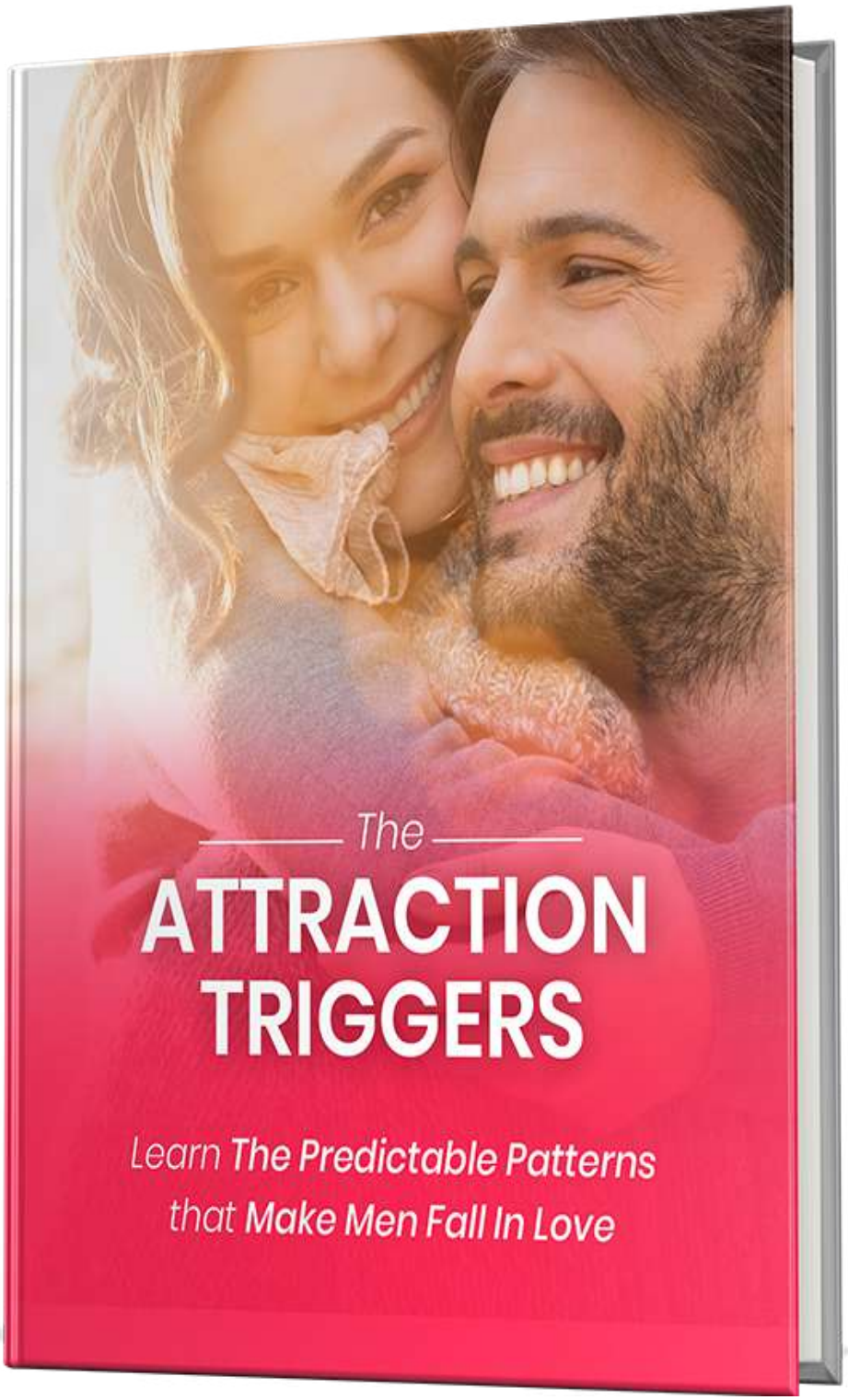
Winning The One

The Guaranteed Plan to *Know He's The One*
& to Show Him You're The Only One For Him


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

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

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

And that was it.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

And this is what I found.

The Attraction Triggers

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

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

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

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

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

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

But here's the question I became fascinated with:

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

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

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

Then I began to discover ways to trigger those patterns.

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

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

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

The Strangest Thing Men Desire

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

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

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

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

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

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

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

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

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

Sounds good, right?

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

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

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

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

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

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

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

I did not stand in line.

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

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

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

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

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

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

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

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

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

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

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

~ Walt Whitman

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

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

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

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

"Live life as a monument to your soul."

~ Ayn Rand

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

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

Relationship Success Is Predictable

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

That's where I can help.

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

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

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

The 3 Patterns That Unlock His Passion and Romantic Desire

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

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

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

The Happiness Pattern

People are happiest when making progress.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Man on a Mission

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

This longing has ancient origins.

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

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

The Power Of Story

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

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

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

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

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

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

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

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

who doesn't even exist in real life.

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

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

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

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

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

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

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

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

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

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

Story + Need = Activated Hero Instinct.

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

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

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

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

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

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

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

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

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

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

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

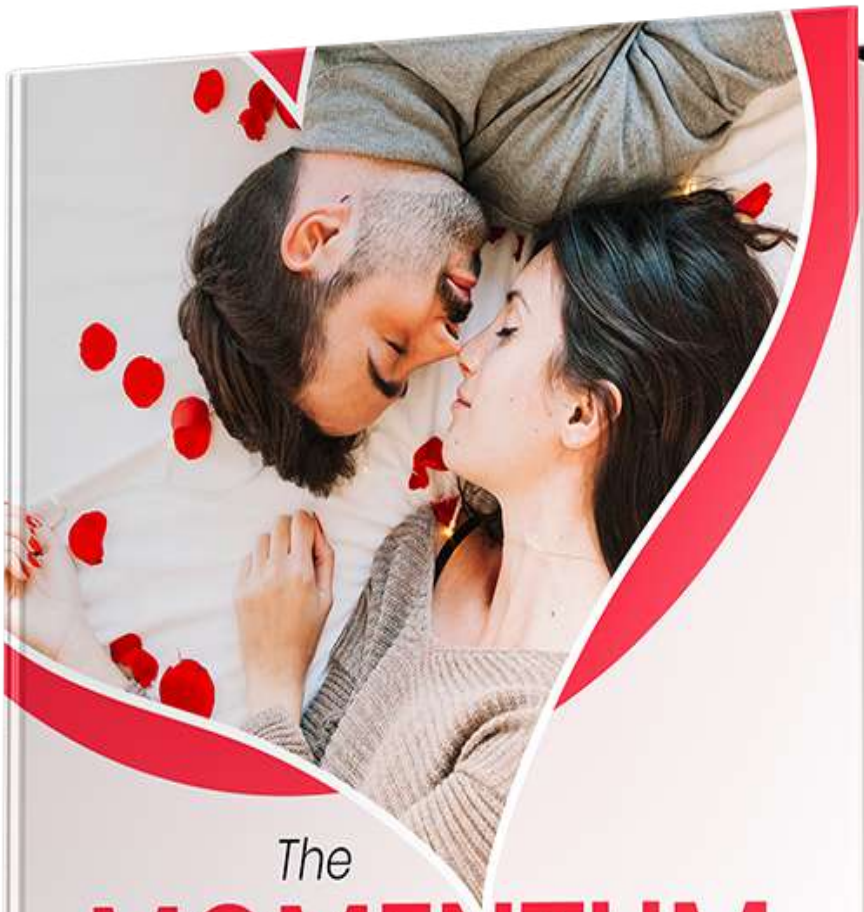
After watching this video, many women are surprised to learn a man can actually feel more deeply in love when he feels more deeply needed. That seems strange, doesn't it? And yet that is the reality for men.

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

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

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

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



The

MOMENTUM METHOD

The Secret to Building Passion and Desire with Your Guy

Become the couple who wants each other more than anything else.

The Momentum Method

The Secret to Building Passion and Desire with Your Guy

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

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

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

Though I should confess...

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

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

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

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

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

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

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

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

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

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

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

What's blocking your love life?

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

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

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

But I have good news...

I'm about to throw you a rope.

How To Build Relationship Momentum Fast

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

But with momentum everything changes.

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

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

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

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

The Key to Jumpstarting Your Momentum

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

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

And I need to tell you something...

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

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

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

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

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

It comes down to this very simple idea...

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

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

Secret #1: Think beyond the First Step

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

And what is it that he's missing?

You.

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

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

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

But think about the value of true love...

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

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

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

It's a vibe that says...

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

And Here's the Really Good News

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

But there's more to it than just that.

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

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

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

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

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

Secret # 2: The 1% Rule

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

You want it. And you want it now.

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

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

People don't like to feel manipulated.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Start there. See what happens. Build momentum.

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

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

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

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

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

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

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

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

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

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

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

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

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

Quick Story

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

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

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

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

The assistant had a huge crush on the maintenance guy.

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

After that, they just seemed to become a couple.

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

Here's what happened.

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

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

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

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

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

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

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

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

Broadcast flirting is on display for everyone to see.

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

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

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

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

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

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

Exclusive flirting is different. It happens behind the scenes.

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

Back to our story...

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

She got him used to it.

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

So what was the 1% improvement?

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

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

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

Secret #3: Define Progress as "Pleasure"

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

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

But something is holding him back.

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

Why is this happening?

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

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

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

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

Men like to win.

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

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

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

A commitment creates a threat.

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

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

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

live the bachelor lifestyle, and answer to no one.

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

And why is that a problem?

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

Ambivalence is the biggest enemy of momentum in romantic relationships.

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

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

Give him a clear definition of success.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

The relationship becomes centered around this question:

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

That's a surprisingly intimate question.

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

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

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

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

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

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

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

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

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

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

The Synergistic Effect

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

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

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

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

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

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

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

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

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

chain reaction that builds relationship momentum.

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

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

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

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

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

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

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

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

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

And I mean that...forever.

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

Would you like to know what that is?

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

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

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

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

Believe me, I've seen this in action.

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

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

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

How? Well, that's what I teach.

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

Always on your side,

James Bauer

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

The Fascination Fix

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

How To Become Suddenly Significant

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

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

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

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

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

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

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

I can't help you with those men.

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

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

Let me illustrate with an example.

The Guy Who Kept Pulling Away

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

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

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

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

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

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

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

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

Jill didn't know what to do.

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

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

But I needed more insight about Jack.

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

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

"Then what is it?" she asked.

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

She was just as confused as you probably are.

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

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

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

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

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

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

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

It's an innate desire to accomplish things.

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

It makes us feel alive.

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

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

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

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

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

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

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

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

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

Which makes us vulnerable.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

This applies to relationships, too.

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

What You Can Do to Combat "Not Ready" Syndrome

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

You're using simple behavioral conditioning.

But it's not *quite* so simple.

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

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

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

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

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

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

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

ART: What?

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

ART: Sara said that?

REBECCA: She sure did.

Here's the reaction that Rebecca wants:

ART: What a jerk!

REBECCA: I know, right?

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

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

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

REBECCA: Exactly!

ART: The nerve of some people.

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

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

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

ART: Why? What did she say?

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

ART: Sara said that?

REBECCA: She sure did.

ART: That's not okay.

REBECCA: Obviously.

ART: You should go to HR and complain.

REBECCA: Huh?

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

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

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

REBECCA: Why are we talking about this?

ART: You brought it up.

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

ART: Geez, sorry.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Erica is calling Damian.

DAMIAN: Hey, what's up?

ERICA: Slight problem for tonight.

DAMIAN: Oh, no. What?

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

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

BAD VERSION 1

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

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

ERICA: What are you talking about?

DAMIAN: Um, the tickets?

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

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

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

She's making two mistakes here.

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

failing.

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

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

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

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

Not Great VERSION

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

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

ERICA: What do you mean?

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

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

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

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

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

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

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

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

GOOD VERSION

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

DAMIAN: Opening the website right now.

ERICA: I knew I picked you for a reason.

DAMIAN: And... purchased.

ERICA: You are amazing. Thank you!

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

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

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

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

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

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

But the example above should be a good starting point.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

A journey that might involve you being left behind.

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

Here's how: deliberately hope and dream together.

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

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

Allow me to elaborate.

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

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

Accomplished. Heroic.

The specifics are different for every man.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Here's why.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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Get a Bikini Body in 60 Days

BIKINI BODY
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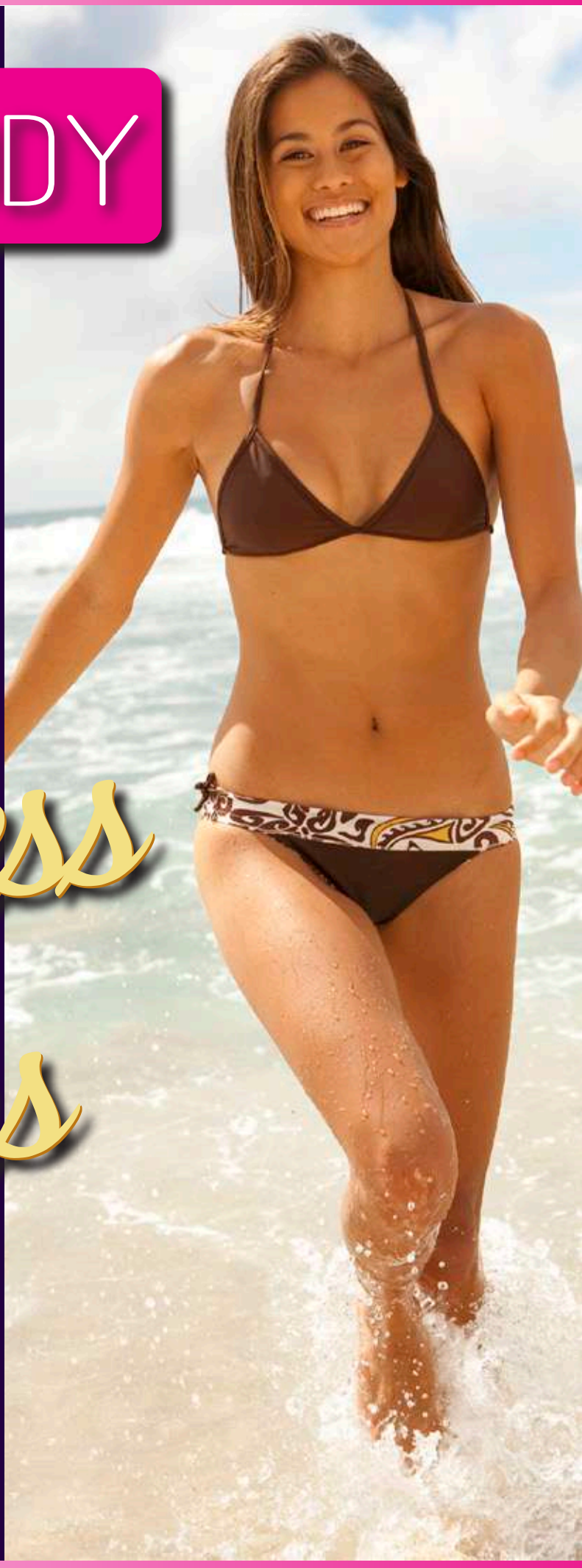
THE 60 DAY TRANSFORMATION PROGRAM

Proven Workouts.
Simple Eating.
Amazing Results.

BIKINI BODY

TOP FIVE

Fitness Myths



MYTH 1: Doing Cardio is the Best Way to Get a Bikini Body

Everyone knows from traditional fitness advice that jogging, or hopping on the elliptical will get you the body you want. Just spend 30-60 minutes in that "Fat Burning Zone" and watch those extra pounds melt off to reveal a toned, sexy, sleek physique, right?

Wrong.

In reality, this traditional approach to cardio sucks. It's miserable, it's boring, it's not sustainable, and it's counterproductive to looking and feeling fantastic.

Consistently subjecting yourself to these long, moderate intensity aerobic sessions chronically raises your stress hormones, namely, cortisol, and this causes a cascade of changes in your body that keep you from losing fat. When cortisol is chronically elevated, your body prioritizes the storage of fat, your energy tanks, and you feel run down.

Not only that, but chronically elevated cortisol is fundamentally unhealthy. Since we want to be fit AND healthy, this prescription for endless amounts of cardio has got to go.

You are probably asking yourself, "Well, what should I do instead?"

The first thing you need to understand is that your diet will take care of 90% of your fat loss goals. Dialing in your nutrition with a healthy, sustainable plan that still lets you enjoy your favorite foods whenever you want (like in the Bikini Body Nutrition Plan) is the first step you should take in transforming your body.

After that, the next 10% comes from a little bit of extra, high-intensity conditioning. We're not talking about that boring cardio mumbo-jumbo. The best approach is a short, hard, fat-blasting metabolic workout like hill sprints or the other routines found in Bikini Body Workouts.

WRONG

Get off that treadmill, go have some fun with short, intense conditioning sessions!

Most people will not need more than three or four of these sessions each week. Since each one only lasts around 10-15 minutes, that's less than one hour of cardio each week. That's right, 30-60 minutes MAX for the week, that's all.

Do your body a favor, get off that treadmill, go have some fun with short, intense conditioning sessions, and enjoy how much better you will look and feel.

MYTH 2: You Should Lift Light Weights and Never Go Heavy

When you walk into most commercial gyms, you see women all over the place pumping away with those pink, 2.5 pound dumbbells, and avoiding the heavier weights because those will make them too big and muscular.

They are all making a big mistake because this notion that heavy weight equals bulky bodies could not be further from the truth.

You see, this misconception comes from female body builders who have built very muscular physiques with the help of some extra supplementation in the form of dangerous steroids, to give them higher testosterone levels. For those that don't know, testosterone is one of the most important hormones for building muscle. Men typically have much more testosterone than women, so men tend to build more muscle than women.

The truth is that women do not have the natural testosterone levels that will make them big and bulky, no matter how heavy of weights they lift. So let's get rid of that fear right now.

Gone? Good.

Heavy weights will never make you big and bulky.

In fact, heavy lifting has a ton of benefits that will help you move towards getting a sexy, toned body. From helping to develop your muscles, to facilitating beneficial hormonal responses, to building self-confidence, heavy lifting is a positive to addition to any female's exercise program.

Like we discussed, women don't have the natural testosterone levels that lead to large muscular growth. When they lift heavy weights, the muscle gets more developed without growing in size, and this combination creates that lean, defined physique that looks amazing with or without clothes on

Heavy weights will never make you big and bulky.

Furthermore, heavy lifting creates a metabolic effect during and after training that light weights simply cannot replicate. By using heavier weights than the traditional recommendations for women, you will get a surge of hormones that torch body fat, and create a metabolic boost that lasts long after the training session ends. Just like with cardio, hard, intense bursts of exercise trump longer sessions of lower intensity.

That means more results in less time.

Finally, beyond the effects that heavy lifting has on your external appearance, it'll give you confidence, boost your self-esteem, and make you feel amazing. We all want to transform our bodies not only to look better, but also to feel better.

Plain and simple, lifting heavy weights feels phenomenal.

Getting stronger is a great accomplishment, and when you lift heavy weights, you will be able to accomplish things you've never imagined. This inner satisfaction will shine through and you will be more confident and feel more proud in this fantastic body you're building.

Get out there and start moving some heavy weights. Your mind and body will thank you for it.

MYTH 3: You Should Only Do Circuit Training

Circuit training is all the buzz in the fitness world these days. Switching from movement to movement with low rest periods is supposedly the pinnacle of all things exercise.

Unfortunately, that's just not the case. Like we discussed, heavy lifting will be a powerful tool in your body transformation, and heavy lifting does not go hand in hand with circuit training.

Stop limiting yourself to circuits, and use the proven methods at your disposal to shape an athletic, functional, physique.

Sure, circuit training is a great way to get a lot of work done in a short period of time, and it helps to keep your heart rate up and build some conditioning. But, the most effective exercise programs will always include a mix of heavy weights, gymnastics work, explosive movements, and maybe some circuit training.

To limit yourself to only circuit style workouts is to limit the potential results you can achieve.

When you combine the benefits of heavy lifting, bodyweight work, mobility, and metabolic conditioning, you utilize a broad range of tools that lets you develop an athletic physique. We've all seen Olympic athletes and how amazing their bodies look, and these women train using all the methods we've discussed.

Branch out with your training, stop limiting yourself to circuits, and use the proven methods at your disposal to shape an athletic, functional, physique.

MYTH 4: You Have to Starve Yourself

Let's go ahead and continue to destroy the common knowledge around exercise and nutrition and tackle the silly advice that a low-calorie diet is the best way to lose fat.

Our bodies are incredibly adaptable machines. When you starve yourself, your body senses this caloric restriction and responds with a host of changes that make it easier to store fat and harder to get rid of it. Your metabolism slows down to the point where it does not want to let go of body fat. No matter how little you eat, you won't lose that fat you're working so hard to burn.

"What's a gal to do?!"

Rather than driving yourself crazy with calorie counting, we are going to focus on eating as much nutrient-dense foods as we want so that we nourish our bodies with the materials we need to develop a strong, fit, and feminine body.

Remember from before, our bodies are great at adapting to the way we treat them. When you switch to this high-quality way of eating, focusing on fresh fruits and vegetables, organic, free-range, or grass-fed meats, wild fish, and healthy fats, your body responds by revving up its metabolism. This will allow you to burn more fat while eating more food than ever. Yup, you read that right. People who use this nutritional approach can eat as much as they want, go to sleep full and satisfied, and wake up looking better than they did the day before.

Beyond the physical toll that low-calorie diets take on your body, it's a big mental burden to deprive yourself of your favorite, delicious meals because they aren't "in your diet", whatever that means.

Getting the Bikini Body you want does not have to be some restrictive, rip your hair out of your head commitment. We want this to be a lifestyle, and for a lifestyle program to work, it can't be restrictive. Our approach to nutrition allows you to enjoy big dinners every night. You can really eat whatever you want, as long as you are smart about it, and dive into some ice cream or pizza without suffering the detrimental affects to your physique.

So, stop with the calorie restriction, nourish your body with wholesome foods and enjoy the stress-free, healthy way to looking and feeling the way you've always wanted.

MYTH 5:

You Have to Lose Weight to Look Better

"Lose 10lbs in 10 days!"

"I lost 20lbs with this plan!"

"Lose weight, get healthy!"

These are the headlines that riddle the fitness industry and try to hook you into their plan. This relentless focus on weight loss as your ticket to a healthy, attractive body has got to go.

I am going to come right out and say it. Ditch the scale. It's completely useless.

I wholeheartedly believe that every woman out there should take her scale and throw it out the window. Do it. That thing will only drive you crazy.

The fact is, scale weight is meaningless. What does matter is your body composition, and you can make profound changes to your appearance without losing or gaining an ounce of scale weight.

When you first start to lift heavy weights, do some high-intensity cardio, and eat wholesome, nutritious, unprocessed foods, your body becomes a fat burning furnace primed to develop some beautiful muscle. By following our exercise and nutrition principles you will be burning fat and building muscle on your way to an athletic bikini body.

The scale fails you in that it only shows a number. It does not show you that you have lost inches around waist, chiseled your midsection,

and toned your arms. Furthermore, your weight can fluctuate quite a bit due to all kinds of factors. From sodium, to carbohydrate intake, to monthly hormonal variations, multiple aspects of our everyday lives can send these day-to-day weight measurements haywire.

Focusing solely on this number can prevent you from realizing all the progress you have made and you will drive yourself crazy trying to push this number down. A much more sustainable approach comes from shifting your focus away from losing weight and towards changing your appearance.

Focus on how you feel walking around, the way your clothes fit, the improvements your making in your body, and the confidence you are building through taking control of your exercise, nutrition, and lifestyle.

Do yourself a favor, put that scale where it belongs, in the garbage. You're worth more than a number, so it's time to start defining yourself by something more important than a number: the way you look, and the way you feel.

Now that you know what mistakes to avoid you need a step-by-step action plan that will help you get that lean, sexy body you've always dreamed of having.

Bikini Body Workouts is the proven system that will get you there so that you'll be turning heads wherever you go.

Yes!

I want my Bikini Body

Click Here Now

BIKINI BODY Success Stories

I am so incredibly grateful for having had the opportunity to work with Jen and Jay! Over the three months that I was able to work with these two I feel that great attention was paid to my overall health and well-being. I always felt like I would have to go on a program where the meals were already prepared in order to lose fat and get the figure I wanted. I was finally able to learn how to take control of my nutrition and really create big changes in my physique with my own cooking and meal prep via Jen and Jay's guidance. They were able to empower and teach me to make the changes I had always wanted to see and I have continued to see enormous progress because of the principles I was taught. I am really grateful for all the effort and knowledge that was given to me and I am continuing on the road to success! :]

Brittany Adams-Hoffman

Having worked in corporate gyms for over 6 years & my partner being a personal trainer I thought I knew enough about how my body works & what gets it in shape. All this time up until I took a plunge & started with Jen & her bikini body workouts, I was amazed with my results given such a short period! I will never forget the moment I could see abdominal definition on the 12th day of the workouts & eating plan. My digestive health & well-being improved in as little as 2 weeks. Recovery time improved & I had better nights sleep, not to mention the sex life improved dramatically as well. I can't thank Jen & her husband Jason Ferruggia for the continuous knowledge & support through this journey of my life. Its been an absolute pleasure working with them & allowing me to change my outlook on fitness & health forever.

Bianca Joubert

I am a 32 year old mother of three who was starting to settle for the body I had. The problem is that I was in the worst shape of my life, and just felt horrible about myself every day. Getting ready for work each day was emotionally draining, and I was too ashamed with the way I looked to even take my kids to to pool. Once I started working with Jen and Jason, my life was changed forever! I had no idea what to expect when I started the program, but now I am in the best shape I have been in my life, I am aware of the food I am eating and plan ahead to make sure I have supportive foods all the time. I now look forward to working out, and can't wait for the next workout day. After only 8 weeks on the program I lost a total of 8.8 pounds, 3" on my chest, 6.5" on my waist, 3.5" on my belly, 3.25" on my hips, 1.5" on my thigh and .25" on my arm. Total overall I lost 18 inches! Plus, I am more muscular than I think I have been in my life. There are no words to express my gratefulness to Jen and Jason for all of their help, and coaching through this program.

Thank you again, and if you need anything for the book, or anything else you are working on, just let me know. You guys are awesome :)

Alison Liddic

Before I began the Bikini Body Workouts coaching program I was in the best shape of my life. I did this on my own through hard work, consistency and educating myself. I was lean and had a nice muscle base, but I was not ripped--and I wanted to be ripped. That's where the Bikini Body Workouts coaching program came in. I absolutely loved the training Jason and Jen put us through--it still allowed me to lift heavy, which is my favorite way to train, but it also introduced me to variations in my training that I didn't realize I would also love just as much, ie. changing my rest periods, set and rep ranges, metabolic training and even adding some cardio. In the beginning I was unsure I would be able to adhere to the diet guidelines because my variety of food choices decreased somewhat but as I went along I was shocked at how easy it was for me to comply to it (even with my erratic schedule). The Bikini Body Workouts coaching program changed my body in ways I wasn't sure I would ever be able to change--I lost stubborn fat in my most troublesome areas and I had a six pack without even flexing which were two goals I have always wanted to achieve.

Tanis Parenteau

BIKINI BODY WORKOUTS
BEFORE
AFTER

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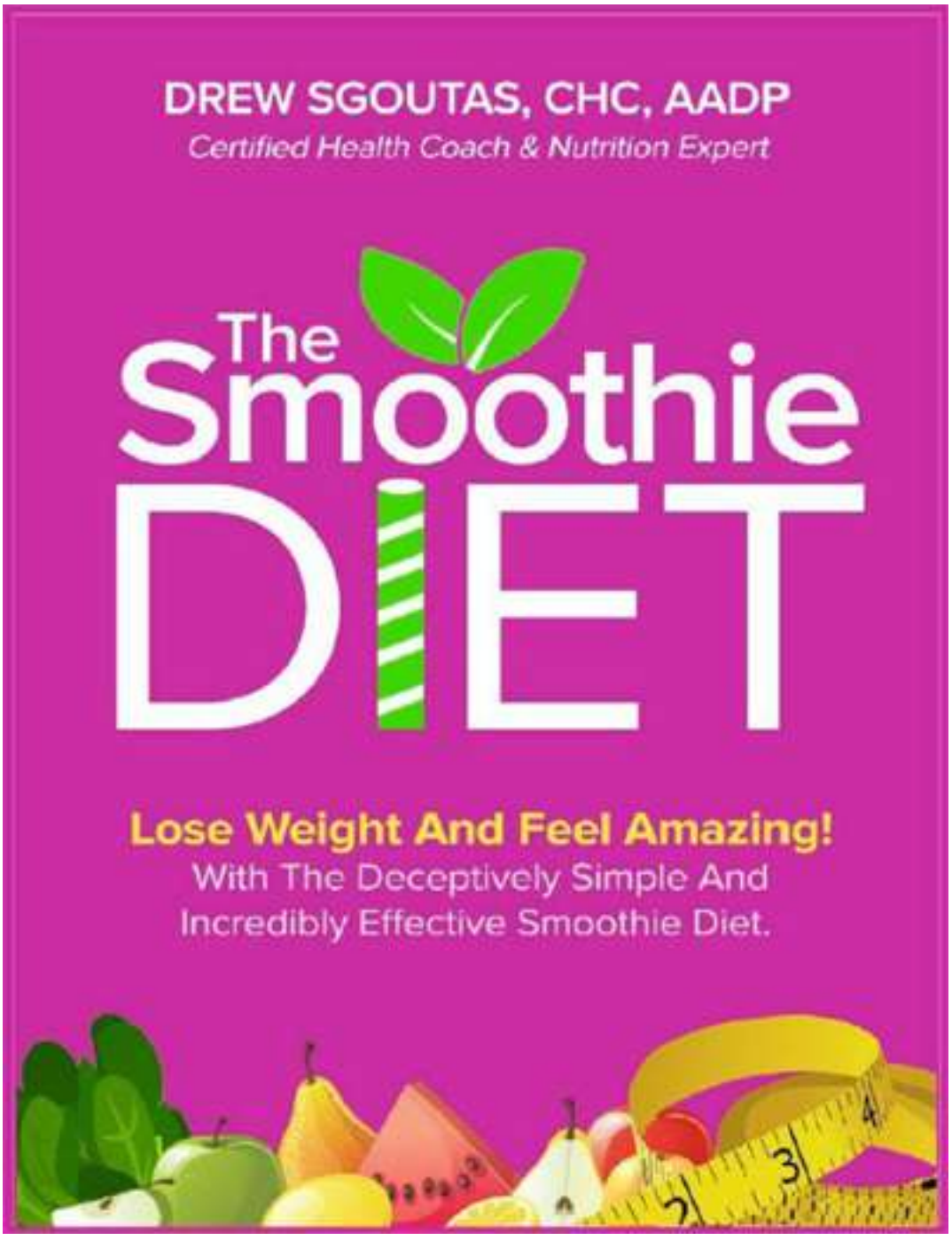

The Smoothie DIET

5-DAY *Green Smoothie* CHALLENGE

5-DAY *Green Smoothie* CHALLENGE

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*** Important Health Disclaimers**

Please note that while I am a nutrition expert, I am not a doctor. This information is not intended to diagnose, treat, cure or prevent any disease and is not intended to be a substitute or replacement for any medical treatment. If you have ANY pre-existing health conditions, please seek the advice of a healthcare professional before starting this program.

Also, the recipes in this program contain many different ingredients including nuts and seeds. If you have any food allergies, please carefully read each recipe so you know what you can and cannot have.

This product is for informational purposes only and the author does not accept any responsibilities for any liabilities or damages, real or perceived, resulting from the use of this information.

Ready To Lose Weight And Get Healthy?

This 5-Day Green Smoothie Challenge is a small "taste" of what you can expect inside the full **Smoothie Diet 21-Day Weight Loss Program**

If you love these recipes and are ready to take your health to the next level and **lose up to 18 lbs in 21 days**, then you'll love the complete Smoothie Diet Program!

Click here to get the complete program

(or see the last page of this document for more info)

"Yuck!"

I was recently home visiting my parents and that's the response I got from my dad as he looked in disgust at the green mixture I was pouring from the blender into a tall glass.

"That looks like swamp water!" He said.

It was hard to argue with him, as I shoved a straw into it. The site of a green smoothie is usually what turns most people off; the people that say "I'd never drink something like that!" The people that miss out on so many great foods because they refuse to try something new in fear that they might not like it.

Now, I'll be the first to admit that green smoothies will never win any awards for appearance. I don't care how many beautifully taken rustic mason jar photos you see on-line. I assume it goes back to our ancestors, where drinking something green would probably mean a very certain death.

I shoved the glass in front of my dad...you'd think it was toxic waste the way he edged back from the table.

"Just try it!" I said.

After a few minutes of intense stare down between my dad and the smoothie and some last prayers...he took a sip.

...And then he took another sip.

"This is actually pretty good!" He said as a smile spread across his face.

I was all too used to this response from people that try a green smoothie for the first time. The shock that something this healthy could taste GOOD!

“Aren’t they complicated to make though?” He asked. “I probably couldn’t make them taste this good”.

I explained to him how easy they actually are to make and that’s one of the main reasons why they’re so amazing.

What I realized is that if he just knew the basics, he could make these for himself whenever he wanted.

So I set out to make some super simple tasty recipes to show him (or anyone else) how easy it can be to boost your health by adding this simple green drink to your daily routine.

In this short guide you’ll find 5 days of smoothie recipes, including a shopping list to get everything you need to make all of them.

You can make these smoothies whenever you want. You can replace a meal with them or simply add them to your day as a healthy nutrient packed “boost”. I just wanted to give you a little sample of how amazing these little green drinks can taste :)

When you are ready to take it to the next level, lose a *crazy* amount of weight and transform your life, you’ll want to use my special meal-replacement smoothies, only available in my 21-Day Smoothie Diet Program. One of my recent customers **lost 8 lbs. in her very first week!**

Drew Sgoutas, CHC, AADP

Certified Health Coach & Nutrition Expert
Member Of The American Association Of Drugless Practitioners
Creator of The Smoothie Diet Weight Loss Program

Shopping List*

Veggies

- [ ] Spinach (3 cups)
- [ ] Kale (2 cups)
- [ ] Parsley (1 small bunch)
- [ ] Mint (1 small bunch)
- [ ] Frozen Cauliflower (1/2 cup)

Fruits

- [ ] Bananas (3 medium)
- [ ] Pear (2)
- [ ] Green Apple (1)
- [ ] Orange (1)
- [ ] Frozen Pineapple (1 cup)
- [ ] Frozen Raspberries (1 cup)

Boosters

- [ ] Fresh Ginger (1 small piece)
- [ ] Vanilla Extract (2 tsp)
- [ ] Unsweetened Cocoa Powder
- [ ] Unsweetened Coconut Flakes

Liquid

- [ ] Almond Milk (4 cups)

** All smoothie recipes are for 1 serving. If making for 2, simply double the ingredients. 1 bunch kale, parsley, mint, and 1 bag of spinach should be enough for 2 people.*

Can't Find It? Use This Instead:

BANANAS: Avocados will give you the same creamy texture
KALE: Spinach, Swiss chard, collard greens, beet greens, romaine
SPINACH: Kale, Swiss chard, collard greens, beet greens, romaine
ORANGES: Clementines, tangerines, mangoes, papaya
PINEAPPLE: Oranges, mangoes, peaches
PEAR: Peaches, Apples, Plums

The Power of Prep!

Good prep is the key to super simple smoothie making. Having all your ingredients ready to throw in the blender makes this a breeze.

Wash, Cut, and Store Greens

You need two large zip lock bags with a paper-towel in each to absorb moisture. Excess moisture is the #1 reason greens go bad fast. Remove the kale leaves from the stems, chop, wash and spin dry in a salad spinner. Spinach usually comes pre-washed in bags and doesn't require any chopping. Remove the spinach from the bag it came in and transfer it to the ziploc. Do the same with the kale into the other bag. Store these in the fridge. When it comes time to make the smoothie you will just grab a small handful from the bag which is about 1 cup.

Fresh Vs Frozen

Frozen fruit can actually be a better bargain than fresh depending on the time of year. Also, if the fruit is flash frozen it may actually be fresher than the "fresh" fruit. The general smoothie recipe rule I follow is fresh greens plus 1 fresh fruit plus 1 frozen. If not using anything frozen I add a half cup of ice. *I don't recommend freezing everything before, this will turn your smoothie to ice cream and make it impossible to blend without adding more liquid which will water it down.*

Chop And Portion Fruit If Needed

Most of these recipes use 1 fresh fruit and 1 frozen portion. If using fresh fruit you can portion into small bags but honestly it's not hard to peel a fresh banana. Core an apple or pear the day you make the smoothie. If you buy a whole pineapple though you may want to pre-cut it so you have it ready in the fridge.

DAY 1

Blueberry Vanilla

Blueberries and vanilla make an amazing combination. Banana help thicken this smoothie up nicely, for a creamy, irresistible treat. Did you say this was green!? Serves 1

Ingredients

1 Cup Spinach
1 Banana
1 Cup Frozen Blueberries*
1 tsp Vanilla Extract
1 Cup Almond Milk

** If using fresh, add 1/2 cup ice*

Directions

1. Add liquid, banana, spinach, vanilla extract and blend until smooth.

2. Add frozen blueberries and blend again until smooth.

Did You Know?

Blueberries contain a type of flavonoid known as anthocyanins, which are responsible for the blue color. Blueberries may help protect vision, lower blood sugar levels and keep the mind sharp by improving memory and cognition.

DAY 2

Pineapple Coconut

You may think that herbs are only a flavor enhancer when cooking, and while that is true, they are also an excellent source of nutrients. This creamy mango smoothie is a delicious example of that. Serves 1

Ingredients

1/2 Cup Almond Milk

1 Cup Kale, stems removed

1 Orange, Peeled & Seeds Removed

1 Cup Frozen Pineapple*

5-7 Fresh Mint Leaves

2 tbsp Coconut Flakes

Directions

1. Add liquid, kale, orange, mint and coconut and blend until smooth.

2. Add frozen pineapple and blend again until smooth.

** If using fresh, add 1/2 cup ice. Add more liquid if needed.*

Did You Know?

Pineapple is an antioxidant powerhouse that helps fight aging and keeps your cells healthy. It also contains an enzyme called bromelain that not only helps improve your body's digestive process but also helps fight inflammation.

DAY 3

Ginger Raspberry

Ginger is great for detoxing — it will help soothe any upset stomachs you get from adjusting your diet. When paired with raspberries and banana, it's delicious. Serves 1

Ingredients

1 Cup Almond Milk
1 Cup Spinach
1 Cup Frozen Raspberries*
1 Banana
1 tsp Grated Ginger

** If using fresh, add 1/2 cup ice*

Directions

1. Add liquid, banana, spinach, and ginger and blend until smooth.

2. Add frozen raspberries and blend again until smooth.

Did You Know?

The natural chemical responsible for raspberries' mouthwatering aroma is similar to capsaicin, the substance that puts the heat in hot peppers and has been shown to fire up metabolism.

DAY 4

Chocolate Chip

Frozen cauliflower offers creaminess and nutrients without adding unpleasant flavor. Unsweetened Cocoa powder give this smoothie a chocolate flavor without adding sugar. Serves 1

Ingredients

1 Cup Almond Milk
1 Cup Kale, Stems Removed
1/2 Cup Frozen Cauliflower*
1 Pear, core removed
1 tbsp Cocoa Powder
1 tsp Vanilla Extract

** If using fresh, add 1/2 cup ice*

Directions

1. Add liquid, cocoa powder, kale, vanilla extract, pear and blend until smooth.

2. Add frozen cauliflower and blend again until smooth.

Did You Know?

Cocoa contains the substance phenethylamine, which is a neurotransmitter found in the brain that acts as a mood elevator and natural antidepressant. It's also one of the highest polyphenol-containing foods which are powerful antioxidants.

DAY 5

Apple Pear

Apple and Pear add a crisp refreshing taste to this amazing green smoothie. Parsley is a great herb for detoxing the body as well. Serves 1

Ingredients

1/2 Cup Almond Milk*
1 Cup Spinach
1 Banana
1 Green Apple
1/2 Pear
1/4 Cup Parsley Leaves
1/2 Cup Ice

** Add more liquid if needed.*

Directions

1. Add liquid, spinach, apple, pear, and parsley and blend until smooth.

2. Add 1/2 cup ice and blend again until smooth.

Did You Know?

Apples and pears are a rich source of a powerful kind of fiber called pectin. It's what's used as a gelling agent to make jams and jellies, and in our stomach it can delay stomach emptying through a similar mechanism keeping you full longer.

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