productive self-improvement exercises and hobbies that give you an on-going source of achievement, no matter how small or large, to feed your own confidence and feelings of self-worth. The more she sees of you feeling good about yourself and acting the way that genuine, earned achievement makes a man act, the more attracted she will be and the more fun and excitement you will share to enhance your love for each other.

It really is that simple, not by virtue of opinion, but reality, and more to the point, history! Hundreds, maybe thousands by now have done it, and to this day, nobody has written to me saying that they couldn't make it work or asked for a refund for any reason. On the other hand, I'm getting lots of letters describing successes, gratitude, and some who

are even taking their success to such levels that they are writing in with suggestions to be shared in newsletters and future books. Check out my readers (these e-mails are on file and can be produced instantly for any doubting Thomas's that might happen by!) like "G" here:

Yes. Great. I will do exactly that. I am grateful to have found you. You're the real deal.

I'll keep you posted. G

He's still working on something, so I'm not going to divulge the nature of his problem, but I was pretty much just confirming for him something he saw in "THE Man's Guide to Great Relationships and Marriage." Notice the confidence and exuberance, the conviction and courage to carry on and get it done in that short message. Men don't say things like that when they are unsure of their information, their actions, or their anticipated outcomes.

He wrote back a few days later with this:

I thank you pal. I have been following your book and news letters religiously. I don't think my marriage would even BE without the path of the "Manly Man". You can chalk up another save to your records.

Feel free to post this on your site. I stand behind it 100%. It's not the proverbial blowing smoke up your ass, but a sincere thank you. I have read quite a few eBooks during this low point. Some were OK. But no one really addressed the married man, and in a no BS approach that really made sense for me. Your's did...does!

Kind regards. G

A few days! That tells you two things: that the information is solid, and that it's easy to learn and implement.

Check out J.:

Hi David,

I have to say that I really found the information in your book useful. I wish that I had found it a year ago.

As for things with T., it was very ironic to me that your email was waiting when I got back from having coffee with her. It's been 3 months and I wanted to come up with a plan or get closure ... I got closure.

She 27 (I'm 36) and she feels that she is at a point in her life where she needs to find some inner independence and that I represent too much safety in her quest. As you also probably also know, these can be journey that last a couple months to a couple years ... I hope that she finds what she wants.

I know that I will be able to use what you have helped me learn in my next relationship ... so thanks!

J.

He's moving on, and not only is he moving on with the courage of his conviction, she, in working with him to resolve their problems, has identified a major problem in her own character and is moving forward to resolve that so that she can have a happy life with someone as well, and they are wishing each other a happy life apart instead of engaging in bitter divorce war. You gotta love that.

And what about J.G. here:

Hi David,

I just had to tell someone about an incredible response I had from my wife's best friend. This woman has never liked me, she even told my wife not to marry me. I have not told my wife or anyone else that I have your book, but I have been using it to slowly change my attitude back to they way I was before I became "whipped".

Anyway, back to the best friend story. My wife and I were at a community event when she started to tell her friend that we had enrolled in ballroom dance lessons. I was very self-conscious about everyone knowing this. But to shift the attention from me I began to tease her friend and bust on her for not really being able to dance herself. After a few minutes of quick verbal jabs between us, she grabbed my arm and said "I've never seen this side of you before; you're a bad boy".

During the entire exchange I had my arm around my wife holding her while she was holding onto me. When we got home we barely got our children to bed before she jumped me right in the kitchen. It was of the most intense sexual encounters of our life. The attraction between us seems to grow stronger every day. I just had to tell someone! I never knew how good I could have it, until I started acting like a man, and not apologize for it.

Thanks

Do you see what I mean? These men were all in crisis when they bought "THE Man's Guide to Great Relationships and Marriage," and now listen to them. And contrary to what you see on diet ads and so forth, I'm not going to give you one of those "These results are atypical, your results may vary" disclaimers because these results are ENTIRELY typical. Everybody who uses the information in this book gets what they go after and more.

Join them! Stop settling for sitting on the couch with a beer channel surfing or hanging out in anonymous chat rooms until you fall asleep. Stop settling for wishing your "love life" was more active. Stop settling for looking back for good memories instead of making new, great memories. It doesn't matter how bad your relationship is, you can return to a happy life, with your partner's cooperation and even help, even if the two of you end up going your separate ways! Go to <http://www.makingherhappy.com> and get your copy of "THE Man's Guide to Great Relationships and Marriage" right now, and get started on fixing what's broken, whatever it is, and get yourself back on the path (or on the path, if you've never been on it) to a happy life, because life really is too short to walk any other path, or waste it meandering about looking for a path to walk.

I hope this series has helped you to see that no matter how bad your situation, your relationship and your life can be better, and above all else, the choice to make it better is YOURS. Choose well...oh, and that quiz I mentioned...your partner will be administering it shortly...women test men constantly, remember?

In the meantime, live well, be well, and have a wonderful day!  
David Cunningham

The following boiler plate with addresses for newsletter archives, my blog, and other things appears at the end of every edition; more information follows that, so hang with me here until the end...

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***Reader-Recommended Products:***

The following are products from other authors tested and highly recommended by my other readers. If you find a product that really works for you, e-mail me about it and I'll add the link ASAP.

(Use at your own risk. Neither I nor my publisher, Use Your Head Publications, Inc., makes any warranty or assumes any responsibility for your use of any product or service.)

John Alanis, Dating Guru, Motivator, and Information Marketer Extraordinaire

<http://makingherh.johna5150.hop.clickbank.net>

Shelley McMurtry, A Woman Who Sounds Off to Women About Men

<http://makingherh.shely100.hop.clickbank.net>

Why Women Dump Men

<http://makingherh.whywomen.hop.clickbank.net>

Mari-Jo Tyler, Sex Therapist and Comedienne

<http://makingherh.alternate3.hop.clickbank.net>

John Alexander, How to Be Her Best Lover Ever

<http://makingherh.alexander5.hop.clickbank.net>

F.J. Shark, Being the Jerk Women Love

<http://makingherh.shark169.hop.clickbank.net>

Killer Orga'sms, How to Have the Best Se'x Humanly Possible

<http://makingherh.giffunds.hop.clickbank.net>

Orga'smology, Turning the Art of Love Into the Science of Sex

<http://makingherh.orgasmo.hop.clickbank.net>

Premature Ejac'ulation Cure

<http://makingherh.epremature.hop.clickbank.net>

The "Eros Hummingbird" Ultimate G-Spot Technique

<http://makingherh.whywomen.hop.clickbank.net>

The Master Seducer's Handbook

<http://makingherh.belpublish.hop.clickbank.net>

Edward Talurdey, Catch Your Cheating Lover  
<http://www.catchacheat.com/cbae/?a=HCqD524vW4>

John Alexander, The Lazy Man's Way to Romance with 20 or More Women a Month  
<http://makingherh.alexander2.hop.clickbank.net>

Tiffany Taylor, A Girl Tells You How to Pick Up Girls  
<http://makingherh.guygirl.hop.clickbank.net>

The Little Black Book of How to Succeed with Women  
<http://makingherh.htsbook.hop.clickbank.net>

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I've also started a blog at <http://blog.makingherhappy.com>, which contains these newsletters and RSS (<http://blog.makingherhappy.com/rss.xml>) and ATOM (<http://blog.makingherhappy.com/atom.xml>) feeds to retrieve them so that spam filters



don't get in your way, but being a blog, you and the other readers can comment on each article and see each other's comments, which is going to be both fun and educational!

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Okay, that's the end of the course. I hope you've found it as useful as my other readers, either in preparing you for a fight to keep your relationship alive, helping you to see that there is accurate, factual information available that will help you no matter how badly things are deteriorating in your life (if you USE the information), or in the worst case, seeing that saving your relationship may not be the path that makes either of you happy and knowing that there's help in getting out of the situation without having to go through a civil war – have you ever seen the movie “War of the Roses” with Michael Douglas and Kathleen Turner?

Sure, the movie was a farce, but real-world break-ups are often nearly that bad, and they don't have to be. No matter what you are seeing in your future, the odds are that getting some good information and using it will improve not only your outlook, but your outcome. Drop by my web site or blog, or e-mail me at [support@makingherhappy.com](mailto:support@makingherhappy.com).

Best wishes for your success and happiness,  
David Cunningham