

BOTTOM LINE FACTOR

"Action talks, rhetoric walks." — Fast Eddie Love. "Remember her main talent: attitude." — Rabbi Love.

"The easiest thing in the world for a woman to do is bamboozle a man." — Sal "The Fish" Love.

What is the bottom line? Everyone has heard that phrase, even kids trading baseball cards. A business that doesn't keep an eye on the bottom line goes under. Men in relationships who don't, suffer. He who has a woman with a good attitude profits; and he who has the opposite, loses. Sounds like a company's annual report, doesn't it?

Men with great wives sometimes ask themselves how they got so lucky. Half of the lucky guys are actually just lucky. The other half evaluated her actions before they tied the knot. They made sure she had a good attitude. The unlucky guy only considers his Interest Level and gets mesmerized by Miss Right's beauty and acting skills.

All women know intuitively the degree of a man's feelings toward them. More importantly, the bad ones will use the man's Interest Level (and ego) against him for their own underhanded agendas. "Oh honey, you look so cute today. Please buy me this little 10-carat tennis bracelet. If you do, I'll make your favorite cup of coffee tonight just to show you how much I love you!"

Let's take my very first broken date to illustrate the point. After the woman broke the date, I sat down and figured out 114 reasons why she did it. I decided it was probably reason #108: she didn't get a Schwinn bike for Christmas in second grade like all the other kids on the block. But so what? She still broke the date! Rather than waste 10 days trying to figure out why she broke our rendezvous, I should have just "bottom-lined" her actions and concluded "She broke the date because she had low Interest Level. Women with high Interest Level keep dates." Of course, the "experts" (other love doctors) would argue that nothing can be that simple.

The male ego doesn't particularly like the Bottom Line Factor because he has trouble facing reality — the light of truth. What your ego is really saying is "How dare a woman not like me!" I don't mean to hammer you guys, but some of you never seem to grasp two simple principles: 1. When it comes to women, it's all Interest Level. 2. "Bottom-line" her actions — it saves time!

The key is to get past your ego and your own Interest Level. "Bottomline" all of her actions all of the time. Ask yourself honestly how important you are to her, how good she treats you when you don't buy her overpriced trinkets, and how she reacts when you don't always give in to what she wants. Remember, a guy in prison and a guy in a bad marriage have much in common: all they do is think about freedom and wonder how they got themselves into their predicament. If you want a real eye-opener, ask your best buddies after a couple of beers if they would stay with their wives if they had no kids!