

**What Women Want:
What They Want,
What They Respond to,
and
What It Means to YOU!**

by

David Cunningham

<http://www.makingherhappy.com>

<http://blog.makingherhappy.com>

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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 revealing what women want, what they say they want, what they respond to that they think they don't want (or don't know they want), etc., that I produced a series of newsletters on the subject, as a crash course for men to help them understand that knowing what women want is possible and that it's not all that different from what we want ourselves, a critical step in getting any relationship stabilized and on the right track.

There were a total of seven 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 June 10, 2006 through June 16, 2006 and were some of the most widely read and "forwarded to friends" lessons I ever put together. There were also another four lessons that came after those that I've chosen to include because they answer a lot of questions about the thing that women seem to want most, the alpha male.

Note that I did not include any issues regarding other equally important issues, such as relationship evaluation or communications. Some of these issues are covered in part in my free Break-Up Busting 101 report, which you can download [here](#).

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 proper order, 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 removing the idea that women are some great mystery that men will never understand, and will show you beyond any doubt that you can not only understand women, but enjoy them, and will live happily and empowered to take action in your relationships with all women instead of living in fear and dread of what happens when you make that fateful slip that lands you in the doghouse.

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

Lesson 1: What Women Say They Want

This is another multi-part series, the purpose of which is to help you understand some very critical issues in getting along with women instead of competing with them, and will include some revealing comments by some women about what they want from a man, as well as some examples of things that women think they want that they respond to quite negatively when they actually get them.

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Good morning! I don't know about you, but I'm looking forward to this weekend. I don't normally look forward to weekends because I try to live every day as if it were my last, so my weekdays are very full and rewarding, but the weather is supposed to be outstanding, and I have a stockpile of charcoal in my garage that is begging to be reduced and a beef rib roll crying out "cut me into steaks and sear me over hot coals!"

Obviously, this has triggered a testosterone rush of the first order, and I never fight the urge to be a manly man who does manly things. We're pretty simple, right guys? It just really doesn't take a whole lot to make us happy.

But what about our women?

That's the kicker, isn't it? They have all that networking going on all the time, all that drama, all those nasty little rituals to go through. And trying to get a straight answer out of one of them is like pulling dragon's teeth, isn't it?

Are you ready for some good news? Women really aren't as complex as they appear, and they really aren't difficult to understand at all, IF you learn a little about them and learn their language...

What's that? Sounds like something a travel agent told you once? Maybe, but while women really aren't from another planet, they have evolved to do some things differently than us. Some of these differences work to their advantage, some to their disadvantage, but the same thing can be said of us.

Most women don't do well with spatial issues like reading maps or knowing how things will fit together, while most men are fairly adept at it. Most men are very bad at detecting and interpreting hints, while women could effectively converse all day long without ever directly addressing anything.

This can affect us in our relationships in one of two ways. We can identify and understand these differences, and use them to our mutual advantage, or we can fail to understand them, and get sucked into a competition over whose way is better and who is going to be in control of things.

Let's take buying a car, for example. Most men know more about the mechanical workings of a car than most women. They are also more excited by and interested in automotive performance, cost and difficulty of upkeep, etc. Most women are naturally much more sensitive to non-verbal communication, hints, innuendo, etc., than most men could ever hope to be.

I'm not even going to go into all the ways in which buying a vehicle can cause a couple to start a series of bitter fights; we've all been through the friction of the male trying to take too much responsibility in the process, being too aggressive or controlling on the issues of selection of vehicle and dealer, etc. But think about the possibilities that a little understanding and cooperation could afford!

If a man understands more about the ownership issues of vehicles, what he knows can be invaluable to a woman who doesn't necessarily care what brand the vehicle is as long as it has a certain look, or certain features that she needs or wants to enjoy. But, for that value to be realized, he must LISTEN to her to find out what is important. When she says, "I liked the pink car the best," it's highly unlikely that she is saying that the fact that the car was pink was a deciding factor. She's waiting for him to ask what it was about the pink car that she liked so she can tell him about the comfortable seats, the accessibility of controls without taking her eyes off the road, or whatever it was that she won't get into until he shows that he's interested in hearing it by asking about it.

A woman's natural sensitivity to unspoken communications can make her invaluable during the negotiations over the purchase. Men are much easier to lie to or lead on than women because we don't notice the nuances that declare deceit that nearly every woman alive readily sees without even watching for them. But again, he must LISTEN to her when she spots something amiss during the sales presentation or the purchase negotiation in order for them to derive any benefit.

That's just the beginning of the revelations you're going to have over the next few days, so brace yourself.

To give you something to ponder, here's what one member of the test group said she wanted in a man:

"I want a man to listen to me and take me seriously when I'm trying to be serious, to laugh with me when I'm happy, and let me get problems sorted out and fixed without distracting me when I'm not happy."

Sound familiar? As I said, women are NOT that hard to understand, and they're really not that different from us in a lot of ways. They just DO things differently from us that

makes them appear too complex to understand, when in fact, our problem is that we simply don't know enough about them, their "culture" (what it's like to live as a woman) and their language. We're going to work together to fix that.

I'm no travel agent, but no woman who knows me will tell you they wish I knew more about women; a lot of them come to me to help them understand themselves! They send me e-mail asking questions, they call me on the phone, and they even buy my book, which is written for men, and the comments from those who have concurred: it's "spot on" accurate.

It should be. It's the result of working closely with a large group of women to learn how to listen and speak "girly-ese," to learn what it's like to live and experience life as a woman, to learn what makes them do the things they do the way they do them, and to learn what they think turns them on and off and how that differs in some cases from what REALLY turns them on and off.

My job was to translate what I learned from them into "man-speak" and give it to you, straight and to the point, without cluttering it up with theory and opinions. I did that job well, according to those I've served, both as a counselor and in "THE Man's Guide to Great Relationships and Marriage" which you can get at <http://www.makingherhappy.com> if you'd like to join the scant ranks of rare men who really do know what women want and how to enjoy giving it to them.

We'll take this up again in tomorrow's lesson, with more from women about what women want. Don't miss it!

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

Lesson 2: Sharing the Drama of the Day

More on helping you understand what women want from a man, this issue is another must-read. It addresses a specific issue and scenario that is addressed more generally in "THE Man's Guide to Great Relationships and Marriage," the issue of "How was your day, Dear?" and how women want to share in the bad as well as the good like they do with their girlfriends, while men, at least alpha males, don't want to relive a bad day by going through it, and prefer to skip it and move on to something positive. A real eye-opener!

Good morning! I hope you're having a great week. I'm having a blast with reader e-mail. Lots of good questions with good lessons for all to learn, so keep them coming. Let's get back into our "What Women Want from a Man" series...

I promised you statements directly from women about what they want, and here you go: This one, which demonstrates the difference in the emotional make-up of men and women, that being that a woman's emotional scale goes from zero to infinity, without much regard for positive and negative, where a man's scale goes from negative to none to positive, and the emotional upheaval that can come as a result of not understanding those differences and that both scales tend to run in the middle. (See this [archived article](#) for a full explanation emotional scales and their impact on you and your relationship.)

What exactly does that mean? What's in the middle of a woman's scale? A significant amount of emotional energy being absorbed and expended. What's in the middle of a man's emotional scale? Neutrality! Women need to have something going on pretty much all the time or they get bored stiff (their emotionometer goes to the far left, at zero emotion), where men don't mind deviating from the middle a bit on an on-going basis, but the farther we stray and the longer, the more we'll try to push things back toward that calm and simple state somewhere near the middle.

Note that on the "left" side of our emotionometer is the most negative, and to a large degree, both men and women exhibit a lot of the same symptoms when the needle moves to the left; extreme boredom makes a woman as agitated and physically uncomfortable as fear, anger, and pain to a man.

Without further ado, meet Alyson:

Dear David:

AAAARRRGGGHHHHH!!!!!! I need some help. I am totally frustrated! My husband and I have been married for a year now. We are happy and communicate wonderfully except in one area. When we sit down to dinner, that is our time to talk. I ask him how his day was and get the standard answers, fine, ok, good, rotten...etc. That's it, except when he is having an incredible day and tells

me of the rewards. I want to know the good and the bad, but he won't talk about them. If he did tell me it would be great, I would continue to get to know him and how he functions and solves problems.

All other aspects of our marriage are great, he is kind, courteous and an incredible Alpha male but that one area drives me nuts. I have tried to prod and probe and he just says "leave it alone, I don't want to talk about it". What can I do to make him talk or am I going about it the wrong way, the nagging wife syndrome?

Can you help me?

Alyson

Hi Alyson!

I'm going to give you the answer that you need to hear, probably won't like too much, but will have to accept because this is just how it is in the real world.

Men of action, achievers, the strong alpha male that women respond to with overwhelming and magical-feeling attraction, don't like to dwell on problems, they like to fix them and get them out of the way. We learn whatever lessons these problems and solutions present and put the events behind us, taking only the lessons forward with us. This is part of what makes us who and what we are, because it is a huge influence on self-esteem and self-confidence, things which you and all women admire and want in a man.

We don't like living through these events the first time, and to discuss them as women do, as an accounting of the day, as you no-doubt go through with your female friends, is like living through the problem a second time, dwelling on it, and having that negative influence of that frustration and aggravation eating at us all over again. It's not that we don't want you to know about the day or how we handle problems or anything else. We simply don't want to relive a bad day and unnecessarily expose ourselves to those negative influences all over again, which can erode confidence and expends time and effort that could be spent in spending quality time with you or doing something else we enjoy, building achievements that we can celebrate with you, etc.

You'll also notice that your husband does share his triumphs with you. This isn't to brag and pound his chest; it's an act of intimacy. When a man of action relives a victory with you, he's inviting you to share in and celebrate something that is special to him: ACHIEVEMENT.

This celebration reinforces his feelings of strength and independence, and makes him better prepared to face the next day's challenges. Bear in mind that being an alpha male and loner by nature, a genuine male achiever doesn't need anyone else's recognition or approval of his achievements; telling you about it is purely an act of sharing, of trust, and of intimacy, and not to be confused with the bragging of a man who one-upped someone by some trick of cunning or stroke of luck instead of through competently performing whatever tasks were at hand.

All of this is in stark contrast to the female social practice of sharing and even dramatizing everything that happens, indiscriminately reliving everything that has happened and trying to milk every last drop of emotional energy from it, regardless of whether it was a positive or negative event, and hence, whether they are bombarding themselves with positive or negative emotions.

(Gentlemen, you need to understand that they are not being nosey or trying to rub your nose in a bad day; this sharing is a reaching out for intimacy and when you just stomp on them for asking it's a severe rejection, which we'll discuss further in a minute, and it's just as natural and automatic a drive as your own drive to bury negative things once they've been resolved and move forward.)

Women are frighteningly effective and efficient at this, and I must wonder how damaging this practice must be to women, and how much better their lives could be if they didn't spend so much time and energy digging into negative emotions and drama and milking the emotion from it the way they do.

I've never seen this in print, or heard anyone discuss it in any venue or forum, but it is statistically ridiculous that nobody in the 10,000 years of recent history has ever noticed this, so I can't help but also wonder if it's never been mentioned in public because those who noticed feared the outrage that women might voice at the mere suggestion that negative emotions and negative drama could be bad for their psyche, self-esteem, and by virtue of the chemical impact of stress on the body, their health in general.

Nonetheless, you heard it here first, I have a hypothesis that if women acted as men do in filtering out negative influences like those encountered in the ritual sharing of problems, especially those marathon drama-fests where the same problem is iterated over and over until everyone in the conversation gets bored with the repetition and

moves on, this would leave them with time and energy to spend planning, achieving, celebrating and reaping the benefits of much more positive energy and influence on their psyche, emotional balance, and physical well-being, not to mention the boost in self-esteem and confidence and proportional drop in insecurities this would create. I'm still looking for a way to test this hypothesis, and if anyone hears of an existing study, I'd like to know about it immediately.

A word for the ladies reading this: Please think about this, Ladies. I realize that the concept sounds like suggesting you cut off your arm, more accurately, like you cut out a piece of your heart, emotionally speaking, but look at your own life and assess how much time you have spent in the last day, week, month, year, etc., indulging in negative emotions to milk the rush from them before setting to the task of solving and eliminating the problem, and try to get some feel for how much time you spent that you could have spent doing other more positive and productive things, and what your life might be like right now if you had spared yourself all that negative influence and had those extra achievements and decreased stress from less time pressure. If you feel comfortable talking about it, I'd love to hear from you (<mailto:support@makingherhappy.com>), and would love to eventually do a formal study of a group of women, but this is strictly for your benefit, and I'm sure that if you are objective in your assessment, you'll find that you could have done a lot with that time and positive energy.

Now that everyone hopefully understands where everyone else stands on the issue, and the origin and nature of the behavior, let's talk about what can be done to bring everybody closer together. Ladies, don't feel like a man is being closed off or rejecting you when he doesn't want to relive a bad day. Be glad that you have a partner who is an achiever and is strong enough to do this instead of doing what many men do: whining and acting weak and pissy, and sometimes getting caught up in the frustration and abusing you to release the frustration that something or somebody else caused. That makes him look like a girlfriend instead of a man, and kills your attraction for him.

Gentlemen, be aware that any time a woman is asking you questions about yourself in any non-accusatory, non-confrontational context, she's trying to learn about you, trying to be closer to you, so don't just stomp on her if she's asking about something you don't want to talk about. Give her the gift of a little understanding and dignity by telling her that it was one of those days that was bad enough the first time you lived through it, and rather than going through it all over again and reliving all that negative emotion, you would rather put that part of the day behind you and give her the best part of your day, the enjoyable part, and rather than rehash bad memories it would be far better for both of you to use the time to make some new, positive memories.

When you do tell her about things, tell her as much as you can about the emotional aspects of it, the details that let her feel what you felt, and while it is still not good to rehash the really bad stuff, you could share the neutral to positive things with her to give her some part of the day. It may not have been something you thought worth celebrating, but it's still something that she can examine to get to know you better, and it helps eliminate that illusion that you are trying to shut her out. This was the best

compromise found by our test group, but is by no means the only possible compromise. If you can find something that works better for you, write about it, and we can possibly discuss it here. If readers were more active, it might inspire me to set up some blog or discussion forum software on the website to allow you interact and exchange ideas and success stories directly, but I won't be going through that trouble and expense without seeing that those resources, if provided, would be used for the benefit of a significant group of people, so if you want it, get involved by e-mail and let's see where it goes.

There you have it, the answer to one of the toughest problems in any good relationship. In my men's book, "THE Man's Guide to Great Relationships and Marriage," men are instructed about women's social mechanisms and their need to share, and encouraged to be sensitive to those needs to whatever degree possible, as well as many other critical topics and skills in the areas of relationship evaluation and understanding, communications with women, and a wealth of knowledge about attraction, that magical feeling poets refer to as "being in love," including how it works, how to create it, and how to kill it (like making your partner feel shut out!), which is the beginning of trouble of paradise and the end of more relationships than you can imagine. In case it's not obvious, these are all the very things that women REALLY want from a man!

Relationships can survive without a lot of things, even without love to a large degree, but they seldom survive without effective communication and attraction, so don't let it happen to you. Jump on over to <http://www.makingherhappy.com> and get your copy today, because life is too short to spend it bored, fighting, or worst of all, lonely.

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

Lesson 3: Reader Responses to Sharing the Drama of the Day

This topic of what women want is really waking some people up. Check out what this reader has to say about "sharing the drama of the day," and how the situation is easier to handle than his experience has led him to believe...

Good morning! I'm downright proud of the responses I'm getting from readers on this subject, even when they don't get the whole message, because they're taking the time to really look at their life and situation and taking the time to discuss it, looking for solutions instead of just ignoring a bad situation and letting it fester and finally erupt.

This reader didn't include his name, so I'm just going to refer to him as "Steve." Check him out:

OK. I understand that women do not operate by logic. However, it is beyond me as to why in this scenario Alyson can't take a step back, reflect and say to herself "Gee, he's doing everything else right - all other areas of the relationship are great - I'll just leave him alone on this one." The guy is batting at least .900 by her very own words!!!! I know it is a "logical" statement to say "you're getting everything else you want, so give the guy a break" - especially since he's not necessarily doing anything "wrong" even in her complaint.

I know in the real world things aren't fair, but having been the guy at the dinner table, I have felt the heat from "Alyson's" complaint and I have always felt it was extremely unfair to be accused of doing something wrong just because I had no dialogue about the day. At least now I know the thought process that has driven me at the dinner table. I now realize that if there were no significant achievements in the day, the day had no value or meaning to me by the time I would get home and I would feel like there's nothing to share. So I guess you could say my "male filter" translates questions like "How was your day" into "Did you have a major victory today?" If my logical search engine doesn't find anything to match that query, then my response is "It was ok". I have returned the search results and that's the end of the story about my day. Then her "female filter" translates "It was ok." into a marriage crime punishable by nagging, poking, accusations and the most tortuous punishment of all - forgetting all of the other really important good things that the male has done.

So why can't "Alyson" just step back and leave well enough alone considering how great everything else is? Is the argument for

emotional connectedness that heavy or is there some selfishness included which doesn't allow "Alyson" to look at the situation and ask herself "What is it that HE needs at the dinner table rather than focusing on what HER need is - again considering the fact that most if not all of her other needs are being met????????????????????

Good morning, Steve,

This isn't so much because women don't operate by logic as because they are wired to do things differently than we are, and don't realize that we have different emotional scales, different communications methods and protocols, etc., any more than men realize it. Until a woman is aware of how we think and communicate differently, she takes everything that you say as having meant and been said for the same reason that a woman would say it. In "man-world," a succinct terse reply of "status quo, nothing to report" is a favor, where in "woman-world," a terse answer without details says, "I don't like you and don't want to share with you because you're not worth enough to me for me to allow you into the intimate details of my life, so go away." It's hurtful at best, and insulting at worst.

Alyson can step back and leave well enough alone if she understands that you are not closing her off and that there was really nothing to discuss, or that you find rehashing a bad day irritating. Women want to nurture the man they love, not torment the life out of him. Women generally don't find rehashing a bad day irritating; for them it's like a bonding ritual and a show of support to sit and listen to another's problems with no expectation of getting involved in a solution. You'll notice that Alyson did acknowledge that the problem may be on her end when she said, "What can I do to make him talk or am I going about it the wrong way, the nagging wife syndrome?"

Remember, our emotional scale runs from extreme negative to extreme positive, while theirs runs from no emotion to extreme emotion without much discrimination between positive and negative. That's not to say that they enjoy disaster; they simply find the "rush" from crisis to be as "emotionally relieving" as success and celebration.

Women accumulate emotional energy, and if they don't have some outlet for it, they will create one, and here's a big hint to chew on: It's a lot easier to create negative emotional energy than positive. Achievement and success take a lot of time to arrange, at least a lot more time than negative. Next time you're having a fight over what seems to be absolutely nothing, it's possible that it's a real issue that the two of you are not able to communicate effectively about, but it's more likely that she got so bored that the emotional energy boiling up in her erupted over something insignificant, because a fight over something insignificant is very easy to start and very easy to end when she gets all that pent-up energy out of her system; She can simply say, "I'm sorry, that was silly. It just struck me the wrong way and I exploded," and proceed to making up.

I know all too well how frustrating this scenario is from personal experience. It was one of the things that put me on the road to doing the research for "THE Man's Guide to Great Relationships and Marriage," and the women in the test group were quite surprised to find out what I just explained, and when they understood that sharing the details of a bad day was different for a man than a woman, they had no problem with being satisfied with a few minor details and a declaration that the rest of the day was something the man didn't want to discuss as long as there was nothing that threatened the man, his job, or the household.

If you can grasp the significance of 118 women agreeing on something, you'll understand how important this distinction is: the entire group agreed that women want to know that if trouble comes, the man can deal with it and involve them if they can help, and DO NOT want to be shielded from news of a potential credible threat. They don't like being blind-sided any more than we do, and most of them are a whole lot tougher than you might think when things get tough as long as you take the lead and keep them informed and involved to whatever extent they can help.

As I wrote that paragraph it immediately put me in mind of a scene from "The Rookie," the story of Tampa Bay Devil Rays pitcher Jimmy Morris who found that after an injury and surgery that had taken him out of professional baseball for over a decade, he had a 98 MPH fastball and went back into Major League Baseball for 2 years. In the scene, Jimmy is telling his wife that if he takes the offer to enter the minor league team in preparation for the major league performance, it will put too much of a squeeze on the family finances and too much strain on her, and she says, "Jimmy Morris, I'm a Texas woman, and that means I don't need no man around to keep things running. This is your dream shot, and you go on and take it. We'll be fine."

"That's paraphrased because I can't remember the exact quote, but I'm sure you get the point. He was assuming she couldn't cut it or didn't want her to have to, and she stepped right up. Mentioning that 'some bozo squirted ink all over himself and somebody else got caught being naughty in the supply closet, but otherwise the day was a waste of time.' is a small price to pay for that kind of support."

I hope this clears things up a bit for you. I'm not suggesting that you just give in and talk about everything you don't want to talk about at all. I'm saying that if you and your wife understand each other's priorities, preferences, communications styles and needs, etc., there is an easy and very agreeable solution to this most common and frustrating problem.

Take care,
David

There's not a lot I can add to that, except to say that readers of "THE Man's Guide to Great Relationships and Marriage" know all of this and much more about how to understand the women in their life and how to navigate and negotiate these sticky situations so that all this stress and frustration is not an issue for them, and you have

the same opportunity for a better life that they have. All it takes is a quick trip to <http://www.makingherhappy.com> and a few mouse clicks to download your copy of "THE Man's Guide to Great Relationships and Marriage" and a little time and effort. It really doesn't get any easier or any better, so go ahead and be good to yourself and your family and get it now. Everybody involved will thank you for it, and you'll be glad you did.

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

Lesson 4: The Dark Side of What Women Want

Is your relationship a good one, or are you just swimming in wishful thinking? My old friend Matt was drowning in it, but he – and YOU – can do better, if you know what the woman in your life really wants...

Good morning! As we continue to talk about what women want from a man, we're going to deviate momentarily to the dark side, and call your attention to the calamities that can occur if you don't know what the woman in your life wants. We'll start with my old friend Matt:

I ran into him over the holidays, and it really made me realize just how great a life I live; it's not a perfect life, as any life has room for improvement, lest it get too boring to bear, but I know exactly where I stand on every aspect of my life, and know what's working, what could be better, and at any given moment, if something isn't working, I can make a rational decision as to whether to fix the problem or separate myself from the situation because there's nothing to be gained by making the effort. I know what my wife wants, expects, and responds to at all times, and there no nasty surprises.

Not so for my old friend Matthew...

"Matt" was a pretty mediocre guy in most respects when we were growing up together, but he's a great communicator, has an eye for detail, and hence has made a very successful career in business-to-business technology sales, but he's never been able to really accept that success, and has a huge self-esteem deficit. To make matters worse, to try to feed his ego – that nasty stuff that fills the void between a person's current self-esteem level and their needed self-esteem level – he's surrounded himself with the trappings of success – big house, expensive cars and jewelry, private aircraft, and unfortunately, a totally unappreciative trophy bride – to try to make himself feel better about himself.

There are a few laws in this universe that cannot, under any circumstances, be broken, even if one wishes to break them; one of these is the law of cause and effect. Unfortunately, this seems to be the one that everybody wants to try to break routinely, and nobody has ever gotten away with it. In the case of success, success causes the attitude and trappings of success; faking a successful attitude and surrounding oneself with the rewards does not create success, nor the genuine attitude or self-esteem of success. In Matt's case, because he was never really able to see himself as having risen above his mediocrity to excellence, in spite of having been the top salesman in his company since the first year he was there, he's trying to fool himself into believing what he should already have accepted long ago. As if that weren't bad enough, there's his trophy bride...

His trophy bride is a gold-digging predator. They've been together fourteen years and he catches her in a new affair about every month. She knows just what buttons to push to keep him seeking her approval, and blaming him for her affairs in such a way that he

accepts the blame and works harder at his job to try to buy more of her attention! I didn't get to talk to him long enough to find absolute proof, but at the time we parted, there was a huge body of evidence that she was in fact the sole cause of his total lack of self-esteem and acceptance of his success, because he had never "good enough" for her to accept him and be happy with him instead of having all of her "toy boys" while managing to keep him on the edge of bankruptcy the entire duration of their sham of a marriage.

As we talked, she would disappear for long periods, show up for a few minutes to push his buttons, and then flutter off again as a social butterfly constantly does. When he finished describing his situation, I asked how he saw their future, he said, "Well, we've been together for fourteen years and she's not left yet, so she must be incredibly patient with me. I've just got to work harder to find a way to satisfy her and when I do, I'm sure everything will finally come together." My jaw about hit the floor.

In fourteen years, she's had a dozen affairs per year on average (that's 168!), she's spent everything he's made and has them pretty deeply in debt with no retirement, despite his million dollar-plus annual income, and he thinks she's "patient"??? Sure she is! She has a very generous sugar-daddy footing the bill for her "brattitude" and excesses thinking he needs to work harder to buy her love! There's no way she's going to get impatient with him, except to the extent required to keep him in approval-seeking mode!

Of course, when I asked him why he hadn't ended the relationship long ago because he obviously wasn't getting anything but an early trip to the grave out of the deal, his reply was, "But she's such a great person, and she really loves me!" Yeah, she was great alright; she looked like something off the cover of a fashion magazine, indeed, quite a bit like super model Christy Brinkley, and that was about as far as great went.

She was haughty, aloof, thoroughly abusive to him (she said some things to him while he and I were talking that I might say to somebody to try to start a fight), and was coming on to other men just a few feet away from where we were talking, not just in plain sight from where we were sitting, but she would even look over at him and toss her head with a smug look on her face like he wasn't good enough to watch her enjoying herself with another man. It was truly pathetic.

So what's the point? Matt could have saved himself years of a pretty bad life if he has just accepted the law of cause and effect, especially with regard to his wife. Her actions did not in any way support her claims of loving him; she said she did, but her affairs and disrespect for him said otherwise. He knew nothing of what she really wanted, even though it was plain as day in front of him the whole time.

Matt's case is a great example of the more sinister side of female desire, but what about the more benign or even nurturing woman whose needs are not being met? Meet reader and counseling client "Jack," whose name has been changed to protect the blind and knuckleheaded:

Hi David,

I can't thank you enough for your help and your insight. After a bitter divorce and custody battle, losing most of what I had in the world and getting saddled with alimony and child support payments that reduce my take home pay pretty much to minimum wage, I finally got her to talk to me, stop treating me like the enemy, and tell me her version of what brought us to where we are. There was a lot of drama, a lot of finger-pointing, a lot of what I would have called rhetorical questions in the past, and a lot of anger and tears, but along the way there emerged two repeating themes. I never listened to her and I never gave her the chance she gave me by helping her to finish college.

You know all about the listening problem from our sessions, and it was just like you said on the phone and in your book. She never uttered a direct word in her life, did the whole questions and statements reversal thing and always assumed that what was obvious to her was obvious to me so she never stated the obvious, but this time I heard her, drew her out with questions to show interest and lead the discussion when she stopped talking like you said, and found out along the way that she didn't quit school because she wanted to have babies, she quit because she was GOING TO HAVE A BABY, and wanted to go back to college when our son entered grade school!

In my deafness and arrogance, I thought she wanted to be a stay at home, full time mother and homemaker, because I misunderstood what she said when I asked her about it and didn't press her for more detail, making her think I'd closed off the discussion and her desire and need for achievement didn't matter.

We have called a truce, we're talking daily, and there is a lot of testing going on right now, but she has brought up the subject of getting back together twice, and a discussion of her going back to school and having a career has followed that quickly both times. We're putting our life and our family back together now, thanks to you. If there's ever anything I can do for you, let me know.

"Jack"

Jack leaves out a few details that we spoke about on the phone later when I called to follow up, such as the motivation behind his wife's desire to have a college degree and a career. She didn't want to be a kept woman, resented kept women (which sounds like an issue that she needs to see a therapist about, because resentment is never healthy),

and wanted the degree and career to make a fair contribution to the household and help facilitate early retirement.

Do you see what she was upset about? Her husband had so badly misconstrued what he saw and heard that he thought of her and her desires as exactly opposite who she was and wanted! No wonder she left! And her desires, unlike Matt's wife, were about as honorable and loving as they could be! It's not just what all women want, think and respond to that is important to you as a man; what your partner wants, thinks and responds to as an individual is equally important. If you know what you should know about women in general, especially how to listen to and talk with them, you will have everything you need to know the specifics that make your partner who she is.

What's going on in your relationship? Do you know where you stand? Do you know what needs to be done to make things as good as they can be? Are your partner's actions consistent with her proclamations of love? Do you know enough about the emotions of love, attraction, need, and lust to know if it's really love that she's professing – that being "in love" has nothing whatsoever to do with love? Are your communications skills such that if she were to tell you what she needed that you would hear her and understand what she wants, or are you one of those men who thinks that his relationship is going great when he finds his wife in his bed with another man or opens the envelope and finds divorce papers? If you don't know whether you do or not, or if you know that you don't know, you don't know enough, and I can help.

"THE Man's Guide to Great Relationships and Marriage" was developed to serve precisely this purpose, to help you assess your relationship, see what might be lacking, determine whether or not it's worth fixing, and either get out gracefully or go for the gold with determination and confidence. It teaches you what is known about all women so that you can probe for and discover these fine points about your partner, and bring things in line to a degree you'd never dream possible.

Jump over to <http://www.makingherhappy.com> and see what it can do for you. Download it. Put it to work. Make your relationship everything it can be if it's a good one or get out and start over if it's not, because life is too short to spend it bored, frustrated, scared, cheating (or with a cheater), or celibate.

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

Lesson 5: A Reader's Tale from the Dark Side

We interrupt this series to bring you a reader's own "Tale from the Dark Side," a forty-year marriage in which the reward for good work was more work and the reward for wanting rational discussion was false accusations of control – BY THE CONTROLLER! Learn from this man's mistakes, as he is now doing...

Good morning! Yesterday's edition got a lot of responses, a lot more than I expected. Many of you have had a run-in with "ignorance of a woman's true desires," and most of you who did gave strong evidence of having learned something from the experience, even if it was only that you needed to learn more about women to get along with them well in the long term; you'd be surprised at how many men never even learn that.

There was one letter that stood above the rest as having lessons to teach that all could learn from. Meet Roger (as always, the name has been changed to protect the reader's privacy):

Hi David,

Your recent letter concerning your friend Matt has made me realise just how common such a situation can be. I have been married for almost 40 years with two daughters and three grandsons and for as long as I can remember, I have never been able to please her; always there is something else that she wants me to do. I realised this many years ago and now always make a joke of it. So as fast as I complete one project, she will have the next ready for me, sometimes before the first was finished! I just add them to my list of tasks these days, some will get done, some will never be done. My problem is that she has a real knack of making me feel guilty.

This is not just about projects, it could be a social event or something she simply does not approve of, but always I have a guilt feeling when I refuse. The feelings haunt me and I end up doing what she wants sooner or later in most cases. If I argue or try to discuss, I am accused of always wanting to control her. I am driven to succeed because I want the quiet life and the brownie points that come from approval. I am told she sings my praises to others, but never to me.

To give you some idea how it works, she wants me to tidy the garage so it can have a workbench, all the machines and space for me to work. She tells everyone how it will improve things for me, but she also wants me to move all the items stored in the garden shed to the garage so that I can demolish the shed. Then I am expected to build her a summerhouse in the space, not a prefabricated one, a purpose-built brick and tile fantasy!

In my spare time I am expected to remodel and transform the gardens, paint the house, build a new two-level deck across the back, turn the second bathroom into a "wet" room and keep the maintenance of our other two houses up to scratch! I must finish the kitchen sometime too! In all this she has ignored the plans we had to convert the garage into a dining room whilst we built a new garage with attached workshop. Maybe this is because her new greenhouse currently occupies the site?

David, I am tired! I work a 9 hour shift, six days per week and generally get just one day off. I cannot afford to pay someone else to do the work as I am still clearing debts from a failed business venture and I am earning just a tad above the minimum wage. I am reading the book you kindly emailed to me after it got lost in transit when I downloaded, but have yet to put it into practice.

Recently she took a vacation with my daughter and grandsons at one of our cottages. It was tiring, but different and the boys were easy, spending their time surfing. What was I doing? I spent my evenings and a rare weekend off work repairing and painting the beach hut! Trying to please her again! My own vacations are limited and restricted to the extent we cannot have time together and if I take time off without her, I am expected to work on one of the projects!

I am considering building her a dungeon! :-))

There is a lot more to this than meets the eye, but I will not bore you with all the details of the problems in our marriage. I do not give up easily, but there are times when I seriously consider cutting my losses. Divorce is out of the question as we both feel it might make the other happy!

Any advice you can offer would be appreciated. I simply want time to complete a few things on the list without her adding items faster than I can delete them! I can live without the approval for completed projects, but it would be nice if the feelings of guilt could be stopped too.

Thanks for listening.

Kind regards,
Roger

What can you learn from Roger's predicament? Do you recognize the trade he has been engaging in for many years? He's trading unappreciated effort for the promise of approval. A man shouldn't seek the approval of a woman any more than a woman should seek the approval of a man. It tips the balance in the relationship too far to one side and throws everything out of whack.

Do you also recognize that she's using guilt as a tool to usurp the authority that he should be both defining and exercising in their relationship to keep excitement and attraction alive? And the bit about when he wants to discuss something she truncates the discussion by accusing him of wanting to control her, when in fact her manipulations are for the purpose of controlling him?

Roger and I have had other correspondence since this letter, and he's going to do well in cleaning this mess up. He's reading and learning, and getting his ducks in a row. The task before him is to refuse to allow his wife to use guilt and manipulation to control his actions, and to take back the authority she has usurped from him, the authority over his own life, effort, schedule, the money he earns and how it is spent, etc.

His wife is in for a rude awakening, but history indicates that unless she is sociopathic and entirely devoid of character, she will actually love him and respect him, not to mention become wildly attracted to the new authority and strength in him, when he makes the changes he is currently preparing for.

As an aside, guilt is something you CHOOSE to feel, not something that someone can force you to feel. If someone tries to make you feel guilty, you can simply choose to feel righteous (if you are) instead of letting them motivate you to ignore reality and accept the guilt they want to heap upon you for their own gain. If you do indeed owe a debt, you should make good on it out of good character, not guilt.

It's not often that you see two people remain in such a one-sided relationship for so long, but even when things have gone so wrong for so long, they can still be fixed, and a lot faster than you'd ever think until you've experienced it, if you only know what the woman in your life really wants as a woman and as your partner, and that's just not that hard to find out if you have the tools for the job.

The tools? Knowledge and desire. Knowing what women want in general, how to clearly communicate with them, and how to turn their attraction on and off will take you to a level of intimacy you never imagined possible, and from there you can learn what she as an individual secretly yearns for and responds to with complete certainty.

If you didn't have the desire, you wouldn't be reading this newsletter day after day looking for the knowledge. I've had a couple of complaints that my newsletter and blog posts sound like a sales letter, and maybe they do at that. I give away a lot of free information to prove that the information I'm selling is both valid and valuable.

All that I ask in exchange for all the free information I give you is that you take a good hard look at your life and try to find a way to apply what I give you, and that you occasionally at least consider taking the plunge and committing a few hours of reading and the cost of a good meal for two to go ahead and learn everything you need to know now, and making the effort to make your relationship all that it can be.

Some of you do, and write me letters describing fantastic results, and some of you don't, apparently thinking that you'll learn all you need to know from my newsletters or that you really don't need to do anything. You will eventually find that position to be a serious error, and you'll be downloading this book somewhere down the road when your relationship is in much worse shape and harder to and more painful to endure and try to fix.

It is at that time that you will realize that you could have read my book many times over in the time that you have spent only reading my newsletters (which, by the way, are infinitely more meaningful to those who have read the book), and that the cost of a good meal could have saved you a lot of time and a lot of pain, frustration, anger, money, celibacy, and no telling what else.

So I would urge you to make things easy on yourself. Go on now to <http://www.makingherhappy.com> and download your copy of "THE Man's Guide to Great Relationships and Marriage," as well as a free report I've bundled with it on how to quickly understand the true causes of a break-up and stop it quickly when things finally blow up. Life's too short to waste it, so don't waste any more of it being anything less than happy.

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

Lesson 6: What About What You Want, and Does It Conflict with What She Wants?

We're going to take a quick detour from what women want to address another question that the other question begs: What about YOU? What do YOU want? Do you remember the old saying, "Be careful what you wish for, because you might just get it"? We've talked about that subject before, but never in THIS context. Tune in, because it will jerk you upright!

Good morning! This subject of what women want has opened up either a cornucopia or a hornet's nest; I'm not sure which. I'm getting flooded with comments and questions, and loving every minute of it. It appears that my readers are some of the smartest people around if they use their heads. Some catch on immediately, while others don't get it at first because they are so emotionally charged and married to a bad position, but once they see the contradiction in their thinking, they immediately get on the right track and impress the hell out of me with the clarity of their vision and swiftness of their response. I'm proud of every one of you who has responded!

The biggest mistake that anyone can make during relationship crisis is to let insecurity and need take over, driving you to try to save something that is already bad for you, and unfortunately, this is one of the most common mistakes as well. Both men and women can be in a relationship that is so bad that they are considering breaking it off, and if the other person moves to initiate the discussion, they suddenly switch from "I wonder how I can start this conversation to break it off without making an enemy?" to "How can I win them back so I can regain their acceptance and approval???"

Sad, isn't it?

I'm going to share with you a most stunning response from a reader who has been through "THE Man's Guide to Great Relationships and Marriage" and we've been corresponding about his current situation. We have been discussing why and under what conditions he should allow his estranged wife to come home and resume her post as his wife and mother of his son after having an affair with a financial parasite who has made her do some rather crazy things to try to keep her options open with her husband, who is successful and very capable of supporting the whole family alone (she's not worked and contributed as a homemaker in return for a pretty lavish existence).

I described several diverse options for him to analyze and see what made sense to him so that I could gauge his mental state and how much he had learned from "THE Man's Guide to Great Relationships and Marriage" and our discussions, and wrapped up by saying,

"I'm not particularly thrilled about the idea of her coming home without a complete repentance and new commitment; I'm just offering you options. The one you choose depends on your own sense of self-worth."

His response was awe-inspiring, the hallmark of a man who has realized that both halves of a partnership must earn their place in it, and that love and trust can only be traded for love and trust. Read and learn from a student who has indeed become a master:

Touché - That's the entire question at this point, isn't it? I really see no value in her coming home as a relief to HER - it has to be for the right reasons. In the past, she's come around to wisdom after some thought, but this is big. If she told me tonight that she and [the boyfriend] were over and she wanted to be home, I'd question her motives. Wanting to be home is not the same as wanting to be my wife, or wanting to repair our problems, or wanting to move past the crap she dwells on for years. I'm uninterested in returning to our former life, and I know she is as well.

Truth is, she may miss our house and comfortable life much more than she misses me, and her anger/blame is directed at me for that loss as much as the loss of our relationship. I've been watching for evidence of that, and finding LESS, but still finding some. If she announced her desire to start over and repair the whole thing, I'd be openly skeptical of her ability or willingness to really do that. In the past she's handled our issues by deciding that I was the problem, but she'd tolerate me because the good outweighed the bad. She'd deny that, but I see it often enough that I stick to my story!

Noah (Name changed to protect his privacy!)

Can you imagine that? A man who has pushed beyond that initial knee-jerk reaction of "I've got to have my wife back no matter what!" to see that she may have in fact been a bad influence on the whole family with her philandering and deceit and taken the firm stand that if she comes home, it will be as a loving, loyal wife and mother and a genuine life partner, not simply as another dependent who pisses away the love to get to the security he can provide.

Make no mistake; this is the attitude that should prevail in every marriage and committed relationship, for both parties. If your life together is a fair trade, you should nurture and protect it vigorously, but if you indeed have a dependent instead of a partner, someone who takes and wastes your life and other resources and gives you nothing but meaningless and scant approval – just enough to keep you giving in to their every whim – you really need to be somewhere else, or need for them to be somewhere else. Contrary to what the altruists would have you believe, your purpose on this planet is not simply to have the life sucked out of you by someone who refuses to take responsibility for making a life for themselves, which is a recipe for resentment, fear, and a tortured existence.

I need to be very clear here. You can't say that all women are gold diggers any more than you can say that all men are wife beaters, and that's certainly not what I'm trying to say here. What I want you to understand is that committed relationships are synergistic partnerships or they are something that will destroy you; there is no middle ground. If your relationship isn't fulfilling you and giving you cause for celebration, it's killing you, either through the slow poison of the erosion of your self-worth and self-respect, or the explosive shockwave of excessive demands and manipulation that continue until you are wiped out, when the fatal blow is delivered, the break-up, accompanied by the news that everything you did just wasn't quite good enough.

What kind of relationship are you in? Are you celebrating being together? Are you bored with being together? Are you living in fear that you might find tomorrow that you are no longer together? Can your relationship be fixed? Or should you get out while you still have some life left to invest in a better way of life, one which may involve a more appreciative and mutually nurturing partner who compliments your existence rather than competing with it?

These are tough questions, some that many people can't answer, even after being together for 20, 30, and even 40 years! It's not that they're stupid at all; they either don't know the right questions to ask or they're terrified of the answers. It doesn't have to be that way...

There are answers waiting for you at <http://makingherhappy.com> in "THE Man's Guide to Great Relationships and Marriage," along with the mental and emotional means to use those answers to make your life better instead of allowing them to torment you. Get those answers now, and get a near-instantaneous boost in your own self-worth, so that you can face the tough questions with the courage of your convictions and make your life, especially your marriage or other committed relationship, the best that it can be.

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

Lesson 7: Women Want the Alpha Male

No discussion of what women want could be complete without discussion of the Alpha Male. Female readers sound off about what they think about the Alpha Male. In short, they WANT him, NOW!

Good morning! I've got tons of e-mails (mixed metaphor, anybody? LOL!) from women about their reactions to the alpha male, his personality, behavior, bearing, leadership, etc., and since alpha male behavior triggers automatic, biologically-based attraction response, this is indeed something very important you must understand if you truly want to be a man who knows what women want. I'll give you some examples...

Check these out:

David,

Where can I get a man that will propose to me in a dip at the end of a Flamenco????? I watch that dance sequence in "The Mask of Zorro" all the time because it's a better than any romance novel at getting me juiced up. It's just too hot for words! And that fire in Aleandru, and the determination in Delavega, they are so smooth and so hot, and just take charge of everything around them, as if no matter how bad things have been or could get, they own the world they walk on! GAWD!!! Now, if you'll excuse me, I've got to tend to something.. ;-)

Denise

(Sent in response to a recent newsletter about attraction and being able to kill it even in a marriage proposal.)

David,

Just some affirmation from one of your female readers ... I loved what you had to say today about the Alpha Male! And from this female's perspective, you're right on target. There is nothing sexier than a man who knows what he wants and sets out to get it, but still takes care not to trample on others to get there. It sounds lame, but "careful determination" is high on my list of traits that I'm looking for in a mate. I want the man who will set out boldly in the direction he desires, who will make sure he has gathered all the necessary data and considered all the important points of what his next step should be, so that when he makes each step, it is bold, sure, and determined. There is nothing wimpy about this man, because even though he's careful and considerate, he is those things in a way that comes across as prepared and in control, not insecure and

second-guessing. He has all the facts, and he operates from logic and knowledge -- he IS the Alpha Male. From this gal's point of view, you've got it nailed! Thanks for your insights!

(unsigned)

Hi David!

I have your book, and I've been reading your newsletter for a long time now, and I'm starting to wonder why you've not yet been on "Oprah". I keep forwarding your stuff to my guy friends, and some have said they've subscribed. The others just don't get it. They continue to cower before the women around them, feeding us B.S. compliments in a sorry effort to win our approval, never realizing that if they want our approval, the first thing they have to do is stand up and stop seeking it.

Then they have to listen. They need to recognize when we're serious about something and when we're playing, when we're really having a crisis and when we're just testing to see how much drama they'll put up with, and when we're testing to see if they're going to act like men or wimps, they need to calmly tell us to "put our big girl panties on" and straighten up. When we're having a real crisis, we want a man to be strong enough to hear the outpouring of a problem without trying to jump to our rescue, and then tell us get on with handling it, and let them know if they can be of assistance, instead of getting frantic with us and assuming that we're frantic because we can't handle it ourselves. We can. We handle ourselves differently than men, but the vast majority of us do handle ourselves. It takes strength and brains to be that man, one who can recognize the difference between expressing crisis and a plea for help and being considerate enough to act appropriately, and those who are that man are the most desirable of all.

They also have to have themselves together enough to have fun with us. We don't like being around sappy, whiney dorks, or boring sticks in the mud. We want to be with achievers, as you call them, who get things done and feel like they've earned a good time, and can have one, and bring us into it at will with laughter and enthusiasm. God! How we hate to hear the words, "I don't know, what do you want to do?"

Yes, we're hard to understand sometimes, and most of us know it, but more and more of us are getting past that dime novel idea that men should just know everything. We're realizing that we don't really want them to "just know," but that we do want them

to recognize it when we tell them, however subtly we may express it. To that end, many of us are starting to speak out in forums like this, because the time for improvement is at hand, and we all, men and women, deserve better.

(also unsigned)

Whoever these women are, they either have or will have a good man. The first certainly seems to be saying that she'll accept nothing less than a true alpha male, one who is strong, but earns his way through the world – he doesn't just beat somebody over the head and take what he wants, he works for it, knowing that he can earn it and is worthy of having it. In Objectivist philosophy, this is called "rational self-interest," and is the cornerstone of appropriate human behavior.

The second seems to be confirming, albeit more verbosely, everything the first says. In short, They want this "alpha male" in their life, and aren't leaving us to guess who he is and what he looks like anymore.

When you've finished "THE Man's Guide to Great Relationships and Marriage," you might want to follow it up with one of Ayn Rand's novels, like "The Fountainhead," or "Atlas Shrugged." They are incredibly well-written, and project man as a truly heroic being, strong, logical, motivated, walking tall and moving through life with a purpose, an image that every woman wants to see every time she looks at her man, not just because it's exciting, but because they are "biologically wired" to recognize such characteristics and respond to them – it's called "attraction." (Now there's a clue!) I've included pages upon pages of instruction and examples of how to be this man in "THE Man's Guide to Great Relationships and Marriage," and Gentlemen, the women are constantly saying, "Hell YES! This is what I want!" so pay attention! The choice is yours, choose well, and get on over to <http://www.makingherhappy.com>, because life is just too short to spend it bored and wanting.

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

Lesson 8: Be an Alpha MAN, NOT an Alpha DOG

I've received a lot of questions regarding the nature of the alpha male because there is apparently a lot of confusion about what behavior one should expect from a human alpha male. It's not what you might think, and here's why...

Good morning! This lesson is part of the free "Break-up Busting 101" course (which you can download [here](#)), but I'm rebroadcasting it now because I'm getting an inordinate number of questions about alpha male behavior. Aside from the fact that this lesson answers those questions quite well, I'm hoping it will induce some of you to go ahead and download "Break-Up Busting 101".

Not everything that is free is worthless, and I could have easily sold this report instead of publishing these lessons in this newsletter, so take advantage of this opportunity while this report is still available.

This lesson is part of our discussion of attraction to help you understand what exactly your partner is 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. Alpha male behavior invokes attraction through biological triggers and is therefore automatic and extremely dependable, and you need to know everything you can learn about it, especially how to be a guy who naturally exhibits such behavior.

Over the years, people who really annoy the life 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 (which you can view in the archive [here](#) or in the free "[Break-Up Busting 101](#)" report), 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.
- 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. 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.

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 power of 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 hero.)

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 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., were also quite common among them.

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> and simply download your copy. 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 no better reason than lack of trying?

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

David Cunningham

Lesson 9: The Tough, Playful Alpha Male: Just How Far Can You Go?

Our friend in recent editions, Keith, writes of a stunning success you can all learn from in handling his wife's fits and turning it around into fun.

Good morning! You might remember Kevin from the [October 9 issue on female "eruptions."](#) and his reply in the [October 12 article](#). Those two will bring you up to speed for what's about to follow...

We were talking about women who scream and pitch a fit but the instant a man gets upset and raises his voice one iota in response to their yelling, she comes off with something like, "I'm not talking to you while you're yelling at me," and Kevin replied:

(she comes off with "I'm not talking to you while you're yelling at me.")...LOL!! Oh man did that hit home!!! They flip it back to us all the time!! With mine its, "how ugly I talk to her and that she is certain I don't talk that way to the people I work with" ...David, I am like a deer in headlights every time!!!

I need to come up with something fun to flip back at her when I get that!!

Thanks!
Kevin

I replied with this:

"I don't spank the asses of the people I work with either, and I'm about to commence spanking yours. Are you wearing your big girl panties or are you going to wuss out and want a head start when I chase you?"

David

Now, keep in mind that remark was just an example, intended to define an attitude of a swaggering, fun-loving naughty boy. Kevin ran with it, and get a load of what happened:

David,

I just had to drop you a line and tell you that this suggestion to me has been golden man...I have been using variations depending on what she might say since you gave it to me....it immediately turns everything playful from the onset!!...I can see it in her face and what she replies every time I say

something about pulling her panties off of her and spanking her, etc.!!! She wants her panties pulled down!!!!

Kevin

I'm telling you in earnest, Gentlemen, if you're sitting on the fence waiting for somebody else to do it first, you're missing the boat, because everybody who's doing it is getting the same results!

So how far can you go? As far as you can go with her looking like she's having fun, of course! Some women even find a little playful wrestling, spanking, hair pulling, etc., quite hot, so you should experiment, and ramp it up VERY slowly and watch for signs of discomfort or displeasure. Everybody has limits, and if you're going to play rough, you want to find them by brushing up against them and being able to back off, not by plowing right through them and creating a traumatic event.

And you have to be careful about not overdoing the frequency as well. You can't turn into a full-time prankster or clown, else nobody, including her, will respect you or take you seriously. It's not an act of a false identity that you put on. It's something that comes out naturally when you know that she's just as naughty, playful, and fun as you but waiting for you to lead her into it.

So the big question is in striking the balance. The answer there is in being able to read her and yourself accurately. It's not too difficult to read yourself; basically, if you feel you're pushing it, you are, and if you feel you're holding back, you are. Go for the gusto however often you enjoy it and she'll enjoy it with you, as long as you don't turn into a prankish jackass who can never get serious and take care of business.

Reading her is another matter. She wants and needs to have fun, but she also needs to see that you can get serious and handle things that need to be handled, including her! That takes knowing a lot more about women than any of us ever had the opportunity to learn in high school, but...

It's still not that much. The problem is finding the information. Everybody and their brother claims to know what women want, including a lot of women, but often you (and they!) find that what they think they want is entirely different from what they actually respond well to. Indeed, take a look at any of the three articles I've given you over the last week whose titles begin with the words "Be Careful What You Wish For" and you'll see. You'll see something else, too...

You'll see that I've rounded up a bunch of women, had them teach me how to speak girly-ese so we could communicate effectively, and then had them tell me what they wanted and needed. That was all translated into "man-speak" and released to their husbands and boyfriends as the first working draft of "THE Man's Guide to Great Relationships and Marriage." And we proved that not only are there some common misconceptions among women about things like nice guys, we found the things that

they really respond to by having their men try other things when what they said they wanted didn't work.

Some project, huh? Well, it saved my ass, and my marriage, and theirs, too! We all came out of it, men and women alike, with a new understanding of what makes us all tick, how we respond to things, how we really prioritize things, and most important of all, solid proof that we're different and that those differences can be used to compliment each other's existence instead of being points of contention or competition! We found one other thing, too...

Some couples are so incompatible that they never should have come together, and no matter what they do, their only shot at a happy life is to go their separate ways. We also found that when they agree that the problem is one of gross incompatibility and not some failure to be "good enough to for," or even worse, "good enough to CHANGE FOR," they could behave like adults and end their relationship with dignity, as friends, instead of combatants trying to punish each other into oblivion for their rejection.

It was quite a trip, and still is. There are a lot of things, like a happy marriage, a successful career, self-improvement, etc., that people mistakenly treat as a destination, when in fact they are a journey, an on-going process of exploration and growth. It would not surprise me to find out that I know more than any man alive about getting along with women in any kind of committed relationship, and yet I still find myself learning about them. And quite frankly, I hope that on the last day of my existence I'm still saying the same thing, because they are certainly worth learning about. After all, they outnumber us in the world population!

It's true! And unlike us, they're organized and methodical when it comes to learning about the opposite sex and managing relationships. We're way behind the curve, so to speak, and not born with the natural resources to make it easy to pick up on, either, but...

We're men! We take on problems and fix them! So while the women are sitting around milking the emotion from their problems with us, we can be playing catch up! LOL!

Seriously, we have a lot of catching up to do, and I'm here to make that easier for you. I have an e-book that has given men such a jump-start that they've pulled marriages literally out of divorce court in as little as a week, and you can download it at <http://www.makingherhappy.com>. I'll say nothing else, except that every minute you waste wondering what you should be doing is a minute you could be spending fixing your problems and going back to your honeymoon, so your best bet is to take action, now, while the means are available. You don't want to find yourself a day late and a dollar short when your marriage – and life as you know it -- is on the line.

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

Lesson 10: Be an Alpha Male, Not an “Alpha Buffoon.” Do You Know the Difference?

There’s a fine line between being an alpha male and being a bully, buffoon, or a show-off. Know where it is, and don’t cross it!

Good morning! Have you ever had a “textbook moment”? One of those occasions that provide a textbook example of exactly what to do or avoid doing in a certain situation? I have a lot of them because I look for them, and I had one over the weekend that I really need to pass along to you.

There’s a wonderful Mexican restaurant a couple of miles from my home, one of those little “hole in the wall” places that you’d probably never go into if you didn’t know how to read a parking lot to find a great restaurant (look for cars of all makes models and ages, meaning that everybody eats there, regardless of income, indicating the food is good, it’s priced affordably, and is crowded because it’s good and affordable, not because it’s trendy, in which case you usually see only late-model high-end cars – an old pick-up truck parked next to a new BMW is a great clue, especially for Mexican cuisine and barbecue!).

The place is in the middle of nowhere and is packed all day and all evening, every day of the week, and it’s a great place to watch people. As you’ve noticed if you’ve ever done much of it, people-watching in a restaurant comes with its risks, such as the risk of having to endure an insufferable drunken buffoon at the table next to you while you’re trying to enjoy a good meal and your partner’s company. Such was the case Saturday night.

We walked in, and this really pretentious jackass was standing up at his table, trying to order the serving staff around in Spanish, and changing the dinner and drink orders of those at the table with him because he thought he knew what they wanted better than they did; every other sentence ended with, “Trust me, I come here all the time.”

My Spanish is poor at best, but I heard this guy order a fence for one of his friends and a bathtub for another; the waiters kept having to question his selections in English and he was being abusive to them because of it. Even worse, he had had too much to drink, and was trying to justify his own inebriation (at 6:30PM) by forcing alcohol on the other guests, including one woman who was obviously about to give birth and another man whom I know to be a reformed alcoholic. Are you getting the picture?

What this man either didn’t know and apparently didn’t care enough to learn (he was in his late fifties) was that what he was doing was not alpha male behavior, and did not remotely resemble leadership. He was loud, obnoxious, over-bearing, and generally annoying to everyone within earshot, and I’m sure from the expressions on their faces that he was downright offensive to the majority of people sitting at the table with him after trying to force an alcoholic beverage on a pregnant woman and an alcoholic.

Nobody was having a good time, and would you care to guess how his wife was reacting to this?

You could see the storm building, and lightning struck when he stood and yelled at a waiter across the room, got his name wrong for the fourth time, and tried to get him to bring “Maggie-ritas” to the pregnant woman and alcoholic for the second time. She grabbed the tail of his sport coat, yanked him down in his seat very hard, and said, “You have embarrassed our guests more than enough, and me for the last time,” with such venom that it was clear that she was either going to kill him or divorce him when they got home.

True leadership, that thing that excites women to no end when they see it, is about initiating action, not dominating it against others’ will. It’s about being decisive, not dictatorial. It’s about being authoritative, not autocratic. For example, if when they arrived he had said, “I come here often, and I strongly recommend their Fajitas Supremo and Enchiladas Especial, as well as their Margaritas,” that would have been great, but trying to impress everyone by barking bogus orders in a language he couldn’t speak and changing people’s food and drink orders (not to mention ordering alcohol for a pregnant woman and a reformed alcoholic who had ordered iced tea) was beyond bad; his wife was mortified, and rightfully so! As you can guess, mortifying your wife with obnoxious behavior is not the way to entice her to join you in the bedroom for dessert.

You can’t command respect as long as you are seeking approval. Is it obvious to you that this is the underlying reason for this man’s behavior? He’s not a leader, not knowledgeable of a foreign language, doesn’t hold his liquor as well as he should to be drinking in public, and plainly sucks as a host. He’s a “wannabe,” not the real deal, and knows it. His efforts to try to impress everyone around him are in fact an attempt to gain their approval, and is indeed subordinating himself, not elevating himself to the post of a leader. Bad move. “Nuff said.

Not everyone is a born leader, but anyone who steps up can lead if they know what leadership is about. People will naturally follow anyone who steps up to lead if they do nothing more than project self-respect, a noticeable level of confidence, and appear to be acting out of common sense instead of hysterical frenzy. It doesn’t have to be in a critical situation; making a decision to go to the beach and getting everybody and everything together to do it and enjoy it creates just as much excitement for a woman to watch as you ordering a work crew around, which is considerable if you do it like a leader and not a wannabe or a dictator.

For those who don’t quite grasp the concept, the bully or control freak barks out orders, like “Everybody drop what you’re doing and grab your stuff. We’re going to the beach, and don’t aggravate me by making us late, or else!” Participants are threatened with punishment if they don’t go along with the bossy person in his quest to have a good time.

The social approval-seeker is on the opposite end of the scale. He lobbies, almost apologetically, to get his way: "Wouldn't you like to go to the beach today? I mean, it seems like everybody has fun there when we go. Can't we all just get our stuff and head out there and try to have a good time?" Note all the negativity, telegraphing the expectation of a bad time, not a good one.

The leader's approach is irresistible: "Hey everybody! Let's jump in the car and head for the beach! The weather's great, and we've all earned some fun. C'mon!" Not irrationally exuberant, but visibly excited about the prospect of having some quality time and expecting to do so.

Learning and doing little things like this can make you an entirely new person, in your eyes and hers. It makes you feel better about yourself, and anything that makes you feel better about yourself will get your partner's attention. The strangest divorce-stopping story I've ever heard was told by one of your fellow readers (congratulations again, Dale!), who was promoted to a managerial position near the end of the divorce negotiations.

His pay increase was so marginal that it had no bearing on the situation. The promotion put a different image of him in her head, one of a man leading a group of people, where she had formerly regarded him as "a prairie dog in a cube farm" (a guy who sits in an office cubicle day after day, raising his head to watch other people come and go while he is going nowhere), and her response was, "I didn't know you had it in you, so I'm sticking around to see what else you might surprise me with." That was her way of expressing new-found respect. I wasn't surprised when he told me about it, and after he finished reading "THE Man's Guide to Great Relationships and Marriage," he wasn't surprised either. Why?

Because he then knew about attraction, both how to create it and how to kill it. He also understood communicating with women well enough to understand that when his wife said she was sticking around to see what else he might surprise her with that she was giving him instructions and success criteria. She liked seeing him succeed, liked seeing what it had done to him, liked being surprised, and expected him to understand and continue instead of falling into another rut and leaving her bored to death. Would you have understood that from what she said?

If not, go to <http://www.makingherhappy.com> and download your own copy of "THE Man's Guide to Great Relationships and Marriage," right now, before you do another thing, because you need to know what makes women tick, what they want, and how to correctly interpret and act upon what they tell you. That knowledge will stop a divorce from ever starting, and stops one cold that's already happening in many circumstances, because most divorces are initiated by women, and most are initiated because a woman gets bored after attraction is lost and the man can't understand her when she tries to tell him what's happening and how to fix it.

Protect yourself and your family by becoming one of us guys who know what most men don't, what women want and how to listen to them, because life's too short to have to start it over in the middle if you don't have to.

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

Lesson 11: Handling the Alpha Buffoon – Women Want THAT, Too!

I told you not to be the “alpha buffoon” a couple of days ago, but we didn’t talk about what to do when you meet him. Failure to handle him properly can cost you dearly in terms of how your wife or girlfriend sees you, no matter how “alpha” you may be yourself.

Good morning! Wow! I just finished tweaking the new content at <http://www.makingherhappy.com> and retesting all the links, and I sort of feel like I’ve given birth! It reminds me of when I finished the first draft of my book, the thrill of completion of a phase and the anticipation and excitement of testing and measuring the results. If you have a minute, I would appreciate it if you would stop by and look it over and e-mail me any comments – good, bad, or indifferent – to support@makingherhappy.com.

I got a letter that we need to take a good look at together. One of my top guys, Dee, wrote me about an encounter with an alpha buffoon, and he learned a lesson after the encounter that he wanted to share with all of you. (I so love it when my students become teachers! That’s when I know that the lessons have really hit home and they “own” the material.) Check it out:

Hello David,

I want to tell you something I found out only two days ago that was making withdrawals from the "attraction bank." Perhaps some of your readers can benefit from my experience.

There is a man (let's call him Bill), that works for the same company as my wife and I, who is, let’s say an alpha buffoon.

A few days ago we happened to be in the office at the same time he was. There was a box a pecans which looked to be “wild” as I called them, which to me meant not from trees which are trained, pruned, etc.

He couldn't resist telling me there is no such thing as wild, only native or paper shell and proceeded to tell my wife she was married to me (like she’d made a bad decision). I popped off a few comments to him which were so far over his head he didn't even know they were insults.

Later one of the secretaries’ son was in and had been swapping punches with kids at school. For the fun of it I told the boy to go ahead and let me see what he had. I wouldn't hit him back.

Well, Bill heard and couldn't resist, said he "wanted in on it" when I told him "Let's go," he backs out.

Bill then starts a long monologue how it's been too long since he hit someone without trying to hurt them that he better not. He bounced for so long and had been around so many top martial artists who taught him so much.

Although it was all I could do to keep from laughing in his face, I let him ramble and basically say in all his actions that I was a moron who knew nothing. No one but my wife knows that I used to be an instructor of martial arts years ago, and I prefer to keep it that way. I don't brag about it.

NEVER EVER EVER let any one put you down in front of your wife no matter what.

Here's why.

When we left my wife acted like she was mad at me. Wouldn't hardly talk. (Sometimes I'm a little hard headed and my mind has been focused on business I am trying to start)

When asked, she said no, she was not mad at me. Finally, after much silence I told her to tell me. "I WISH, SOMETIMES, YOU TWO WOULD JUST FIGHT AND GET IT OVER WITH! I'M TIRED OF THE MACHO BULLS**T. You're always at each others throats."

My response was "What did I do?"

"You didn't do anything," she said.

(I was still in not using my head yet.) And asked, "Then what is the problem? I never attacked him, he started it, I ignored it, so what did I do?"

She said that whenever he popped off "well you're the one married to him" that she just wanted to rip him to shreds, and it was all she could do to keep her mouth shut.

David, let me tell you, it sank in then.

"Do you know why he was always that way," I asked?

"Yes, because he is afraid of you, but you eat it up, you just have such an air of confidence that people either want to be like you, or are intimidated and afraid of you," she said.

That helped her calm a little and seemed to make her feel better.

As much as I hate to I guess I am going to have to put a stop to it. With his kind usually physical is the only way to go. The bad thing, he is the owner's nephew.

If I had told him I was at one time a teacher of self defense, it would have only shown him how pitiful he was and made it worse, for it would have shown him he was not the expert he thought he was. He would have looked the fool.

He is one of those who always know more than anyone else about everything no matter what.

I told my wife these things, and also why I refuse to let things get physical with people. All this has helped with the damage a little.

The point is, even if a woman knows some one is a buffoon she expects her man to be able to handle it in a quick, efficient manner. NOT TO IGNORE IT as has always been my custom, no matter if you don't want to waste your time and energy with such nuts. Watch yourself around men like this if your wife is with you don't let them "seem" to be getting the upper hand.

You will be losing many attraction points.

Maybe you can use this lesson learned by me to help some one else.

Sincerely,
Dee

Dee wrote back in response to some advice I gave him about how to put a stop to it without getting physical (which I'll get to in a minute):

Lessons learned:

It would not have bothered my wife so much, I do not believe, if there had been no one else around.

I should have put a stop to it. I allowed the protective or motherly instinct to kick in which was a no, no.

Plus, I allowed some one to seem to get the better of me. I

realize it embarrassed her as there were others around.

My confidence is enough it did not bother me. As much as I hate to waste my time and energy on some one such as he, I now realize it is imperative to handle such situations quickly, not to ignore people such as he. Especially in the presence of my wife.

Thank you for the advice. I appreciate it. I will use that or something similar. I'll let you know how it turns out.

Dee

Those are some pretty powerful lessons, are they not? And what pleases me the most is that now that Dee's eyes are open, he's able to spot these things without having to be prompted – or punished by his wife! Thanks to Dee for sharing all of this, too!

The advice he thanked me for was something I picked up back in my corporate consulting days. Diffusing situations is a matter of leadership, which by the way is an attraction-builder.

This "Bill" character is not in the chain of command, so there's no apparent risk to anybody's job by stomping on him a little bit. The advice was to take him aside next time he started this nonsense (by telling him, "Let's talk over here for a minute," instead of asking, "Can I talk to you a minute?" which establishes him as the "big dog") and adopting a tone that is somewhere between friendly and fatherly and saying something like:

"Do you realize that you may be the only person in this company who doesn't know that what you were doing over there is approval-seeking behavior and instead of making you look like an expert, makes you look like an ass? If you want these people's respect, show them some. Just be yourself, and when you talk with them, ask about them, their families, and the things that interest them. They don't care what you know or think you know about something until they ask you.

"The more you know about them, the more you'll find that you enjoy talking with them, and the more they'll like about you and the less you'll embarrass yourself. For instance, I was a martial arts instructor for a lot of years, and I know you wouldn't have said a whole lot of things you said to try to impress me about being a bouncer if you had known that. Now just lighten up and enjoy everybody's company and you'll see them start enjoying yours."

That's how you take a guy off at the knees and make him thank you for it. But the simple act of cutting his tirade short and pulling him aside shows your partner that you can take the lead and fix the problem in that situation just as well as any other, and makes her proud to be there with you instead of embarrassed because you let the buffoon get away with boring and insulting her. It doesn't take "fisticuffs," as they used

to say, but it does take action, and action is all she needs to see.

So now the question of what to do when you meet up with the alpha buffoon has been answered, but there's a bigger question here for you: do you want to continue to wait for these lessons to come trickling in through this newsletter or my blog posts, or do you want to grab the bull by the horns and bring yourself up to speed and be able to spot things like this yourself?

When you know what you need to know about women and how to communicate with them, it's really pretty easy. In spite of what we were all taught growing up about how impossible a task that's supposed to be, that knowledge does exist, has been compiled for you, and wonder of wonders, it's easy to learn and use.

Indeed, we're not talking about some grueling academic exercise requiring that you rearrange your schedule, take classes, and conduct all manner of experiments that stand a good chance of royally pissing off your partner. Just a few hours of light, entertaining reading and thinking.

Intrigued? Or think I'm full of crap? Put it to the test!

Go to <http://www.makingherhappy.com> and download your copy of "THE Man's Guide to Great Relationships and Marriage" and see for yourself. But a word of advice: don't bet against success. There's a reason these men and women write me these letters and all those new testimonials on my web page... ;-)

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

Lesson 12: Choosing the Perfect Gift for Her

(My apologies to all for leaving this lesson out of earlier revisions of this report. Yes, it's free, but it still needs to be right.)

This is a huge issue, not because women are materialistic or demanding, but because being able to choose the perfect gift requires knowing and using details about her that make her feel special, which builds trust, loyalty, and other components of love. Indeed, as you're about to discover, for the vast majority of women, the gift you would choose for the grossly materialistic or demanding woman will usually be the wrong one for most women, because such a gift makes them feel like you're trying to buy them rather than share something with them. So pay attention, and prepare to be enlightened!

Buying the perfect gift for a woman is a difficult proposition at best, unless you have paid attention to her and come to know a few intimate details about her. Why? An excerpt from "THE Man's Guide to Great Relationships and Marriage" explains it...

Whether shopping for a public holiday or a personal one, or just for the sheer delight of it you should always plan ahead for that perfect gift that you're going to give your wife or girlfriend. Long lines and short supplies can thwart you when you least expect it. And, by the way, the same rules apply for any other woman in your life, whether it's your mother, sister, daughter, special coworker, vendor, customer, neighbor or whomever. The same rules apply, because they're all either women or women-in-training (like your daughter! LOL!)

I've published this excerpt from "THE Man's Guide to Great Relationships and Marriage" several times and always received a ton of positive feedback on it, so if you've not yet read it or tried it, do yourself and the women in your life a favor and do so now. Indeed, even if you have read it before, call it "a last-minute review" and read it again to make sure you have it down pat before embarking on this most difficult, crucial and rewarding of male quests.

Without further ado, the perfect gift for any woman is:

A Gift That You Know She'd Like Because You've Paid Attention to Her!

Women want to know that we think about them from time to time when they're not around, and notice them when they are. Is that really too much to ask? To know her well enough to know her favorite flower, perfume, color, scent, time of year, activity, etc., things that give you serious guidance when it's time to surprise her with a gift? Can you really say that it's that difficult? You can know something as intimate and guarded as her dress size by simply looking in her closet and checking a few tags.

How would you feel if you were allergic to wool and a woman bought you a wool bathrobe? Or allergic to peanuts and a woman bought you a box of peanut brittle? Or you were tone deaf and a woman bought you a music box or a guitar? If you had a traumatic experience as a child, like being attacked and mauled by a dog, and a woman bought you something that reminded you of it, like a puppy, especially of the breed that attacked you?

Men do truly stupid and insensitive stuff like that all the time, but we seldom hear about it except during an explosion, at which time it may have happened too long ago for us to even remember it, things like hearing a woman say she's going on a diet or a pair of pants is a little too tight and then buying her a box of candy or insisting on taking her to an expensive restaurant that violates her diet or causes her to have to face up to having grown beyond her favorite dress for such occasions, or even worse, inviting her to a day at the beach after "being told" (being signaled) that she's needing to go on a diet.

Have you never noticed how when they buy us a gift, it's always well-thought out? Even if they don't know what to get us and end up getting us socks or a necktie, the socks or tie will match what we have perfectly, and be the right size. They pay attention to us, and try to make things nice for us when they can. If a woman's favorite flower is a daisy, she'd rather receive a bunch of daisies picked from the side of the road or even a picture of a daisy that you drew and colored with crayons for her than a dozen roses – the generic gift that every man gives every woman and is so blasted impersonal these days that if fools like us didn't buy them for women who didn't want them, nobody would be buying them except for funerals. Indeed, there are occasions where roses are in fact deemed an attempt to appease a man's own guilty conscience because they have become so impersonal.

Cost doesn't matter; the gift is both a sign that you've been thinking about her and a measure of how much you've been thinking about her – it's your life that she wants to share most, not your wallet (unless she's a gold-digger – see the "How Much Is Enough?" issue from August 6, 2006 if you've not seen it by following the link to the archive below my signature). After all the crap they endure from us while we're trying to learn how to get along with them and do what we're supposed to do as men, we owe them the little extra effort that the daisies – or whatever is supremely personal for them - require.

Daisies, even when they are her favorite flower, are by no means the perfect gift either; indeed, if it can die and need to be disposed of, it's probably a bad choice. Women get sentimentally attached to gifts. In some part of your home (or hers, if you aren't living together) is probably a secret cache of all the notes, cards, and gifts that you ever gave her, every little thing that ever showed that you were really thinking about her.

When she's feeling bad, including when she's sulking after a fight, she'll go to this secret treasure box and commune with all the mementos that make her feel good about herself and you. You're actually doing both of you a huge favor when you give her

things that while not extravagant, are tangible and **lasting** proof that you took the time to make her feel special – and small enough to fit in this treasure box!

This means that flowers, chocolates or other candies, pets, perfumes, and anything else that has a short life-cycle, while fun and temporarily exciting, in the long term will have to be disposed of, and she will find these things depressing, even traumatic as she has to separate them from her life, while the “sticky note” that you left on her mirror in the bathroom that simply says, “Can’t wait to see you tonight,” or something playful like “I’ll swap you a kiss for dinner when I get home,” (for you newbies, that remark will start a playful negotiation for intimacy later in the evening if you play it right when she says a kiss isn’t going to be enough to get dinner) will stay with her forever, and may indeed get you back into her good graces after you’ve made an ass of yourself and made her really mad as she digs through her treasure chest of memories and is reminded of all the reasons she keeps you around.

Before we wrap this section up, I need to make one thing perfectly clear: I **AM NOT** saying that you should never buy a nice gift for a woman. I know some of you tightwads are out there saying, “Cool! I can give her crayon drawings and take the money I would have used to buy her stuff and buy beer and hot rod parts!” No, and you should be ashamed of yourself. I’m saying that you should never use a gift to win her favor or approval, or because you feel guilty, or especially not to make her feel guilty (like buying an expensive gift to pressure her for something sexual) or for any other reason except either you think she’ll enjoy it or you will enjoy giving it to her, and when you do give her one, make it obvious that it is specifically for her, well thought out, and has something of you in it for her to relish as a keepsake, especially if it shows that you spent time to make it happen. There will be times when it will need to be expensive, at least to some degree, and if you follow the above rules, you’ll know when that is.

So you see, while holiday gifts should be a little out of the ordinary and may cost more than impromptu gifts, the expense of the gift is nowhere near as impressive, nor romantic, as the appropriateness and personal nature of the gift. Many couples do ask each other if there is anything in particular they were looking forward to as a holiday gift, and if you do, then of course, respond to expressed wishes, but also make sure that there is at least one gift that she’s not expecting, and that is particularly well thought-out, even if you have to enlist the help of your children or her girlfriends (threaten to put a curse on the house of anyone who divulges your secret and DO NOT enlist the help of anyone known to be indiscreet or whom you know to be competitive with your partner or you could find yourself in a trap!), figure out something very special that is so personal that when she sees it, it is obvious that you were thinking intensely and only of her.

(You can also do this with things she asks for, by putting that special little twist that makes something common that she wants special for her, either with the gift itself, or perhaps the packaging or delivery method of the gift, like presenting it to her in your sharpest-looking suit if she has remarked that she misses seeing you in one. Pay attention and use your imagination!)

For example, take a cue from this reader's real-world situation:

I was discussing this issue with a consulting client (and friend – Hi Joe!), who said that his wife loves coffee, huge mugs to put it in so she can dress it up with flavorings, etc., loves New York City, loves a particular brand of chocolate, and wears a charm bracelet. From this, you can fashion a perfect intimate gift by finding a huge, artistically tasteful coffee mug with a New York City cityscape or something else peculiar to the town that would spark a fond memory for her (like a Yankees logo if the two of you had a romantic experience at a baseball game there), preferably in her favorite color if it's available, filled with pieces of her favorite chocolate or a gift certificate for a purchase from the chocolatier (if she loves everything that Godiva, Ghirardeli, etc., make, as opposed to having one particular chocolate favorite), and hiding beneath the chocolate or gift certificate, a charm for her bracelet, again something that sparks a romantic memory of an intimate moment shared somewhere. Do you see how this all fits together?

The chocolate is obvious, but it's short-term delight. To provide longevity, you have the coffee mug and the charm, both of which are related to something special to her, and which will spark romantic memories when she sees them. Everything involved is something personally chosen according to her passions. You see, one favorite aspect is good, but it's still something that any other woman could receive. By combining all these aspects, **ALL OF WHICH YOU CAN BET SHE WILL RECOGNIZE INSTANTLY**, you make the entire gift uniquely personal, in spite of the fact that everything is mass-produced. Now, to top it off...

A small, hand-written note or card that says how much you've enjoyed having her in your life and how much you look forward to sharing more with her – **NO PREPRINTED VERSE OR PROSE OF ANY KIND** – includes a permanent piece of you in the mix, and gives her something to put in the treasure box. I have personally seen women burst into tears over simple gifts like this, simply because their man knew them well enough and cared enough about them to make the small effort that it takes to do it. All it takes is knowing your partner, which you should (and will be expected to do whether you have or not!) if you've been with her any time at all.

If she's like Joe's wife except that she doesn't like chocolate so much, and her hands get cold when she drives, a nice pair of driving gloves – in the correct size and that match a scarf she wears, her handbag, favorite coat, or something significant like that – stuffed into the coffee mug is perfect. If she doesn't do charm bracelets and charms, maybe a small coin run through one of those machines that converts it into an imprinted souvenir coin, or a ticket stub you saved from a concert or ball game there, even a subway pass to an event – anything to remind her of a very special time – or tickets to an upcoming event – to create a new special memory – will work.

Know your partner, and choose her gifts based on what you know. Know above all else that the idea behind a gift is to celebrate partnership and make her feel special, not to buy her favor. The idea is to show that you love and notice her, not to be needy or try to buy her, which are creepy and insulting to all but a gold-digger precisely because they

imply that you think she is a gold-digger who would expect and respond to such a thing, and no good woman will put up with that for an instant!

Guys, I hope you found that excerpt helpful, and again, this advice pertains to all women – mother, daughters, sisters, friends, coworkers, boss -- under all circumstances, not just your wife. I can't say it any more plainly or with any more conviction. Over 100 women were brought together for the express purpose of teaching me what makes women tick, what they want from men, what they respond to involuntarily in men, and how to communicate effectively with them.

They did their job and did it well. "THE Man's Guide to Great Relationships and Marriage" was constructed from that research, and those women put this book to their partners to test and refine everything we covered. Anything that worked for 90% or more of those couples is in the book, and less effective principles are being refined for updates or discussed in this newsletter as potentials to explore.

It worked for them, and it's guaranteed to work for you. Download your copy right now at <http://www.makingherhappy.com> and join the many happy men and women who have brought their relationships back from boredom, affairs, and even divorce proceedings – some in under a week! -- to be exciting, fun, sexy, and richly rewarding, often better than it had ever been, because life's too short to spend it unhappy, bored, in fear of getting caught in an affair, or celibate.

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 newsletter; I've included it because there are a lot of links that you may find useful. More information follows this, so hang with me here until the end...

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.

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[Shelley McMurtry, A Woman Who Sounds Off to Men About Women](#)

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[Mari-Jo Tyler, Sex Therapist and Comedienne](#)

[John Alexander, How to Be Her Best Lover Ever](#)

[F.J. Shark, Being the Jerk Women Love](#)

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[Edward Talurdey, Catch Your Cheating Lover](#)

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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!

And get a load of this! Just because you read to the end of the newsletter and found this little surprise, download your free copy of my 45-page "[Break-Up Busting 101 Report](#)," streamlined and printer-friendly in PDF format. Download it and feel free to share it with your friends, too!

Okay, that's the end of the course. I hope you've found it as useful as my other readers. We've all been told all our lives that what women want is one of the great mysteries of the universe, but as you can see, it's no great mystery at all. All I had to do was ask. Well, almost...

I also had to listen, and before I did that, I had to learn how to listen. Listening to women isn't like listening to a man, any more than talking to them is like talking to a man. On the previous page is another free report, Entitled "Break-Up Busting 101," and within it you'll find an excerpt from "THE Man's Guide to Great Relationships and Marriage" that shows you how simple it is as well.

Please, if you haven't already, download "Break-Up Busting 101" and see for yourself, and then do yourself a favor and go to <http://www.makingherhappy.com> and download your copy of "THE Man's Guide to Great Relationships and Marriage" and get the rest of what you need to make your relationship or marriage everything it can be, which may turn out to be even more than you ever dreamed it could 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.

Best wishes for your success and happiness,

A handwritten signature in cursive script that reads "David Cunningham". The ink is black and the signature is fluid and elegant.

David Cunningham