

Menlightenment:



A BOOK FOR AWAKENING MEN

Lion Goodman, PCC

About the Author



Lion Goodman is an *Evocateur* – one who evokes the best in others. He helps individuals create extraordinary success and happiness in their lives, both at work and at home. He is a professional certified transformational coach, workshop leader, public speaker, author, and entrepreneur. He has studied and explored the realms of science, psychology, spirituality, philosophy and business for more than 45 years.

Lion is the founder of the *Clear Beliefs Institute*, which offers the [Clear Beliefs Coach Training](#), a unique form of trauma-informed therapeutic coaching, with hundreds of graduates around the world. He is also CEO of [Luminary Leadership Institute](#), which offers customized in-depth transformation to high achievers and business leaders who seek to fulfill their soul's legacy.

He was the founder and President of *The Goodman Group*, an executive search and consulting firm focused on recruitment of top talent and values-based leadership development. After 30 years in that career, Lion followed his heart, discovered his purpose, and focused on teaching and coaching executives and high-achievers.

Lion is a co-founder of [The Tribe of Men](#), a non-profit organization that offers initiations and group support to men who want to grow in both power and love. He has taught many courses for men, including *The Sword and Scepter*, a workshop about masculine power, and the *Shift Men's Initiation*, which drew men from 12 countries. In 2011, he produced the *Ultimate Men's Summit*, with 90 speakers and 20,000 registrants from around the world, in association with The Shift Network. In 2021, he produced [The Masculine Dialogues](#), with Ubiquity University.

He is the author of [Creating On Purpose](#), [Menlightenment](#), [The Narcissism Primer](#), [Clear Your Beliefs](#), and [Clear Your Clients' Limiting Beliefs](#).

He is a husband, a father, and a proud grandfather living in the San Francisco Bay Area. He can be contacted by email at: lion@clearbeliefs.com.



This book was begun in 2007 as a monthly column on MenStuff.org, the website of the *National Men's Resource Center*. I am grateful to Gordon Clay, the founder, for inviting me to be a columnist, and for his unrelenting advocacy for men.

My mission is to awaken men to their own power, wisdom, and love. Short excerpts from this book may be published in reviews as long as contents are unchanged and proper attribution is given. For inquiries regarding articles, reproduction, or distribution, contact the author at liongoodman@gmail.com.

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Preface

"The men who succeed are the efficient few – those who have the ambition and will power to develop themselves."

- Herbert N. Casson

Menlightenment:

noun, *men'lt(u)nmunt*

1. Any information or education for men resulting in greater understanding of the psycho-spiritual issues men have in their relationships (esp. with women);
2. The distribution or spread of this knowledge;
3. (derived from Hindustani Buddhism) the beatitude that transcends the cycle of difficulties in relationships; characterized by the extinction of unfulfilled desires and endless suffering; the ending of egotistic consciousness that prevents deep, satisfying relationships with other people.

-- Lion's Dictionary of Made-Up Words

We all want love.

We want lots of it.

The more, the better!

Throughout history, some men have been irresistible to women, who are drawn to them like hummingbirds to flowers. Men of all ages have asked the same question: *"What do I have to do to be one of those guys?"*

There are four qualities that make a man irresistible. This book helps you develop them: *Power, Passion, Purpose, and Presence.*

Whether you are single or married, old or young, desiring a relationship or already in one, the practical advice and suggestions in this book can help you become more lovable, and attract love (or more love) into your life.

You may be single and looking for that one woman who will make your life worthwhile. You may be looking for just a fling, or some fun, or even some healthy trouble. You may be married, or in a long-term relationship, longing to light that old spark up again. You may be sexually monogamous with one partner, or polyamorous with many lovers. You may be straight or gay or bi- or

tri-. But regardless of our circumstances or our persuasion, we all want more love in our lives.

We also all *deserve* to have more love in our lives. Or, more accurately, we *can* grow our “deservingness” by working to make ourselves more loveable, and more attractive to the love that already exists in the world. If you are looking for a particular kind of woman, there are women just like that who are looking for you right now. What you want *wants you*. But something is standing in the way between *you* and *the love you want*.

Do you know what is standing in your way?

The bad news is: What is standing in the way is a part of you.

The good news is: There is something you – and only you – can do about it.

As stated above, there are four qualities make a man attractive to women: *Power, Passion, Purpose, and Presence*. These qualities also make a man more trustworthy to *both* men and women. When a woman trusts a man, she can open herself fully. And when she does that, she allows her love and light to flow out. This is a beautiful thing to behold!

A woman cannot really open to a man she does not trust. She may open her legs, but not her heart. If she’s afraid of being hurt or betrayed, she must hold herself back, at least in part. And the more she holds back her love and light, the less attractive and fulfilling she becomes.

It all starts with you – how you show up in her presence.

This book does *not* contain rules of behavior or “5 things to do to seduce a woman.” Any formula or set of behaviors which you “*should do*” only make you more of a puppet to someone else’s will. This book contains more than one hundred suggestions that you can use to become *more yourself*.

Here is my negative guarantee: Nothing will change for you unless you implement at least some of these suggestions. If you keep doing what you are doing, you will keep getting the results you are getting, and you will keep living the life you are living.

Here is my positive guarantee: The techniques in this book were developed and refined over lifetimes of invention and experimentation by men who worked their way through a difficult terrain, using trial and error, making improvements and getting results. They are guaranteed to work – if you do.

So don't just sit there – DO SOMETHING!

Read a chapter, and then implement at least one of the suggestions. Read another chapter, and implement another shift into your life. Continue growing. When we stop growing, we die to the infinite possibilities within us. When we grow as men, we open a doorway to the love we want. Like floodwaters, love will come rushing in.

If you're already on the path, taking action and moving yourself forward in each of these realms, congratulations! Keep going! There may be one or two suggestions in this book that are just right for your stage of evolution as you become an Irresistible Man.

And if you're a self-help information collector, adding information and recommendations that you never implement or practice, I suggest a simple plan of action: Take on ONE practice – only one – for a month. Don't even think of adding another self-help technique until you've practiced one thing you've already learned. Add a second practice only when you've mastered the first one. This will be much more impactful than reading another book – including this one!

The Not-So-Secret Secret

Each of us knows at least one man who gets plenty of love. He attracts great women who shower him with love and affection. He never lacks a date or a good relationship. His life seems overflowing and abundant with love, regardless of his looks, resources, or charm.

I am fortunate to be one of those guys. I am average-looking, and past middle-aged. I am over 60, and have enough flaws to make me far less than perfect. Yet over the decades, women have fallen in love with me easily.

Is there some special quality that only a few of us have, gifted to us at birth? Or are there secret things that a man can do to attract and sustain love from women?

I've discovered dozens of things that you can do to attract more love (and more women) into your life. Each of them builds one of the four qualities that women want: *Power, Passion, Purpose, and Presence*. The actions you take and the qualities you develop will also sustain a good relationship once you've got one. If you follow the advice in this book, you will become one of those "lucky" men that women will find irresistible.

When you get to that point, please share your wealth. When other guys ask you, "What's your secret?," send them here to get a copy of this book:

www.ClearYourBeliefs.com/menlightenment

It is my great joy to share this information with you, and it will be your joy to share this information with others.

These are the principles that can help you become an Irresistible Man, and coincidentally, they are also the titles of the chapters:

- 1) Know Thyself**
- 2) Inhabit Your Body**
- 3) Be Mysterious**
- 4) Integrity Rules**
- 5) Speak Truth**
- 6) Take Care of Yourself**
- 7) Get Over Yourself**
- 8) Love Women**
- 9) Care**
- 10) Please Her**
- 11) Enjoy Her**
- 12) Show Up**
- 13) Then What?**
- 14) End Cleanly**
- 15) Keep Beginning Forever**

When you implement and integrate these suggestions into your life, you will be transformed into the kind of man that women love. Some of these shifts take a lot of internal work, such as changing old habits and beliefs. Some of them are as easy as adopting a different point of view. The final chapter is **Resources for Change**, a list of referrals and suggestions for deeper work if you are serious about making big changes in yourself and in your love life.

Let me know of your successes, your struggles, thoughts, suggestions and additions. I always welcome contact. Email me: lion@luminaryleadership.net.

Ready to begin? Let's go exploring.

A handwritten signature in black ink that reads "Lion". The signature is fluid and cursive, with a long horizontal line extending to the right from the end of the word.

#1: Know Thyself



Women love men who know themselves. Women are attracted to men who are solid and confident, clear and settled about their lives, their desires, and their work. You can fake confidence for a while, but frauds are discovered (and dumped) quickly. You have to do the inner work that grows the younger, adolescent part of you into a man of integrity.

This has to do with emotional maturity, not physical age. *Real men* attract women like crazy. This is not exclusive to gorgeous hunks with six-pack abs (although that kind of solidity doesn't hurt). It means a man who knows himself inside and out, and stands solid in his knowing. The good advice, "Know Thyself," was carved into the entrance of the Temple of Apollo, the sun god, at Delphi in ancient Greece, when Socrates and Plato were founding modern philosophical inquiry. *Know Thyself* was good advice then, and it remains good advice today.

There are a hundred ways to accomplish this goal, and they all require time and effort dedicated to inner work. Choose one and dig in. Choose another one next month. Every great journey begins with a first step. Here are a number of ways to *Know Thyself*:

1. Read almost any book in the self-help or psychology section of a bookstore. There are excellent books on men's psychology, improving relationships, and inner development. Don't just read them – do the exercises. Recommendations: *Iron John; Fire in the Belly; Conversations with God; The Way of the Superior Man; King, Warrior, Magician, Lover; Mars and Venus on a Date*.
2. If you have addictions that are getting in the way, join a 12-step program. We're almost all addicted to something. We try to fill that hole inside of us with something that makes us feel better. For some men it includes the obvious vices: alcohol, cocaine, cigarettes, or sugar-salt-and-fat-laced foods. For others it's a compulsion to have sex

(beyond a healthy sex life), or to watch TV for hours at a time. For others it is work itself. For others, it's endless hours of computer games, Facebook, or pornography. If you're working more than ten hours a day consistently, you're probably a workaholic. The way to tell the difference between something you simply *like* and something you're *addicted to* is that addictions cause problems within yourself, in your relationships, or in your work or home environment. If what you're doing repeatedly is causing problems for you or others, you can use some help and education about addiction. 12-step organizations offer a growth and healing technology that is proven effective. Organizations like AA, NA, SLAA, and OA have helped millions of people disengage from their self-destructive patterns. Non-religious sobriety organizations are equally effective, without religious overtones. They include SOS, RR, and SMART.

3. Get into regular therapy and stick with it, even if you don't feel like you need it. There are as many kinds of therapy as there are therapists. Interview at least ten before you decide with whom to work, and then commit yourself to at least a year's worth of inner exploration. Some life coaches offer a therapeutic approach to clearing the past, but not all do. In addition to coaching your life forward, you need to clear your past backward. (Coaches trained in my *Clear Beliefs Process* are trained in both.)
4. Take a workshop on self-development from organizations such as Landmark Education (The Forum), Star's Edge (The Avatar Course), or others.
5. Find a reputable masseuse or body worker who does deep tissue body work, such as Rolfing or HellerWork. Deep tissue work releases energy and past traumas, and it changes how you stand (physically and emotionally) in the world. Your stature, how you hold yourself and how you move, attracts women if it's upright, solid, sleek, and flexible.
6. Go see a psychic, shaman, or healer to heal deep wounds from the past. Yes, it's weird, but it can work, and women will love the fact that you're open minded enough to explore the long-buried and transpersonal aspects of yourself.
7. Study the history of philosophy, psychology, religion, mythology, and civilizations. The more you know about your past, and the past of your culture, the more prepared you are for creating a good future for yourself, and her, and a family some day. If you can talk about ideas

instead of just football and work, you'll attract a whole other (higher) class of women.

8. Learn to meditate. Then meditate – at least once a day. If you're busy, meditate twice a day. Finding your *center* is the single best way to be more at peace and ease with yourself, and with her, and with your co-workers. There are dozens of different types of meditation. Try them all until you find one that works for you. I recommend learning the techniques of Vipassana, or Mindfulness meditation. You can also just sit quietly without distractions for twenty minutes. There is a good list of meditation practices on my first website:
<http://www.everydayawakening.com/exercises/exercise1.htm>
9. Go to yoga class – regularly. Try different types of yoga and different teachers until you find one you like. Stretching your body will give both your body and your mind more flexibility and ease of flow. Every yoga school has beginner's classes. They don't laugh when you're clumsy, and they are filled with lovely women of all shapes and sizes. Women outnumber men in yoga classes ten-to-one or twenty-to-one, so get thee to a yoga class, especially if you're single. As you age, you need yoga even more to stay flexible and fit. Men are often attracted to Bikram Yoga, or hot yoga, because the founder, Bikram, was a body builder and created his practice for strength building. But the more flowing and slower forms of Hatha Yoga also build strength and flexibility. Bikram is not spiritual in the least, which is one thing that appeals to a lot of people. Yoga is many thousands of years old, and is a complete philosophy of life. The *asanas*, or physical positions, are just one (important) fragment of the entire picture.
10. Take a workshop dedicated to men's development, such as the ManKind Project's *New Warrior Training Adventure*, or *Sterling Institute's Men's Weekend*. There are dozens of others listed on www.MenStuff.org.
11. Join a men's group. There are men's groups in every state that you can join, or you can start your own. Check out The National Men's Resource Center (www.menstuff.org) for a listing of Men's Councils, or MenWeb (www.menweb.com), The Men's Center (www.themenscenter.com), or Nation of Men (www.nom.org). If you're in the San Francisco Bay Area, check out Tribe of Men (www.tribeofmen.com), an organization I co-founded. When you are working on yourself and the difficult stuff in your life in the presence of other men, you don't feel alone or isolated. A Men's Group shows you that it is possible to grow and change, gives you structure for doing so, and provides models of excellence to learn

from.

12. Take dance lessons. Learn to move with grace. Try partner dancing such as Salsa or Tango, even if (especially if) you think of yourself as someone who “can’t dance.” Also try self-expressive dance classes such as Gabrielle Roth’s 5 Rhythms Training (www.ravenrecording.com). A man who dances and moves well attracts women’s attention, because so many men can’t even find their hips. It will also affect how you walk, talk, and work. Men who can dance well are women magnets.
13. Create art. Get out some art supplies and put some paint or crayon on paper. Make something out of clay. Play a musical instrument. Start expressing the non-verbal parts of yourself. Take a few classes at your local college. (Life drawing classes usually feature live nudes, which always inspires creative expression.) Drawing gets you out of your head, quiets the mind, and brings you into the present moment. It’s a great antidote to thinking. Read *Drawing on the Right Side of the Brain* and do the exercises.
14. Engage in interesting conversations with interesting people. Take the most interesting person you know out to lunch and ask a lot of questions. Be interested, rather than interesting. It will give you something to think and talk about that is outside your current reality. Do this with a different person each week. Engage in conversations with elders, and with people completely unlike you. Each time you gain a new perspective you get a new lease on life. Stretch your mind in new directions.
15. Explore your spirituality. Religion gives many people everything they need spiritually. Most people, however, have rejected their original church’s doctrine somewhere along the way. There are many good ways to get back in touch with the Divine, God, Spirit, Higher Self, or whatever you prefer to call the Big It. Your spiritual nature is as important to work on as your physical, emotional, and intellectual nature. You can find a path that is personally fulfilling to you. Explore books, classes, trainings, workshops, and spiritual teachers.

When you realize that your task in life is to *Know Thyself*, the study of almost anything can lead you to greater self-knowledge. There are thousands of resources available to us – more than at any time throughout history. The way to become more interesting to women is to be... interesting! And the way to be *interesting* is to be *interested*. First, become really interested in *HER*. What is she made of? What are her ideas? How did she become the woman she is

now? There's nothing sexier to a woman than a man who expresses his interest in her. Then, the more different things you are interested in and have studied, the more depth you have. Women love depth. They want to bathe in it. They want to revel in it. They will want you.

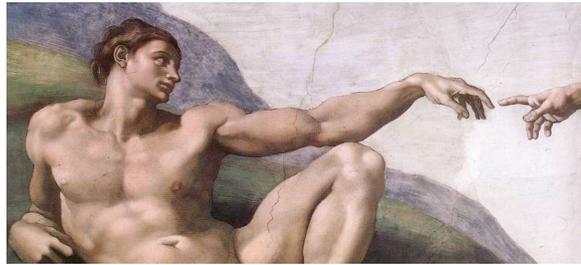
In almost every one of these areas of exploration, women outnumber men, especially in self-development workshops and spiritual gatherings. The men who engage in these activities are surrounded by women! We can't understand why men don't flock to these activities. When you are the one man in a room-full of women, you'll be noticed. If you exude the qualities we focus on in this book – power, passion, purpose, and presence – you will be noticed, desired and wanted.

There is another kind of man who attends these events, and they exude the opposite characteristics: weakness, needy, nervous, unsure of themselves, or spiritual but ungrounded. Or they're trolling for connection, like a slavering dog. Don't be one of those guys.

With the 4 P's, you will stand out like a God in the midst of mere mortals. It's that simple. And as you get to *Know Thyself*, remember also to *Love Thyself*. If you don't love you, how can you expect anyone else to love you?

Next Chapter: Inhabit Your Body!

#2: Inhabit Your Body



Women love men who are comfortable in their bodies. Most men live a short distance away from their bodies, and inhabit only two small regions: their head and their genitals. This disturbs women who live in and through their bodies. Women can sense instantly whether you are *in* or *out* of your body, and how comfortable you are inside your skin. Men who are in touch with their body's feelings and sensations are more sensitive to women's feelings, so they make better lovers. Women know this.

What can you do to get into your body? Exercise is one route, but it is possible to use exercise to harden your shell, rather than get in touch with what you are actually feeling. Gyms are filled with hard body types who radiate the message "I'm hard – and insensitive!" Exercise is great for you, and is essential to your health, but strength and aerobic exercise should be mixed with yoga or dance – the two best practices for learning to inhabit your body. Check into yoga classes and dance classes in your city. Get over your embarrassment. They are always filled with women who are exploring their bodies and their sensuality, and expressing their beauty. You will get attention from dancers looking for a partner, and "yoginis" looking for a yogi to practice with.

If lovemaking is a dance, how many steps do you know? Many men have a repertoire of only a few steps: The *I'll take what I want* tango. The *I got mine* waltz. The *This is the way I like it* two-step. There are hundreds of other forms of lovemaking, and they can all be learned.

Bodies are fascinating, and they are worthy of careful study. Here is one piece of advice that you can use your entire life to get women to love you more: **Slow Down! W a a a y D o w n.** Women open to sexuality and make love at a much slower speed than men. They rarely catch up if you're jetting ahead. Slow down your lovemaking fervor. You'll have more time to explore, have fun, and receive more pleasure. And, you'll get much more love from your woman. This is especially true before sex. "Foreplay" is not a technique that

you use in order to get laid. [Here's a joke that's old but unfortunately true: Q: Why do so many women fake orgasms? A: Because so many men fake foreplay!]

The sexual act should be a slow, languorous walk from sensual touching and kissing to the curtain call of orgasm. If it feels like a snail's pace to you, it's about the right speed for most women. Imagine that you're taking a stroll through a forest rather than sprinting 100 yards. Take time to feel each sensation in your body, and imagine what she feels with each caress. There's nothing wrong with hot, aggressive sex, but this should be the culmination of a long, slow progression of heat and desire. Try it. You'll like the results. And so will she. In fact, she'll love you for it.

Next Chapter: Be Mysterious.

#3: Be Mysterious



What is The Mystery? It is the unknown, and the unknowable. It is something hinted at, but not revealed. It is what is potential, and what is possible. Women love mystery because they are part of the Great Mystery. They are neither knowable, nor understandable, nor figure-out-able, nor predictable. They change every moment – like the weather, like waves, like the tides of the ocean. This is what drives us crazy and this is what fascinates us to no end. It turns out that women love the mystery, and they love men who are a little mysterious.

Being mysterious does not mean hiding everything, nor does it mean pretending to be something you are not. I don't recommend becoming a CIA agent in order to attract chicks. Being mysterious means being less predictable. It means changing your habits – for a good reason, or for no reason. It means not revealing everything about yourself on the first (or second, or fiftieth) date. Being mysterious is saying "I'm not going to tell you," from time to time. ("Why?" she will ask. "I'm not going to tell you," is your answer, with a smile.)

Most men are completely predictable. If a beautiful woman walks in the door, it is a safe bet that most men will look at her. We can't help it. We are conditioned to do so. We are creatures of habit, hormone, and social programming. There is one man in the room who won't even notice her, however (or if he does, you can't tell). His attention is fixed on the woman he is with. That is not predictable behavior, and it is very mysterious. Other women will notice, and ask each other, "What makes him so different?" And that is exactly the question you want them to be asking. Because they will want to find out.

Some dating experts recommend being "cocky and funny" in order to attract the attention and interest of women. *Cockiness* is a signal that indicates self-confidence, and *funny* can mean unpredictable, and therefore mysterious. This combination can work well to create interest and attraction. It can also be very

formulaic, and therefore predictable. Any “formula for attracting chicks” will work for a while, but then it runs out of steam. Women want the real thing – they want authenticity. It is a better strategy to actually become mysterious.

When I was a young man, I was told this secret of relationship, and it has proven true time and time again: When two people meet, what is created is *SPACE*, that is, a void – a mysterious and open potential for something new to emerge. From a more scientific viewpoint, you could say that when two energies come together, a new, third energy form or pattern is created.

Most of us are afraid of the void, space, or the unknown mystery, because we *like to know* what is going on. Knowing makes us feel secure and in control. But when *space or potential* is created, we cannot know. It is, in fact, unknowable. Not only is it new and exciting, but it’s also powerful – and dangerous.

Consequently, 98% of people try to *eliminate the unknown* by filling the space with a definition of the relationship, and they almost always choose from only two possibilities: Will we be **friends** or **lovers**? The problem with defining the relationship too early is that there are actually millions of possibilities created when two people meet. How sad, my friend said, to take all of that potential and reduce it down to only two choices.

In order to avoid this tragedy, back away from the tendency to define the relationship you are in. See if you can hang out in the discomfort of the unknown, and the unknowable. Like a muscle, you can strengthen your ability to do so by practicing. When you notice yourself trying to define a relationship (or a woman), explaining it by putting it into a category (“She’s just a one-night stand...” “She’s just like my ex-girlfriend...”), stop yourself and simply admit the truth: “I don’t know yet.” Notice how you feel not knowing, and let that uncomfortable feeling be an okay place to hang out for awhile. Alchemy (magical chemistry) happens when you stay present to what is happening without putting it into a box or category.

The ultimate Mystery is your own spiritual nature. Take some time to explore that territory. The big questions of life remain the most important questions to ask yourself: *Who am I? Where did all this come from? Why are we here? Where are we going in this once-and-only life?* When you really explore these big questions, you become deeply connected to that deeper mystery. Your depth and your mystery will be real. And women will love you for it.

Next Chapter: Integrity Rules.

#4: Integrity Rules



Integrity is defined as “Soundness of and adherence to moral principle and character; uprightness; honesty; the state of being whole, entire, or undiminished; an unimpaired condition.” For men, integrity means that all of your parts are aligned and integrated. It means speaking your truth and standing up for what is right and true. It includes honesty with yourself about yourself, being truthful in your communication with others, and living your life based on principles that you’ve thought about and committed to.

When a woman opens herself fully to you, it is an awesome sight to behold: she becomes beautiful, sexy, wild, and fully feminine. But a woman will only open herself fully to a man she can trust. If a man is not trustworthy (and women know when he is or isn’t, regardless of what he says or does), she cannot open fully. If your woman is not opening herself to you, if she is holding back her open, voluptuous, juicy self, it usually means that there is something going on with you that she can’t trust.

Your mission, should you choose to accept it, is to look at yourself deeply, and find out where you have been out of integrity. Then get it cleaned up. In the 12-step programs such as Alcoholics Anonymous, this is called *Doing a Ruthless Moral Inventory*. It means looking at every place in your life where you have been out of integrity, waking up to it, facing up to it, and cleaning it up. This doesn’t mean going into blame or shame, but taking responsibility for where you’ve been out of alignment with your own highest values, and doing what is necessary to fix it. If you’ve committed a crime, or broken a promise, or withheld something you know is important to say or admit, buck up and be a man. Go back and admit that you made a mistake. Apologize for screwing up

(or around). Make a new commitment to not do it again. Make amends wherever necessary.

Then clean up your act going forward. If you make a promise, keep it. Be good for your word. Speak your truth about what you want and need, what is acceptable and isn't acceptable. Live according to your highest principles, and your highest intuition about what's right.

This is a lifetime practice, and it gets easier the more you practice it. Create a list of *incomplete cycles*, – the promises you made but didn't keep, the things you meant to say but never did, the projects you began but never finished, the agreements you broke, and the people you hurt that you never apologized to. Start by cleaning up one each day. Take a gradient approach – start with the small ones where the stakes aren't very high. Exercise this cleaning muscle, and build yourself up to handling bigger and bigger messes from the past. I guarantee that if you do this, by the end of one year you will have a new life, and you will be a man of integrity that women can trust and open to. In addition, you will be the kind of man that other men trust. You will be a man of integrity.

Here's a great free resource: The Avatar Mini-Course on Integrity: <http://www.avatarepc.com/html/mini-eng.html>. There are 6 others on this site, all of them useful. DO THE EXERCISES.

Next Chapter: Speak Truth.

#5: Speak Truth



Okay guys, this is a tough one to admit: We are basically cowards. We would rather not say anything at all then tell the truth and have her get angry, or sad, or upset, or leave us. So we stuff the truth and pretend it didn't happen, or we pretend to be interested in what she's saying, or we pretend that everything's really okay. She knows intuitively when you are pretending, and she knows when you are withholding something. Women always know. Really. Don't bullshit yourself into thinking that you can keep a secret. If your woman doesn't know what you're withholding right away, she will figure it out pretty quickly.

The truth is that women are as tough as men when it comes to the truth. They might not like it in the moment, and they may cry and fuss when they hear it. It might make them sad, or mad, but they'll appreciate that the truth was spoken. Being a man of integrity means speaking your truth. This includes the outer truth of what actually happened, and your inner truth about what you think, how you feel, and what you see.

We each have our own internal truth. It often doesn't match up with the other person's inner truth. We have to get used to that fact. It's uncomfortable to rub up against other people's wounds, opinions, righteousness, preferences or sore spots. But rub we must. It's the only way to have integrity.

Women love men who tell the truth, even when it hurts, because women love integrity more than they love feeling good. A woman wants her man to be who he is - not a malleable puppet, a people-pleaser, a charlatan, or a wuss. Live your truth, be your truth, and speak your truth, even when (especially when) it's uncomfortable.

Okay, this is easy advice to give, but what about those really hard and nasty truths that would definitely hurt her feelings, and cause her to run out of the room screaming? You may think, "I can't really say 'You've allowed yourself to get too damned fat!,' can I? She would have a fit, and throw me out, or worse!" No, you shouldn't say that, if you want to stay in relationship.

There are guidelines that can help you survive the worrisome aspects of telling the truth. First, tell the truth about YOU – about what's going on for you. Identify your own feelings (which women love) about whatever is going on. Stay out of blame or finger pointing. Take responsibility for what's going on, and speak the truth with as much kindness as possible. Don't use the truth as a weapon to hurt her. Here's the way to say it with love: "Honey, is this a good time to talk to you about something that's uncomfortable?" (Get her assent. If it's not a good time, make an appointment and hold it until then.) "I've been noticing that you've gained a lot of weight, and it's making me feel really concerned about you. (Express your love and concern as a context for the conversation.) I also notice that I'm very uncomfortable even bringing up the subject because I know you're very sensitive about it. (Show her that you understand her feelings.) It's really important to me that you look good and feel attractive, (Speak the truth about what is important to you, but also tell her that you care about her.) because I feel really attracted to you when you feel good about yourself and look good. (This lets her know that you have a preference, and that you want her to be attractive to you.) I know that's what you want, too. How can I support you in slimming back down? (This is expressing your support, rather than your judgment about her.) How about if we start dieting and exercising together?" (You're offering her something she wants – more relationship time – as well as your support.) "Or how about if we hire a chef to cook us healthy meals so we can spend more time exercising?"

Yes, she will feel hurt, but she will also feel your care. She will get over the hurt, and she will appreciate your loving care and the fact that you are a man of truth. She will love you for it. The love she feels will last much longer than the hurt, which is momentary. And by the way – that weight she gained was likely caused either by not getting your love and attention, or as a protection against something she doesn't want and can't talk about.

In the dating game, many men just disappear when they've decided not to date a woman anymore – because they're afraid to tell the truth. Women hate this, because they wait in anticipation for that next call. Often, they make up excuses for your lame behavior until they suddenly realize you're not going to call again, and that you're just another jerk.

There is a better way: tell the truth. When you determine that you don't want to date her again, let her know, with some care for her feelings. Here are a few samples: "I've enjoyed getting to know you, but I'm just not feeling a physical chemistry with you. So I won't be calling you again, but I sure wish you well in this dating scene." Or, "It's been fun, but I've gotten interested in dating another woman, so I'm going to do that." DON'T add: "So I'll call you later, okay?" If it's over, it's over. The ultimate truth is, you're just not that into her. So let her go – gently, in a gentlemanly way. Don't string her along because you're afraid of hurting her. Better to hurt her and get it over with than draw out the hurt for weeks or months.

If you're asked to do something, and you don't feel like doing it, don't act like a child and say, "Yeah, I'll get to that later," as a way of putting her off and then never getting to it. Instead, speak your truth:

- "I don't want to take that on."
- "That doesn't interest me."
- "I think we'd be better off hiring someone to take care of that."
- "I don't think this is as important as you do, so I'm not likely to get to it. Is there something else I can do instead so that you can take care of this?"
- "I'm really not good at that sort of thing. Can we find someone who is?" (This last one is a real stretch for a lot of guys, but it's better than doing it poorly and then getting criticized for something you really didn't want to do in the first place.)

Speak the truth, men. It's a skill that improves with practice. You'll blow it sometimes, and sometimes the woman will get mad at you. Take it in stride, and learn to hone the skill. Next thing you know, you'll be more in alignment with your true self, and you even start speaking the truth to yourself.

Next Chapter: Take Care of Yourself.

#6: Take Care of Yourself



Women do not want to be your Mother. Nor do they want to be your Manager. They do enough of that with kids, friends, at work, and in the world. They don't want to have to remind you about your dentist appointment, to pick your socks up off the floor, to call your parents or your kids, or that the faucet STILL needs fixing. They don't want to have to remind you to take a shower or comb your hair. They want to be in relationship with an equally responsible adult. A co-creator. That excites them.

As much as men hate to be nagged, women hate to have to nag. They don't like themselves when they do it, and they don't like you when they have to do it. If they take the role of your Mother, it's guaranteed that sexual passion will go downhill fast – for both of you.

Be a big boy. Take care of yourself without being reminded of all the things you already know you are supposed to do, or agreed to do. Don't agree to something you won't do. And if you don't want to do something, say so clearly.

A woman's favorite words to hear (next to “I love you,” and “You look great...”) are: “I've got it handled.” It's music to their ears. Then they can relax and do their own thing, which isn't management, but being creative and loving you.

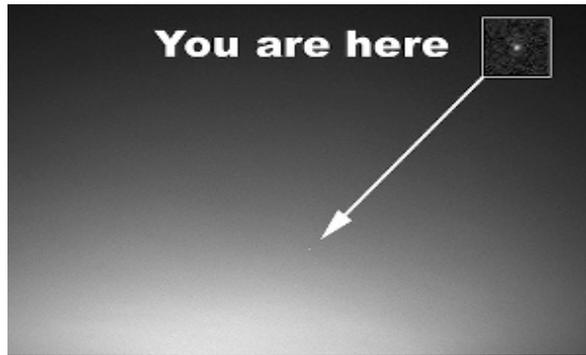
Taking care of yourself also means taking care of your body. Amazingly, there are still some men who don't know that they should shower every day (with soap), use deodorant (try the natural mineral salt crystal type sold in health food stores rather than the smelly crap sold in drugstores), and keep their fingernails (and toenails) clean and neatly shaped. With few exceptions, women like men who take care of their bodies, and who care about their looks. If you're one of the clueless, get some clues from men's magazines like GQ and

Men's Health. Ask your girlfriend to help you shop for some new clothes (this is the moment they've been waiting for). Most men don't mind making small adjustments to please women, so invite them to help you improve. If you don't already exercise, practice yoga, or dance. Start now. Become fascinated by your body, and look for ways to take care of it. Think of it as your Temple of Worship. That's what it is, and you are the caretaker.

Look around your environment. What would your mother say? If you can hear her harping to "Clean up your room!" you probably should. Do the basic cleaning, then ask your woman for her help redecorating and throwing out what you don't need (and let her). Again, she'll be thrilled, and you'll get a better environment out of it. You don't have to become a cleaning fanatic, but don't live like a pig. That's how you lived as a teenager when you were rebelling against Mommy and Daddy. Be an adult. Take care of yourself, and everything else.

Next Chapter: Get Over Yourself.

#7: Get Over Yourself



Okay, you've now explored yourself, taken a few workshops and yoga classes, learned to Salsa, and found your spirituality. Now, *get over yourself*. Men love to be absorbed in something, because when you lose yourself, you find bliss. We can become absorbed in almost anything, from watching a ball game on TV to fixing a sink or searching the Internet. Men can become obsessed with their own image (the gym is full of this type), or with their spirituality ("fly boys" are spiritual types who will happily spend hours meditating or hanging out with gurus but have no grounding in the real world of money and work). Men can become obsessed about a single academic topic or a specialized field of knowledge (baseball statistics, automotive specifications, or making money in the stock market). Women love men of depth, but not if it's depth in only one dimension. Nor do they want to be with a man who only focuses on himself. My ex-wife once said to me, "You are the most self-absorbed person I've ever met." At the time, I thought that was a ridiculous accusation. Looking back thirty years, I know she was right.

Father Thomas Keating, a Benedictine monk, observed: "The American way is to first feel good about yourself, and then feel good about others. But spiritual traditions say it's really the other way around – that you develop a sense of goodness by giving of yourself." Any act of nobility – from giving a homeless person money to picking up and comforting a child who has fallen down, reminds us that we are more than just a mind trapped in a body. We are all connected at some deep level. Carl Jung described this connecting field as the "Collective Unconscious." When you reach out beyond yourself, and make a contribution to others without thinking about what it gets you in return, your soul is deepened, and you are ennobled. This nobility – getting over yourself – is very attractive to women (who tend to be built that way by design).

Women know that they are connected to each other and to the world. They are born without boundaries and their work in the world is to learn to establish good boundaries. As men, we are born with, and socialized to have, strong boundaries. Our work is to loosen, open, and make flexible our boundaries so we can feel and see our connection to others. Doing good things for others – whether for an individual, a group, or a charity – is something that makes you feel good about yourself, and it makes you more attractive to others. It's okay if you start volunteering for ego-building reasons (such as to meet women, get praise, or feel good). Eventually, you will get to know, down in your bones, that there is a wider purpose to your life. You will become authentically generous. Women will love you for it. Start by getting over yourself.

Next Chapter: Love Women.

#8: Love Women



If you want to be loved by women, love your woman. Then extend your love to all women. (No, this has nothing to do with getting laid.)

If all women were parts of one fantastic creature, like ants in an ant colony, or the curves that collectively make up a woman's shape, you would see each woman as representative of something huge and wonderful, worthy of adoration and praise. Women are, in fact, connected to something much larger – the *Divine Feminine*. This cosmic force is often referred to as "*the Goddess*." It is the feminine side of every equation, and it exists deep inside every woman – from the newborn female to the cute young girl to the budding adolescent young woman to the gorgeous maiden in her 20's to the mature woman and mother to the elder crone.

Other cultures have recognized the glory of the Feminine That Takes All Forms. In ancient India, she was called "Shakti." She has a thousand other names, representing her many aspects: Demeter, Inana, Hawwah, Diana, Isis, Ishtar, Astarte, Aphrodite. This is the great lineage of the Divine Feminine, which gave birth to everything. [The man becomes Shiva, eternal awareness, an immovable rock that allows Shakti to flow with support and safety.]

It is understandable that the ancients worshiped the Great Mother. When you see that you came out of your mother, and so did your momma, and so did your poppa, and so did everybody else, you can work your way back to a Great Mother that gave birth to everything. The male Gods, and the Judeo-Christian masculine God, came late on the scene, about ten thousand years ago, after more than a hundred thousand years of deep nature-rooted Goddess worship.

Why is this important? Because women want to be seen and loved for who they really are, behind their everyday presentation. They want to be seen as beautiful expressions of the Divine, which is what they truly are. Every woman

wants to be honored, seen as powerful (in her own feminine way, not from the masculine definition of power), and valued for the unique creature she is.

This doesn't mean worship, or bowing down before a woman in a weak or subservient way. Worship is dangerous when it places someone on a pedestal. It prevents you from relating to her as an equal, and inevitably leads to a long hard fall. Do not worship a woman, but DO honor and worship the Goddess that she is an expression of. Practice seeing past her physical body, past her psychological or emotional trips, past her nonsense and her bad habits and her quirks and her (dare I say it?) shit. These are human characteristics, and everyone has some. Look into your own psyche and learn why you judge others. Look deeply into the Source of her, and you will see the Goddess.

Most of the men I know have the most difficulty relating to women when they suddenly become a crazed bitch, a sobbing puddle of emotion, or a withdrawing child. (The truth is that they're usually reacting to something stupid or insensitive that you've said or done.) If you can remember and maintain the view that she is merely acting out one of the many manifestations of the Goddess, it is much easier to handle. It's just one act in a huge unfolding play of the Goddess manifesting as everything all the time. "Whew! It's just the Goddess acting out! I don't have to take it so seriously!" You can even move into an appreciation of its glory. Seen this way, she remains awesome and amazing, even when she is crazed. And when you respond differently – with appreciation, humor, and compassion – rather than withdrawal or anger or running away, you'll be amazed at how quickly the storm can blow over.

When you know yourself, you can stand in a solid place, and open your heart and mind to the Goddess and the woman standing in front of you. Accept her fully for everything she is. Welcome her strengths and her weaknesses. Honor the BEING that she is. Allow her to have her needs and her messy areas, and hold her strongly in love. Every woman desires to be held in this way.

Most women have never been with a man who could hold her with both strength and gentleness, with love and appreciation. They have had to suppress their needs in order to get love from their father or boyfriend. They have gotten the clear message that they need to suppress their power, their passions, and their intelligence in order to avoid being targeted or abused. They have denied their authentic selves, carrying the belief that if they are authentic, they will not be loved. When you can see a woman as powerful and needy and desirable all at the same time, she can begin to trust you, trust the world, stop suppressing her most potent qualities, and open herself to love.

Become absolutely fascinated by women, and all the ways they express their beauty and love and creativity. And don't forget to be fascinated by the dark

side of women, too – their ability to be (from time to time) destructive, fierce, spiteful, angry, uncontrolled, emotional and completely illogical. [Two representations of the Dark Goddess are Durga and Kali.] Think of the ocean, which is sometimes calm and sometimes stormy, always changing and never steady. From this vantage point, you will gain an appreciation and an understanding of women that few men have (especially if you can stand in Shiva energy, solid and encompassing of her wild energy). If you extend your love to THAT aspect of feminine divinity, your woman will love you for it. Women rarely experience that kind of all-encompassing love from a man, so when they do, they melt – and open to the most beautiful aspects of themselves. You will be the beneficiary of that. And there ain't nothin' better.

Next Chapter: Care.

#9: Care More



Care is concern for another. Men seem to be built for caring about things, actions, and accomplishments. Women seem built for caring for people, babies, places, and experiences. A woman's entire psyche is programmed for caring. While they care for others, they are hungry to be cared for in return.

The best place for a woman to get this kind of care-juice is from other women. Every woman should have close friends or a women's group where they can get that kind of nurturing. Most women expect and want MEN to care for them in the same way. The truth is: we can't. We're not women, and we're not built for it. It's like asking a Volkswagen to pull an 18-wheel trailer. You will strain the engine, get too much momentum going downhill, and be out of control in no time. But we can learn a few things that will help us in our relationship with women.

As men, our attention is easily focused on goals and getting things accomplished. Here's a trick that works: Create the goal of making your woman feel cared for. If you accomplish that, you'll feel good about your own accomplishment, and she will feel filled up with your care for her. Then her love will flow like a fountain – and you'll be the lucky recipient.

Caring for your woman means putting your attention on her and being really interested in what's going on with her (not just pretending to be interested).

Here are simple instructions: Notice first that she changes every moment, just like the ocean and the weather. Become very interested in who she is in *this* moment. Whenever you are with her, be very curious about what she's been doing, how she's been feeling, and how she's changed since you last saw her. Ask her questions. Be interested in what she needs and wants in this moment (yes, it's different than the last moment). Watch her change as you do this.

Enjoy it! And keep doing it, for as long as you can stand. When you're done, communicate it clearly. "I've enjoyed being here with you. I'm filled up to overflowing. Now I need some space to go accomplish the next thing on my list.."

Most women are starving for this kind of attention. It doesn't require a lot of your time or energy to give it to her. She gets filled up quite quickly when you genuinely care about her. When she feels filled up, she can then go off happily and leave you alone to do whatever you were doing before she showed up.

Most women complain (to other women) about her man not caring as much about her as she cares about him. When you watch women with each other, you'll notice that they are constantly complimenting each other, noticing the new pair of shoes or how cute that outfit looks, or the fact that she has a new hairstyle this week, or is that a new purse? As a manly man, this sort of thing used to drive me crazy. I couldn't tell whether my woman just got a new hairstyle even if I had driven her to the beauty shop and waited for her to emerge. But women notice this stuff all the time. Women want to be *seen*, and women give each other this kind of attention. Most men want to have our *production* seen – what we have produced through our work. We want praise for what we have *done*. Women want to be praised for their beauty, light, and being.

Women also want to be *gotten*. When my woman is upset, what she wants most is for me to actually get (understand + feel + empathize) what she is feeling upset about. If I try to *fix* her upset, this makes her angry. If I *ignore* it or try to laugh it off, it makes her angry. If I tell her rationally why she is wrong, or explain that she could feel differently, it makes her angry. Are you seeing a pattern here?

But if I stop, reach out and try to see what's going on *from her point of view*, and feel what she is feeling, and I can *communicate* this, her anger disappears, and she melts. I might communicate that I *got it* by saying something like, "Oh, I see why you're so angry. When I said that, it felt like I was criticizing you. That must have really hurt your feelings. I'm sorry. That's not how I meant to come across. Can I try again?"

The trick here is to send your *consciousness*, or *your point of view*, directly into your woman's body, and feel what it feels like to be her. Everyone can do this, but it's an under-developed perceptual skill in most men. Try it. Pick someone you can observe, whether you know them or not, and project your awareness into their body. Imagination is the key at first. Imagine what it's like to be that person. Feel what their body feels like to walk around in. Think the thoughts that they would think. Look at the world through their eyes. If you practice this, you will develop a powerful form of empathic intuition, and be able to *get*

anyone's point of view while you are talking with them. Some people have and use this skill naturally, and others have to work at it for a while before they discover their own ability to do it. I guarantee that using this skill will improve your relationship!

Here's a sample scenario, with and without these skills (thanks to my outstanding teacher David Deida for this accurate description - www.deida.com): You're watching a football game on TV, and it's one of those moments when all of your attention is fixed, waiting to see whether or not they'll get a first down. You are in bliss. Your woman walks into the room. Your first response to her presence is, "Oh shit. There goes my bliss – right down the tubes." She says to you, "Honey, where do you want to go to dinner tonight?"

You want to return to your blissful state, so your goal is to solve the problem (her) as quickly and efficiently as you can. You respond: "Anywhere you want to go is fine." You then return your attention to the game, hoping that the problem is fixed.

Of course, it isn't. She didn't come in to check on dinner. She came in to *get attention, to be in relationship, and to see if you care*. You just told her "I don't care," so she has to re-engage in order to see if you care. She says, "Well how about that new place on Broadway? I heard the food is really good." You, grumbling to yourself, just want her to go away. So you say "That's fine." And you return your attention to the TV. What she hears and feels is, "I don't care about where we go to dinner, and I don't care about you." This interaction will continue until you get angry and snap at her or she gets bitchy and yells at you. There goes your bliss, a nice dinner, and the sex you were hoping to get afterwards.

Here is the alternative scenario when you express your care: She walks in and asks about dinner plans. You project your awareness into her body, and recognize that what she is really saying (regardless of what words come out of her mouth): "Do you care about me? Do you love me?"

Now that you are an enlightened male, you take a breath, stand up (knowing that you'll get back to the game and your bliss momentarily), walk up to her, grab her, kiss her passionately, and say, "Lover, as soon as this game is over, I'm going to grab your ass, throw you down on the bed, and make love to you for an hour. After that, I'll be ravenous, so go make some reservations and then take a nice, long bath and get all clean and sweet for me, because tonight dessert comes first."

You know what happens next. She is dazed by your care and your strong masculine presence. She floats out of the room in ecstasy and leaves you alone with your football bliss for the rest of the hour. You now get to enjoy the game, have passionate sex, and you didn't have to decide where to have dinner. That's what caring gets you.

Next Chapter: Please Her

#10: Please Her



This may be news to you: **Her needs are more important than your needs.** Especially to her. If you want to sustain and enhance your relationship, find ways to make her needs more important than yours. Not all the time, but often enough. If you want a woman to love you, put your attention on what she wants and needs. Sometimes she will tell you what she wants and needs, but most of the time she expects you to read her mind and figure it out. Yes, it's unfair, and it's rarely possible, but that's the deal. Deal with it.

It turns out that when you DO put your attention on her, and DO try to figure out (or perceive) her wants and needs, you'll be right much of the time, and wrong some of the time. But you'll win her love ALL of the time if you're trying, because that means you're giving her the most precious gift of all - your attention.

If you're focused on getting *your own needs fulfilled* most of the time (and many of us will admit that this is true most of the time), you'll miss out on pleasing her. When a woman is pleased, she opens her heart, and her love pours out, and she showers it on you. The more time you focus on *her* needs, wants, and desires, the more you will be loved. Although it is counter-intuitive, the more you focus on her, the better it is for you. Then, the more you are loved, the more filled up you feel, and the more life energy, attention, and joy you have to bring to the rest of your life – including to your work, and to her! This is the definition of a positive feedback loop. It gets better and better and better.

The negative feedback loop is equally powerful, but in the destructive direction. You withdraw your attention from her, and she closes her heart. This makes her less attractive to you, so you withdraw your energy and attention further. This causes her to become bitchy and very unattractive. You then start looking at other women, which she resents and feels hurt by, so she finds ways to be passive aggressive. And so on, until you split up.

Pleasing a woman is not difficult. In fact, it is a simple series of small steps. Give her the gift of your attention. Feel how she is feeling. Be compassionate when she is hurting. Listen a lot. Many small moves are better than one big move. Bring her a surprise gift of one flower for no reason (not a bouquet). Leave a love note on her mirror. Call her on the phone when she least expects it (not at 2 am when you're stumbling out of a bar). Text sexy love messages randomly. Dress up nice when you take her out, and work as hard at looking good for her as she works at looking good for you. Call her girlfriends and ask them (secretly) what she would really like. (They'll secretly tell her that you called, which will please her.) Kiss her suddenly and passionately in an unlikely public place (standing in line for a movie, or in the aisle of a grocery store). Hold her hand when you're walking. Open the car door for her – often. These small gestures will please her. They let her know in many ways that you care about her. In return, she will look for ways to please you.

Women often do not know what they need or want. Most of the time, they are a bundle of emotions, thoughts, feelings, and sensations that change from moment to moment. They experience life all-at-once, including the past, present and future simultaneously. No wonder we don't understand them! They are not understandable. However, you have something that she doesn't have: a penetrating awareness that can see through the storm going on inside of her. This is a characteristic of masculine consciousness. It is Shiva. It takes practice, but it isn't rocket science.

The next time she is being bitchy, or confused, or hormonal, or withdrawing, imagine that your consciousness is like a powerful lighthouse with a penetrating beam of light that can cut through fog. Extend this penetrating awareness from your heart out to her, and focus it deeply into her core. Go past what she looks like, past what she is saying, and past what she is feeling. Look into the very depths of her and ask yourself the question, "What does she really need right now?" Take whatever answer you get and act on it immediately.

She might need a big strong hug that doesn't let her go despite her resistance. When you hold a woman strongly, she may resist at first, but don't buy into her resistance. Keep holding her firmly. At some point, she will melt, and she may break down and cry. This is a good thing. Keep holding her through it. This is not 100% foolproof. If she is screaming at you to let her go, take this as a sign

to either lighten up or let her go and try something else. Try asking, "What do you need right now?" She may or may not know, but she'll appreciate that you asked.

If she's withdrawing or angry, and you see that she needs to be loved, act like a lover and pick her up and take her to the bed and make love to her. Your penetrating consciousness is much more likely to be accurate than her protests.

However, don't be an idiot. If what you are doing isn't working to change her state, do something else. But don't take your attention off of her. What she needs more than anything is your attention and your desire to please her.

When you care, you can express your concern in a thousand ways. When a woman feels cared for, she becomes generous with her energy, and she opens like a flower. The time you spend caring will return to you a thousand fold.

Also, it's a good practice to keep nurturing and sex separate. Women need nurturing at certain times (holding them with presence), and sexual loving at other times. If you combine them, following nurturing with sex, she may come to doubt your motives for nurturing her. It looks like a hidden agenda.

Here's a surprising fact: *physical objects* also flourish when you care for them. If you have houseplants, express your care and concern for them. Notice them and talking to them (out of sight of other people!). Watch what happens. You probably already care for your automobile, and have noticed that it runs better when you give it attention than when you neglect it. Care for the objects in your house. Care for strangers. Care for your body. Care for the world. It is a powerful act that is guaranteed to create magic in your life.

Next Chapter: Enjoy Her

#11: Enjoy Her



What is it about her that you really like? Is it the same as when you were first attracted to her? What is it that attracts you now? What pleases you about her? What is it about her that gets you excited? Make a list, and write it down.

You get to decide where to focus your attention. If you focus your attention on what you enjoy about her, she will feel your enjoyment. She will feel beautiful. She will feel filled up, and she will love you more. If you focus your attention on what doesn't please you, or what bugs you, she will feel demeaned, diminished, unfulfilled and feel bad about herself. Love will stop flowing, and the relationship juice will dry up. Ugh.

Men hate it when women complain. Complaining reminds us of our mother. A woman complains when she doesn't feel filled up with the love she needs and deserves. If you show her that you enjoy who she is, you will fill your woman up with attention and love, and she will bring that juicy energy to you. Consequently, you'll hear a lot less complaining. (By the way – women nag when they don't feel heard. If she keeps saying the same thing over and over, it means you haven't heard or integrated what she said.)

Put your attention on exactly what you enjoy about her, and let her know.

- "I just can't stop looking at your breasts. I think they are the most perfect shape I've ever seen."
- "When you smile like that, I get a warm feeling inside my heart."
- "I really like how excited you get when you talk about that. It makes you look very attractive."
- "The light on your face makes you look beautiful, like you're glowing from within."

We have been taught that women like compliments, so we tend to throw them out mechanically: "You look great." These automatic compliments sound empty because they are empty. Women know when you are using a line. They may appreciate the effort, but it won't touch them where they want to be touched.

Women appreciate *congruence* in men. This is when your words are in alignment with your feelings and your body language. Saying "That dress looks great on you," while you're reading a magazine won't do it for her. Instead, look her up and down – slowly. Feel what attracts you. Then tell her.

Here's an example: "Wow. I love how that dress emphasizes your waist. It makes me want to just grab you and ravish you!" That will fill her up for the whole day.

Men and women enjoy different kinds of things. If your woman enjoys watching sports with you, you're a lucky man. If you want to please her, do something with her that she enjoys doing and just decide to enjoy it (not put up with it while pretending to like it but really feeling resentful and waiting for it to be over).

Here is a great suggestion: Learn to enjoy shopping with her, especially shopping for clothes. When I was married, I hated shopping with my wife because she did it as a task to get done, rather than enjoying it as a process. Things changed when my post-divorce girlfriend took me shopping. It was a revelation! She invited me to go into the changing room with her while she was trying on lingerie! She liked showing off for me, and I got very turned on. From that moment on, I became a "dream date" for women. I love shopping. I hunt for clothes that I think will look sexy on her, and I tell her my honest opinion about each outfit she tries on.

Women actually prefer to hear the truth ("That dress doesn't look as good on you as the green one, which made me want to pull you down onto the floor and make love to you in front of all these other customers."). Women like men who have and express an opinion. Stock compliments don't work. ("That looks fine."). If you don't have an opinion, CREATE one. Enjoy the joy that this creates inside of her.

Focus on YOUR enjoyment of her, and let her know what pleases you. Do it often. Your reward will be a flow of love and support - the kind you've always wanted from a woman.

Next Chapter: Show Up.

#12: Show Up



Women often complain to each other about how their men don't show up. There are the obvious "Errors of Not Showing Up" such as when you say you will meet her somewhere and don't arrive on time. There are also times when you don't show up while you ARE WITH her. In the corporate world, they have two words for this phenomenon: *Absenteeism*, which is when an employee doesn't show up for work, and *Presenteeism*, which is when the employee shows up physically, but doesn't show up mentally, and they are unproductive "space fillers."

When you are with a woman, show up fully. The most egregious examples of NOT showing up include:

- Being late for a date and not apologizing, or providing a lame excuse.
- Being with her physically but your mind and attention are somewhere else: on the TV, on your own troubles, or on a woman walking by.
- Saying you'll call and then not calling.
- Not calling her for three days or more.
- Not taking care of yourself and your own needs, then resenting her for the time she wants to spend with you.
- Showing up angry, pre-occupied, depressed, or wanting to be somewhere else.

All of these actions scream at a woman "I don't care about you." Many women will make excuses for you for a while, because they love you. Eventually, they realize that you are really just a jerk (a man who doesn't care about women).

Either show up, or tell the truth that you're not going to show up. A woman would rather hear the truth than have you make a promise and not keep it.

Women deserve your respect. All people deserve respect, but any woman who will put up with your nonsense deserves a LOT of respect.

Showing up means bringing every part you to the present moment, rather than burying the parts you would rather hide. It means being present with all of your feelings (even the bad ones), all of your attention, and all of your thoughts. It means being willing to experience anything and everything in the moment, rather than avoiding certain circumstances or interactions. It means being real, and speaking your truth.

She may not like everything you show up with, but it's more important to be solid inside yourself than to lose yourself by trying to please her. She wants that fullness of your presence more than anything.

Look her in the eyes when you talk to her. Be willing to engage in conflict (we all have our differences), but fight fair and continue to love her all the way through the argument.

Showing up also means cleaning up after yourself. You're human. You make mistakes. Clean it up after making a mess. You don't have to make a big deal out of it. Just say: "I did it. I'm really sorry. I'll do my best to not do it again. Or: "I didn't do what I said I would do. I will make a new promise, and I will do it by this date..." Or: "I'll make it up to you by... (Be specific, and make it good for her)." Then, check in with her: "Does that clear it up for you? Or is there something else you need, or something else you're upset about?"

If you notice that you're not showing up in a particular situation, the best thing to do is to admit it to her (she already knows anyway). Try saying, "Honey, I really want to be here with you, but I'm finding myself distracted and uncomfortable. I need to go away and take care of myself. I will come back and be with you ____ (provide a specific time and then keep your promise.). Is there anything you need from me before I go?" This is a type of "showing up when you can't show up." Your honesty and integrity means a lot more to her than your being there physically but not mentally.

Showing up also means showing up for yourself. There is a way to care for yourself, and for your own needs, that goes beyond narcissism and egotism. If you honestly assess your own needs, wants and desires, and you dive deeply into your own motivations and your underlying beliefs, you will be working the soil that is necessary before you plant the seeds of your future. If you really show up for yourself, you'll become more able to show up for her. And when you show up for her, you can count on her showing up fully for you, with all her love.

Showing Up Through Commitment

Gay Hendricks said in his book, *Conscious Living*: “Ninety-nine percent commitment is not possible. We are either 100 percent committed or not committed at all. I was amazed to discover this, because I had made a lifestyle out of tepid commitments that turned out to be non-commitments. I was just conning myself that I was partly committed. I had adapted to the pain of early rejection with the decision ‘Don’t play.’ If I didn’t play, I wouldn’t have to face losing. And if I were forced to play, I could always play half-heartedly. If I lost, I could say it didn’t matter, because I wasn’t trying. It took me many years to realize that I wasn’t even in the game if I was not committed. My body might have been out on the field, but my soul was on the bench. Soulless play is worse than no play at all.”

And Jack Canfield said in his book, *The Success Principles*: “99% is a bitch, and 100% is a breeze. Successful people adhere to the “no exceptions rule” when it comes to their daily disciplines. Once you make a 100% commitment to something, there are no exceptions. It’s a done deal. Non-negotiable. Case closed! Over and out.”

Women are looking for “a commitment” not because it is some prize (you’re not much of a Grand Prize anyway, right?), but because **women can only open fully if they feel safe, and a committed relationship makes them feel safe.** This is basic brain science. The Limbic System, or the emotional brain, and in particular the Amygdalae (two almond-shaped organs about an inch inside your temples) act as a smoke alarm and a fire alarm. When you get upset, or anxious, or scared, the alarm is going off. And once that happens, your intellectual center, your cortex, is basically useless until the alarm gets turned off. The same is true in her. If she’s in an alarmed state, she can’t think, can’t function, and certainly can’t open to you.

Your job is to make her feel *safe and secure*. Nobody knows the future, and you can’t make 100% guarantees, but that’s not what commitment is about. You can commit to loving her, and only her, 100%, and do your very best at every moment. That’s a commitment. The Limbic System doesn’t hear logic. You can’t say, “Well, baby, you know, nothing lasts forever,” and expect her to love only you. The Limbic System is like a 4-year old. You have to comfort it like you would a scared child who wakes up with a nightmare: “It’s okay honey. I’m here. I’m not going away. I’m going to take care of you and make sure you’re safe.” Then the child can relax and go back to sleep.

I’ve developed a fantastic 5-part teleseries that will teach you everything you need to know about this topic. It’s called “Confused About Love?” Find it at

www.ConfusedAboutLove.com. It'll be the best money you ever invest in learning about women (and yourself).

Show up and commit.

Next Chapter: Then What?

#13: Then What?



Years ago, I was on a first date with a “woman of interest.” I gazed deeply into her eyes and said, “Someday I would like to make love to you.” She smiled, obviously enjoying the comment and the attention. She then looked at me, and asked, “Then what?”

I was stumped for a moment – stopped cold. I didn't understand the question. I thought to myself, “What do you mean, ‘*Then what?*’”

I had no idea what she was referring to. Then what *what?* In the next moment, an amazing revelation flashed through my brain. I laughed, and said, “*That's the difference between men and women! Men are accomplishment oriented. Making love to you was the endpoint of my plans – it was as far as my thoughts had taken me! You, as a woman, are relationship oriented. So you immediately wondered what would happen AFTER we make love!*” It was a clear and shining example of our vast differences as men and women, and we laughed heartily.

Women want to know what will happen next. They love looking forward to events in the future. They spend huge amounts of time thinking about the future and getting ready for it. They will talk to their girlfriends about what might happen, and imagine what they will wear when something does happen, and how they're going to feel when what might happen happens. They can't help it. Imagining the future is one of the things they do. It is an expression of the beauty that women bring into the world, and one of the reasons that men love to make things happen.

If you want a woman to love you, give her a lot to look forward to. Plan a vacation or a trip or an overnight stay at a bed & breakfast inn in the next town.

Don't tell her everything. Keep her in suspense. Women love to wonder, and love to be delighted by pleasant surprises. Tell her, "I'm taking you somewhere next Friday night. Pack two kinds of clothes – casual and fancy, and make sure you have your hiking shoes and a bathing suit. We're leaving at 4:00 pm sharp." When she begs to know more, don't tell her. You don't need to plan everything in detail - just figure out your options, and decide when you get there. Pretend that you planned it all out from the beginning. She'll be in so much bliss that she won't notice.

Women feel secure when they can see a future with a man, and they feel insecure when they can't. Women leave men who won't make a commitment to the future. For that reason, talk to your woman about future events. This can include anything from where you are going to take her out to dinner (if it's not a surprise, find out what would please her) to what movies she would like to be taken to see (not the ones you'd like to see and drag her along). Ask her what foreign countries she would like to visit, and what she would do there. Talk to her about her desires for her life, her work, her family, her health, and her future. Make plans for vacations and holidays. Plan a family if you eventually want one.

Don't be dishonest about this, and don't make promises you won't keep. Be curious. Think and plan as far forward as you can, and talk to her about it, even if it's only to your next date. When she knows that you're thinking about a future with her, she will feel more secure. When she feels she can trust you more she will open up more. When she opens, her femininity blossoms, her beauty flows, and you will receive the gift of her love.

Women get turned on at a speed about one-tenth as fast as men. In other words, if it takes you five minutes to feel hot and ready for sex, it takes her almost an hour. Here's how you can use this to your advantage: Begin to talk to her about what you want to do in bed with her at least one hour, and preferably many hours before you make love to her. Drop little hints at first, and gradually get more graphic: "I don't know if I can wait until tonight, because I keep thinking about how your breasts feel in my hands." "I remember how you screamed the last time we made love. I want you to really let it out tonight." "I'm going to suck on your toes tonight, and if you're good, I'll work my way all the way up your body." Leave space and time between these hints – it doesn't work if you say them all at once.

By the time you get to bed, your woman will be juicy and turned on, hardly able to wait until your clothes are off. Great lovers practice this technique, raising her temperature as slowly as possible until she nearly explodes when she's touched. To see this technique in action, rent the movie "Don Juan de Marco"

starring Johnny Depp. Later, watch it again with her, and watch her reactions. Then act like Don Juan de Marco. Let her know "then what." Then you'll find out "what then." It will surprise and delight you.

Next chapter: End Cleanly.

#14: End Cleanly



It's as important to show up at the end of a relationship as it was at the beginning. In the realm of love and relationships, we need to tell the truth when the relationship isn't going well, or when it has gone as far as it can go.

Unfortunately, most men just disappear at the end of a romance. I've done it myself. It's easier to not call her than to tell her it's over. "She'll figure it out," we think. "She'll get it."

The fact is: we are cowards. We don't want to see her break down and cry. We don't want to have to deal with a mass of messy emotions and tears, answering the "Why?" question, or feeling bad or guilty. We'd rather just move on and let her deal with it.

Don't be a coward. Whether you really loved this woman or only had sex with her, she deserves to be honored for the time she spent with you. I once had a boss who couldn't tell me that I was doing a lousy job. He couldn't even tell me that he was firing me. He informed me one day, "There's someone moving into your office, so can you move your personal things out of there?" I had to ask: "Are you firing me?" He sheepishly admitted it: "Yeah, I guess I am." Do NOT be this kind of man, especially to a woman.

If something isn't working for you in the relationship, discuss it truthfully. She might be willing to make an adjustment, if it's an issue she can do something about. It's also possible that it's your issue, not hers, and has little to do with her. (If this issue keeps coming up with many different women, you can count on the fact that it's your issue.) If it is, be a man, and do something about it. Get into therapy. Read a self-help book. Go into couples counseling with her, with the goal of finding out whether its repairable or not.

If it is over, there are many ways of telling her that it's over without being a jerk:

- "I think you're a great woman, but I'm not feeling the chemistry I'm looking for, so I won't be calling you again."
- "I really like your sense of humor and how much you care about your dog, but I'm not feeling that spark I want to feel in a relationship. I wish you well in your search for the right guy."
- "I started dating another woman, and there is something there that I want to check out, so I won't be dating you again. I've had a great time getting to know you, though."
- Or the most truthful truth: "I'm just not that into you. But I do wish you well."

Don't just go away and leave her hanging, or waiting for your call. Be a real man. Own your feelings, and tell the truth. You have a right to do so. Complete the relationship and move on. Your women will not like it at the moment she hears it, but if it's your real truth, she will respect you for telling the truth and not stringing her along.

One of the worst things men do is stay in relationships to get sex while they're looking for a relationship with another woman that is more satisfying. This is the *Don't give up one until you have another one* strategy. This is disrespectful to the woman you're with. Women take us into their bodies, and they open their hearts to us when they open their legs to us. Consequently, it takes them more time to clear our energy out of their system when the relationship ends. For a man, the previous woman's energy can be cleared by having sex with another woman. (By the way – a woman knows when we've had sex with another woman – they can feel the other woman's energy inside of us, and a lack of their own.) For a woman, it usually takes weeks, months or years to clear themselves of their previous man's energy, depending on how long she has been in relationship and how deeply she opened.

Here is some sage advice: End one relationship before you get into a new one. You will feel cleaner, and so will she. Don't be afraid of being alone for a while. If there's another woman waiting in the wings, make her wait awhile while you clear your energy field. If you take time to be alone and single before you dive into another relationship (or start hunting for one), you will feel much more solid in yourself, and you will be more attractive to all the other women waiting for you to be single again. It also honors the woman you've been with, and gives her time to adjust to the fact that you're not together, and you're looking for her replacement.

If you're dating more than one woman, be honest about it. It is true that some women won't be able to handle it, but your own integrity is more important than her feelings. You don't have to go into detail (or bring it up on the first date), but at the right time, you can say "I'm dating multiple people right now while I'm looking for the right relationship." She will appreciate your honesty, and will hope that she becomes "Ms. Right." And while it may be true that she is just "Ms. Right Now," at least you won't be pretending she's the only one.

End your relationships cleanly, with honesty and integrity. Women talk to each other about men all the time, and you will be talked about – either as a jerk, or as an unusual man of integrity. You will either become known as "one to watch out for," or "one to look for."

The next chapter is: Keep Beginning Forever

#15: Keep Beginning Forever



What does it mean to “Keep beginning forever?” My friend Sanieel Bonder, a spiritual teacher and the author of *Healing the Spirit/Matter Split*, points out that there is a mysterious newness that underlies all relationships, all the time, whether they are just starting or are decades old.

Relationships are a reflection of the Great Mystery, which at one time was One Being, One Totality, without beginning or end. This One decided one fateful day, “I’m bored.” (Of course, since It was already Everything it had no one to play with). Thus, there was only one thing It could do to make Being more interesting: to split into Two halves. This was the original division into Yin and Yang, Masculine and Feminine, Positive and Negative. The symbol of the Tao, the Yin/Yang, reflects this Two-ness that is One-ness:



It continued to split and divide and differentiate until there was All That Is, an infinitude of parts and wholes and selves and others. So now we never get bored (although we can become boring!). We’re a part of that infinitely divided One, so every relationship between two entities is endlessly interesting, and always changing.

What we call masculine and feminine is a minor reflection of these universal opposites, about which the French say it best: *Vive la différence!* Celebrate the

differences! When we choose a path of self-growth, every day presents a new challenge of discovery.

When two people commit to their own exploration of “Know Thyself” both on their own and together, this creates an unbeatable combination for growth and development. Relationships present us with one challenge after another, testing us in every way possible, stretching our limits and strengthening our character. ***We are honed on the anvil of our experiences.*** We grow if this honing is done with self-awareness. We get sharper every day, more polished and smooth, more effective for the job we’re here to do.

In your relationship, your partner is guaranteed to push your buttons and piss you off, sooner or later. Or more likely, both sooner *and* later. This is not in question. The only question is, “How will you respond?” Your ability to respond – your *responsibility* – determines your range of options at every moment. Being confronted by what we don’t like is always our growth and learning edge. Every day is a new beginning and a chance to respond differently. Every moment is an opportunity to awaken even more.

You have learned through these 15 chapters that getting women to love you is not a goal, but is actually the *result* of developing your own individual, personal best self. The path of *Know Thyself*, the path of self-development, self-growth, and self-discovery, is an endless and endlessly interesting road when traveled consciously. The people we love, and those we’re in relationship with, are our greatest teachers on this road. Once you start down this path, your life will never be the same. It will keep beginning forever.

When you find a woman with whom you can share this exploration, a woman who will walk by your side and love you while you move along this road of growth, grab her and marry her. Dive deeply into the most exciting adventure of a lifetime. Your relationship will really begin, and keep beginning, forever.

Since everyone – and I mean everyone – has flaws, your job in relationship is to discover whether her flaws are ones you can live with, or not. (And her job is the same.) And since every two people are incompatible in some ways, you must determine whether your incompatibilities are manageable (through compromise, acceptance, changing yourself, or other workarounds) or not (meaning they are bottom-line, can’t compromise, *must-not-haves*), preventing you from moving forward in the relationship.

There are ***three required things*** for a relationship to work long term. If you have only two out of three, long-term success is not likely. One out of three can keep a relationship together (and even juicy) for a while, but not for the

long term. It is possible to predict the end of a relationship at the beginning of the relationship if you can identify the missing Requirements. They are:

- 1) **Love.** Simple, but true. You must be able to love (as an action verb) the other person, and they must be able to love you, so you feel cared for, secure, and wanted. Love includes both the feeling of love (which comes and goes) and the commitment to actively be loving to the other person regardless of how you feel at the moment.
- 2) **Chemistry.** Also simple and true. If you don't get hot and excited by being with a woman in the beginning, it isn't likely to develop later (there are exceptions to this general rule). This is the non-verbal spark that makes you feel you can't keep your hands off her. It might be chemicals, or pheromones, or bio-energies at play, or something we haven't identified yet, but if that spark isn't there consistently at the beginning, the relationship probably doesn't have the juice to stay together. Note: the brain chemical that stimulates the feelings of attraction and love (PEP, phenethylamine) starts to fade after about six months. By that time, you should have developed a deeper bond beyond the purely chemical. If you go searching for new love about every six months, you're a PEP addict, and you're not sticking around long enough to develop a mature relationship.
- 3) **Compatibility.** This is the big one – where the rubber hits the road. There are many arenas in which we want the other person to match us, or match our preferences. You can be guaranteed that the woman in your life will not match every want, desire, and expectation you have of her. Everyone has their own list, but these are areas in which you should look for *sufficient* compatibility (that is, a match between what you are looking for, and what the person offers):
 - Values, morals, ethics, and religious beliefs
 - Cultural background and ethnicity
 - Spiritual experience or orientation
 - Financial background, desires and earning ability
 - Education and intelligence
 - Wit and humor
 - Emotional maturity and psychological development
 - Physical characteristics such as fitness, size, shape, and smell
 - Tastes in music, food, art, geography, and activities
 - Desire for children, family and community
 - Location and geography
 - Adventurousness, curiosity, openness, or conservatism

- Sex drive, sexual preferences, and sexual attitude
- etc.

There are incompatibilities in every relationship, and you should expect them. Incompatibilities *enhance* a relationship precisely because the person is different than you are. Differences are often complementary. Your strengths fill in her weaknesses, and vice versa. If you can appreciate and honor your differences, and learn from them, you can complement each other and you can both learn and grow. If you use the incompatibilities to learn about yourself and your partner, and learn to compromise and adjust, the relationship becomes a tremendous learning ground.

On the other hand, if your partner's differences are a problem for you, it is crucial to discuss them early and often to find out whether they are the kind of differences or incompatibilities you can learn to live with and love, or not. It is unlikely that you can change anything about your partner unless she decides to change. If she isn't willing to change something important to you, don't waste any more time. Release the relationship so you can each get on with finding someone more right for you.

Comedian Rita Rudner said, "My mother told me, "Don't to try to change your husband, just make adjustments so you can take advantage of his characteristics. For example, my father sleepwalked. So my mother put a vacuum cleaner in his hand when he was sleepwalking."

Author Harville Hendricks points out in his book *Getting the Love you Want* that we eventually learn that we are *actually in a relationship with another person*. According to Hendricks, this comes as a shock to many people. We expect the other person to be exactly like us. Where they are NOT like us, we believe they are deficient. The psychological term for this is *projection*, and one of our biggest learning areas is to pull our projections back and recognize them for what they are.

Make a Commitment

When you have all Three Required Things, you can more comfortably make a commitment in your relationship. Many men are commitment-phobes, afraid of making any kind of promise because they equate "commitment" with "getting caught in a trap." Some men feel it as a death knell, and run from it as soon as it's mentioned.

Women, on the other hand, naturally seek men who are able and willing to make commitments. Biologically, females are programmed for attaining security

so they can nest and produce young. (This is a purely biological statement of fact and has nothing to do with women's conscious choices or freedoms. Biology is always there, however, lurking in the background.) A man who can't commit provides no such security, and thus becomes less attractive over time. Women usually avoid a man who is known as "a player," a play-boy interested in his own adolescent pleasure, not in a serious, down-to-earth, long-term relationship of depth and quality.

In my own past, I feared making commitments. I didn't want to be tied down. I didn't want to lose my freedom or autonomy. I learned, however, that commitment doesn't mean making a promise to *Forever*. (One of you is going to die first anyway, so *forever* is physically impossible.) It is perfectly reasonable to make a commitment to a specific, reasonable period of time – as a test. When you take the initiative to discuss commitment, it can be on your terms, rather than hers. Here's an example:

"Well, we've been seeing each other for three months, and it feels great, and neither of us are dating other people at the moment. I think it's time we had the "commitment discussion." Since I'm not ready to make a big, long-term commitment, I'd like to experiment with a short-term commitment. I'd like us to commit to an exclusive relationship, where neither of us are hunting or dating other people, for three months. Then we can re-evaluate and re-commit at that time. How does that sound?"

This will sound like sweet music to her, and it will protect you from the feeling that you're about to be chained at the neck and ankles. Commitment allows you to turn off the hunting instinct. When you do this, you enter a different quality of relationship – one that's impossible to achieve when one eye is always out seeking Ms. Perfect or Ms. Next.

If the trial commitment works well, re-up for a longer one – six months or a year. If the relationship works for a year, and you are both continuing to grow and stay interested in each other, the relationship has a good chance of becoming a long-term committed relationship instead of just another short-term play relationship.

Once you make the long-term commitment, whether it's "Until death do us part," or "Until we feel like there's nothing more to learn," or "Until we just can't stand each other any more," you deepen your possibilities for growth and development even further. There are places you can grow in a long-term relationship that you just can't touch in a short-term relationship.

There is another, powerful form of commitment: Commitment to a *state of being*. For example, a friend of mine has committed to *full aliveness* in his relationship. Whenever he feels less than fully alive, he knows that there is something to look at, something to dig into, or something to deal with that's getting in the way. When you make a commitment to a *state of being* in your relationship, you are forced to stay awake to what is happening at every moment, and to act in alignment with your highest ideals. A powerful way to live!

When you do turn your girlfriend into a life-mate and partner (yes, it's something you do as an act of volition, not something that happens to you), you will discover the spontaneous unstoppable gratitude that springs up when you wake up in the morning and find her beside you. A fountain of joy awaits you. All it takes is for you to do what is necessary to get women to love you. Become the kind of man that women love. Make the world a better place to live.

Conclusion and Completion

Here is a review of The 15 elements we covered:

- 1. Know Thyself**
- 2. Inhabit Your Body**
- 3. Be Mysterious**
- 4. Integrity Rules**
- 5. Speak Truth**
- 6. Take Care of Yourself**
- 7. Get Over Yourself**
- 8. Love Women**
- 9. Care**
- 10. Please Her**
- 11. Enjoy Her**
- 12. Show Up**
- 13. Then What?**
- 14. End Cleanly**
- 15. Keep Beginning Forever**

When you implement these 15 principles into your life, you will increase your personal *power* and show up with more power in your own life. You will feel and express your *passion* in the bedroom, in your work life, and in your community. You will know your *life purpose* and will be pursuing it in every aspect of your life. You will be *present* for your woman, and your children, and your friends, and they will feel seen and loved by you. You will transform yourself into the kind of man that women can't resist. Some of these shifts take lots of internal work, such as changing your old habits. Some of them are as easy as adopting a different point of view. All of them are ways to *Know Thyself*. Your capacity for giving and receiving love expands at each step, and your life becomes more and more joyful as you grow forward.

The following chapter is **Resources for Change**. If you are serious about wanting to make changes, review the resources and choose one or more to dive into. Each one has its advantages and disadvantages. If you would like formal coaching along your path, reserve time with me here:

LionGoodman.com/coaching

I offer workshops, courses, and trainings throughout the year. If you registered for this ebook, you're on my mailing list and will receive informative emails about once a week, along with announcements of my programs.

With my wife and partner, Carista Luminare, PhD, we offer customized transformational programs to executives and high achievers, as well as multi-day intensives for couples who want to save or enhance their relationship. Check out our offerings at LuminaryLeadership.net. We offer online programs at ConfusedAboutLove.com and HealingNarcissismAndCodependency.com. (If you've ever been called a *narcissist*, this one is for you.)

If you're not already on my email list and would like to be kept informed, register at ClearYourBeliefs.com/menlightenment.

If you implement some of the ideas from this book, you should see results fairly quickly. Please write to me at liongoodman@gmail.com and let me know what touched you, and how things are turning out for you in your relationships.

You have my best wishes, and my full support on your path.

In Strength,

A handwritten signature in black ink that reads "Lion". The signature is fluid and cursive, with a long horizontal stroke extending to the right.

Lion Goodman, PCC



Resources for Change

These resources are useful for self-growth and change. Many are my own offerings, so of course they come with my strongest recommendation! Others are resources I recommend. Check them out to see if they are right for you.

May your Spirit and your highest values carry you forward on your path.

Customized Inner Development for Leaders – *Luminary Leadership Institute* works with high achievers and leaders of businesses and organizations who want to live from their highest virtues and manifest their soul purpose. We offer customized inner development programs based on nine proprietary assessments of a man's life, including beliefs, values, virtues, identities, emotions, relationships, and purpose. Visit www.LuminaryLeadership.net for information about our transformational methodology and the outcomes we produce through our rapid personal development processes.

The Tribe of Men – In the San Francisco Bay Area in northern California, this group of men explore power, presence and purpose through a process of initiation and facilitated men's groups. Men meet regularly in small groups (6 to 9 men) for deep work on themselves, challenging themselves and each other to be their best. The group is based on specific principles and values we all choose to live by. For more information visit www.TribeOfMen.com.

Discover Your Life Purpose – If you knew your life purpose, what could you accomplish? Are you ready to discover your unique and personal purpose for your one-and-only life? Start with Tim Kelley's book, [*True Purpose*](#). I've been trained as a facilitator of this methodology. In a series of meetings in person or by phone, I help you identify your unique life purpose, and get you aligned with it. This process has worked with senior executives, artists, entrepreneurs, and people stuck in meaningless careers. Read Tim's book, then contact me at (707) 971-7947.

Create Your Life – on Purpose – If you want to become more masterful at creating and manifesting your life, buy a copy of my book, *Creating On Purpose: The Spiritual Technology of Manifesting through the Chakras*. It is a synthesis

of a week-long workshop I taught around the world with my co-author, Anodea Judith. We break down the manifestation process into a step-by-step procedure, giving you the tools to create the life you want, whether it's a loving relationship, a successful business, financial wealth, or spiritual awakening. You can use this workbook to bring it to fruition. Check out the book and our events at CreatingOnPurpose.net.

Confused About Love? Most of us are confused about love. We learned "what love is" from our parents, but unfortunately, they likely didn't have a clue, either. Their form of love was alloyed with fear, anger, withdrawal, resentment, or worse. We've cracked the code by understanding the brain's attachment system, and we offer a step-by-step method for re-wiring your neurology so you can have what you want in your primary relationship. Our course offers an education that students have called "brilliant, effective, and life-changing." If you want real love in your life, learn about your brain's natural responses from early childhood, and why you keep doing the same thing over and over again. Then, commit to changing it, one step at a time. ConfusedAboutLove.com.

The Clear Beliefs Method is a way to permanently delete old limiting and negative beliefs that have kept you small and prevented you from living your full, powerful life. Learn about this powerful method of transformation by downloading my free multimedia eBook, ClearYourBeliefs. We offer an 8-session coaching program that will give you the tools and get you started on this life-long process of clearing what's no longer serving you, and replacing it with empowering, life-affirming patterns.

We also offer a very cool **app** (for iPhone/iPad only), *iClearIt*, that helps you clear the stuff that's in your way *out* of the way: iClearIt.com. It's free!

Menstuff®, The National Men's Resource includes over 2,600 resources for positive change in male roles and relationships. Gordon Clay, the creator, provide a nationwide calendar of local, regional, national and international men's events. They list bookstores with separate men's sections, men's publications, abuse & recover resources, alternatives to violence, bulletin boards, catalogues, centers & counseling centers, councils, family organizations, groups peer lead and facilitated, men's health, international contacts, national, regional and religious organizations, retreat centers, transgender resources, youth services, vet centers and more. Visit MenStuff.org

The Mankind Project offers New Warrior Adventure Trainings, a great program for developing men's power and commitment to higher principles. For information, visit MankindProject.org

MDI is another excellent nationwide organization with more than 100 men's groups (teams of men who support each other). Formerly known as Men's Divisions International, they're good people who are helping men become better people. Check them out at MDISuccess.com.

Momentum – Another group of dynamic men who help each other grow through deep work in small groups and large gatherings. Located in the San Francisco Bay Area and online, this group gives men a place to be their best in the company of other men who care about living the best life they can. Visit: GoMomentum.org (formerly known as Nation of Men).

The Noble Man Workshop provides a safe space for men to express and explore their fears, wounds and resentments around women while being held and supported by an experienced female staff. Being seen and heard with unconditional love and acceptance allows for the true alchemy of man and woman to emerge. This intensive culminates in a Rite of Initiation for men into their purpose and vision as a whole man, honoring themselves and being honored by women. Held in California and Europe: CorExperience.com/nobleman.

Dance: Get up and dance. Learn to move that body of yours. Women LOVE good dancers. You can take lessons, or go to "open dance" venues to just move your body. My favorite form is based on Gabrielle Roth's 5-Rhythms dance, and is called Open Floor: OpenFloor.org. Free your body, and your mind will follow.

Practice Yoga: Anusara Yoga is the most grounded and balanced version of this ancient practice I've found, with a strong foundation in the Tantric, holistic view of life: AnusaraYoga.com. A lot of men enjoy Bikram Yoga, which is strenuous, strength-building, and is done in a sauna-like environment. Bikram Choudhury was a body builder, not a spiritual guy, and built a huge business, but he fell off the pedestal into personal disrepute: www.bikramyoga.com; Iyengar Yoga is a refined style which is very specific about how to do poses "correctly": www.iyengar-yoga.com. Any form of Hatha Yoga is a good place to start.

Wake Up - and Down – Saniel Bonder created the process called Waking Down in Mutuality for self-development and awakening. Two of his books are "Waking Down" and "Healing the Spirit/Matter Split," both of which I highly recommend. You can also become directly connected to this work and practice through his community ("In Mutuality") at WakingDown.org.

Sex and Sexuality – David Deida is my favorite author and teacher about the deeper meaning of sex, sexuality, and the interaction between the masculine and feminine. He is funny, real, spiritual, and powerfully truthful – so he can really piss people off. Read his book, *The Way of the Superior Man*. Also read his essays on his website, www.deida.info. Women often are offended by his sometimes harsh views, but his book for women, *Dear Lover*, is quite good. For information about Tantra, the ancient art of sensuality and sexuality, search for Tantra on the internet (there's a lot of good stuff, and a lot of crap out there – shop carefully). If the passion in your relationship has slowed or halted, check out [Revive Her Drive](#), a terrific program to get your sex life moving again.

Enhance Your Integrity – If you want to work on your integrity, my recommendation is the **Avatar Personal Integrity Course**. You can download this mini-course for free. If you follow the steps and allow yourself to be truly honest about what you find, you can expect improved well-being, insights into attacks and disagreements, and a freeing of creative energy. Download it [here](#). If you like the results, you will probably get a lot out of The Avatar Course, a 9-day exploration of consciousness, beliefs, and the human mind. www.AvatarEPC.com.

Landmark Education provides many different educational and transformational workshops around the country, including their flagship course, **The Landmark Forum**. Although their courses do not speak directly to the spiritual side of life (which is an oversight, in my opinion), their courses are eminently practical and can open you up to new possibilities of living. Their Communication Course is very powerful, especially for teams and organizations. I use many of their concepts in my trainings. www.LandmarkEducation.com.

Personal Life Coaching – Athletes and executives use coaches to improve their personal best. Personal life coaching has evolved as a profession over the years because we all need support in creating what we want in life. None of us can do it alone. I provide personal, deep, and therapeutic coaching to men (and women) who are serious about getting their lives moving forward rapidly and powerfully with integrity, love, and spiritual growth. Call me at 707-971-7947 if you're serious about manifesting your power, purpose, and passion.

I hope these resources prove useful to you on your journey. If you know of other resources that should be included in the next version of this book, please email me at liongoodman@gmail.com.

I am always happy to hear from you, and would appreciate receiving your honest opinion and feedback about this book. Email: liongoodman@gmail.com.

If it has proven useful in your life, let me know!

Contact me if you'd like to chat – I offer a complimentary 15-minute consultation.

I wish you well on your path toward becoming a More Menlightened Man.

Lion



