



THE FIRST MAN IN 6,000 YEARS TO UNDERSTAND WOMEN

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The Dating Dictionary

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Dedication

Dedicated to the most dangerous creature on the face of the planet: the Beautiful Woman. I wouldn't have it any other way.

DOC

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**COME TO WWW.DOCLOVE.COM AND HEAR
DOC'S RADIO SHOW - ALL QUESTIONS
RELATE TO "THE SYSTEM"**

Introduction

"Where are the male love doctors on talk radio and TV?"

"Where are the role models and mentors?"

"Where are the guys helping the guys?"

The Dating Dictionary is a culmination of my lifetime study, made up of 30 years of informal interviews and observations of females' wants and needs in romantic relationships. My invention, which is called "The System," is a *politically incorrect* and *sarcastic* look at the mating dance in America. It deals with love, dating, and the reasons why a woman stays with one man over another.

"The System" is based on how things actually *are*, not someone's hypothesis. It shows a man what he is doing right, what he is doing wrong, and helps him correct his errors. From meeting Miss Right and keeping her, to staying out of divorce court, "The System" is formulated from a layman's viewpoint, someone who has been in the trenches.

"The System" is also an organization of principles that women respond to positively. If you have the patience and will to improve your life, and can set your ego aside, this book is your earthly salvation when it comes to romantic relationships. Doc Love is not trying to make a phony or an actor out of you. What I *am* doing is coaching you to get rid of the rough edges that perhaps you are — or are not — aware of.

I have taught seminars for eight years, and have made over 300 speeches. I can't tell you how many times men have come up to me and said, "Doc, I had feelings about this stuff, but never believed it." "The System" says "Now you can now believe it." But if you think you can read this book once and put in no hard work, read no more.

"The System" is simple to "get" and tough to implement. Let me give you an analogy. You go to 10 karate studios and nine instructors say, "You can be like Jackie Chan if you attend a class a week for three months." The tenth instructor says, "Come to three classes a week and practice on your own for two hours a day for seven years — then you'll have earned your black belt."

I believe that men have never been taught, or guided, in the fine art of approaching and handling relationships. The problems in relationships today cannot be overestimated, and men come out on the short end of the stick most of the time. I realize this is not the current (popular) viewpoint, which, besides helping men, is a principal reason for the existence of this book.

"The System" is not a guide to bedroom gymnastics or a misogynist's rant against "those inscrutable b——s." It is, instead, a guide to the proper behavior for men, so that both partners in a relationship — especially the woman — will remain in love. In these pages you'll find any game that bad women play and every mistake that misguided men make. If you men (and women) are thick-skinned and can laugh at yourselves, I know you'll enjoy this material. Why? Because you're all in here, at least a little bit.

I am not into revenge like the Feministas. I want the war between men and women to end, and I know that humor is the best vehicle for change. That's why I want you to laugh at yourself. I also want women to empathize with what men go through, from asking Miss Right for her phone number to facing rejection in divorce court. It's time for men to take control of their love lives and avoid unnecessary pain. "The System" is the only vehicle that works and accomplishes that task.

I have interviewed over 10,000 women in the past 35 years and have always been amazed by how quickly a woman will open up to me — especially when I don't have a tape recorder. Both women and men talk and act differently if they're being recorded, so I carried — and filled out (immediately after each interview) — thousands of 3 by 5 cards to invent "The System."

Therapists only interview people mired in painful relationships. Doc Love interviewed men and women in the broad spectrum of relationships, from the healthy (happy) to the painful and miserable.

My interviewing skills improved with time, and I noticed I could get a completely different (usually opposite) answer to a question within five minutes of the initial response most of the time. Listen carefully:

Question: "Caprice, who is the boss — you or Tom?"

Answer: "It's 50-50."

Question: "Does he ever get his way?"

Answer: "Sometimes."

Question: "How often?"

Answer: "Not very."

Question: "When was the last time Tom stood his ground and you gave in?"

Answer: "Oh, it happens all the time."

Question: "When?"

Answer: "Give me a minute, and I know I can come up with the last time I gave in...."

Question: "Caprice, would you like Tom more if he stood up to you once in a while?"

Answer: (Sheepishly) "Well, yea, sorta."

The main problem with men is not that they dominate, but that they are dominated. All the talk shows, all the articles in the women's magazines, and all the self-help books try, ironically, to empower women when they already have the upper hand. When it comes to the "war between the sexes," men have BB guns while women have F-16s. Women don't need Sam missiles; men do.

If you are a (clinically) sane woman, you can use this material to gauge the success of your relationships. As for you men, you have work to do — the party is over! But you will see the light. Study the terms on the Truth Triangle preceding the table of Contents. If you have a problem in a relationship, something is missing from the triangle. It is either you or her, or both of you together who are not holding up your ends of the relationship. Get familiar with the basics. It is this Triangle that you will refer to when times get rough. I guarantee they will!

At the apex of the triangle, the Reality Factor states that men have a tendency not to face reality when it comes to dealing with Miss Right. The Bottom Line Factor says that only her actions truly reflect her feelings and attitude toward you. And the female's Interest Level, not the man's, is the most important factor of all because she has to like you first, or *nothing* starts in the first place.

There are three (major) Male Traits the female responds to positively. You must have them, if the female is to fall, and stay in love with you. They are Confidence: made up of Self-Confidence and Self-Esteem; Control: made up of Discipline, Patience and Self-Control; and Challenge — which no one talks about — and which makes *her* chase *you*. Challenge is one-third of what a man has to offer, and the experts have no idea what it is, much less how important it is to a romantic relationship.

The three major Female Trait qualities that men should be aware of and look for in a long-term mate are: Integrity, made up of Loyalty, Trust, and Honesty; Giving; and Flexibility.

The maintenance program, which is what you are going to carry out in order to keep her, consists of Respect, Affection, Romance and Humor.

I find it ironic that women understand men (yes, they do!), yet buy all the self-help books. The vast majority of men don't understand women, yet men buy no self-help books! In our defense, all the self-help books are written from a woman's perspective. When you start teaching your buddies and adding to "The System," you'll know you have it down.

So — here are your first two war stories. Use them as a tool to learn.

Tom calls Caprice to go out on Wednesday night. Caprice says, “I don’t go out on week nights.” In the bad old days Tom would have gotten flustered and said, “How about Saturday?”

But not the “new” Tom — the guy with “The System.” He checks his trusty Truth Triangle and says to himself, “She has low Interest Level, because I know now that when a girl likes you she accepts or counters with another (date) day.” Or she may refuse if she has high Interest Level and is inflexible (“What’s the big deal about weekdays?”).

The “new” Tom knows not to go out with someone who has low Interest Level or a bad attitude. He says politely to Caprice, “It’s my only open night,” changes the subject, talks for a minute (positively), and says, “Good night.” He walks into his bathroom, flushes the number, and sings out, “Adios, baby!” Isn’t that easy? Isn’t it better than spending \$100 on three dates before realizing she was trouble?!

Tom knows he is getting closer to the “real one.” With “The System” on his side, he knows not to waste his time and money on someone who doesn’t realize that *he* is the answer to all *her* romantic dreams.

Tom is at a club and sits down at the bar next to a woman. He knows enough to let her look over and talk *first*. Why? Because he is gauging her Interest Level. If she is interested, she will find an excuse to talk.

If she does, he will ask for her phone number before her drink is finished and get out of there. Why? Because women love mystery. Most guys would try to buy her drinks all night, then watch her leave first after draining his wallet — but not the “new” Tom. His goal is to get phone numbers, not buy drinks for strangers.

Guess what guys? This info just paid for itself!

"THE SYSTEM" DOES NOT GIVE YOU POWER.

IT IS POTENTIAL POWER THAT BECOMES POWER THROUGH ITS USE.



If you have a problem, something is missing.

The Truth is in the Triangle.

NOTE: Tom, our protagonist in this book, is an ex-caveman who only thinks of sex, sports, and eating off paper plates. Caprice, whose legs stretch from the floor to her neck, will play the tormentor in all of *The Dating Dictionary's* "war stories." She is selfish and only contributes to the relationship if she makes out – unless, of course, she has high Interest Level (see the Truth Triangle) in Tom, in which case he takes advantage.

ACCEPTANCE

"If the cost of her acceptance is your integrity, Ayn Rand would have called it 'sanction of the victim.'" — General Love.

"There's a new sheriff in town. He is tired of seeing his boys getting their hearts shot up." — Uncle Jethro Love.

"No. 2 Rule: Never try to keep someone who does not want to keep you."
— Doc Love.

It's simply amazing what a man will put up with, or go through, to gain a woman's acceptance. In their search for the answer, men are constantly asking themselves, "Can I do this or can I do that without turning her off? Can I say this or can I say that, and if I do will she still accept me?" Even Attila the Hun, the first left-wing extremist, wanted to be accepted by a woman!

If a man knew what a woman wanted, he would be overjoyed to give "it" to her. What man wouldn't?

But how is he supposed to know or find out – or does "it" even exist?

Tom knows (instinctively, for once) that he can say or do anything around his best buddy and his ever-loyal pooch, Fido; he even knows they will love it. He knows that when he makes a fool of himself they will never hold it against him. In fact, no matter what he does, it will never come back to haunt him. Yes, your best friend and Fido really do practice "unconditional love." And they are the only ones who do.

Tom also knows he can't say or do anything around either Caprice or her Pussycat! Why? Simple: Because of the pain (and the scratches) he's endured. Yes, women and cats really do have different needs than men and Fido – but what are they?

Is there a method to this madness? Is there a way to get a woman to see your smiling face on Mount Rushmore next to Lincoln's? Is there a "tried and true" set of rules that will make her accept you?

Even more importantly: Is there a way to make her want you as the love of her life — forever?

My job is to coach you and show you how the woman plays the love game, and what she truly responds to when it comes to romance. Do what I say, and she will want to keep you around for a very long time. I am even going to show you how to tell the difference between a good woman and a bad one. But if you like repeating your mistakes, or you would rather listen to your own overblown ego, or you're a quitter and willing to settle for second best, read no more. (I get back one book in 100 – you really don't want to be one of those, do you?)

I will be your drill instructor because “The System” is hard to comply with. I will be your coach in the boxing ring of love — so you can get off the ropes! Why? Because for one reason or another, you have never been told the facts of the love game — or even worse, you've been brainwashed into treating women in a way that has only compounded your problem. The Reality Factor says that a woman in love neither confuses nor rejects men.

Everyone forgot to tell you that until a woman stops playing head games and throws in the towel, you have to convince her that you are the greatest thing since popcorn. (Even better: How about her jumping through hoops for once?)

Doc Love is on a mission from God to save the American male's heart from further destruction. I want to make sure Miss Right accepts him, loves him, and keeps him. Why? Because divorce lawyers should be made homeless. It's time for men to come out of the dark ages, and take control of their love lives.

Before we start, I need something of utmost importance: I need your commitment. Without that, I don't want you on this love campaign. Until she decides you are Mr. Right, this is a war of the hearts, and I don't want anyone aboard who isn't 100% dedicated to this mission. You have some bad habits that together we will have to break, but you can do it.

It would be nice to give you a magic potion and tell you everything will be okay, but snake oil doesn't cut it; only hard work does. There are no freebies in life except for death, taxes, and, up until now, head games and confusion. It's not going to be easy, so I don't want anyone along who is dragging his feet or thinking this can be done overnight. I know you have the ability, but do you have the guts and determination to do what is necessary? Remember, we will be going up against the most formidable creature on earth: the American female. You know, the one with the chip on her shoulder.

Gentlemen, welcome to Doc Love's version of boot camp! If you have any doubts about this cause being just or necessary, remember what your breakups and temporary losses of sanity have cost you. Look at your past dates from hell and the 50% divorce rate. And what about the "good one" who got away? Think of the legal and financial noose that you draped around your throat when you, she, and Uncle Sam get hitched — and unhitched. Most of all, think of the kids. Do you want to continue going down Loser Road, repeating your mistakes, playing the stooge, and taking more falls as you impersonate Mr. Nice Guy? It doesn't feel good, does it, Mr. Nice Guy?

Add it all up, and it's not a pretty sight. So, let's make it real simple, guys: Do you really want to go through that pain again? Search your soul, brother — it's time for a reality check.

Listen to me, guys — I'm the only one who can get you out of this mess! "The System" is a body of principles and concepts regarding romantic relationships. "The System" works because it is built upon the realities of dating. Your way doesn't work because it's based upon emotions, brainwashing, false hopes, and wishful thinking. At best it's been hit or miss — or worse.

You must realize that I'm the only one on your side, because all the other love doctors operate from the female perspective. I am the only one you can trust because I'm the only one who has ever talked to you this way. I am also the only one who has something fantastic to offer, but let me warn you — it's not going to be easy.

So what are you going to do? Screw around like you've been doing, or "just do it?" You have the combination to the safe in your hands; don't blow this fine opportunity.

The key is to leave your ego and past out of this. If you will do this, I'll show you how to win the "battle of the hearts." Remember, do all that I say and you will be accepted, loved, and kept by Miss Right.

Have fun, guys.

ACTRESS

"After the first date it's all downhill." — Fast Eddie Love.

"Things are always at their best in the beginning." — Pascal.

"Everything new appears beautiful." — Anonymous.

She weighs 116 lbs. and you weigh 185 lbs., plus you have more muscles (hopefully!). From the outside, it would appear that the advantage is yours, but in reality she is the stronger of the species when it comes to love. Why? Because she cheats! She utilizes psychological tactics and strategies that are foreign to rational, logically thinking men.

Acting, which is the fine art of camouflaging through confusion, is her favorite ploy. She could teach the chameleon a trick or two. This small lizard changes its colors to blend in with its surroundings, so it can't be eaten, and conversely, so it can eat. Men were not born with the ability to camouflage their "honest and open" feelings. Women can, however, change their feelings or minds about something from one moment to the next. Listen, you psychology majors: this means she can be Joan of Arc one minute or Sharon Stone the next, without even batting her long eyelashes.

A woman can turn the tears on and off quicker than one of Hef's playmates can disrobe for a centerfold shoot. To a man, this behavior seems irrational and inconsistent, but what does he know? If he asks her, "Honey, why do you say one thing and then say the exact opposite five minutes later?" she'll retort, "I don't know what you're talking about!" That's why you should save your breath and never ask.

What's the key to this behavior? The key is to read her actions toward you and under no circumstance take "changing colors" personally. Remember, there is a bright side — you'll never get bored!

ADAM (AND EVE)

"Give me a wounded heart, and I will give you back a believer in 'The System.'" — Reverend Love.

"Boy, you and I have to go behind the barn so I can set you straight about this woman thing!" — Uncle Jethro Love.

"They, the so-called victims, been having a field day with your heart." — General Love.

Adam, the first Wimp, had his shot, missed it, and it's been all down hill ever since. Just because a Kim Basinger look-a-like named Eve walked by in her birthday suit, he didn't have to slobber all over himself and beg to take a bite — of the apple, that is! After all, they had it made in the garden; no politicians, no pollution, and best of all, no parking meter enforcement!

What Adam should have said was: "Eve, forget that snake or forget

me.” He might have even tried bluffing. But Adam was “whipped,” and the rest is bad history.

The key is to work the word “No” into your vocabulary, and be prepared to use it, tough guy! Never underestimate the power of a woman, even without a serpent.

ADORATION

“If Interest Level too high, okay for squaw, but great warrior become boy.”
— Apache proverb.

“Love her with everything except words, Grasshopper.” — Chinese proverb.

“They don’t respect bootlickers.” — Cowboy saying.

Adoring love doesn’t affect a woman’s personality like it does a man’s. When a female’s Interest Level shoots through the roof, she delights in it. The male, however, goes through a metamorphosis that would boggle even the mind of the first love doctor, Sigmund Freud. Listen, you psych majors: this means Tom just isn’t the same ol’ guy. It’s as if magic or sorcery — or a witch — has transformed him.

This phenomenon happens to men whose Interest Level goes into the danger zone — above 90%. It’s as if Tom is walking around in a daze. When he sees Caprice, he loses all self-control, and acts like putty in her hands. What’s worse, this is the case even when she’s not trying to dominate him! He merely gazes at her, and waits for his orders as if he were a new recruit in the Marines. Poor Tom acts like Samson after the infamous haircut — no oomph.

Don’t get me wrong. I’m happy that Tom is in love, but when his love goes overboard, he falls apart. He had better get a grip on himself and pull out of this nosedive or he’s going to crash and burn. Caprice will think his behavior is cute for a while, depending on how high her Interest Level is. But eventually her Interest Level will plummet. Then it’s “Adios, Tomas.” Why? Because Tom the Dopey is not Tom the Man, whom she fell for.

The key is talk to yourself (not in public!) about what a clown you are, and practice Self-Control! Pretend she has short hair and eats like a defensive lineman — whatever it takes. Remember, it’s a lot safer (and saner) when she does the adoring.

ADULTERY

"At work, where there's smoke, you might get fired. Be careful, your boss might have the hots for her." — Sal "The Fish" Love.

"One man's wife is another man's folly." — Anonymous.

"When they are away from home." — Shakespeare.

A sane woman with high Interest Level cannot commit adultery, except for revenge. So don't give her the ammo. Treat her properly and she won't mess around. Give her Affection, Respect, and Romance. Practice Confidence, Control (not on her — on yourself), and be a Challenge (which will make her do the chasing). Listen, you psych majors: this means be a man. "The System" is easy to read, and tough to practice, but what in life that's worthwhile isn't?

What I find most fascinating about adultery is how men cannot hide their infidelity (not that I think it's ever right), while on the other hand, it's a snap for women. The male ego cannot entertain the idea that a wife is capable of committing adultery.

Don't ever think you're getting away with something. Caprice and Pussycat are territorial, and they have a sixth sense in this area that men have but don't utilize. If she decides to shift into revenge mode, better start thinking of how many bars there are in your town loaded with horny guys. Get the drift?

The key is not to get thyself wedded until you're ready to love only one woman — from here to eternity! Remember, *you will never ever kiss another woman for as long as you live!*

AFFECTION

"If it works with Pussycat, it will work with her." — Fast Eddie Love.

"Only Feministas hate affection." — Doc Love.

"The great question which I have not been able to answer, despite my 30 years of research into the feminine soul, is 'What does a woman want?'" — Sigmund Freud.

Freud, the inventor of the analyst's couch, was not alone in his befuddlement. Generations of men without his credentials have pondered the same question. It's ironic that we have all these love doctors charging for advice when they openly admit that they don't understand women. You may as well buy lottery tickets!

In the love game, Affection is the female's number-one requirement, after Respect. If you're affectionate, she'll rob banks for you. Hold on to your seat — she'll even give up shopping and stay thin! Yes, it's true! And if she ever finds another man attractive, his image will vanish immediately from her consciousness! Affection is the great adultery insurance!

Now for the bad part. Men don't have an inkling what Affection is. That's because no one, including women, has ever told him. Only after she has arrived at 90+% Interest Level — that rare moment in time when you can do no wrong — do you show her Affection.

Exercise: When you first see each other, and when you leave each other, just hold her in your arms for 10 seconds, with no talking or kissing. Just look into her eyes and try to give the impression that you like it too! It takes practice, but the rewards are incredible. It has even been known to cure nagging and obesity!

The point is that Affection, Respect, and Romance is your maintenance program. They are going to keep her in love with you. Affection is not a prelude to sex. Remember, she loves Affection as much as her Pussycat loves to purr!

AGE

"A man is as old as he feels, and a woman is as old as she looks." — Anonymous.

"Youth is wholly experimental." — Stevenson.

"To a Mercenary (Gold Digger), all rich men are young." — Fast Eddie Love.

When it comes to women, the discussion of age is one of the biggest no-nos. Guys could care less about how many birthdays they've celebrated, but she is real touchy in this area. A woman is always too young or too old. And if she is 30 and single, without at least one divorce under her belt, she feels incomplete in spite of what her Feminista sisters tell her ("You are better off with a mustache." They should know!). To the unmarried female of 30, it's as if destiny has cheated her.

Next comes crow's feet, and I'm not talking about Native Americans here! Crow's feet are those long, teeny cracks around her eyes that she sees as being as deep and as wide as the mighty Mississippi! Fat (which she could control) is another sign of age that she knows is diminishing her looks, yet she would rather graze.

Men can claim character and wisdom with age (think of Paul Newman), but all she gets is “May I help you, ma’am?” from the college hunks working in the ice cream or cookie section of the market.

The key is to substitute the word “young” for “old” in your vocabulary and never ask her age. Remember to buy a pretty (low-cal) cake, card, and (inexpensive) gift for her birthday — just be sure and forget the candles!

AGENDA

“If you give too much, you can never take it back.” — Doc Love.

“Everyone keeps track, especially women.” — Fast Eddie Love.

“Give her what she needs, not what she says she wants.” — Rabbi Love.

Caprice tells her girlfriend she is going out with Tom for the first time “just to see what happens.” Hogwash! Tom, on the other hand, knows that the only reason he is going out is to raise Caprice’s Interest Level. Taken at face value, what Caprice says sounds fair to an outsider, but the reason Caprice is really going out with Tom is because she has 65% Interest Level. If Tom manifests Confidence, Self-Control, and Challenge, all of which “push her buttons,” there will be a second rendezvous. Most guys do not get a second date. What’s your record?

However, in Caprice’s subconscious, much more is going on. Lurking inside that sweet, super-fine body and gorgeous mug is a private agenda, a tightly written script of how things are going to be with Tom. Caprice is actually like a “mole,” a double agent, a James Bond working for the left-wing extremists in the former Soviet Union!

In reality Caprice is being driven by her agenda. She has big plans for this relationship (ask any unhappily married man), assuming she doesn’t want to unload Tom altogether. But Tom is going to be around for a long time. Why? Because he will follow “The System.” Sadly, and in her defense, she isn’t even consciously aware of her agenda. The poor girl is programmed, like a salmon swimming upstream, or a homing pigeon flying back to its cage.

Caprice will say one thing that she honestly believes when she says it, but on an emotional level that ol’ agenda just keeps rearing its ugly head, making her do the opposite of what she says. My cousin Sal “The Fish” Love says “Confusion is her game, and pain is the penalty.”

So what's Tom to do? How does he derail Caprice's subversive plans? Is it possible for Tom to destroy her secret list of "how things are going to be?" Can Tom save himself from her treacherous heart? Is there any hope left for America?

The solution is to make sure the woman's Interest Level is higher than yours via Challenge, and to only go out with Flexible Givers. When it comes to their agendas, women are relentless! But with Challenge on your side you really have a huge advantage.

ALONE (ON BEING)

"Whatever begins, also ends." — Seneca.

"Tis better to be alone than to be a slave." — Father Love.

"You come in alone, and you go out alone." — Uncle Jethro Love.

You see these "heavyweight" guys in entertainment go through a brutal and costly divorce. Half an hour later, they're ready to march down the aisle of everlasting bliss again — even before the ink is dry on their first alimony check! All that power, and they just can't stand to date all those groupies and fans who wouldn't give us "regular" guys the time of day. We all want female company, but these guys can't seem to wait to get another ring through their noses. I call it as I see it: some guys just can't stand to be alone (single).

These lonely guys don't realize that normal women respond to Challenge. Here, on one hand, is a guy who should be playing his cards close to his chest (Challenge), but instead he wears his heart on his sleeve (poor baby). He can't wait to go to Tiffany's and buy some even more expensive rings. Shouldn't three divorces tell him something?

His new Miss Right is just as dumb as he is — she should see that he's on the rebound. Like a drunk driver, his emotions are all over the landscape. Where are his friends and managers? He should be in a rehab center thinking about his female selection process and trying to figure out what happened the last time before he jumps into another fiasco. Oh, I'm sorry, I forgot...he couldn't stand to be alone.

There is no key to this one. Some guys don't want to be fixed.

ANSWERING MACHINE

"When it comes to the Battle of the Sexes, women have howitzers and men have BB guns." — General Love.

"Check yourself, before you wreck yourself." — Ortiz.

"Give us a few good men." — U.S. Marine Corps.

"I thought you meant the other mall."

"Something must be wrong with my machine."

"It was so late I didn't want to wake you."

"I didn't call because I had to be at work real early."

"I thought you meant next Wednesday."

"What message?"

Sound familiar? And there are a thousand more. The way to beat a bad habit is not to start it.

To a woman, an answering machine is a great weapon. Part of that is due to the fact that men think it's just for leaving messages — how naive! If she can control at least part of the communication in a relationship, she can then further her scheming agenda. In Operation Desert Storm, Apache helicopters knocked out Saddam's radar and communication installations, so his troops in the field couldn't talk to Baghdad. Surprise!

You get her home phone number but her machine is always on. You call at 6, 7, 8 and 9 p.m., and get no answer. You do it Monday, Tuesday, Wednesday, and all you get is that same silly message. You have a control freak or screener on your hands. Why does she hand out her number to so many guys that she doesn't want to date or even talk to? Leave your name, number, and "give me a call" the following Monday, and above all, don't tell her it's the twenty-second time you've called — remember, Challenge! (If she has caller ID, use a public phone.)

When you leave a message on her machine, you give up Self-Control (one-third of Control — see the Truth Triangle). You don't know when or if she got the message. You don't know when, or if, she's going to call back. And you saw none of her body language as she spoke, assuming she returned the call. Waiting for her to return your call isn't fun. It leads to misunderstandings. How are you going to judge her Interest Level when

communication is such a gray area? You can't. Everything she does and says has to be black or white in your mind, with no loose ends, and absolutely nothing taken for granted. So let's run a tight ship. No messages for the first 60 days.

If she calls back (you've got one chance in 100) and accepts and keeps the date, I'll polish your Mercedes.

If you are supposed to go someplace with her, or you are going to meet her somewhere, don't buy into the old "just leave a message with the time and/or place" trick. Talk to her, preferably face to face, and get the facts perfectly clear. You have to match her words and actions, and with a third party like an answering machine involved, she could keep you in the dark.

The key is to realize that men should talk to women, not their answering machines. One of the greatest things about "The System" is that it forces the woman to show her true Interest Level. Remember, using the answering machine is like playing with firecrackers, so handle with care.

ANXIETY

"There are no accidents." — Father Love.

"I am your success coach." — Doc Love.

"Women are nesters." — Cowboy saying.

Ever notice a woman out on a first date? She acts so calm. Or at least she appears that way. The guy may look cool too, but his high Interest Level makes him anxious. Why? He doesn't know how much she likes him and he wants to be accepted by her, plus he doesn't want to do anything stupid. Usually by the third date (assuming her Interest Level has risen), he is fully relaxed due to the obvious fact that she likes him. Women know all this.

Man is not comfortable when he thinks his Interest Level is higher than the woman's. So to him the first three dates are an eternity.

After the relationship gets rolling, he might suffer from a second type of anxiety. Maybe she did a "no-no," or gave him a "half-truth" story. His anxiety bothers him, and because his radar (gut feeling) is not as sophisticated as hers (men don't use their intuition), he doesn't know what to make of it. He doesn't want to sound petty, but something is awry and it keeps gnawing at him. What a predicament!

But you can't write her off unless you have the goods on her! Be calm, listen, and memorize everything she says and does — like she does with you. Sometimes stories or situations will clear themselves up. You might have blown things out of proportion (jealous and/or possessive men always do). On the other hand, once a woman gets away with something, she gets cocky, and if she gets cocky, she'll also get sloppy. Then you've got her!

APOLOGY

"Expect respect rather than beg for approval." — General Love.

"Never let them wear you down." — Fast Eddie Love.

"Men are simple and women appear to be complex." — Doc Love

Everybody makes mistakes in relationships. Between buddies, apologizing is no big deal. But in romantic relationships, it just isn't the same. Two lovers who have had a spat will not phone each other, playing the old "I can hold out longer than you can" game. One of the two parties might pout until the other half gives in. Hopefully, she is the pouter because it doesn't look right when a man does it. Can you just picture a Dallas Cowboy pouting?

If men were perfect, they wouldn't get themselves into these positions, but it happens. Women read social situations much better and quicker than men do (they always have and always will). So odds are, she really knows who the guilty party is.

If you're guilty, fess up as soon as possible. Say it once with no groveling, and she will not interpret this as weakness. If you are not guilty, hold your ground — she might be testing you. (Yes, women do that!) Start asking for those new phone numbers from other women, just as backup. Remember, you are not looking for a weak woman: you are looking for adaptability and integrity — the needle in the haystack.

ARGUMENT

"If she gives you threats or ultimatums, she's out." — Doc Love.

"Nagging and arguing are twin sisters." — Uncle Jethro Love.

"A good woman knows when to be quiet and serene." — Father Love.

In high school we had “cut” fights. They were friendly verbal put-down contests between boys. I never lost, and I almost got beat up a couple of times. (I didn’t know that Moms were off limits!) In college I debated, and even though I only pulled Cs I never lost, not even to the brainiest, straight-A students. I’m not bragging to you guys, but I know I can beat William F. Buckley Jr. in a debate about women!

On the other hand, I have lost 711 fights. You ask how and where a top-flight rip artist, a master debater, could go down for the count 711 times? In the boxing ring of love — where else? The sad truth is, I have never beaten the American female in an argument. Yes, I know it’s hard to believe. Let me tell you why. She doesn’t fight fair or debate logically! And that’s why I gave up after 711 attempts. This is not chauvinistic pig drivel, so you Feministas just relax and take a deep breath!

The toughest of the bunch to out-argue are the naggers. They are the greatest of the debaters and relentlessness is their game. I would rather catch javelins or swim with crocodiles than go up against a nagger! If you are going to marry one, be sure and take a class in advanced anger control!

You will hear couples say they have arguments and fights just like everyone else. Don’t buy into this phony “fact of life.” It’s a half-truth. Some couples actually talk things out calmly, for example, guys with wives who have high Interest Level, and who are Flexible and Giving.

It takes two to argue — so don’t argue. She cannot force you to answer back. Can you imagine living with someone who loves to humiliate, verbally assault, and feels the best communication is a knockdown dragout fight? Isn’t it better to deal with someone with a soft, feminine voice and an amiable manner? Remember, women win all the arguments all the time — so don’t argue in the first place.

ASSET

“Ask yourself: ‘Is she part of the crew, or part of the cargo?’” — Uncle Jethro Love.

“Take two oxen to pull wagon, Grasshopper.” — Chinese proverb.

“Everything is cute in the beginning.” — Doc Love.

Let me tell you my “asset” war story. One day I went for a ride with my Beautiful Woman in her Cherokee. Twenty minutes later, we got a flat tire, which was not her fault. Of course, she had no spare, which was her fault. The next day, while I was at her home, she played her answering machine. Her dentist had called because she had skipped her appointment.

Another time, her electricity was shut off, though she had plenty of money. These are only three examples of how un-together she was. After many months, I began to see more and more flaky traits. Can you imagine this woman running a household? Raising your kids?

I began weighing her pluses and minuses. On the plus side, she smelled like a jungle gardenia, looked like Cindy Crawford but thinner, and she never, ever nagged. She loved me, was more fun than a roller coaster ride at Magic Mountain, and she made me feel like a million dollars. On the minus side, she was a mess. The truth hit me one morning while I was shaving and staring into the mirror: I came to the sad conclusion that she wasn't good marriage material. Why? Because she was a non-functioning woman.

The Reality Factor states that being in love and having a successful marriage are two different things. Though it almost killed me, I dropped Miss Flaky. I knew that if I continued to see her, I would be hooked forever. She later called me, and I listened to her pleas on my answering machine, but I never picked up the phone. It got to the point where I would have to leave my apartment because I knew I didn't have the strength to turn the volume down and I feared caving in and calling her back — remember now, this is the girl whose legs went on forever! I forced myself to hustle new phone numbers, though I really wasn't interested in doing so.

Eventually, I got over her. (Only time heals.) But here's the good part: the next time another Miss Flaky came along, it was easier for me to spot her. I also learned to control my feelings a little more. You will too. Remember guys, we only have to find you one good one.

You know what you have to do, and only you can do it. So study and practice "The System." And try to have fun with it.

The key is to never go out with someone who has more problems than you do! Marriage can last longer than a sentence at Attica, so it's better for you if she pulls her own weight and is a functioning woman. The more positives you can attribute to this lady (such as self-sufficient, self-supporting, reliable, and responsible), the less you will suffer if she decides to incarcerate you for life. Remember, the opposite of an asset is a liability.

ATTENTION (PAYING)

"There is always a down side to every deal." — Sal "The Fish" Love.

"When you are in pain, God is telling you 'You are on the wrong track.'" — Rabbi Love.

"Always sleep with one eye open." — Arapaho proverb.

A relationship has two components. First, you have to get the woman to catch you, and then you have to get her (somehow) to keep you. A significant part of the second half is to always pay attention. Listen, you psych majors: it means staying aware.

Tom's wife Caprice came home alone (Thank God!) at 2 a.m. for a couple of weekends in a row. Her hair looked as if it had been quaffed in a Boeing wind tunnel, and her clothes looked as if they had dried on her body after a swim in the ocean. When Tom asked Caprice where she had been all night, she replied, "I just went out dancing with the girls." She left out the fact that she didn't actually dance with them.

After Tom got married, he shut down his awareness of his wife's flagging Interest Level. He felt that since they were happily married, there was no more for him to do in order to preserve her high Interest Level.

In our war story, Tom trusted Caprice, but she betrayed him. Trust is one-third of Integrity and a prerequisite for the man to be comfortable, and stay in love with his wife over the long haul. Some women are trustworthy and some women are sneaks. Take your pick. Caprice was, unfortunately for Tom, the latter.

A married man should pay attention to what he sees, hears, and (negatively and positively) feels, because his wife may not express herself directly or explicitly when her Interest Level begins to drop.

The key is not to impersonate a LAPD Internal Affairs officer, nor to stop giving her the benefit of the doubt, but to always remain objective. Pay attention to her actions, especially if she is sending up red flags (bad vibes, half-truths, or inconsistencies in stories). Remember, the Reality Factor says that those who refuse to pay attention are destined for trouble.

ATTITUDE (FEMALE)

“Adversity brings out her true worth, Grasshopper.” — Chinese proverb.

“A sweet, supportive woman makes you feel that you can do anything.” — Doc Love.

“You date her Interest Level; you marry her attitude.” — Rabbi Love.

When a man falls in love, all he thinks about is his new lady. Oh, what a feelin'! It's true; nothing beats falling in love. Then, one of two things happens in the relationship: one dumps the other, or worse, they see the preacher, and make their kissing legal! Now they are supposed to live happily ever after. Fat chance!

Let's say, for the heck of it, that Tom does everything right with Caprice. No woman could ever complain about anything that he does — not even a Feminista! He has manners, class, and treats Caprice with Respect. To boot, Caprice has 95% Interest Level. It looks good on paper, but his great attitude and their love for each other aren't enough. What's missing? Her attitude. High Interest Level on the man's part is assumed. Tom's big mistake is that he is unaware of the importance of female attitude.

Female attitude is made up of Integrity, Giving, and Flexibility. Female attitude is not seen on the Truth Triangle but it is part of “The System.” You can assess her attitude by asking the following questions: Does she have her “act together” (Is she an asset?), and does she have a minimal amount of emotional baggage (Is she a liability?). And don't forget to consider her rug rats, debts, uptight exes, and medical and dental problems. Does this scare you? It's supposed to.

Listen guys, you would never buy a bad stock or swampland in Georgia, so why would you invest everything you are, and have, in a woman with a bad attitude? Tattoo this law of relationships into your memory bank: it only takes one bad attitude for a divorce to happen, or, like what happens to most married men, you can be in a miserable marriage for the rest of your life. (Which is why we have topless bars!)

The key is not to let your own high Interest Level blind you unless you are a glutton for punishment. Ask yourself, “What is she bringing to the table?” Ask yourself if you can overlook her shortcomings. Don't even try the “change” game, because nobody changes. The emotional devastation and financial loss men have experienced due to their bad choices and lack of understanding of women is beyond worldly calculation.

AVAILABILITY

“Read squaw’s footprints — not her lips.” — Sioux proverb.

“If she were such a good deal, he would commit.” — Fast Eddie Love.

“Lack of want fills the hole of necessity.” — Anonymous.

It took time, money, and salesmanship to get Miss Right to go steady with you. Now it seems as if women are constantly giving you the eye. What’s up? Where were those women when you needed them? They were there all the while, but you were too hungry.

There are two “radar” principles involved. The first is that the women sense your “non-hungry” state and interpret it as Confidence. The second is what I call “kitty cats kompete.” In other words, she wonders what your “significant other” is getting from you.

This is called “feast or famine” or “the base of one factor.” It means that when you don’t have a woman, it’s tough to get one. Why? Because you have nothing to fall back on, and women can sense this. But when you have one, you can get them all. (This is why you can never have too many phone numbers.)

If you work in a large office, kid the girls who like you, the ones you don’t care about, so the one you’re really interested in will wonder “What’s all the noise about?” Be the first one to walk away from the conversation at the water cooler, and don’t ever touch (create Challenge). You’re there 40 hours a week, so take your time. Miss Right will let you know if or when she is available. If she doesn’t, the experience with the other girls makes for great practice — and you need it.

Tom has two pretty sisters. When he likes a certain waitress, he takes them, all dolled up, into the restaurant one at a time. By the third time, when he comes in alone, he already has a certain aura as a guy the ladies love, and he hasn’t even opened his mouth. The waitress is thinking, “What has this guy got?” She now looks at Tom differently than a regular customer (a guy who is predictably there and is never seen with a looker). This waitress (in her own mind) cannot intimidate Tom, and she gives him credit because she knows he packs the gear. Some Wimps would say that this tactic is immoral. I say “whatever it takes!”

The key is not to act desperate when you haven’t had a date in three months; be loose and vibrant in spite of your dejection. Know that feeling you have the day after the best date of your life? Try to remember it — try to use it! And don’t try to beat her radar — just use it to your advantage.

BACK (YOU CAN'T GO)

"Second time around, shame on me." — Sal "The Fish" Love.

"Don't repeat yourself, or your mistakes." — Reverend Love.

"The less she knows, the longer you last." — Fast Eddie Love.

Tom broke up with Caprice. They missed each other. After two weeks, they bumped into each other at the library. They ended up talking for a couple of hours about all the good times — not the bad times that caused the breakup. Caprice convinced Tom to "give it another shot."

You may watch a soap opera or read an article about a couple remarrying or reuniting after she almost killed the guy (all being forgotten!). It might work on TV or the big screen, but it doesn't work on "the street."

Tom can't go back to Caprice because of all the bloodletting and resentment. They had their time together, and to go back is to go back to all the issues that turned them off to begin with — reasons that still exist! It's just a waste of energy and time to beat the proverbial "dead horse."

You always hear about the one Hollywood couple who is so happy the second time around. You never hear about the million other real-life couples who also tried to "re-make it" but only ended up where they started — hating each other. Just think of the girls those guys might have met if they had clean slates. The Reality Factor says that when you go back, you go back to a dirty slate.

You can't go back because there is only now and the future — what's done is done. Men who believe that with enough time a woman will "see the light" still believe in tooth fairies — and that you can go back! Remember, you can't go back because:

1. She will get rid of you (again).
2. She hasn't changed.
3. She is going to hurt you some more.

Get it, hardhead?

BACKBONE

"If you take her back after she does a 'no-no,' you're telling her it's okay to stick it to you again." — Sal "The Fish" Love.

"The difference between a terrorist and a Feminista is that you can negotiate with a terrorist." — General Love.

"Adam was the first of the species Wimpus Americanus." — Doc Love.

When I ask a woman if her man has a backbone, she will usually freeze and ask, "What do you mean?" She knows very well what I mean. I just love it when women are coy and act naive!

The Wimp thinks a backbone is like a chicken wing! But he's dead wrong. If he could just realize how much his woman is dying for him to show her that he was born with a backbone! When dealing with Miss Right the Wimp has no courage. I know guys who can handle themselves in a biker bar, but around his 98-pound girlfriend he plays the mouse while she plays the bull elephant.

Women have to know, at least once in a while, that the object of their affection is worthy of their Interest Level. This means no backbone equals no Respect, which equals no love. This doesn't mean a man should not "give and take" — it means that, every so often, the man must state his opinion and stand his ground. Why? Because romantic love, with most women, is a constant power play. (How do they say it in court? Irreconcilable differences. Let's find out sooner rather than later!)

The key is to realize that no two people agree on everything, so if you believe in your heart that 2 and 2 make 4, you say so! Remember what happened to the guy in the Garden of Eden!

BEAUTIFUL (WOMEN)

"Beautiful women are the most dangerous creatures on the face of the planet." — Doc Love.

"One way or another, a Beautiful Woman always gets her way." — Sal "The Fish" Love.

"When you get involved with a Beautiful Woman, you have no idea what you're going up against." — General Love.

Can you imagine everyone telling you how cute you are from the day you're born?

Can you imagine boys constantly telling you how pretty you are? Can you imagine every guy you meet telling you how beautiful you are from the time you're seventeen? Can you imagine rich men constantly trying to "buy" you? This gives you some idea of the "problems" of the Beautiful Woman.

Let's say you get lucky and land a Beauty in a long-term relationship. Do you think she will care about your comfort level? Remember, this is the woman who has never heard the word "no," has had everything handed to her on a silver platter, and has never had to give or compromise. Why should she care about your comfort level? See what our fellow man has created? (He being us, of course.)

The key to victory here is power — being seen with other beautiful women, money, prestige, influence, and position — which intimidates her. If you are ugly and love beautiful women, get a gig on TV, and the Beautiful Woman will overlook your physical shortcomings. Love them, but be extremely careful if you want to marry one of them. A Beautiful Woman is never a victim in the "battle of the sexes" because she has never been rejected. Remember, the only time a Beautiful Woman doesn't have her way is when she gets a speeding ticket from a gay motorcycle cop!

BEAUTY

"Natural beauty' is not born; it comes from the cosmetics department." — Al Bundy.

"Only beautiful women see their flaws." — Fast Eddie Love.

"The desire to make oneself beautiful is a universal instinct." — Beersohm.

Women say they dress for themselves or for other women — in other words, competing battle gear. But I say the majority of women really dress for men — at least until they catch them! The smart ones always want to look good for their men, so they exercise — even after they marry them! The others cut their hair to mimic Friar Tuck (he rode with Robin Hood) and impersonate Jenny Craig diet rejects! Their motto is "If there's a carbohydrate, I'll be gnawing on it." If you don't believe me, check out the candy section of your local supermarket.

The belief in "unconditional love" is held by many of today's married women. It's okay for her to criticize the ape, but he has to love her with the same intensity as when they met despite the fact that she looks nothing like the girl who stood beside him at the altar. When Tom married Caprice she was 5'8" and 132 pounds, and could beat any of his buddies at tennis. Seven years and two brats (always the excuse!) later, Caprice is still 5'8"

but she has pumped up to 232 pounds! Unconditional love implies that if Tom's Interest Level drops so much as one notch — from 100% to 99% — Tom is a dirty rat. (So much for objectivity.)

If wedlock (as in locked up) is in your future, and looks are important to you, look at her mom, and count carbs when Miss Right eats. Take her to an "all you can eat" restaurant and see if she acts like a troop ship loading up for war. Remember, beauty is not in the eye of the beholder, it's in her hips and fanny!

BEFUDDLEMENT

"The male ego tends to perform funhouse mirror tricks on the desired female." — Fast Eddie Love.

"The 'experts' have studied what percentage of people turn to their right after entering a building, but not how or why a woman chooses and stays with one man over another." — The Reality Factor.

"Don't give her what she says she wants; give her 'The System.'" — Fast Eddie Love.

As a kid, even before I started interviewing women back in 1965, I realized that Fido (man) and Pussycat (woman) each had four legs and a tail, but the similarities ended there. When Fido was happy he wagged his tail, but when Pussycat was happy, she purred. Most men and women (but especially men) are befuddled because they do not see the relevance of these differences. This oversight causes men and women to believe that because they are both humans, their romantic needs are the same.

Most men today think that women are nuts, and that if they have a good relationship with a woman, it's due to luck. Big mistake, Bro. Why? Because women act alike (and differently from men), and their choices are consistent; they all want men who display the male strength qualities of Confidence, Control, and Challenge. If men were aware of this, they would develop these qualities. Men who understand women exemplify these characteristics and thus have successful relationships.

It's not okay to treat your woman like your best pal, because you are not in love with your best pal. When she is present, do not bare your soul — two minutes a year is enough — nor should you act like you would at your best buddy's bachelor party. And above all, don't scratch — anything.

But do not fear. You have the key to the kingdom in your hands: "The System." But it can only help you if you stop clinging to your old pattern of

mistakes, and start using it. It is only a tool. With this newfound knowledge of women, there are no more excuses, just the right choices, and great payoffs. But the tool must be used.

The key is to never forget that other than having two legs and a nose, men and women are nothing alike, especially when it comes to love. You don't expect Fido to act like Pussycat, do you? Follow my advice and you'll see a more positive response from the women in your life — and you won't be befuddled anymore. Remember the French motto, *"Viva la difference!"*

BEGGING

"The only time to beg is when she has a gun at your head." — Sal "The Fish" Love.

"Begging her to stay only works if you're rich." — Rabbi Love.

"Confess to me. Only me." — Father Love.

One day while channel surfing, I found myself staring at a soap opera. Macho Boy, who was entirely too good looking (in spite of his funny facial hair), was pleading with his drop-dead gorgeous girlfriend on one knee (and pulling on her fingers no less!). "Please don't get rid of me," Macho Boy begged in a high-pitched squeak. "I love you too much!" The point is that Wimps aren't the only guys who beg. Macho Boys just never admit it.

Rather than throw an ashtray or lamp at the TV upon seeing this nauseating display, I clicked the remote. I landed on a gossip show where I watched a pro football player being interviewed on the subject of his bitter divorce. He showed the camera his ex's name tattooed on his 18-inch biceps. "She only wants what's fair," he said (in this case \$28 million of his future earnings). Not bad for an aspiring actress who used to wait tables! Then he added, "She will always be a part of my life." If I were on an airplane, I would have grabbed the vomit bag.

A man must understand a woman's point of view when it comes to begging, otherwise he will suffer the dire consequences — more pain due to further mistakes. You may think that your groveling is only "sharing your feelings," which the woman supposedly likes, but on an emotional level she sees begging as just wimpy.

I'm not trying to turn you into a cold fish — I just want you to retain control of yourself — you'll last a lot longer. If you make your lady into your shrink or your Mama, she'll lose respect for you, and then her love for you will surely perish. And you don't want that, right?

When you beg for her heart, she loves you for all of 10 seconds — before her Interest Level crashes. Like Rosie O'Donnell wolfing down two pints of Ben and Jerry's Cherry Garcia in two minutes flat, she'll feel good at first, but the stomachache inevitably follows. She knows that she should feel good about a man pleading his guts out, but in her stomach she only feels revulsion. If you beg long enough it will make her fall out of love with you, and you can never get it back — so don't start.

Confident men don't beg, men who control themselves won't beg, and men who are a Challenge cannot beg. If you do a good job of upping her Interest Level and keeping it there, you won't have to grovel on your knees like Macho Boy does on national TV.

BETRAYAL

"If she cheats on him, she will cheat on you." — Brother Love.

"Losers are not loyal." — Sal "The Fish" Love.

"Fido never leaves, but Pussycat just might." — Uncle Jethro Love.

The Seven Deadly Sins should be changed to eight — to include betrayal. All men would vote for that. Everyone loves loyalty, especially Fido and the mob! The only good thing about enemies is that they can't betray you because you never give them the opportunity. But love is different.

Your true love has a good track record with you, and then she commits treason. Ouch! Smarts, doesn't it? Betraying her man is the only thing a woman can do that hurts more than nagging him. Depending on: (1) what she did; (2) how long you've been with her; (3) whether you are married or just living in sin; (4) whether she knows about the money you hid from the IRS; (5) whether you have kids and house payments till 2030; (6) whether her father owns the company you work for; and (7) just how bad her transgression was, determines what you are going to do.

You have to ask yourself: "How come I didn't see this side of her before?" and "Why did she think she could get away with it?" and "Were there red flags that I should have spotted?"

If her Interest Level has not dropped below 51%, you can save this relationship. If you don't have a serious talk (calmly, no yelling or threats) with her about her transgression, she will lose more respect for you — assuming there is any left.

If she commits the sin of betrayal, I feel sorry for you, but by all means don't do anything stupid. I don't want to see you on *Cops*. I know you're hurting and you're filled with rage, but don't make it worse. The pain is temporary, even though it doesn't feel that way.

There is only one way to prevent being betrayed by your honey: her Interest Level has to stay above 90%. Her Integrity has to be impeccable. She has to be so much in love with you that stabbing you in the back wouldn't even enter her mind because one, you would "color yourself gone," and two, she thinks no other man could possibly take your place. But remember, even Mafia soldiers have betrayed their dons to congressional committees.

BIMBO

"If you put all their heads together, you could start a rock pile." — Fast Eddie Love.

"The good part is that she doesn't nag. The bad part is that when she walks, her ears whistle." — Sal "The Fish" Love.

"Bimbos think that the Great Depression was cured by Prozac." — Uncle Jethro Love.

Tom just got married to Caprice, a Bimbo. She's as dumb as she is beautiful. Tom is a tough businessman, and he is attracted to her childlike qualities. Plus, he gets off when couples his age stare at them. He is 44, and she is 22 but looks 18. He is a genius, and has two master's degrees. She couldn't find China on a globe and thinks that "tipping" is its capitol!

When he goes to work, she goes to aerobics, then visits her ding-dong girlfriends. Tom loves it that way, and Caprice loves Tom because he is caring and considerate.

Why are they together, you ask? Tom sees it this way. He has had two intelligent and educated wives — one was a lawyer and the other was a Feminista rights activist. His two divorces combined cost him half a million and many visits to the expert's couch. After the second marriage he swore there'd be no more arguing or nagging — and no more brains. "No one is ever going to mess with my comfort level again," Tom vowed at that time.

If you abhor nagging, could care less about stimulating conversation, like to make all the decisions, can get by on cheap physical attraction, and don't mind being with someone who thinks *Roe vs. Wade* was a boxing

match, you should hold out for Miss Airhead! Remember, Bimbos need love too!

BLIND DATE

“A blind date is like a Trojan horse; you don’t know what you’re getting.” — General Love.

“Blind dates only work if both people need very thick glasses.” — Anonymous.

“Men suffer alone with the choices someone else has made for them.” — Fast Eddie Love.

I’ve had plenty of blind dates, but very few were to my liking. I know my friends and acquaintances meant well, but it seemed to me that my blind dates were getting the better part of the bargain — and that’s not just my ego talking.

Let me tell you a war story. I had just dropped my girlfriend, and my company party was coming up. A friend offered to help me by setting me up with a fantastic lady. I called her, and she sounded good on the phone, so I made the date. When she opened the door, I was shocked. I had told her the company function was dressy. She was wearing a velvet sack dress decorated with cat hair. She looked post-Woodstock, with Viking pigtails! Luckily, being a salesman who is good at thinking on his feet, I told her that half the company had the flu (thank God, it was going around!), and the party was called off at the last minute. But I told her that since she was nice enough to set the night aside for me that I would take her to dinner anyway.

Then I looked for the mostly dimly lit restaurant I could find on the outskirts of town (I’d succeeded in ducking the folks at the party, and now the last thing I needed was to run into a friend). Now here’s the topper. When I took her home, I figured a kiss would make her feel better about the change of plans. But Erica the Red turned her head, and I kissed part of her ear — rejected when I wasn’t even interested!

You may hear about the odd blind date that ended up as a good marriage, but you won’t hear about the other 300 blind dates that went nowhere. The best thing is to do your own hustling since that way you’ll see with your own eyes what you’re getting. And only go on a blind “meeting” if there are other women at the event.

BLOCKER

"People who back-stab always do it with the best of intentions." — Sal "The Fish" Love.

"You never know which guys are envious." — Rabbi Love.

"Some people like to keep everyone down" — The Reality Factor.

I love success stories. When a friend of mine gets a raise or meets a new girl, I'm sincerely happy for the guy. If a person at work gets an award, is promoted, or wins the lottery, I share his or her feelings. (We only share good feelings.) No one likes naysayers, except for the "experts" and Feministas!

But guess what, boys? The rest of the world isn't necessarily like me. Since I wasn't born (or didn't grow up to be) envious, it's hard for me to believe that there are people who don't want anyone else getting ahead or lucky. In fact, many people just love it when someone else strikes out, takes a fall, is in pain, or is down and out. Some will even try to stop you from being happy if they get the chance. I call these negative beings "Blockers."

I'm at a party in another town. A friend of mine invited me to go, so aside from him I don't know anyone there. Caprice, a stranger, asks me to dance twice in a row. After the second dance, she goes to the ladies' room. An "ape-man" comes up to me and says, "You're dancing with one of 'our' women." I play dumb and reply "I didn't know she was your girlfriend." As it turns out, everyone there knows Caprice, but she's not dating any of them. "Ape-man" is a Blocker.

I'm living in a 500-unit apartment complex, and everyone goes to the pool, even in the winter. (It's Southern California!) This place boasts more women than a Garth Brooks concert and I'm having a field day! After a few months, I start hearing through the grapevine that I'm "no good for women." Me, Mr. Nice Guy! It gets back to me that some guys have been badmouthing me to the girls. These guys are Blockers.

The opposite of a Blocker is a Helper. This guy will try to set you up with a girl or build you up to one. There has to be at least six of these guys on the planet!

The explanation of course is that there are people who can't get to Caprice, so in their minds no one else should. Keep in mind that Blockers are fools because they're actually helping you out. They actually plant a positive seed in Caprice's mind — she has to wonder why the Blockers are so jealous! Remember, not everyone loves success stories as much as Doc Love does, so don't associate with losers!

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!

BOYFRIEND (EX-)

“In love and war, we are all expendable.” — General Love.

“Men may do the pickin’, but women do the choosin.” — Brother Love.

“She always compares you to the last boyfriend.” — The Reality Factor.

Tom is on his first date with Caprice. She naturally brings up her past relationships (most women do). Tom could care less about them (mistake!), because he is with her and her exes’ hearts are buried on Boot Hill. He never even considers the possibility that his heart will join theirs on Breakheart Pass. Remember what the good book says: “Pride goeth before the fall.”

Why is Tom making such a grave error? Because he’s not really listening (and thereby utilizing “The System”).

Caprice says to Tom on that first date: “My ex-boyfriend always looked at other women when I was with him.”

Guess what, guys? When Tom is with Caprice, he is going to look only into her eyes. It’s disrespectful to Caprice to do otherwise, and “The System” agrees. If Tom doesn’t do what Caprice’s “formers” did (i.e. make the same mistakes), why would she unload him? Not so complicated!

“My former boyfriend could never make a decision. I like a man who can compromise, but I don’t want to call all the shots.”

Did you hear that, Tom? She wants you to take charge, and show some Confidence! (Just like “The System” advises.)

Tom might even get a glimpse of her agenda if he opens his ears: "I broke up with John in Paris, Bob in London, Raoul in Rome, and Perry in Istanbul."

Her agenda is that her boyfriend has to be a walking travel agency. Tom should inquire why it didn't work out. "After all the fun George and I had together in Europe, he just wanted to stay home. How boring!" Translated from Womanese this means: "I brought agony and sleepless nights (rejection) into George's life after he ran out of money for airline tickets and wanted to take a rest." And she did the same to the other turkeys.

Tom only has to ask questions and be willing to listen — most men don't, and they will pay for it later. (Women file for divorce twice as often as men do.)

When you practice "The System," you will begin to see and hear things. The things she says and does will have new meaning. As your awareness and perceptions grow, a true understanding of women will slowly come to you, because for the first time in your life you'll have been led down the right path. Hallelujah!

A small percentage of your first dates won't talk about their past boyfriends, because they understand that it shows no class to talk about other men to the guy who's picking up the dinner tab. This is a sign of her good breeding, but not necessarily high Interest Level in you. You are looking for high Interest Level AND a good attitude.

The exception to the above is the woman on a first date who has 90% Interest Level and won't do anything to turn you off, so she doesn't take the chance by talking about other men. If a woman talks about her exes again on the second date, flush the number. She wants a girlfriend, not a boyfriend.

In spite of what a woman does, you should always display Confidence, practice Self-Control, and be a Challenge. Why? Because they are the universal male strength qualities that clinically sane women go for -
- all the time.

Pretend your handle is "Detective Love" from "Law and Order" and your job is to find out what your date really wants from you. Remember, a healthy choice in a woman makes for more fun later, if she decides to make you her boyfriend.

BRAGGING

“Great warrior always mysterious and never brags of his many ponies.” — Blackfoot proverb.

“Her built-in radar reads you in five minutes. It takes you three dates to find your shoelaces.” — General Love.

“He who boasts of his descent praises the deeds of another.” — Seneca.

Caprice says “My former boyfriend was always bragging and I had to divide by two when he talked numbers! I loved him, but after a while his tall tales got old.”

Guess what, guys? She doesn't like liars! I don't think the lie bothers her as much as your thinking that she buys into it, and/or that you're getting away with it. In addition, she feels insulted because she thinks you're talking down to her. Had enough? As my cousin Brother Love would say, “Tell it like it is, Bro, but don't tell too much!”

The reason I don't like telling whoppers and exaggerating is because I always change my story the next time I tell it, or a friend comes along, tells the true version of it, and I get busted. The truth always comes out, so tell it like it is. Plus, you won't have to try to remember the truth, because it really happened!

If you have a tough time in this area, I suggest that you keep your mouth shut. (You only lower her Interest Level when you talk.) If you keep your mouth shut, she can't bust you. Confident men know fertilizer only goes on the lawn! If you knew how intuitive women are, you wouldn't even consider b-s'ing.

Confident men don't exaggerate or lie – they fake sincerity. Pretend to be a good listener and you'll raise a woman's Interest Level. Remember, it's better to save the “war stories” for your buddies, and have the whoppers at the hamburger stand! (P.S. She sees right through you.)

BREAKING (UP)

“Even movie stars get their hearts slapped around.” — Sal “The Fish” Love.

“Have you got the guts to walk and not look back?” — Fast Eddie Love. “One

way or another, the woman always leaves first.” — The Reality Factor.

The first reason Caprice doesn't feel bad after she dumps Tom is because she couldn't care less about his hurt feelings. Why? Because she stays with him even when she has low Interest Level, allowing her resentment to build and her love to diminish even further, thus killing any possibility of its ever returning. Caprice only stayed as long as she did because of her bonding nature (she's a nester) and the time needed to find a new stooge! Caprice alone? Never!

Being the stronger of the species (Feministas have to be right about something!), Caprice has the ability to bear incredible discomfort by staying with Tom in spite of the fact that she despises him. Once she finally leaves, she won't ever go back because now she has plenty of resentment, no doubts whatsoever about her feelings (zero Interest Level), and a new Wimp in the wings!

On the other hand, the first reason Tom feels so bad after he dumps Caprice is because he still cares about *her* feelings. Why? Because if he has even a moderate Interest Level (51%) and bails out, not allowing sufficient hatred and resentment to build and his feelings of love to languish altogether, he will likely return to her.

The second reason Caprice doesn't feel bad after she dumps Tom is because she hasn't the foggiest idea what rejection feels like. You can practically hear her asking: "You mean it *hurts*?"

The second reason Tom feels bad after he dumps Caprice is because he knows *exactly* what rejection feels like — he is a man.

The third reason Caprice doesn't feel bad after she dumps Tom is because she thinks, "The dirty little creep deserved it!"

The third reason Tom feels bad after he dumps Caprice is because Tom is spiritual, sensitive, sympathetic, and has human feelings!

The key is to get mad and then get tough — on yourself. Get used to walking away and not looking back — it's good for you. Remember, there is only one parachute on the "airplane of love" that's about to go down.

BREEDING

"Staring is rude and makes a woman feel uncomfortable." — Doc Love.

"A rich man doesn't necessarily have class." — Rabbi Love.

"Tattoos are not a sign of high intelligence." — General Love.

I have a friend named Tom whose mother was a snob. All I ever heard out of her was a rant: “America is doomed by the trailer trash and all the other people who have no breeding.” At 11 years young, I really wasn’t sure what she meant by “breeding” — maybe raising cows and horses?

She thought the government should hand out a booklet to all new arrivals on the American way of doing things — like learning English and not eating Fido. That, however, would be culturally insensitive! But it *would* teach them how to have class: things like taking the trashcans in after they are emptied rather than walking around them for the next six days. Kicking soccer balls into the neighbor’s pool, parking on the lawn, and, worst of all, blasting boom boxes at night when people are trying to relax would be out. Your shoes would have to be clean. No worn-out Levis. Teeth and nails perfect.

My parents ground table manners into me. If I reached for food without first asking “Would you please pass the....” my Dad would try to plant a fork into the back of my hand. In grammar school, the teachers in the cafeteria would point me out to other students as an example of good manners. (Then the kids would throw food at me when the teachers left! But that’s okay — those good manners helped me when it came to the ladies.)

Study the lowlifes on *The Springer Show* and do the opposite. Miss Right is classy, and she wants her man to be the same — so rent those Cary Grant movies and copy the master. Remember, even if you were born on the wrong side of the tracks, you can still act as if you have breeding by always showing manners and class. All it takes is “please” and “thank you.”

BROKEN (DATE)

“A broken date is a mortal sin.” — Father Love. *“Only*

women break dates.” — Sal “The Fish” Love. *“Dating*

is a battlefield.” — General Love.

The unwritten “30” Factor states that if you ask 30 women for their phone numbers, you will get 10 (or one out of three). Three out of the 10 will use the answering machine against you (by not picking up the phone or returning your calls). Two out of the remaining seven will break their dates without a counter-offer. Two out of the remaining five will be Professional Daters who will go out with you but never achieve an Interest Level of 49%.

The last three will have an Interest Level above 50%, but you know nothing about them — yet. Do not be depressed.

Nevertheless, men should realize that the word “no” is not in most women’s vocabularies. Since the man does not hear the word “no,” his ego says she must mean “yes.” She says to herself, “Why doesn’t he just get the hint?” It would never enter her mind that maybe she’s misleading the poor slob. Why would she care? She has zero Interest Level! How can she care when she doesn’t care? It’s a contradiction in terms!

To review, two out of the seven dates were broken. In spite of this, most men call back for another date (thus beating a dead horse), proving to these women that they are like all the other broken dates in her past: weak and needy (and one of these guys bench-presses 290 lbs!). The odds of her excuse for breaking the date having anything to do with the truth are the same as you: 1) winning the lottery 2) being hit by lightning 3) being jumped by a cougar 4) being eaten by a shark 5) seeing Jesse Jackson run away from a television camera or 6) being shot by a terrorist! Your ego, which is now working overtime to rationalize her behavior, compels you to pick up the phone and beg for another sucker punch!

When you hear one of these date-breakers on the phone or on your answering machine, you’ll notice that her tone is flat. She will also tell you how “bad” she feels (but not quite bad enough to keep the date or counteroffer with another specific date!). She’ll end the conversation with “Keep in touch,” which in Womanese means “Please throw my number away!” You will never hear this message on your answering machine: “Please call me so I can make it up to you by cooking you a great meal at my apartment.” Why? Because a woman with a low Interest Level cannot keep a date — it’s axiomatic.

When a woman breaks a date, she is telling you that she has zero Interest Level and disrespects men in general. For one reason or another she couldn’t say “no” to your face. In a sense this is good, but it is misleading to a man. Don’t take it personally. At least now you know where you stand. Before you had “The System” you were in a fog.

The key is to never buy into a date-breaker’s whoppers. The Bottom Line Factor says that women with high Interest Level cannot break dates. When you get 10 numbers, only three actually like you. Flush broken-date numbers before you are tempted to memorize them. That means ASAP. Remember, dating, like sales, is a numbers game and if you follow “The System” you’re getting closer to the real Miss Right and growing more aware as you go along. Remember guys, you have to have fun doing this, or it’s no fun for her either.

BUSINESS CARD

"The sooner she asks you personal questions, the better." — The Reality Factor.

"They don't call you on the phone, Grasshopper, but when they do... Ka-ching!" — Chinese proverb.

"Do what's right from the beginning and do not cherry-pick 'The System.'" — Doc Love.

I sell common sense to you men, partly so you can spend less time and money on women who have low Interest Level and bad attitudes. How? By teaching you that you actually have the right to leave Miss Wrong first, and be the "dumper" for once. But more importantly I want to protect your hearts from unnecessary humiliation.

Listen to this war story. Tom met Caprice at a party and he liked her, but he felt she didn't like him romantically. How come? When he asked for her home phone number (Tom knows to always ask for the home phone number) she gave it to him without any enthusiasm. It was as if she were "going through the motions." Tom found out later that his radar was correct in giving him a negative feeling. Tom thought he should have thrown her number away, but he told himself that maybe it was just his "insecurities talking." So he took her out twice and he felt she was with him physically, but her heart was somewhere else. Tom then realized that Caprice, from the beginning, only had 40%-49% Interest Level — which cannot be raised. Let me stress that if a woman's Interest Level is 49% or lower, it can never go higher — you cannot make good wine out of bad grapes. Initially, Interest Level needs to be at least 51% or higher to grow. The Reality Factor says just because she's with you doesn't mean she's in love with you. I am not saying that all women are users. I am saying that they have their own ways and if you are aware of them, you will get hurt less often.

There are women who go out because there is nothing on TV that night, or their boyfriend is busy, or maybe there's nothing else going on in their lives. "Whom can we use tonight without getting involved?" is their motto. Some women go out just to go out. Why not? You are paying for it. Dating implies that there is some positive Interest Level (51%, and hopefully a lot more) on both parties' part. This is true for all men, but only some women. (Remember: only three out of 10 women who give you their phone numbers actually like you.)

Make sure you are sitting down. Now, take a deep breath and plug these next two love factors into your cerebellum:

Factor 1: A man's ego never allows him to think that a woman would go out if she felt indifferent toward him – i.e., had 49% Interest Level or lower. The sin here, guys, is never considering this scenario as a possibility. You think “If she dates me, she has to love (have at least 51% Interest Level in) me.” What you should be thinking is “Two out of five first dates are a waste of time and money.” If you got this far in the book, you are seeing the light.

Factor 2: If you go out with a woman and do everything right (follow “The System” on purpose or by accident) and her Interest Level doesn’t climb higher, then she never liked you in the first place.

Notice how in the other “love doctor” books the so-called experts never tell their female readers that it’s immoral to date when you’re not interested. “But Doc, that’s not fair!” you say. If you want fair, go to the state fair.

Ask a lady friend if she’s ever gone out with someone she had no feelings for. At first, she will say she never has, but if you keep digging, you will get — finally — a straight answer.

“Caprice, are you telling me that every guy you ever went out with had the potential for a long-term relationship with you if he did everything right?”

“Caprice, are you telling me that every guy you went out with you were physically attracted to, that you were truly available, and that you had at least 51% Interest Level in him?”

You’ll have fun watching Caprice wiggle and stammer as she uses Womanese to try to distract you in your quest for the almighty truth. Because you are the only guy who keeps her on the defensive when talking about love. (You can have lots of fun with this info. Join Toastmasters and give a speech on Challenge, and I’m willing to bet the women in the audience will take a second look at you.)

Caprice will never admit to giving a guy false hope instead of saying “No, thank you, I’m married to Mike Tyson.” She’ll rationalize and say, “He asked me, I didn’t ask him.” Or “I didn’t want to hurt his feelings.”

As you are misled, there goes any possibility of a loving and caring relationship, building intimacy, expressing true feelings, not taking advantage of anyone, being honest and sensitive, and not playing games!

And above all, there goes fairness and openness!

When I was in sales, there were people who called our company to send out a salesperson to their homes, only to spend three or four hours wasting his time. Now here's a guy on commission, with a wife and three kids to feed, and the Jones family, who have no interest in his service or product, use him for some free entertainment that night! Take a guess what we salespeople called the Jones family! This is the equivalent of dating with low Interest Level, guys.

"The System" will make you more efficient, because it will enable you to read situations more quickly as you try to recruit Miss Right. Every girl you meet is practice for the next one. When what I ask you to do comes naturally, you will be ready for Miss Right.

Here's an example. Tom has been dating Caprice for two months, and she's always the one who chooses the event, restaurant, or movie. They never argue — she just gets her way, like that left-wing extremist Uncle Joe Stalin used to in Mother Russia. Now Tom has a choice. He can drop Caprice because she isn't flexible, or he can be run by his emotions, marry her, have three kids, get divorced in eight years, and continue fighting with her over his kids every time he picks them up until they are grown. Even better, she can remarry, and Tom's kids will have a new dad who tells them what to do. (And they say women are the weaker sex — what a joke!)

Tom must realize ASAP that living with Anita the Hun is not good for his comfort level. But like most men he will only make the right choice when he is tired of being tortured. Misery and pain will wear Tom down until, finally, he stands up to her by leaving. If he had gotten rid of her sooner, he could have been with a good (Flexible) girl. Tom's eight years with his hardheaded women can never be replaced. Now he only walks around with sad eyes.

"The System" gives you the choice to stay, or to get out early. But you have to be brutally honest with your ego-driven self — this is the time for humility. You must be disciplined in order for things to change in your love life.

Tom, like a lot of guys who finally leave, should have made that judgment call during the dating period rather than in divorce court. When you allow yourself to follow "The System," there are no excuses or confusion, only success stories.

I have spent years researching dos and don'ts so you guys won't have to repeat my "legwork" into the dynamics of the feminine soul.

Assuming I started with the right questions, my conclusions are correct. I did, and they are.

So here we go. You meet Caprice, give her your pitch, and then ask for her home phone number. She will either give you the number or a whopper! (My favorite is "I don't have a phone – give me your number." You just met the only American without a phone!) If you do what she asks and give her your card, you just gave up Self-Control (one-third of Control — see the Truth Triangle).

Don't give her your card like every other schmuck. She'll never call! If she was interested in you she would have given you her home number to begin with. Believe it or not, women actually help you (only) when they like you. Duh!

When she asks for your business card, this is Womanese for "I don't care for you." You should ask her instead, "Caprice, do guys still buy that line?" And if you want to play hardball, ask her two more questions: "How many business cards have you collected?" And "Did you call any of them?" When you do this you'll become the first guy in America to bust her!

When a woman asks you for your business card, ask for her home phone number again as if you didn't hear her. If she doesn't give it to you on the second request, smile and say, like De Niro would, "It's been a pleasure talking to you," and take a walk. (In other words, "Next!")

She must give you the home phone number — business numbers AND cell phones numbers AND e-mail addresses don't count. Why? Because we want high Interest Level to begin with and the above do not demonstrate that. Am I going too fast for you, Tommy?

A variation of this female communication scam is when she gives you her business card. This is another form of "No!", only softened. (Put on your thinking caps: Who has higher Interest Level — a girl who gives you her business number or a girl who gives you her home phone number?) Turn her card over, get out your pen, and ask again, "What's your home phone number?" (This is the only other time you ask twice.) Ten to one it's whopper time! (If only women wore their Interest Level on their foreheads so you could look up and see "49%" and walk away.) There — I figured it out for you.

If she doesn't struggle (note her body language) or hesitate (verbally) when giving you the home phone number, call her in five to nine days. If she does, find the nearest trash receptacle as soon as you are out of her sight. Even better, hand her the card back and grin at her like Al Pacino.

The key is to ask for the home phone number and keep your mouth shut — don't help her when she stammers. A girl with high Interest Level will actually give you her home phone number! Astonishing! Remember, if she doesn't give you the number, at least she respects you for not biting into her whopper!

BUTTERFLY

"Everyone knows men and women are not the same when it comes to romantic relationships, but I know that among women, romantic choices are the same assuming she is not a whack-job." — Sal "The Fish" Love.

"Ask yourself, 'Why does she wear 'battlegear' in public all the time?'" — Fast Eddie Love.

"When it comes to creating havoc, no one beats a Beautiful Woman." — Sal "The Fish" Love.

I love nature shows on public television. You watch this guy go down to Brazil, climb up high in a tree, and spend 30 years training his cameras on one beautiful butterfly. What motivates someone to spend so long just to find out what makes this butterfly tick? But the part that I find most interesting, of course, is why this tiny creature chooses and stays with her partner.

A woman is like a butterfly. She shops for pretty and colorful clothing, and the makeup she wears makes her features more attractive — or at least this is what Revlon has led us to believe. The perfume she wears is also enticing, especially if it is jungle gardenia. She wears elevator shoes (high heels or platforms) to lose 10 pounds, make her legs grow longer, and hopefully add a bowling-ball shape to her derriere. Anything to mess with a man's mind.

The only reason women imitate butterflies is to get men to love them. If you doubt me, ask yourself how much money is spent on advertising in *Elle* and the other women's magazines.

Remember to try to love them only for their intellects.

CAMERA

"The assumption is that beauty is going to make you happy." — Brother Love.

"Angels are only in heaven." — Reverend Love.

“A Beautiful Woman can get anything she wants.” — The Reality Factor.

I know this will come as a shock to you, but you can actually learn something from talk shows! Caprice, married to Tom for two years, is about to give him the surprise of his life. She is about to tell him that she is going to leave him for a movie career in Hollywood. It's something she has wanted all her life, but it's big news to Tom! (And she's the one who is always on Tom's back to open up and confess his sins!)

I know what you're thinking; it's the glamour, the money, the prestige and the power. Fair enough. But I'm going out on a limb on this one. I call it Doc Love's Advanced Class. She worships the camera because the camera worships her. A man can't match the camera lens when it comes to adulation. Starring in a movie with Tom Cruise or posing on the cover of *Vogue* — only the camera can make that happen. And, as Mrs. Tom Cruise put it, “You are nothing unless you're on TV1.” Besides that, the camera makes her look the “best that she can be.” And she knows everyone will look and give her the adoration that she rightly deserves — and she knows she deserves fans.

When you give your beautiful girlfriend the engagement ring, ask her this question (and if she hesitates in answering, slide the ring off her finger as quickly as you can!): “Caprice, if we were standing in front of the preacher taking our vows, and an agent from Disney ran up and said he wanted to take you to Hollywood to make you a star, would you even think of going?”

Think about this: what percentage of women marry men in the entertainment industry just to help their careers and then divorce them? Remember, to a Beautiful Woman, no man can ever beat the camera.

CARY GRANT

“The great thing about Clint Eastwood is that he doesn't talk or reload.” — Sal “The Fish” Love.

“What if she thought she was interviewing for the job?” — Fast Eddie Love.

“If you don't react to her, she likes you more.” — Uncle Jethro Love.

When I was six years old, I would go to the Saturday matinee to watch an actor by the name of Cary Grant. In fact, I've seen all his movies, some as many as five times. He was the original “class act.” He said all the right things, and had all the right moves.

He was my role model because women had to chase him in order to catch him. When the women fired verbal barrages at him, he always had a smile and a better comeback. Women never got to Cary Grant, at least on the screen. He never got rattled or uptight; he was always smooth as silk. This comic charmer is now in the great motion picture studio in the sky making the angels blush!

The key is to rent Cary Grant's movies and study the attitude of the King of Banter. Watch him in *The Philadelphia Story*, *To Catch a Thief*, *Charade*, *Notorious*, *North by Northwest*, *His Girl Friday*, and *Holiday*. Get his attitude and copy his bantering. Remember, if you do, you too can make your angel blush!

CAT

"Kissing up never work, Grasshopper." — Chinese proverb.

"Pussycat will rub up against your leg when she is so disposed. So chill out, relax, because it's in the bag." — Fast Eddie Love.

"Pussycat isn't moody; she's just on a different schedule than Fido." — Uncle Jethro Love.

I have never met a woman who doesn't like cats. But most men aren't like women when it comes to felines. Half the guys could care less, and the other half just don't like them. And a very small percentage of men believe cats have too many — as we said as kids — "cooties" (germs). Personally, I love Pussycat. Fido will love anyone unconditionally, but Pussycat has her own ways. She has to be worked — cultivated, as it were. But if you can somehow plant the idea in that cat's mind that an idea of yours was really hers, you'll get your way more often than she does (love is a power struggle). I pretend to that cat that I could take her or leave her. Then she jumps on my lap. I pet her once or twice and stop. Wait one minute then another stroke. Purrsville. The Reality Factor says that you pick the cat, but the cat chooses you.

Let me go through this love tactic slowly from a different angle. Why? Because at Caprice's apartment Pussycat is a potential Blocker. First, pay no attention to her (Challenge). Then, give her a few meows, and wait. If it's meant to be, that Pussycat will be right over! But kitty, like Caprice, has to think she is in control at all times. You do not push — you just gently lead.

Hopefully Caprice will say "My Pussycat likes you and she doesn't like anyone." In Womanese that means: "You just jumped the first hurdle, you sweet talker!" *And you hate cats!*

The key is to understand that Miss Right and Pussycat respond to Challenge. Remember, women with a high Interest Level and good attitude purr, and women with a low Interest Level and bad attitude scratch and sometimes even growl at you like Fido never would!

CHALLENGE

"I should get honorary degrees for Challenge." — Doc Love.

"In every union there is a mystery, a certain invisible bond that must not be disturbed." — Amiel.

"Challenge better than catnip or rhino horn, Grasshopper." — Chinese proverb.

It took 20 years to invent "The System." The basic principles remain the same, but their applications continue to grow. Principles get reinforced with time. It's like putting more ornaments on the branches of the Christmas tree, or in this case, adding to and reinforcing the tenets of the Truth Triangle.

The last principle added to complete "The System" was the male strength quality, Challenge. The reason Challenge took so long and was so hard for me to discover was because no woman actually used the word, and only a few even remotely alluded to it.

(It's no wonder Freud couldn't discover what a woman wants! Challenge, guys, is what the woman wants. It's the only drug that will keep her — she won't know which end is up! But it takes guts and hard work to master.)

Here's the most ironic part: Once I started using the word Challenge in my interviews, women knew exactly what I was talking about. But unless I said the word Challenge, she would never bring it up.

For example, I would ask a woman "What do you like in a man?" She would never answer, "I love a Challenge. I like a guy more if I have to chase him or work to get him." (The "experts" and Feministas could not have that, now could they?)

I stumbled across Challenge by accident when probing with improved interviewing techniques. (I'm a love cop!) The first telling incident was when Caprice kept saying that Tom was exciting because of his "inaction." "He was mysterious and I always wondered where I stood. He didn't chase me like I was used to." Intellectually, she said she didn't like it, but when I

asked "So, why didn't you dump him?" she replied, "I kinda liked it. He was different. He kept me on my toes, so I married him." So much for logic!

By now I was muttering under my breath, "What is she talking about?" But after what she said sank in, two other big questions hit me. "What if the man, who is the aggressor and faces the possibility of rejection, could somehow reverse the process? What if women really didn't know that they responded to Challenge in a relationship unless it was pointed out to them, or better yet, applied to them?"

The second thing that helped me uncover the concept of Challenge had to do with handling of the phone properly in relationships. In sales, the phone is used to set up a meeting — not to give out information. But in dating, the phone becomes a woman's favorite weapon (her control device) of choice. Men should realize that the phone is used only to set a date, not to give interviews. She can't get rid of you if you don't permit an extended phone conversation. Why? Because you're not giving her the chance. Get on the phone, ask for the date, say "See you then," and get off the phone.

I asked Caprice, "How long after a guy takes your home phone number do you want him to call?"

"Every guy calls (predictably) within two days," she answered. "Another

question," I persisted. "If I got your home phone number, how long afterward would you want me to call?"

"As soon as possible. Then I would decide whether or not I wanted to go out."

"Caprice, what if I got your home phone number and I didn't call you for five to nine days?"

"If I liked you, I would be a little mad, and think you were playing games."

"What games, Caprice?" I asked.

A blank stare. Then she added, "I wouldn't like it, but if I had interest, I would accept the date."

Here is the best part, guys. I asked, "Caprice, would you be thinking about me during those five to nine days?"

"Yes, if I liked you," she said.

“Caprice, what would be happening to your Interest Level?”

“I never thought about it that way, because no one has ever done it. But if a guy waited, and I was thinking about him, *it would have a positive effect on my feelings.*”

There you go, right from Pussycat’s mouth!

Challenge is like money in the bank that works for you while you are asleep – it grows. If she can’t see you or hear you, you can’t lower her Interest Level.

Challenge is the test (It’s our turn now!) that shows a man whether she really cares for him. It has such an impact on her that she won’t be able to understand (great!) what’s going on in this dance of love. Now, for the first time in her life, she is forced to become the aggressor (the tables are turned for a change!), and she has to do the chasing, as well as face the possibility of rejection. I guess you know what all this does to her Interest Level!

If she is coming after you, she can’t be getting rid of you any more than she can sit down and stand up at the same time. You go in slowly, stop, back up, and she goes bananas!

Most men don’t understand that if you play hard to get (which is teasing on purpose in the woman’s eyes – not yours), the woman cannot lose interest, because she will see you as fun and different to be with — remember, they are not like us! Just the thought of playing hard to get scares most (timid) men. If she has 51% Interest Level or higher, you have nothing to lose, and everything to gain. Only structured women who do not like to play or women with low Interest Level to begin with won’t respond, so “The System” protects you by weeding out the dictators, users and losers.

Some men feel that the woman will get the impression that maybe you don’t like her. Good! But the Reality Factor says that when she’s not sure of herself (she’s always been sure of herself in the past), she will go crazy and will like you more. Think of it — here is someone who understands men, and now she’s confused – isn’t this great?

If you discuss Challenge with your friends, they won’t have a clue what you’re talking about — so don’t waste your time. This concept is what separates me from the other “love doctors.” Don’t look for any validation of this fact of life, except from your honest sister.

The biggest part of relationships that is missing today is Challenge.

It is the lost key to the mating dance. In America, you will never hear a woman say, “I dumped him because he was a Challenge and thus never boring.”

Challenge is one-third of what turns a woman on and keeps her turned on. Challenge only works on an Interest Level that is 51% or (preferably much) higher. Remember, she can’t dump you while she’s chasing you — have you got the guts to be all that you can be by hanging back?

CHANGE

“Do what I tell you to do and it will become you.” — Doc Love.

“Drill, drill, and drill.” — General Love.

“Men acquire a particular quality by constantly acting in a certain way.”
— Aristotle.

Men will change a little bit if there is a payoff. Psych majors call this behavioral modification. But when I show men that a change in habit will benefit them, some people accuse me of making actors out of men, or worse, manipulators. Nothing could be further from the truth. But until men become aware of how relationships work, this male gender-cleansing must continue.

You will feel uncomfortable at times following “The System.” This is because these concepts are new to you, and you are changing old (bad) habits. You will be inspired when you start getting positive responses from women, but this takes a while. “The System” will become part of you because Confidence, Control, and Challenge are male strength qualities that are natural to you — you just don’t know it yet.

The key is to not give up when the goin’ gets rough — just get tougher. If it’s worthwhile, it can’t be easy. The truth will make you powerful. Remember, winners don’t quit.

CHARMER

“Someone is going to sell this woman; it might as well be you.” — Fast Eddie Love.

“Never swear in front of her.” — Doc Love.

"If she is talking, you know you have her attention." — Fast Eddie Love.

A charmer is a man who delights, fascinates, and attracts women. Tom can just stand there and women are in awe of him. So much for "looks don't count," and "it's what's on the inside that really matters!" This guy is just charismatic! He has an aura around him, a glow as it were. For us less fortunate people, thank God we have "The System." If we practice it, we will become charming too.

The key is to watch the charmer, and take what you can from him. Learn how to tease, kid, and banter with women. Notice how playful he is with women. Remember, it's not his fault that he has charm — he was just lucky enough to be born that way!

CHEMISTRY

"Squaw who have big heart for brave never have pain between ears." — Crow proverb.

"Women with high Interest Level never say, 'Don't take this personally, but...'" — Doc Love.

"Chemistry is: 'Wow, who is that guy?' (What happened to inner beauty?)" — Fast Eddie Love.

You meet Caprice at a company convention and she (unconsciously) gives you a grade of 90% on the Interest Level meter. She is available, and you passed the physical. It's great to be liked so much in 30 seconds by a stranger, but it just doesn't happen that often. Most of the time, if a woman likes you, it's around 65% to 70%, and then you start the sales campaign. But this time, fate is smiling over your shoulder. As my cousin Sal "The Fish" Love would say, "You got a live one!"

Don't ask why she likes you so much so fast. Just enjoy it because it ain't goin' to last. Remember, someone has to win the lottery. It may as well be you!

CHIVALRY

"Always look good." — Sal "The Fish" Love.

"The more you know about women, the more confident you are with women." — Doc Love.

"Clinically sane women like secure men, so fake it." — General Love.

You talk to Caprice at the wedding reception for 10 minutes and then ask for her phone number. On your first date, as you shut off the car engine, she goes for the door handle. You say that you will get it, walk around the car, and open the door. If she says "no," you've got a Feminista or a rigid woman or a woman with low Interest Level on your hands. If she says, "This doesn't happen very often," she's just told you in Womanese she likes what you did (and that her other dates aren't gentlemen). It also verified "The System" and raised her Interest Level.

Take her hand, help her out of the car, and offer your arm. When you walk into the restaurant, hold the door open so she can go in first. You select the table and pull out her chair. Classy women like this. Feministas hate it – "I can pull out my own chair, thank you very much!"

Since she knows you're a take-charge guy, she doesn't have to worry about what is going to take place because it's all in your hands. Her comfort level is rising and she knows you have class. Nothing beats a self-assured man.

Look at all the points you won, mostly without saying a word or spending a dime. You also tested her Interest Level and her attitude by her reactions. This means tons of info for you.

Be bold and gallant. She is looking for the knight on the big white charger that she reads about in her stupid romance novels. Remember, after she decides to keep you, she will be throwing those books into the fireplace to keep you warm – which is where they belong!

CHOICE

"No change past, only change now and future, Grasshopper." — Chinese proverb.

"Never put yourself down or say 'I don't know.'" — General Love.

"Study the rejectees and do the opposite." — Fast Eddie Love.

I have a student who can teach "The System." The bad news is that he doesn't practice it. He was so demolished by his divorce seven years ago that for one reason or another he won't do what's right. I've talked to him until I was blue in the face. I've told him, "Just practice a couple of the rules," but he can't, or won't.

"The truth will set you free," says the good book. So choose "The System," because it is the truth about romantic relationships. Just around the bend is a whole new life, full of untold romantic feelings and unlimited earthly happiness! Remember, God gave us the gift of choice, so let's do what's right.

CHUMP

"It's better if she thinks she likes you more than you like her." — Doc Love.

"Only you can give away your power." — General Love.

"You don't get what you want or what you deserve, only what you negotiate." — Rabbi Love.

The great thing about being a Wimp is that at least you get a girlfriend. She may use you as her social punching bag and lead you around as if she were a seeing-eye dog walking his blind master, but at least she gives you a "token" hug once in a while — in between headaches and nagging.

But the poor chump is on an even lower scale when it comes to being disrespected by women. He is the king of minions. He's the ever-ready stooge for any female who has a chore to be done. Paint your house or move your furniture, he is waiting to be used. (Talk about zero Self-Esteem — what did this guy's mama do to him as a kid?) I really feel sorry for this guy because he will never have a lady to love him; he'll only have a list of things to do for some user with a phony smile (if he's lucky).

The key is to never, ever imitate this guy because you have high Interest Level in a woman. Remember, some guys are unfixable.

CLASS

"Staring is rude and it shows her that you're a creep. Instead, smile and walk up to her." — Fast Eddie Love.

"If you eat like a wolverine, read Miss Manners." — Sal "The Fish" Love.

"The System' is, in part, a gentleman's etiquette guide." — The Reality Factor.

Class is the ability to do the right thing at the right time. It's smooth — so no showboating. A classy guy or woman can wear jeans and still have class. Look around and listen to men and women at get-togethers, and

figure out who the classy people are. See how they handle themselves and how they respond to various situations — they are always calm. They engage in positive small talk, and exemplify Self-Control. They look you in the eye when they talk to you and seem sincerely interested in what you say.

The key is to study Cary Grant movies and learn the principles involved as he maintains his composure when a woman tries to put him down, bust his chops, change him, or the worst — take him to Hell in a handbasket by nagging him to death. Miss Right knows you are confident when you are classy, so watch your table manners. Most guys lose points at the table, so don't eat ribs until she's gone over you. What you don't want to hear is "That boy is a P-I-G!"

CLOSING (THE DEAL)

"Woman's first impression very important, Grasshopper." — Chinese proverb.

"The 'experts' (other love doctors) never talk about the effect that Challenge has on the woman's Interest Level." — The Reality Factor.

"Success with women begins with the understanding that dating is all posture and negotiation." — Fast Eddie Love.

While interviewing thousands of women and studying their romantic choices over the past 30 years, I also worked as a salesman for many companies in order to sustain myself. I took training sessions from the best sales managers, and I heard motivating speeches from the most inspirational speakers — and they all had one thing in common. At the end of each one's talk, I would always hear, "You can have the greatest sales presentation in the world, but You Gotta Close!"

Let me tell you a war story. Imagine that Tom the peddler goes into Mr. and Mrs. Love's home at 7 p.m. to sell them aluminum siding for \$9883.62. In their minds they are "just looking" and there is no chance of them parting that night with the most precious of all their possessions — kids included — their money.

Four hours later, wearing a Julia Roberts smile, Tom gets into his car with a deposit check and a signed contract. How sweet it is!

Tom gave only a fair presentation, but he didn't flinch when asking for the order. He was confident as he handed Mr. Love the pen and said, almost too calmly, "Please okay this, Mr. Love." They stared at the contract

for two minutes and 15 seconds — you could have cut the air with a knife. Tom didn't budge, even though it felt like his heart would explode through his chest. He and Mr. Love both felt the pressure of the standoff — like the final scenes in a spaghetti western. But finally Mr. Love caved in and signed the contract. Ask any sales manager what their best salespeople have in common, and they will tell you it is their ability to ask for the order — to close the deal.

Some guys come to my coaching seminars over and over again because they always learn more. During a break at one seminar, one student told me about a girl he'd met at a party. I asked him if he got her home phone number, to which he answered that he didn't ask. (In my seminars I say no less than 20 times: "Ask for the home phone number!") One day that student will get past his fragile ego and ask for the order — some guys just take longer.

Suppose that Tom meets Caprice for the first time at a wedding reception. He talks to her and thinks she has a positive Interest Level. Why? Because she gives Tom "buying signals." He asks Caprice her name, and he waits for her to ask him his name — which she does. Her eyes seem to beam and grow bigger the more they talk. Caprice taps Tom's arm twice during their 10-minute conversation, and she even asks him semi-personal questions.

Tom knows how to leave Caprice wanting more (Challenge!) by cutting the conversation first (women typically leave first — in everything). He does this by asking "Caprice, what's your home phone number?" and after getting it — leaves — unlike all the others who she's not seeing anymore. Caprice's response, made up of her enthusiasm, body language and tone of voice, will tell Tom whether or not she has (initial) high Interest Level in him, or if she should just get an Academy Award for flirting when she's not interested. Tom will either hear seven digits from Caprice's beestung lips, or one of thousands of excuses why she can't give out her number — but never the "N" word — "No." This is the first time that Tom will grade Caprice's Interest Level. Tom will pick up two points for waiting five to nine days to call her. Why? Because Tom knows that Challenge drives up the woman's Interest Level.

It doesn't matter if Tom gets Caprice's number or not; the point is that Tom asked for it. As they say in baseball, you have to swing to hit. During the week, Tom is a home-beautifying specialist, asking homeowners to okay agreements. Tom knows that closing is everything in sales. He also knows this principle applies to getting Miss Right's phone number as well.

Let's take the worst case scenario. Caprice doesn't touch Tom or ask him questions, and she has only 51% Interest Level in him before he asks

for her phone number. He is like a guy hanging by his fingertips from the side of the mountain — but he isn't dead yet. Tom isn't quite physically what Caprice looks for in a man, but his conversation is uplifting, he is super clean-looking, he is positive, and he does the most important thing: he makes Caprice laugh, which makes her feel comfortable.

When Tom does ask Caprice for her home phone number, her Interest Level rises four points to 55%. Why? Because Tom shows Caprice that he is willing to put his ego on the line with a direct question — Confidence raises a woman's Interest Level. Later, she thinks about the other guys who, weakly or meekly, asked her, "Would you like to go out?" (*Why is this stranger asking me about my feelings?*) "Are you busy this weekend?" (*He must be a lonely guy.*) "Do you think that maybe we could get together, if you aren't too busy?" (*He wants to make me his mama.*). They all got Caprice's home phone number and they all ended up talking a lot to Caprice's answering machine — but never to Caprice again. Apparently they had Caprice mixed up with someone who had feelings for them. She did until they started talking.

After Tom gets Caprice's number he says, "Nice meeting you, Caprice," and he rejoins the reception. He doesn't say, "I'll call you," like all the others had predictably said, which of course is boring and antimysterious. He picks up two points for walking away first and two points for not giving away his game plan — if or when he will call. Now Caprice will wonder, and raise her 59% Interest Level to loftier heights. Why? Because Tom is a Challenge, and Challenge raises the woman's Interest Level, especially if she is beautiful like Caprice.

If you are a guy who can say no more than "hi" to Miss Right because your mind is blank and your Interest Level is going through the roof, just ask her for her phone number and shut up. Remember, it's a piece of cake — and she won't shoot you.

CLOTHES

"You have to pass the Physical Attraction Test." — The Reality Factor.

"It's amazing what a razor, some soap, water, and an iron can do for one's image." — Brother Love.

"You can always take something off if you overdress, but you can't add something if you under-dress." — Sal "The Fish" Love.

I worked for a delivery company that had 40 drivers. We made small deliveries, such as checks, movie scripts, and envelopes — nothing big or

heavy. Everyone was allowed to dress the way he wanted. Half the guys wore the same pair of jeans all week, along with a different wrinkled tee shirt for each day. The other half wore pressed casual pants and nice sport shirts. If you were a woman who liked clean-cut guys, which half would you find more attractive?

One summer I cleaned roads for the city. It was hot and dirty work. But when I got home, I took a shower, shaved, and put on clean, fresh clothes. Since you might meet her when you don't expect it, wouldn't it be better to look good?

Unless you work for a hard rock band, leave the grunge look to music videos! What did your mom tell you about a girl's first impression? Look clean, and make her smile. Remember, you don't get a second shot at a first impression.

CLUE

"Women get turned off or take advantage of you when you're too good to them; they can't help it." — Fast Eddie Love.

"When the man has low Interest Level, he does everything right." — The Reality Factor.

"The 'experts' deal with dating in terms of how they want it to be or how they think it ought to be, but not in terms of what a man actually goes through." — Doc Love.

I have seen books by other love doctors that explain to women how to deal with the man they've selected. I've seen books that describe all the bad men that women choose. I've seen books that describe the differences between males and females. But you know what? The 'experts' don't have a clue! Why? Because they have no idea what effect Challenge has on the woman's Interest Level – which they don't happen to talk about either.

The key is "The System." There are reasons why so few couples are happily married, and the other half are splitting up. Until men discover and understand these reasons, the plundering of their hearts will continue. Remember, it's up to you, big guy!

COMFORT (LEVEL)

"It's good to love each other (Interest Level), but it's equally important to like each other (Attitude)." — Rabbi Love.

"If she is laughing, she is comfortable." — The Reality Factor.

"Listening to her doesn't mean judging or giving advice; it just means listening, sympathizing, and empathizing." — Reverend Love.

A woman can talk about the smallest, most inconsequential event, which you couldn't care less about, but if you are a good listener, she'll like you more. Why? Because she thinks you actually care about what she is saying! Wild, huh?

When you first meet, there are three hurdles you have to jump over in order for her to go for you. One, she must be available (no boyfriend or husband lurking in the background). Two, you must pass the Physical Attraction Test (In her eyes, pleasant-looking or better. If you are in a band, the worse you look the better!). Three, after you start talking to her, she should have at least 51% Interest Level — preferably a lot higher, so there is less selling for you to do during your 60-day campaign. If you do everything right, she will be in love with you in nine dates.

To push up her Interest Level, there are two requirements for her: one, she must respect you (which means she has to hear you say the word "No" once in a while); and two, her comfort level must rise (so she won't look at her watch every five minutes). If you tell her you are a bank robber, or you pick fights when some guy looks at her, she will lose respect for you, and her comfort level will drop. If her discomfort continues, her love for you (Interest Level) will drop as well.

So, guys, to keep her comfort level high you will have to always keep the conversation positive, light, uplifting, and off heavy subjects. If you are a comedian, that's even better — because you will make her laugh. All women, except Feministas, love to laugh! The "experts" commit the cardinal sin of omission by leaving out this important fact. Instead, they want you to believe that only negatives build true intimacy. And you (nice) guys, stop trying to imitate a butler! You're always trying to do too much for a woman way too soon.

The key is to stay away from negatives: "How about those two airplanes hitting each other last night and wiping out 600 people?" Stay away from put-downs: "Look at how fat that woman is!" (Al Bundy's favorite!) Stay away from your hang-ups: "I love to be mothered!" Stay away from controversial and personal subjects: race, religion, politics, and especially sex. If Miss Right is a left-wing extremist, tell her Marx and Lenin are your idols! Only after her Interest Level hits 100% do you tell her you love Thomas Jefferson, because by then it will be too late! Think about it: the element of Challenge is so strong that it will turn a commie into a capitalist. And remember, even ex-commies have comfort levels!

COMMITMENT

"A married Giver with high Interest Level enjoys doing things for her husband and he tells her he appreciates it." — Father Love.

"The Feministas will not do what Grandma did to make a marriage work." — Uncle Jethro Love.

"A woman who changes the rules after she marries is committing fraud and has no Integrity." — Doc Love.

Women complain that men are afraid of commitment. They are baffled about why there is a higher percentage of single men than ever before in the history of America. The reason for women's confusion is that men generally don't gripe, cry, write letters, see therapists, and/or file harassment suits. They just quietly withdraw.

"What's wrong with you guys?" women ask. "You should learn to chill out, and not take things so personally!"

Women don't comprehend what most men experience: not being able to see their kids even though they pay child support, the male-bashing in the media, the divorce lawyers growing rich off their misery, the divorce rate of over 50% that the "experts" have not been able to lower in the last 30 years, the mercenaries who plunder in the name of love, the head games many women play, the Feministas on the warpath, and being on the receiving end of rejection 90% of the time.

You only need one good woman. Remember to let "The System" guide your actions and choices. When Miss Right comes along, make the commitment to do what is right and then continue to treat her right.

COMMUNICATION

"Maiden not in love speak with forked tongue." — Iroquois proverb.

"What we have here is a failure to communicate." — Martin.

"Body don't lie, brother. No, it don't." — Brother Love.

If Tom leaves a message on Caprice's answering machine (which he should never do), writes a message, or talks face to face with her, the meaning of the words in all three cases is 100% the same. But when Caprice communicates with Tom, it's completely different. Let me explain.

We have all heard of body language. Studies show that people talk more with their bodies than with their mouths. (Boy, does this theory ever dominate in love relationships and when it comes to understanding Miss Right!) For instance, when Caprice talks to Tom, her spoken words communicate only 10% of what she is *really* saying. Forty percent of her message comes from *how* she talks to Tom — her inflection, tone, and enthusiasm. Her body language is 50% of her communication — vastly different from men in romantic relationships.

The key is to remember that 90% of a woman's communication is not the spoken word. A memo from Caprice is only 10% of her communication. A verbal message is 50%. To get the whole picture, you have to see the whole picture, and that means face to face. Remember, stay off the phone and answering machine, so you will never be fooled by doublespeak.

COMPARISON

"Women don't like to talk about certain things." — The Reality Factor.

"Men who talk too much get into trouble." — Sal "The Fish" Love. *"Never trash the ex — yours or hers."* — Fast Eddie Love.

In the game of love, things carry different meanings depending on your gender. For instance, if Tom talks about another woman to Caprice, she assumes she is being compared, when in fact this might be the furthest thing from Tom's mind.

When they are at the beach and he points out the pretty colors on the thong bikini on the nubile nymph two blankets over, poor Tom can't understand why Caprice gets so irritated. Yes, women are different!

The key is to never talk about or look at other women when you are with Miss Right. Why? Because it's disrespectful, and she thinks you are comparing her to them, which undermines her comfort level. Keep all comparisons with other females to yourself. If you commit the sin of comparison, you will definitely hear about it the next time you argue. Remember, you can only compare women when you're with your best buddy, providing he can keep a secret.

COMPATIBILITY (FACTOR)

"I outgrew him' is Womanese for 'I couldn't change him.'" — Doc Love.

"The structured woman knows that she and her nice (weak) boyfriend both get an 'A' in the compatibility department because they agree on absolutely everything."
— General Love.

"If she loves you 'too much' and is Flexible, then she thinks the two of you have the compatibility factor covered." — Doc Love.

Caprice tells Tom she had lunch with her best friend and her new boyfriend. "I can't understand Jan. She has nothing in common with this guy," (just high Interest Level!) "but she really likes him. If they had gotten any closer in the restaurant, they would have looked like Siamese twins!" (Maybe Jan feels the same way about Tom and Caprice!)

A student came to me and asked my opinion of a woman that he wanted to marry. After two hours of questioning him and getting the right answers, I approved of the match. Though they appeared to have nothing in common — he was a truck driver who thought the word "ain't" was in the dictionary, and she was an English professor specializing in James Joyce -
- their values were the same, and they had a deep respect for each other. She accepted his rough edges because no man had ever treated her so well. So be it.

If a man and woman have respect for each other, they have the basis of true compatibility. Remember, no one sees the basis of your compatibility with Miss Right like you can — not even Caprice's girlfriend!

COMPATIBLE

"To test her Interest Level, ask her to go on a picnic. To test her attitude, ask her to go camping." — Doc Love.

"True happiness comes from those things you cannot buy." — Rabbi Love.

"Popular self-help books widen the gap between the sexes." — Doc Love.

Tom and Caprice date for a year, and Caprice asks Tom for a ring (he's a Challenge). Tom says yes only after Caprice promises not to stay fat after the kids are born. He knows it's going to work even though they don't have much in common. Caprice has a great attitude and Tom knows that anything can be worked out with her.

Three years later I see Tom and Caprice at an RV park. He tells me he hates the outdoors and fishing, but Caprice loves it. He says, "I stay inside the RV, read, and work on my computer. I have a radio, TV, and my racing form. Caprice is on the riverbank, fishing. It's very relaxing for both of us."

As long as I'm indoors and not fishing, I guess anything can be worked out."

The key is that Caprice has high Interest Level. She is Flexible and Giving; so is Tom. (There are over 600 things couples can do together. You have to be able to find at least two or three out of that bunch!) Remember, "give and take" makes couples compatible.

COMPENSATION

"A Mercenary wants you to be \$upportive." — Fast Eddie Love.

"\$ugar Daddy knows what she knows: \$12,000 diamond tennis bracelets are forever." — Uncle Jethro Love.

"You can't buy love, but it is for rent." — Fast Eddie Love.

In college I learned that everyone who was smart used graphs — even athletes! Why? Because if you interpreted them properly, they could predict trends, the weather, or cost per widget. I started my dating graph, not knowing exactly what I was really looking for. In the first column, I put the girl's name; in the second column, how many dates I had with her; in the third column, money spent per date; and in the fourth, her Interest Level at the end of the date (in other words, after her stomach was full).

Guess what? After studying the graph, and after much introspection, I realized the true meaning of my statistics: the more I spent, the lower her Interest Level; and the less I spent the higher her Interest Level. I was spending more money on some women because I knew intuitively (my radar!) that these women had low Interest Level in me. They were only going out to kill my time and deflate my wallet. For you psych majors, I was under the subconscious delusion that I could compensate for their low Interest Levels by spending more money.

It can't be done.

A Mercenary goes for a rich old geezer, and ends up having an affair with his son or the pool boy. A Professional Dater has low interest (40%-49%) in you and high Interest Level in dating, because she hates being alone. Miss User might go out with you, hoping to network and find someone else whom she really likes and maybe use as well. When it comes to Mercenaries, Professional Daters, and users, give them nothing!

The key is to develop your radar; it's your guardian angel. Watch and listen to women through the eyes and ears of "The System." Your first instinct is usually the best. Good girls with high Interest Level are happy going to free concerts in the park, art shows, and museums — as long as they are with their men. Remember, because Miss Right has high Interest Level, there's no need for you ever to overcompensate by spending too much money.

COMPLIMENT

"Man who praise woman too many times appear hungry, Grasshopper." — Chinese proverb.

"Give her one less compliment per date than she gives you. So much for stroking!" — Fast Eddie Love.

"When she compliments you, smile, say thanks, and don't overreact in spite of the fact that it really is the first time any woman has complimented you." — Doc Love.

When I was 19, I complimented women because I actually thought they liked it. (This is typical of how a half-truth leads to your brainwashing and then your demise.) If I liked a woman's car, her apartment, her hair, her dress, her teeth, or her smile, I would compliment her. I was half-right. At least I knew not to talk about her body parts because Cary Grant showed me it was not classy behavior — unless, of course, it was her beautiful white teeth.

During interviews of thousands of women, I've asked, "What turns you off?" Many answered "Some phony laying it on thick! Men tell me all the time how intelligent I am after talking to me for only five minutes. They don't even know me. I want someone who is sincere, someone I can trust. Even if these men are sincere, it's just too much, too fast."

The key is to give her two compliments (maximum) per date. When you see her, say "You look nice." Or if she doesn't: "Good to see you!" After the date, say "Thanks for the fun time," even if you argued all night or if she kept eyeballing the busboy! Too many compliments are anti-Challenge and you appear needy. Remember, a classy woman with high Interest Level also wants to compliment you — if you'd only keep your mouth shut and give her a chance, she would!

COMPROMISE

"The Feministas' need to control men verifies men's love of freedom." — Doc Love.

"Nice' is Womanese for 'weak.'" — General Love.

"Always give her an inch so you can see what she does with it." — Sal "The Fish" Love.

The word compromise is the only word that Feministas and I have in common — but for different reasons. They instruct their followers to never, under any circumstance, compromise with men ("the enemy!"). On the other hand, I'm afraid I have to tell you that you should compromise in relationships when it is appropriate. (If you're a Wimp, compromise is the only word in this book you'll remember! Plus, you'll do it 100% of the time, which is your main problem to begin with!)

Listen carefully.

Adam was the first compromiser, and there has been hell to pay ever since! He should have said to Eve, "Please put the apple down. We have it made here — no taxes and no neighbors from hell." Did Eve really want the apple, or was Eve just testing Adam to see if he warranted her love? Either way, he should not have thrown in the towel and told himself, "It's only an apple." Idiot!

When you would bet your soul on an issue because you know you are right and not just talking through your massive ego, do not compromise. On minor issues, it's not a big deal. Save your ammo for the big skirmishes.

For my advanced class: Flexibility is also a manly trait, in spite of what Macho Boy thinks. It is imperative to Miss Right that she knows she can get her way — *most* of the time. Get the drift, guy? You have to remember that when she is on the warpath, most of the time she's bluffing. Every time she gets into one of her moods, you'll take her zingers and darts (Patience), smile and not talk until she is back to her normal self again. If I lost you, give this paragraph to your married buddy for an explanation.

The first 60 days of the relationship are most crucial to your longterm mental health, because that's when the ground rules of the relationship are going to be drafted. Be aware of how many plans she tries to change: i.e., time of departure, where to go, what to do, where to sit, and when to leave. These are great indicators of her agenda.

The key is to date Flexible Givers with high Interest Level. You won't believe how much fun these girls are! Remember, man-haters don't compromise, and they never have fun!

CONFIDENCE

"Act it, fake it, or grow it; that's an order!" — General Love.

"She feels that Confidence keeps the race a-goin'." — Brother Love.

"Show me the hero in her romance novel, and I will show you a guy with a ton of Confidence." — Doc Love.

I have always hated report cards. Of course you know why: the only "A" I got in college was in Choir and that was just for showing up. So much for bragging! But as I studied the female mind to evaluate her love choices, I came to realize that the woman keeps a report card of her feelings toward her man. Listen, you psych majors: women are genetically programmed to respond positively to certain male strength qualities (manly traits), so naturally she keeps score. (The only women who don't keep score are Mercenaries, man-haters, Professional Daters, women with super-low Self-Esteem, users, takers, left-wing extremists, overly ambitious women, dominators, space cadets, flakes, and, of course, the fabulous Feministas.)

Confidence, Control, and Challenge are the three items listed on your (her) romantic Interest Level report card. Confidence consists of Self-Esteem and Self-Confidence. Self-Esteem means saying the "N" word ("No") once in a while or letting her know non-verbally where the line in the sand that she cannot cross is drawn. (To you psych majors, this means that she knows you will walk if pushed hard enough. Which is why she beats up on the Wimp or henpecked husband — she knows he will take it and not leave.) Self-Confidence comes from practicing "The System." In the long run, the truth will make you feel good, but only if you give it a chance. If you practice on the woman you have now, you'll be tougher for the next woman.

Your Interest Level toward Miss Right has little bearing on your report card despite what the "experts" tell you. They advise you to tell the girl how you feel about her after the first date, thus implying that this raises her Interest Level. But what if she liked you and you kept your mouth shut for once, thus giving her the opportunity to call you and tell you how she felt about you after the first date? If you want to last with a woman, you guys have got to learn to slow it down. You have got to be careful, because this girl might end up as the mother of your kids. Scary, isn't it?

When Tom and Caprice are together, especially during the first 60

days of the relationship, she is consciously grading what he does, says, and how he acts. She gives each category on his report card a possible 33 1/3 points. If he performs confidently, he gets a perfect score of 33 1/3. Caprice mentally writes an "A" on Tom's report card next to "Confidence." On the Truth Triangle, that's one down and two (Control and Challenge) to go!

Now I am going to let you off the hook just a little bit. No one consistently gets a perfect score because no one is 100% confident all of the time. Even Caprice knows this. But you had better get at least a "B" average for the three "Cs" on the Truth Triangle to avoid nagging and slavery, if she ends up marrying you.

The key is to remember that sage advice from the Wright Brothers: attitude is altitude. Before you open your mouth, ask yourself if this (*"Please, please, please love me!"*) is a confident statement, or is it the sound of a weak guy sucking up? Remember, keep her Interest Level sky high by being confident — at least most of the time.

CONFIDING

"A best friend can keep a secret." — Rabbi Love.

"No information equals no blackmail." — Sal "The Fish" Love.

"Protect your heart at all times." — Fast Eddie Love.

I was strolling around the bookstore looking for the latest self-help books (that further confuse women so they can hurt more men!), when I noticed a couple of "tell-all" books by the exes of two famous male movie stars. (You know these two guys I'm referring to, so I won't further embarrass them by mentioning their names. One actor just got divorced, and the other guy just died and went to heaven.) After skimming their books, being in Hell would pale in comparison to living with these backstabbers.

These two men revealed too many personal things to their marriage partners, and now the exes are going on the two biggest talk shows with the two biggest talk-show hostesses. Why? "Just to set the record straight" (Who gives a ----?) and promote their juicy tell-all books. One of the two women is even badmouthing the dead man, who cannot possibly defend himself. (All class!) These two women had nothing when they met their men, now they are going to make even more money off them.

In America, gossip and sleaze equal high ratings and book sales.

Ask yourself these questions before you flap your lips to your Miss Right: Why is it necessary for her to know this? Is this info ever going to come back and bite me in the butt? Would I want the whole world knowing this about me? During an argument, will she rub this info in my face? If we broke up (and odds are you will), would I still want her to know this about me? What if Miss Right goes on the warpath? Will she air your dirty laundry to everyone you know? (Men from small towns can *really* relate to this scenario.) Will she like me more and can her knowing this info benefit our relationship?

If in spite of all my admonitions, if you are still looking for a mommy or seeking approval, forget this entire chapter!

The key is to not get sloppy with your big mouth. Why? Because if your breakup is brutal, nothing will be sacred — including your mommy. Someone has brainwashed American men and women into believing that if a man pours his guts out to a woman she will like him more. But the Reality Factor says that this lip-flapping has the opposite effect. Why? Because it lowers her Interest Level. Keep it light and funny — no put-downs, no negatives, and no heavy subjects. Love is fun, not serious like the “experts” imply. Remember, exes love to gossip to everyone about you, write scathing books about you, and end up blabbing their guts out on TV to Rosie and Oprah — so be careful who you confide in.

CONFIRMING (DATES)

“The good part is, your waiter got her home phone number. The bad part is, you over-tipped him.” — Fast Eddie Love.

“Men’s massive egos cannot accept that there are women who will date them when they have no interest in them.” — Doc Love.

“Confirming a date is a cross between football’s option play and the magician’s hat trick!” — Sal “The Fish” Love.

Being vague on dates is the favorite telephone game that Professional Daters, broken daters, and women with low Interest Level run on men. Alexander Graham Bell would not have invented the phone had he known what misery it would cause his fellow man. On the surface, to a casual listener, what these women say over the phone can be taken at face value. But beneath her words, Miss User has a scheme reprehensible to good and honorable men!

If you go out more than once with a woman and are not a complete ogre, her Interest Level should rise. Unless, of course, you are with one of them — the Professional Daters. The name of her game is the old “call-back- to-verify ploy.” Another name for it is the ‘Definite Maybe Date’ trick.

Here’s how it works. Tom asks Caprice out: “Let’s do dinner this coming Thursday. I’ll pick you up at 7:30.”

Now if he hears anything remotely close to the following, she is a date-breaker or user:

“My sister is coming in from Denver on Thursday. I know it’s sometime Thursday morning, but to just make sure, call me back at work and we’ll nail things down.” If you took the bait and called back Thursday, she would be in meetings, out to lunch, or will have just “stepped out for a minute.” If you tried again, the receptionist will tell you that Caprice has picked up your messages. It seems as if the whole company is covering for her — because they are.

When you accept a Definite Maybe Date, you get no respect. Why? Because you diminish your image and position in the relationship. If a woman cannot give you a definite yes, then you should go party with someone else — and not wait around like a lonely homeless dog. (Think about this: wouldn’t she respect if you said “No” to her subterfuges? You have to be different from every other guy in town who wants this woman because she will only fall for the guy she respects. She might fool all the other guys with her manipulating machinations — but not you.)

Another variant of the Definite Maybe Date is when she tells you that she will leave a message on your answering machine to confirm the date. You will never get that message, unless of course she has only the four walls in her apartment to look at or an empty fridge come Thursday night. This is the M. O. of the Professional Dater. Their Interest Level is 40-49% — high enough to spend your money, but too low to ever fall in love. (Ironically, Miss User is the one who is against — at least verbally — men using women, and doesn’t believe in playing games in relationships! She really doesn’t believe that men are people too.)

Self-Control, one-third of Control, is what Tom has to practice when Caprice counters with a Definite Maybe Date. Why? Because his huge ego and his high Interest Level will be playing the role of the devil, whispering in his ear, “Take the Definite Maybe Date! She wouldn’t lie to you — she loves you! Honest — it’s okay because you will never have another date in your whole life. Don’t listen to Doc Love, because he’s nuts — without Caprice, how are you going to survive?”

Even though Tom will need a Valium after he hangs up, this is what he must say after hearing Caprice's non-date/broken-date ploy: "Caprice, let's make it another night, when your schedule is tighter. Nice talking to you, and good night." Tom knows what he has to do with her number — flush it! At least she will respect him, and that's what counts.

Tom knows that the future Miss Right has to respect him if she is to keep him. But more importantly, he deserves to be treated with respect, and you don't get any when you accept a Definite Maybe Date — NONE. The main problem here is seeking the woman's approval. Forget it. You already have a mama — and most women are not looking for a son. Approval-seeking is natural for your kids when they do good things, but it has no place in a man-woman romantic relationship. In fact, it has a detrimental effect, because negatives never foster romantic feelings. And women hate beggars.

Women with high Interest Level make definite dates — no strings attached. Be sure to always be a gentleman, and don't ever accuse her of the prank she is playing on you. ("Who, me?" or "I would never do that!" or "I don't know what you're talking about!" will be her responses.) Remember, just smile and walk away — forever.

CONFUSION

"Interest up, games down, Grasshopper." — Chinese proverb.

"Feministas fear 'The System' like bad cops fear Internal Affairs." — General Love.

"Don't overreact or read into things. The truth will eventually come out, my son."
— Father Love.

I play poker once a month with the boys. A friendly game with a limit of three 50-cent raises. Twice a year, when the right cards flow magically into my hands, I clean house (\$85). "When it comes, it comes."

I used to shoot pool in a small weekly tournament at my buddy's restaurant. Chip in a dollar and the grand prize was a case of Corona. Twice a year I'd clean house because I couldn't miss a pocket, and I'd beat seven guys in a row. "When I'm hot, I'm hot."

Tom meets Caprice at a social gathering and asks her for her home phone number. He gets it without hesitation or without her announcing that she's moving to Tibet to find the meaning of life! He calls her (it's the right number!). She accepts the date (no checking her schedule) and she doesn't

ask for his number in case something comes up (meaning she's a date-breaker/Professional Dater) — it won't. She is ready to go on time and she has a great time with Tom. Her high Interest Level is climbing even higher, and she can't wait for Tom to call again.

Why aren't all dates this way for men? Because dating is a battle of the sexes and you need coaching, guys. Not all girls are sweet and gameless — like Tom's Caprice. The bad girls keep men in a fog; they connive, they mix men up, they camouflage their true intentions. It's their way of telling you they have low Interest Level and/or bad attitudes. (It hurt me too when I realized it!)

If you are confused, it's reality's way of telling you that you are not with a good girl. She may not be morally bad — she's just not good enough for you. Remember what your mama taught you: don't associate with a bad person, and don't fall in love with someone unless they fall in love with you first.

CONSISTENCY (AND DEPENDABILITY)

"Actions scream." — The Reality Factor.

"When it comes to getting hurt by a woman, a guy's ego will never allow him to see the banana peels on the floor right in front of him." — Fast Eddie Love.

"If you have to ask her why, you have a problem." — Doc Love.

When man used to hunt saber-tooth tigers, he was forced to count on his fellow hunters. If he didn't, he could end up as dinner for Pussycat's ancient relatives. If there was an unreliable or undependable male member of the clan who was smaller than he was, he got rid of him. If the unreliable guy was bigger, then he himself moved to the next valley.

We all watch NFL football (for the cheerleaders!), and know that an inferior team can beat another team that has better individual players, if the inferior team's players have better coaching, think alike, are in sync with each other, and know how their teammates are going to react in any situation.

A police officer knows his or her partner "like a book." Policemen are drilled on this aspect of their jobs in the police academies. The cops' motto is: "If you can't depend on your partner, you're dead."

So, guys — what are you doing with this female version of the yo-yo?

Can't you see that Miss Airhead is driving you nuts? What does Psycho Girl have to do to you before you grow up and leave her behind? Do you need a road map to show you which loony bin ward she belongs in? You are being run by your emotions. Think with that beautiful brain that God gave you!

Your nervous system loves comfort and calm, so the woman's behavior must be positively consistent and dependable. Women who give out mixed signals or confuse are trouble because they have low Interest Level or are wackos. Women with high Interest Level are consistent. Remember, you have to get rid of Miss Trouble or call Bekin's Van and Storage and move to the next valley!

CONTROL

"Have faith, Bro. 'The System' protects you." — Brother Love.

"Instead of charging headlong into rejection, men need to pull back, regain their objectivity, and move forward s-l-o-w-l-y." — General Love.

"To drive Miss Right crazy, tell her you like her for her mind and inner beauty." — Doc Love.

We covered Confidence as the first and Challenge as the third of the three male strength qualities on your Interest Level report card and on the Truth Triangle. The second strength quality is Control. Feministas hate this word, unless they're exercising it. Let me make perfectly clear that by Control I do NOT mean controlling the woman.

Think about this, guys: Is a woman who asks her boyfriend to get married before he asks her being controlled? Is a married woman who stays trim by exercising and eating properly because her husband likes to see her that way being controlled? Is a married woman who does not nag because she knows that nagging is not loving being controlled? Of course not — she does these things because she has high Interest Level.

Control is made up of Self-Control, Patience, and Discipline. It means not acting (or reacting) impulsively. You must practice Control until it is as natural as breathing, then you will get your final star on your Interest Level report card.

Let me give you a couple of examples of Control. On a bright summer day you see a duck moving across a lake like a toy boat. He looks so cool as he glides, but beneath the water he is paddling like hell!

The best college basketball coach ever was John Wooden. Whether his boys were 20 points behind or 20 points ahead, they still played the same and stuck to their game plan. In spite of what Miss Right does, you will stick to your game plan too: "The System."

"Why do we have to do this stuff, Doc?" you may ask. Because if you're married, and you don't follow "The System," your wife will drop you like a bad habit, and that hurts the children. I want mothers and fathers everywhere to love and respect each other. My reason for being on Earth is to keep both of you happily married (for the kids' sake). Is that so bad?

The other love doctors have had 30 years to make a dent in the 50% divorce rate. They haven't. Only if men follow "The System" will there be a change of heart and, hopefully, the war of the sexes will be over.

The keys are Confidence, Control, and Challenge (not your Interest Level). Why? Because they get results from Miss Right. Whether she serves coffee in a diner or has a Ph.D. in sociology, it doesn't matter. In spite of what she might say, Confidence, Control and Challenge are what she likes.

COUNTEROFFER

"Women know they respond to humor, and don't know they respond to Challenge." — The Reality Factor.

"Why don't the other love doctors force engaged couples to visit divorce court before they say 'I do?'" — Father Love.

"It's never the woman's fault." — The Feministas' Handbook.

The reason we men have to constantly check her Interest Level is because we don't want to be with someone who does not love us. (I hope!) If it's low, say goodbye. If we are dropping the ball and her Interest Level is falling, we have to figure out what we're doing incorrectly. In what category are we slipping: Confidence, Control, or Challenge (and their subdivisions, or some of each?

In the first 60 days of a relationship (her trial period), counteroffers are a big deal. Afterwards, if things are rolling along fine (Of course they are, otherwise she wouldn't still be around!), you can relax a little bit on this one.

Tom calls Caprice and asks her out for Wednesday night. She says she's busy, but before he can slit his wrists, he hears "But, I can make it

Thursday.” Whew! Close call! Tom accepts, and everything is all right. Tom will date Caprice only on weekdays, until she asks him one of the following questions: “Why don’t you ever ask me out for weekend nights?” or “Are you living with someone?” or “Are you married?” How come? Because only women with high Interest Level will ask. No ask, no weekend. (Is this guy tough, or what?)

A Professional Dater never asks “Why don’t you ask me out on weekends?” Because she doesn’t care — her Interest Level is below 50%. (Most men have no idea how much they are being used.) They might ask for a weekend night as a counteroffer, but never the above questions indicating high Interest Level. It’s this subtle but MASSIVE difference that shows you who really cares about you. This is just one example of the power of “The System.” (If you are a guy who makes serious money, you tell me how much time and money this nugget of truth will save you!)

Why does Caprice like Tom? Tom was a Challenge, and practiced Patience. He disciplined himself like a Marine and he did not follow his emotions like he would have in the past. If Caprice had countered with Friday or Saturday, Tom would have to have said, “I’m busy.” (organizing my sock drawer!) Why? Because he must, in her mind, separate himself from the pack if she is going to keep him. She thought about him in the first place because he was the only one who hung back.

This Caprice is a looker, and Tom plans to be around as long as he can. By his answer on the telephone, he just told her indirectly that he might have up to three dates this weekend. In reality, he hasn’t had a date in two months. Maybe Caprice hasn’t had a date in two months either — but is it her duty to tell him? Or vice-versa?

If she says “But how about Sunday?” take it, but no Fridays or Saturdays. Get the address and the time of pickup. There will be no “callbacks to verify.” It’s okay to accept a Sunday as a counteroffer, but don’t ask for one. If it’s warm, do something outside, like the zoo, where you can take lots of pictures of her — try to get her to flirt, using the camera as an icebreaker. If she likes you, the camera will allow her to be playful, which raises Interest Level. (No one does this, so think about this, guys. If you’re broke, forget the film.)

Now I know you rich guys out there don’t worry about spending a lot of money. You want to show Miss Right that you have class. Don’t do it. You can spend later. Which girl is better for you over the long haul: a prospective mate who wants big jewelry or the one who wants you to budget your money for the down payment on your new home after you get married? Since you will own her heart after nine dates (60 days), you can go back to your hundred-dollar dating habits then. For the time being, take

her to free concerts.

Some would say Tom is lying to Caprice when he says he is unavailable. But more importantly, Tom knows that no one ever says “no” to her. He knows she will go crazy if he is a Challenge, so he figures he is only doing what makes her happy — playing hard to get. (The Bottom Line Factor says that women love mystery in the early stages of a relationship.) In fact, this weekend Tom is tossing out all his old clothes and paperwork. (“If I haven’t used it in three years, throw it out.”) For 48 hours he will get rid of stuff, so in fact he will be busy. If he’s not with her, he’s busy somewhere, right?

It’s not Tom’s fault that Caprice thinks more of him because he is the first guy in her life not to snap at a weekend counteroffer the way a lion chows down on a zebra in Botswana! It’s not Tom’s fault Caprice will wonder intermittently over the weekend about him, thus raising her Interest Level. (Isn’t this romantic?) And here’s the best part: Tom isn’t even with her! *If they were together, Tom could be losing points or gaining points, but he can never lose points when they are not together — he can only gain if her Interest Level is above 50%.*

It isn’t Tom’s fault that Caprice respects him and thinks he has a backbone because he politely said the “N” word (“No”) to her. It’s not Tom’s fault Caprice prefers guys who aren’t “hungry” — even though he is definitely “hungry” for Caprice. It’s not Tom’s fault she is thinking about how she will catch him, just as the cheetah plots against the wildebeest on the Serengeti!

(Caprice is also dying to hunt you down, but you rush in and kill all her fun. You make it too easy for her — she’s looking desperately for any man she cannot control or get her way with. She is dying to chase, but not one guy gives her the opportunity. She doesn’t like her own power, but on the other hand she thinks, “I only want what I want. I guess there are no guys out there who will stand up to me.” {And I’m not talking about Macho Boy here. He begs like the Wimp too, but just doesn’t tell anybody.} She is looking for the man who loves her — if you saw Caprice you would love her too — but can keep his mouth shut and wait for her to come to him.)

Now do you understand why begging and seeking approval from women makes them gag?

When a woman knows that you like her and you practice Self-Control (by not rushing in), she is more attracted to you. Therefore, being a Challenge makes you a magnet. You have to learn to wait for her to come forward. When you use a bow and arrow, don’t you pull and push at the same time? “The System” is like a bow and arrow.

Women want to come on strong and you guys never let them because you're in too much of a hurry. Patience and Challenge delay immediate gratification, but pay generous dividends later. You have got to learn to wait. Plus, you should always have at least three phone numbers so you can rotate your lovely ladies as you learn, become more aware, and practice "The System."

Now this next one is tricky, so please pay close attention. Let's say Caprice had replied to Tom's offer, "I'm busy Wednesday night, but let's make it another night." Silence. You notice she did not give Tom a specific day. It's a red flag, a bad omen. Most guys would name every day from Thursday right up to Armageddon! Now Caprice is thinking "Get a life!" or "What a loser!" or the worst: "Lonely guy." What happens to his image?

If she had mentioned a specific weekday (or Sunday), Tom would have taken it, but in this case he says to Caprice, "Wednesday is my only free night, so let's talk later. Have a nice night. Goodbye." In this way, Tom displays Self-Control, plus he never said he would call her. Tom will call her next week, and if Caprice goes through the same song and dance routine, he will play taps and flush that number. As the water in the bowl swirls, Tom will say, "My dearest Caprice, I feel so bad that you missed out on me — next!"

Okay. I know you are crying, "Doc, why do I have to do all this?" Because "The System" weeds out the users and the phonies — you wouldn't want one of those, would you? These maneuvers I'm teaching you force her to show you all her cards ASAP in this poker game of love. It's awkward at first, but look at the money I'm saving you! (Rent the movie *Rounders* and watch how the star "reads" body language.)

The key is to not look at this as work — it's supposed to be a fun safari. Don't get mad just because you've finally realized women have been pulling the wool over your eyes all these years! Think of the poor guys who don't have this book — or worse, the ones who have it and don't change! Remember to be careful out there — it's a jungle!

CREDIT

"Time is the test." — Fast Eddie Love.

"Loyalty is numero uno." — Sal "The Fish" Love.

"Who warms himself with insubstantial hopes?" — Sophocles.

Listen to this war story. I used to work for a credit company, and other companies would call up requesting a pay pattern on our clients. One of our clients had made 30 monthly payments on time on a five-year (60-month) car loan. I told the guy from the other company that this client was "great pay." Another call came in, but in this case the client had made only three payments; they were on time, but she had 57 to go. "Too new to rate," I said over the phone.

Some men have the habit of giving tons of credit to their new girlfriends when they really don't know them that well. These men are talking through their high Interest Level (another reason that the man's Interest Level is not on the Truth Triangle). It's great to be in love, but because you don't know anything about a woman's attitude after just three dates, it's best not to give her too much credit in the attitude department. It takes experiences and lots of time together to find out if she is Loyal, Honest, Trustworthy, Flexible, and a Giver. So restrain yourself and don't give her credit for what she hasn't earned just because you have high Interest Level.

Once a week in the newspaper you'll read about someone standing on the train tracks or trying to outrun the choo-choo. Because the train weighs a lot more, you know who always wins. Entering a relationship is the same as approaching the train tracks: you must stop, look, and listen — then proceed with caution. Dating is the same, get it?

The key is to not jump in with both feet. Proceed with caution — until she thinks every girl in town is after you. Tell yourself, "Slow it down, boys, *slow it down*." Remember, getting hit by a 10,000-ton train doesn't hurt as much as your true love telling you, "I need my space."

CURIOSITY

"Curiosity did not kill the dog, just the Pussycat." — Sal "The Fish" Love.

"Challenge keeps the mystery alive, even after you marry." — General Love.

"Women love what they can't have." — Fast Eddie Love.

You can't force a rose to blossom faster than it's supposed to — it's against nature. A rose has to grow at its own pace. It's the same with relationships. Certain dynamics are at play in the nourishment of a growing love. The sun is to the rose as curiosity is to a relationship (especially the first 60 days). Some men feel that the sooner they "get out" all their past emotional pains, history, goals, values, aspirations, traumas and childhood

nightmares (is there anything left?) the woman will be dying to become his keeper. This is another piece of love propaganda the “experts” have put over on the American Male: make Miss Right your psychiatrist. Of course, lots of men buy into this. What I am trying to do is keep your relationship fresh — at least until it's too late (as in “I do”).

Here are two war stories illustrating opposite principles.

War Story I. Tom goes out for the first time with Caprice and brags about his car. Good girls couldn't care less. Tom's two mistakes? Bragging and not letting Caprice do 75% of the talking. Even though Tom has been waiting 11 months for his bright silver PT Cruiser, his exuberance for his new “horse” should not have dominated the conversation. Tom should have nurtured Caprice's exuberance by making her laugh and getting her to pour her guts out. Tom had it backwards.

War Story II. Tom meets Caprice at a church function (Yes, they still exist!), and she says she likes cars and racing. She asks, “What do you drive?”

He answers, “A two-door.”

“What kind?”

“Oh, it's foreign.”

“What kind of foreign car?”

“A sports car.”

“No, I mean what company?”

“German.”

“What's the name of the car?”

“Porsche.” (Two syllables.)

No bragging here. Caprice had to drag it out of Tom — and women love to do that. My Dad used to say to me as a kid, “If there is no wine left in the bottle, the party is over, my son.”

I see guys on the Internet looking for dates/love and they have their whole life history posted on their web sites. One even showed a picture of himself at four on a pony. Web Boy has bought into the propaganda that women want honest, sensitive men. I happen to agree, but those qualities

are down low (tenth and eleventh!) on the Truth Triangle. Women get off when doing their detective work — especially in the first 60 days. This guy is taking all that fun away. He probably is a good guy, but the Reality Factor says that since he's not approaching women properly, he cuts his odds of success. If he can't approach them in the right manner, what could he possibly know about maintaining a romantic relationship? Web Boy will be lonely for a long time.

Web Boy should just as well have a one-page web site with a picture of himself standing next to his 'horse' and bragging about how much fun he is to be with on a date. ("Send me those e-mails girls, so I can bring happiness into your life!")

As Fast Eddie Love would say, "You guys got no style. Being a Challenge will truly give you the edge. If you are a Challenge, she'll throw rocks at your competition — you know, the ones with better looks and more money."

An open book is boring to women. She gets off finding out all about you (slowly), and Web Boy takes that all away. This web Wimp is honest, sincere, and would make a great father and husband, but he doesn't know how to hunt — he must set it up so she thinks she is choosing him. He means well and has honorable intentions, but he is wrong in his approach. He doesn't appreciate the importance of mystery in the beginning stages of the relationship. Sorry, but Web Boy missed the love boat.

You have to learn to take it one step at a time, guys. Why should she go out with you if she already knows everything about you from the web? How can you be special to a woman if everyone in the world knows your private life? Guys, you have to learn to think like women do.

Being open works with shrinks, but it doesn't work with Miss Right, if you do it too soon. The time will be right after she spills her guts to you. So, allow her to be open with you — U.

The key is to spoon-feed information about yourself! Where is it written that you have to open your diary to the world? (Boring!) Realize that Caprice and her Pussycat are born with curiosity, so play with it — you guys get way too serious way too fast. So don't be serious with her — laugh and play with her. If you want a woman to submit, drive her Interest Level into the nineties — this stuff can even tame a Feminista! She will literally become a sweet serene love slave. And remember, if what you have to say to her is not light and funny, don't talk.

CYBER (ADULTERY AND LOVE)

"Adultery starts in the heart." — Rabbi Love.

"Is flirting on her Mac just a game for her, or is it for real?" — Doc Love.

"The computer has become the woman's newest version of the romance novel. The only difference is that now she can be in it." — Fast Eddie Love.

"Who ever thought my wife would leave me because of a computer," a student said to me. His wife ran a business out of their home — now he is out of their home! She said she met a guy by accident (isn't it always by accident?), and then she said, "It just happened." (Her clothes "just happened" to come off when she "just happened" to be in a motel room with a naked stranger who "just happened" to be there!)

When a woman doesn't want to take responsibility for her actions, she blames it on "It just happened." If you don't believe me, watch *Divorce Court* on television. Of course, men never question this nonsensical statement, much less think about what it actually means. Yet, if her indiscretion were a self-help book, it would be called: *How to Avoid Guilt with Men, or How to Use Them: A Beginner's Guide for Victimizers*.

The great thing about meeting Mr. Right on the Internet is that the woman can be whoever she wants to be, from Madonna to Mother Theresa. Why? Because no one can actually see her and she is safe. The web is fantasyland for any (out of love) girl!

If you are into meeting Miss Right on the net, here are the rules: Number one, decide in advance how far you will drive on a continuous basis. Why e-mail a girl 200 miles away? For example, tell yourself "I will drive only 65 miles one way for Miss Right." Number two, when she is comfortable (after you have received three to five e-mails from her), ask for a recent photo. If she doesn't send it to you, why continue e-mailing her? Number three, after getting a recent photo, line up a coffee date ASAP. If she refuses, cut her loose. Number four, on the coffee date ask for the home phone number just before you leave. And number five, don't fall in love with her before you see each other in the daylight without the help of Jack Daniels. As my Uncle Jethro would say, "The girls always get prettier at closing time!" And, as usual, keep it light and funny. No negatives, and don't give out too much info.

If your "better half" spends more time surfing the net than she does with you, maybe you should get your own computer! If she has to hide behind electronic equipment and visit her Disneyland for adults, then

something must be missing in your marriage. Remember, date more than one girl at a time on the net. You should be rolling over two to four home phone numbers at a time — until the right one pledges you her loyalty.

DANCING

“It’s your duty to show this woman what she’s been missing, and how she’s been wasting her time with all those Wimps and Macho Boys.” — Fast Eddie Love.

“Women love to dance – it’s primal.” — Sal “The Fish” Love.

“Of course, you should be the life of the party.” — Uncle Jethro Love.

The only time you’re allowed to showboat is when you’re dancing. Men never want to start the first dance. So when you’re out at a club with Miss Right, be the first one to dance. Women, ever surveying the scene, know that only a confident man has the guts to dance first. You’ll score points with other girls as well as the one you brought. You shy guys should take lessons first. There is always Arthur Murray for ballroom dancing lessons, and salsa or cowboy line-dancing classes at the local junior college. (Don’t worry about the competition in these places – it’s 90% women, and the guys don’t like girls!) The idea here is that when you come back without her, you may pick up someone who noticed you having all that fun the last time. Maybe she would like to get in on it too. You have to work all angles. The Reality Factor says that “kitty kats kompete.”

At a wedding, ask the youngest girl who can walk or the oldest woman who can walk to dance the second dance! Why? Because the lovestarved bridesmaids will see you and think what you’re doing is cute, thus giving you a head start on the other guys in capturing the most home phone numbers.

The key is to take her dancing on the first date even if you can’t walk a straight line. Don’t worry. I guarantee there will be some fool on the dance floor who will look much worse than you ever could! (Okay, you refuse to dance. Try bowling or pool or something else physical.)

DATING

“Dating is the tiresome search for a mate that involves courtship, compromise, and combat.” — General Love.

“Professional Daters give mixed signals.” — Fast Eddie Love.

"The good part is that 90% of your dates don't make it 60 days. The bad part is that 90% of the time she dumps you or makes you so crazy that you leave." — Doc Love.

This is the "30" Factor:

- 30 — The number of women whose home phone numbers you ask for.
- 20 — The number of women who say no.
- 10 — The number of women who say yes.

Of these 10:

- 3 broken dates/call-backs to verify.
- 2 no-contacts.
- 2 Professional Daters.
- 3 dates out of 30 pitches with high Interest Level.

Two of the last three had bad attitudes, leaving one with a good attitude and high Interest Level, but you didn't like her so we have to start over.

Phew!

Tom asks Caprice for a date and she introduces him to the Wonderful World of Womanese. Instead of English, Tom hears: (1.) "I have to get my head together." (2.) "I don't have time for men right now." (But Mel Gibson could change her mind!) (3.) "I'm busy for the next six weeks." (She likes you so much she can't find one hour for lunch!) (4.) "Keep in touch." (After she just turned you down for a date!) (5.) "To tell you the truth, I'm not really interested in a relationship right now." (Not with you, anyway!) (6.) "Give me your number so I can call you back."

"Doc," you're screaming, "why all this doublespeak?" Read on, students, it gets even better!

Women with low Interest Level will only go out on dates when they have low Self-Esteem. They reason that any attention, even if it isn't reciprocal, is better than no attention. May I introduce to you to Miss Professional Dater? Her motto is "Men are to use, not fall in love with." Her rationale is "Maybe with time, I could get to like him."

Women with low Interest Level break dates because they have average Self-Esteem. They can't say the "N" word (No) to your face when you ask for their home phone number, only to your voice over the phone when they break the date. Remember how she appeared to like you when she gave you her number? Her rationale for the abrupt change?

"I was only being polite."

Women with low Interest Level who don't give you the home phone number have high Self-Esteem. They do this because they care about men's feelings, they don't want to mislead men, they don't want to use men, they don't want to waste men's time and money, they are sweet and supportive, and they love puppies. In short, they think it is immoral and classless to go on a date unless they have some (over 50%) Interest Level. See? They're not all bad!

Seventy-five percent of the women who ask for your home phone number after accepting a date will call and break it because they have low Interest Level. These women can't say no — unless it's to your answering machine or the receptionist where you work — never to you. Cowards!

The odds of a woman breaking a date rise to 99.99% if she adds: "I need your number in case something comes up." It will. Her parakeet will have a heart attack, or a 747 will land in her apartment house swimming pool, or she will forget that she has to study to take the state bar, or that she has to comb her hair!

Now think back to the 10 home phone numbers discussed above. Ninety-eight percent of the women who don't ask for your home phone number after accepting the date will keep the date because three out of five of them have high Interest Level and are normal! The other two out of this five, who are Professional Daters, will feign high Interest Level so you can spend all your money on them — and they can give out their phone numbers to other guys while your back is turned. She then repeats the process with the next stooge. Is this girl sick, or what?

The key is to keep your chin up. Why? Because you only need one good one. Please pity the woman who has to constantly come up with new reasons why she can't go out with a guy who has called her for the eighty-eighth time. (He knows persistence pays off — idiot!) Remember, you can never be too thin, too rich, or have too many home phone numbers!

DATING SERVICES

"Programs don't work." — Father Love.

"They might put you together, but they won't keep you together." — Doc Love.

"Dating services introduce you to complete strangers." — The Reality Factor.

How much is meeting Miss Right worth — 25 bucks or 25 grand? That's the price range of the dating industry, from personal ads to singles activities: setups, singles dinners, photo dating, video dating, and "discreet" introductions for the very rich and the very beautiful — *only*. It's a huge business because there are more single people — and a higher percentage of single people — than ever before in the history of America. The question is, should you give your money to this industry? Different things work for different guys, but whatever you use, make sure to always use "The System" with it.

What I find most interesting about the personal ads is that men always forget to ask for money! In contrast, the Mercenary's ad reads like this: "Me, Beautiful Woman. You, affluent, generous, breathing, looks negotiable." (How fair of her!) In this age of equality and feminism, the garbageman should have a shot at a Beautiful Woman just like Donald Trump does — isn't that the American way?

If you decide to pursue this charade, exchange recent photos before you meet, because women never look as good as they sound! If you like supermodels, don't respond to ads with these descriptive terms: "well-rounded," "plump," "shapely," "full-figured," "athletic," "queen-sized," "large-boned," "Rubenesque," and "buxom." On the other hand, if you like your dates the size of Nebraska, these are the girls for you! You can even forget the photo and just go for it! The bigger the body, the bigger the heart!

Go for video dating only if they will make a guarantee (like 20 first dates in one year). If they brag about the low divorce rate of their clients, ask how they obtained that information. Do they mail out cards every year asking: "Are you still married?" Ask if there are any "special" memberships for people who only choose but cannot be picked. Ask if they offer discounts or free memberships to women only. In this age of political correctness, everyone should be treated fairly — even single men. Ask how the service guarantees that the woman has looked at your video before she gives you permission to call her. (One of my students told me that when he called women for dates after getting their permission, they didn't remember who he was. Why? Because they only looked at his photo, but not his video.) Interview clients as they walk into the dating service office on Saturdays, when the services are busiest. Shop the classified ads for transferable memberships, and ask the seller what he or she likes and dislikes about the service.

Psychologists say a woman knows her Interest Level nine seconds after seeing a guy. I have always said that women read men in five minutes — so who's counting? The "experts" do not use my term (Interest Level), but they say she has "feelings of attraction," or, better, she has a "tingling

sensation.” If this is true, aren’t we taking the long way around by utilizing these services? And have these services weeded out the bad girls? Ask yourself: “Do dating services question her about her temperament, which is made up of Giving and Flexibility?” Of course not. And what if you lucked out and happened to meet Miss Right through one of these services and neglected to use “The System?”

The key is to realize that the vast majority of the time you will meet Miss Right when you are not looking for her. So, get off the couch, set the clicker down, get busy and go do things. Why? Because she is not going to knock on your door. What if you had two or three hobbies that included women? What if you took a cooking, yoga, dancing, or aerobics class?

If, on the other hand, you feel comfortable using these services, get a short coffee date ASAP. Then, if you get good vibes when you ask her for her phone number, call her next week and get a long date. Keep track of how much time and money you spend versus how many short dates you get. I have always found Miss Right when I was not looking for her; you will too. Remember, the only thing dating services guarantee is: “You don’t know what you’re getting.”

DIFFERENCE

“The difference between a cat and a dog is so profound that the microscope can trace it in a drop of blood or a single hair.” — Wells.

“If you didn’t treat the last woman properly, how are you going to treat the next woman properly?” — Brother Love.

“A devastating experience (rejection) makes for the best student because no one visits the doctor when he is well.” — Doc Love.

When I was five, I went to my first wedding reception. I smiled at all the women and they would pinch my cheeks and tell me how cute I was. They wore funny shoes (high heels) that for some strange reason I called “elevator shoes.” Some of the women smelled like jungle gardenia. They wore dresses, not pants like men. They even painted their faces the colors of the rainbow. This experience did not seem strange or unnatural; I liked women for these oddities. I knew at a very young age that there was a huge difference between “them and us” — in fact, I knew they were nothing like us. I assumed that this understanding was universal among my brothers. Mistake. In spite of the fact that the male knows that the female is different, he treats her like his buddy. Big mistake!

Tom talks incessantly about sports to Caprice, his girlfriend. She loves him, but sports talk is getting old. She has subtly dropped (60 times!) hints (which men don't get) that never-ending sports talk should be saved for the boys. On the other hand, Caprice doesn't realize that men and women don't hear quite the same (yes, even their hearing is different!). Women must realize that men are bad listeners. Men don't care about cooking and shopping — only sex, sports, and making money! What Caprice has to realize is that she must get 100% of Tom's attention when she wants something.

(Here are some methods to help Caprice more effectively grab Tom's *full* attention: Tell him "Tom, I am moving to Tahiti tomorrow with one of your best buddies and we're going to start a big family." Or, while he is watching the World Cup or Super Bowl with his friends, throw a brick through the television set!)

A captain in the armed forces came to me because his wife of 20 years wanted out. He thought she was happy for 19½ years and only got turned off in the last six months. But the reality was that she was turned off after 10 years. She told him a thousand times that she needed something (fill in the blank), but he was too busy — or hard of hearing. (Ladies, men don't take hints). Now he has to see a divorce lawyer and face the possibility that a stranger might raise his two kids. Birds are not bees. One guy treats his girlfriend like a buddy; another guy has no idea how to treat his girlfriend. Both men will eventually lose these women or get life sentences of verbal scolding. Listening well makes the difference between a sweet woman and a nagging shrew. Remember — don't fight her differences. Go with them, playfully.

DIFFERENT (BEING)

"It's always better if she thinks she likes you more than you like her." — Fast Eddie Love.

"Availability is anti-Challenge." — Doc Love.

"Say 'no' calmly, and she either walks or respects you." — General Love.

Think about this logically. There are 3 billion men on this lovely planet called Earth, and Caprice feels that she is a lucky girl because in her heart she knows that Tom is the "best of the bunch." Say, what?

Caprice has an IQ of 156, a Ph.D. (in statistics, no less!), and owns her own company. She is so much in love with Tom that when she gets

home, off goes the business armor, and she transforms herself into a playful girl. Anita the Hun at work has just become Cinderella!

Caprice is also taller than Tom — but so what? The only thing that counts is that Caprice's Interest Level in him is higher than Tom's Interest Level in her (92% to 88%). Caprice is also smarter than Tom, and makes more money he than does — but again, so what? Caprice thinks Tom is different. He is. I trained him.

The key is to love the truth in "The System" for truth's sake, not for what you can get. The more pure your motive, the more quickly you will learn, become aware, and get wise. Remember, do what's right with Miss Right, and she will find you different — because you are.

DISCIPLINE

"Trust 'The System' and the pressure of worrying about what to do is gone. Relax, you are on autopilot." — General Love.

"The moment of truth will come the first time you have to stand up to her."
— Reverend Love.

"Her wild cards are testing and long legs, while your wild card is Challenge." — Doc Love.

Everyone is for Discipline. If you have a goal, it takes Discipline to get there. If you take a class, you won't pass without disciplined study. If you want to learn to lay carpet or cook a gourmet meal, it takes Discipline to learn to do it right; just ask the rug man or the chef. But when it comes to relationships, no one talks about Discipline. No need, because Tom says to himself, "Caprice, take me as is. Here I am."

Tom's view of love worked maybe 100 years ago, but there's a new woman in town. She expects more, and if she doesn't get it, somebody's going to pay! Forget the fact that she doesn't really know what "it" is; she'll figure that out later.

If men understood women and "did right by them," there would be no rejection, no nagging, and no divorce lawyers. Romance novels would disappear. Sales of self-help books written by man-hating, man-bashing brainwashers would plummet. Groups like F.A.N.G. (Females Against Neanderthal Guys) and P.M.S. (Punish Men Society) would fold overnight! All Arabs would love Israel. Peace and harmony would reign.

Since I was appointed from above to this massive responsibility of coaching you guys, you have to have the Discipline to do what I tell you to do — or you will have to stay out of love — which for a lot of you guys might be a safer place.

Now, let's talk about not giving up on "The System" and quitting. I am not bringing this up to put you down or to plant a negative seed. I am telling you this because when you get deeply into the dating game your head will be going on various trips, and by alerting you to the dangers I hope to cut the chances of your quitting. If you prefer playmates leaving champagne and flowers on your trailer doorstep to being miserably hitched to a Richard Simmons reject who loves bonbons and Oprah more than she loves you — then you need me to coach you. I am only here to reduce your chances of suffering. What you do is strictly up to you.

I can just hear some of you now:

"Doc, this is just too hard to do."

"I tried it and nothing better happened."

"Some of it is okay, but I asked my friends what they thought, and they said Doc Love is a nut!"

"My love life isn't that bad."

"I am doing worse since I read this stuff."

"My therapist told me Doc Love hates women."

"This material is just too extreme."

"The System' doesn't get quick results."

"How can he be a doctor? He didn't finish kindergarten." "My girlfriend idolizes me – so why do I need this?"

"Doc Love is too negative."

But if these thoughts and statements don't deter you from following "The System," you are on your way to heaven on Earth, and you will never have to give a divorce lawyer one damn dime — ever.

Discipline is one-third of Control on the Truth Triangle. As you grow, practicing Discipline will get easier and easier, because you will understand

how to play the game. One day you will look in the mirror and say, "Deep down inside I knew this stuff was true, but since Doc Love coached me I know it's okay to believe it." Remember, keep the faith and never ever lose hope.

DIVORCE

"Divorces are made in heaven." — Al Bundy.

"Divorce is hazardous to your mental health." — Fast Eddie Love.

"It may come as a shock to you guys, but 75% of women don't get married just to get divorced." — Doc Love.

If I asked you to jump into a swimming pool loaded with starving Piranha for a cool million in unmarked twenties and the odds were 50-50 that you would collect, would you take the plunge? Then why are you getting married?

I once saw a bank ad on TV for home loans. The handsome middleaged pitchman said, "Your biggest investment is your home." But he was incorrect; Miss Right is your biggest investment. She can be like a tech stock that never drops in value or your worse financial fiasco if she — over time — turns into Miss Wrong. Why? Because you lowered her Interest Level and now she gets to keep the house. But don't worry — she and the bank don't mind if you keep the payment book — fair is fair.

Let's take a quick look at our role models — the successful guys to emulate.

Geraldo, who is the worst interviewer on TV and claims that he was a lover in a past life, was in the process of getting dumped by his fifth wife after 12 years. Six weeks later, TV's Macho Boy is back home with his wife and of course "all is forgotten." Now guys, do you really think she will miss any opportunity to rub his girlfriend of six weeks in his face? Duh! Stallone handed over 9 mil to Brigitte Nielsen — and a few movies of course — for a year and a half of long legs and marmalade-laced lips. Amy Irving got 93 mil from the most creative mind in entertainment, if not the world: Mr. Spielberg.

Kick-butt specialist Jean-Claude just married his third wife for the second time — which makes her wife number 4. My idol, Mr. Trump, buys three of the best beauty contests in the world, but he still has two divorces under his suspenders.

And let's not leave out Hugh Hefner, the only man in America to have kissed as many beautiful women as Warren Beatty. Hugh gets seven years with the Playmate of the Year and has two kids, but now he shells out tons of bread while she dates someone else less than half his age. The former Mrs. Hefner said that Hef asked her out three times before she agreed to go. "The System" says that you ask someone out twice, and if they don't accept a date or make a counteroffer, you throw the phone number away. If Hef had had the benefit of "The System," he wouldn't be divorced for the second time. After seven years Alec Baldwin is being left by Kim "The Lips" Basinger. Maybe there is something to the "seven-year itch."

But I can end this suffering, with your help. Please ask your buddies to read me at askmen.com so they will never have to shell out money to a woman who left them.

Now I wonder why Ivana and Marla don't change their last names to Smith from Trump? Could it be they don't want to give up their meal tickets? The law allows a woman to add her last name to yours when she marries you, but she has the right to keep your last name when she splits. This is fairness? Does this sound American to you, cowboy?

The further your income is from minimum wage, the more Ms. TrueLove will collect if she ever decides "I need my space!" Women with high Interest Level never mutter such a statement because they think their men are the greatest. Women who do utter it think their men were the greatest!

The key is to always give Ms. TrueLove respect, affection, and romance — you service your Audi, don't you? In real estate, the saying goes that success is determined by three factors: Location, Location, and Location. Likewise, Maintenance, Maintenance, and Maintenance determine successful relationships. Continue to date and play with your wife after you are married and you will keep the romance alive — at least in her mind! Pay her compliments — when she deserves them — and show her how you appreciate her by vacuuming before she gets home to watch the Shopping Channel. It's easy to catch a beautiful butterfly, but much harder to make sure that she never wants you to fly away from your castle so she can move your cousin in!

DIVORCE COURT (AND LAWYER)

"If the woman files, he is a jerk. If the man files, he is a jerk. So much for a fair fight." — Fast Eddie Love.

"Happiness is seeing your ex on a milk carton." — Al Bundy.

"The reason California has the most divorce lawyers and New Jersey has the most toxic dumps is because New Jersey had first pick." — Sal "The Fish" Love.

If I were asked to present my case to a jury of my peers, it would go exactly like this: "Ladies and gentlemen of the jury, I believe the California Divorce Lawyers Union is paying off the *L.A. Times*. As unbelievable as this claim may seem, I have the evidence to prove it."

In America's greatest paper west of the Mississippi, you read in the Wedding Section about Caprice and Tom making the biggest commitment of their lives, supposedly till death does one of them in. Depending on how rich Tom and Caprice are, the article will proportionally embellish the details of their nuptial celebration. For instance (if they are loaded): the size of the ring — 4 carats from Tiffany's; who is attending — the mayor; where they will spend their honeymoon — a private island; and if they are super rich, the color of the bridesmaids' handkerchiefs and gloves — passionate purple.

But there is one section that the *L.A. Times* is missing: The Divorce Section. How can this be? After all, there is a huge market for this section - half the married population gets divorced. To boot, lots of them can't wait to repeat this breaking-up process — again and again.

Just listen to this war story, guys. Tom and Caprice used to snuggle in the back of their VW van at the drive-in show. Now, seven years of marriage later, she is telling the judge in divorce court that Tom is lower than hog doo-doo. She says Yasser Arafat, James Carville, and Larry King are handsome compared to him. She would rather gargle with razor blades than be touched by him. Remember now, Caprice is the same woman who used to try to swallow his tongue! Now she would like to cut it off — among other things. Ouch! Any chance he lowered her Interest Level because he did not pack the gear to keep her? Could this be why women file for divorce 66% of the time? Do you think Bill Gates has a plan for success? No "System" equals lousy results. Duh!

Think of the items that would appear in the Divorce Section: the alimony, the division of property, and the forced sell-off of Tom's business that he started in the tenth grade. And let's not forget Tom's Keogh account or the percentage of his pension that he will have to share with his former love slave. And on top of all this plundering, Caprice's lawyer, Piranha Pat, will go after Tom's future earnings and stock options. Now Tom is Piranha Pat's financial slave — *and God forbid that Tom and Caprice have kids!* Remember the oldest adage: "All is fair in love, war, and breaking up."

A portion of the Divorce Section would be devoted to men's emotional and physical pain: what these poor, bewildered souls go through when, out of nowhere, their soon-to-be exes say, "You're no fun. Don't take it personally, but you don't turn me on," and, adding insult to injury, she doesn't add the word "anymore." Also listed: Tom's consumption of too much Jack Daniels, everyone at work feeling sorry for him (except his supervisor), the road rage, the pills, the weight loss, the insomnia, the dark circles under his sad eyes, the headaches, the guilt trips, and the many visits to the expert's couch.

On the bright side, the Divorce Section would tell "success stories" like the one about Tom, the ex-millionaire, who used to own two acres in Beverly Hills, but whose wife ran off with Hunk, the pool boy. (Tom, the spurned husband, flipped out and ended up sleeping in the gutter and drinking wine in Watts.) But we are proud to say that now he is flipping burgers, working for minimum wage, and learning a foreign language — all at the same time! America loves an inspiring success story.

The *L.A. Times*, whose motto is "Good news is no news," enjoys reporting rape, robbery, murder, and mayhem — war and LAPD shoot-outs are their favorites. They also love to chronicle: the unnecessary layoffs to fund a CEO's yearly bonus, S & L scoundrels cheating old ladies out of their life savings, and that Social Security is the biggest scam since politicians began telling citizens a huge national debt could never hurt America. (Fact: one in six dollars of federal tax money pays *only* the interest on the national debt.) The worse the news is, the more papers are sold. It's just the same for TV news shows covering violent events to get higher ratings, which are next to Godliness. Misery sells. But you never read about the wholesale financial and emotional slaughter that men endure every day in divorce court.

"So, in conclusion, it is obvious that the California Divorce Lawyers Union is paying off the *L.A. Times*. Thank you, your honor."

You have "The System" in your hands, so practice it unless you love cheap red vino and living in a tough neighborhood. It is not only whom you play (a woman is made up of Interest Level and Attitude), but how you play (how often you use "The System"). Piranha Pat has dedicated her life to making your ex feel good in court by making you feel like driving off a short pier. Remember, Ms. TrueLove's divorce lawyer will be the star performer in all your nightmares after your little woman says to you "We have to talk!"

DOG

"Fido wouldn't leave you, even if the house caught on fire. Pussycat would; and she'd say on the way out, 'We were never that tight!'" — Sal "The Fish" Love.

"In a dog, loyalty is numero uno." — Doc Love.

"I never met a dog I didn't like — unless the bar was closing and I hadn't drunk enough Jack Daniels." — Uncle Jethro Love.

My cultural high for the day is watching a cheap talk show featuring jilted lovers. The best episodes deal with love triangles and betrayal. Two "lovely" female lowlifes are fighting over Super Stud. Clarabell and Caraboo are verbally slamming Mr. Stud and screaming profanities at each other. Sequoia-sized arms flail when the assistant producers run up onstage to keep Mr. Stud's paramours apart so they can't sue the show later for assault and battery or aiding and abetting a riot!

The swear words being beeped out were all the English that Super Stud's two classy lovebirds learned while attending Public School #78! These two speech majors are uptight because Lover Boy has been going steady with both of them. The last straw (and the best part of the show) comes when one of the misled girls mentions that the other girl is her cousin. The audience jumps out of their seats and joins in, screaming and ganging up on the sweet little guy.

Finally, at the end of the segment, the host says to Super Stud, "You gotta make a choice. Who's it going to be?" The little guy slowly raises his eyes to the camera. He looks almost angelic as he says, "I don't know, I just loves 'em both the same." Then the audience goes nuts again.

To me this is first-class entertainment at its finest — culture at its pinnacle, and to paraphrase Ayn Rand, man portrayed at his noblest. The Communist Party extremists in China worried about the bad influence that Western capitalistic decadence might have on its oversized slave camp should learn to lighten up and smell the tea!

I don't mind these two ladies (?) swearing at this fine, fine gentleman. I can deal with the viciousness of their attacks on this poor "misunderstood" fellow. And it doesn't bother me that the male host joins in on the man-bashing (the traitor!) and sides with the two "used" women. I don't even mind the audience (90% women) ganging up on Mr. Stud. But when they call him a "dog," that's when I grab the shotgun out of the back of the truck!

Fido doesn't smell as good as Miss Right, but he will never run off like she will. Remember, even the Mafia trusts and loves dogs. Why? Because they know that a dog is man's most loyal and best friend. No way Fido would ever leave or rat on them.

DOUBLE STANDARD

"It's okay for her to date any age, earn less, marry for money, be a lousy mother, keep your name after discarding you, murder you and the kids, and be a serial wife. But if you burp, you should be lynched." — Father Love.

"It's against the law for Ms. TrueLove to drill your teeth without Novocain, but it's not against the law for her to nag you without Novocain." — Doc Love.

One-third of the women who kill their husbands get off without doing prison time.
— FBI Crime Statistics Division.

You will never hear the words "female chauvinist" or "Feminista sow," or even "masculinist" — so much for equality! Why? Because Americans are only supposed to hear one side of an issue from the media and in women's studies classes at our nation's centers of higher learning. This is how the man-hating Feministas get public opinion on their side so they can further their man-destroying agenda. Their motto: "What's good for the gander isn't good for the goose." This translates to "Women have all the rights while men have all the responsibilities."

How many Father's Day Parades do the Feministas sponsor? Zip! Instead of women's studies that do nothing but accuse men of having caused every problem in the world — including getting Eve kicked out of the Garden of Eden — how about some classes for women called "How to Treat a Good Man Well?" Fat chance.

My "System" makes for harmony and equal personal responsibility in a loving relationship. The Feministas have been waging an undeclared war on men, while claiming that women are not accountable for their negative actions. Some women insist on becoming firefighters by demanding that entrance standards be lowered for them, but in the very same state chain gangs are for men only. Everyone knows that if you can drag an 80-lb. hose, you can drag an 80-lb. chain.

Ask yourself if the following statement contains *any* truth: "The media tells us, by omission, that battered women never taunt and provoke their men, and battered men don't exist." Well, it all depends on whose

statistics are being used. Where are the statistics on women who push men's buttons and commit aggravated nagging?

Here are a couple of war stories, so get *real* quiet and introspective as you think them over. A guy comes home from work and his wife is waiting for him dressed in Victoria's latest secret (maybe he's in the wrong house!). He smells a steak cooking on the barbee and "Super Bowl Highlights" is showing on TV. His sweet, adoring wife runs up to him, gives him a kiss, hands him his martini, and lovingly asks, "How was your day, Sweetie Pie?" Then he hauls off with a right hook and drops her to the floor, yelling "You b----!" Just doesn't sound right, does it?

Another guy is driving home thinking what an A-hole his boss is. The boss just chewed him out for an hour and put him on probation. Two blocks from his house he almost runs over a kid who darted into the street — but a cop gives *him* a ticket. Then he walks into his house.

Throughout the day, his sweet, supportive wife (gag!) has been planning her ambush while sucking up snack after snack. Watching her favorite man-bashing talk show, she is pumped up for the "mother of all battles" and "ready for bear."

Ms. TrueLove greets him with "You call yourself a man?!"

Mr. Tired One replies, "Please honey, give me five minutes — I've had a tough day."

"You don't know what a tough day is, you lazy b-----. Do you realize how many bonbons I had to power down today?"

"Please, just five minutes."

Then she climbs into his face and turns up the volume: "You wimp! You don't have the backbone of a snail!" She shoves him away, and then gets back in his face again. "I should drop you like a bad habit! I must have been drunk when I married you!"

She swings at him, but he catches her massive arm in time to protect himself. She swears, spits, bites, and tries to kick him where it hurts the most. After 20 minutes of this, he's tired. She runs into the kitchen (her favorite room!), and comes out with a wine bottle, which she hurls at him but misses his head by an inch, splattering it against the wall. She charges him with a fork, and he drops her with an uppercut, yelling, "You b-----!"

With the Feministas and man-haters in charge of the media (except for *some* talk radio) and the colleges brainwashing America's youth, you

will only ever hear the first of these war stories. *Get it?* The “brown blouses” are in charge, and their motto is “You know he did it!”

My next point is directed at you, ladies. When a woman goes out with a guy who is loose and couldn't care less how many guys ogle her, what are the odds of him becoming a batterer? Zero. But when a woman dates a jealous, uptight, possessive and domineering man, what are the odds of him being a batterer? 98%.

What are the odds of a battered married woman truthfully saying “I never saw him display any possessive traits or send up any red flags when we dated?” (Is he a great actor, or is she just double dumb?) Superinsecure macho men are batterers, but Wimps never are — until they explode.

If Ms. TrueLove gets in your face to test your temper (and don't think she doesn't know where your sensitive buttons are hidden), just go out and walk around the block 14 times. And if you even think of hitting a woman, you should drop her instead and go to anger management, or swear off women completely. Certain men just cannot handle a woman mouthing off; hopefully, you're not one of them. Any man who hits a woman should be thrown in jail, and not allowed out until he serves his time *and* memorizes “The System.”

Real men don't batter. And they shouldn't marry someone who is moody (runs hot and cold), confrontational, hardheaded, uptight, explosive, abusive, or, worst of all, participates in America's dirty little secret: nagging. Think about it: would you want some jerk hitting *your* sister? Of course not. But if it happens, a neighbors calls the poor cops who — and this is the best part of their job — have to take someone to jail. Remember, if there were no double standard due to the Feminista agenda, the odds would only be 50-50 that it would be you ending up in the paddy wagon after the mother of all arguments!

DOUBT

“When in doubt, refer to ‘The System.’” — Doc Love.

“A confident man knows his limitations.” — Dirty Harry.

“Doubt is the devil.” — Brother Love.

Tom is going on his first date with Caprice. They met at a sales convention in New York where she introduced herself to him, walking across a crowded hall (naturally all the married guys stared) to meet him.

She asked him after a few minutes what city he was from and, luckily, they both lived in L.A. Bingo!

Tom's mind went blank as he looked into Caprice's face — she looked like a Cosmo cover girl. After 10 minutes, he knew he had to get out of there before he did or said something stupid. He blurted out "What's your home phone number, Caprice?" "My, Thomas! Aren't we aggressive!" Caprice replied slowly. He grinned at her as he pulled out his pen and daily planner. Fifteen seconds passed before he heard the sound of victory in the form of these magic words: "My area code is 310, and the number is --- ----."

After studying the evidence, Tom knows what his game plan has to be:

1. Wait five to nine days to ask for a weekday date (Monday through Thursday).

2. Because Tom met Caprice on Sunday, he will not call on Friday (day 5), Saturday (day 6), or Sunday (day 7) because weekends are offlimits. Why? *Posture* — Caprice's perception of Tom. Tom will call Caprice on Monday, eight days from the Sunday they met.

3. He will offer to go out on a Tuesday, Wednesday, or Thursday only. Until Caprice asks him why they don't go out on weekends, she will not get any. The only exception is if she counters his offer with a Sunday date.

Even if Tom had just gotten out of Leavenworth, I don't want Caprice saying to herself, "He's so eager, I'll bet he just got out of Leavenworth!" Why? Because unless you are a three percenter — a natural — *all* you guys come on too fast and too strong with women. (God forbid she actually thinks you're popular with women and have a successful social life!)

In spite of Caprice's great initial signal — approaching him, and Tom's success in getting her home phone number and a date, Tom still has doubts about what's to come. Why? Like every man, even the Cro-Magnon variety, Tom knows his first date is his Super Bowl — and Caprice will not remember him if he finishes second.

To ensure his success and feel more confident, he goes out and buys new duds. He then drives to his mother's house to get her approval of his outfit (and make sure the colors match!). His mother insists upon ironing his clothes before he leaves, telling him that he will make a better impression if he looks sharp, not like most men who under-dress for their dates. Moms are always right!

Poor Tom: he's a nervous wreck, and the date hasn't even started yet! Meanwhile, Caprice is at home taking a bubble bath and wondering which date she's going to break. She always makes at least two dates for the same night, even if she has no intention of going out. (Her broken dates will call back the next day for another walloping.) You see, Caprice is too goodlooking, and because of her physical attributes never hears any of the statements that we good and honorable men hear so often:

"You shouldn't have."

"I appreciate your being patient with me."

"Can't we just be friends?"

"I'm not that type!"

"I don't care how much money you spent on me." "I

don't know where you got that idea."

"I'm looking for something special." "I

need someone who is exciting."

"Did I tell you about my present lover?"

"...but I wanted a *red* Porsche!"

"Maybe, with time, I could grow to see you in a different light." "I'm

here because I didn't want to hurt your feelings!"

"I think you're a nice person, but..."

Tom arrives at Caprice's house at *exactly* eight o'clock. As they walk to his car she says, "You know, Thomas, I must confess — I almost broke this date. I was so mad because you took so long to call." Tom relaxes as he thinks to himself, "Whew! Close one! And Challenge is still king!"

If utilizing "The System" is too much for you because you can't remember all the rules, just practice what comes to you naturally. Don't pressure yourself. After each date, look in the mirror and ask yourself: "What did I do right, and what did I do wrong?" and "What was her Interest Level and Attitude?" You will make fewer mistakes as your enlightenment grows. But above all, don't come down hard on yourself. Be patient and learn to laugh at yourself — not in public, of course! Remember, you are

only a failure if you don't try, or worse, quit following "The System" because you doubt the truth — or what comes real darn close to it.

EGO

"Women don't say the word 'no' to men because they know — or have been told — that the male ego is so fragile that he will blow his brains out if he hears it." — Father Love.

"The male ego will listen to instruction on any subject except for love or directions." — Doc Love.

"The ego is man's Achilles heel." — General Love.

When it comes to survival, a man's ego is his best ally. Why? Because it makes him try harder, push harder, and makes sure he never thinks of giving up. Whether it's for finding a better job, thinking on your feet, gaining two yards, getting in shape, or inventing a "System" to help mankind, your ego is your driving force. But when it comes to love, the ego is a curse, your vulnerable spot, and the Devil's playpen. We all remember Achilles, the mythical warrior who was killed when an arrow struck his heel. Because he played down the importance of the only vulnerable part of his body, he was retired — permanently.

When it comes to love, the man's ego:

1. Overlooks Miss Wrong's bad attitude.
2. Overlooks ominous signs in the relationship.
3. Always overrates her Interest Level.
4. Rationalizes her putdowns and zingers.
5. Blinds him to reality.

If you are a Macho Boy, triple all of the above.

Ladies, take heed — ego works overtime in jealous and possessive (uptight) men, and *especially* stalkers and abusers. If you women suspect your date fits this profile, tell him right from the start that all your friends are men because women compete too much with each other and play head games. Watch how he reacts. Or hug your male friends around him. Watch how he reacts. Always monitor your date's reactions to see if you have a Macho Boy on your hands. What you decide to do with your junior Hitler at

this point is your choice. But remember, there are no victims, just volunteers.

Uptight men try to control their women, which in the beginning of the relationship will appear to you women as chivalry. Eventually, though, you will notice that it is “his way” or he throws a tantrum, which can *only* get worse with time. If you decide to stay with him now but reject him later, he won’t go easily, and things could get very nasty.

Bad girls and even Super-Bimbos are experts at stroking (and using) a man’s ego. The saddest part is, sick men have killed because a bad girl “played” with their egos. Why? Because Macho Boy’s ego was born in the belly of pride, and his motto is “I own her.” Sickos take this motto to an extreme.

The key is to look for Miss Right’s payoff. When she is stroking your ego, what is she getting out of it? If she wants nothing more than to make you feel good, that’s okay. Why? Because her ego-stroking is a playful love ritual. So take her loving machinations all in stride. The Bible says that pride goeth before the fall for a reason. If your ego rises too far above Earth, it has to come crashing down eventually. Remember, if man were meant to fly and stay up in the heavens, pride would not be one of the seven deadlies in the good book!

ELEVATOR

“Once you realize everyone is a little bit nuts some of the time, it gets a whole lot easier.” — The Reality Factor.

“Only men can be pigs.” — The Feminists’ Rule Book.

“Marry a farm girl. City girls won’t get their hands dirty.” — Uncle Jethro Love.

Thomas Jefferson believed that the populations of towns should be limited. He wanted no big cities. Let me tell you a war story to show you why he was right. I grew up in Los Angeles, and watched it change from a friendly city to a not-so-friendly city. Coarseness replaced refinement. Hard looks replaced smiles. People no longer take their time or talk on the street like they used to — they just scurry like mice to their destinations. Behind the wheels of their cars they’ve turned driving into a war game, and road rage is its sad byproduct. Only the week before and including Christmas Day is everyone polite, courteous, and smiling. Maybe every day should be declared Christmas.

I like little towns for one big reason: people go slower about their business and they're courteous. They always have an extra five seconds to say "No, after you" as they hold the door open. In L.A. they only have time to flip you off! Signs in small-town storefronts don't say "Open," they say "Kindly Come In." The only negative in little towns is that gossip reigns as Queen because there's no place to hide like there is in the big city.

I call this change of attitude when things get crowded "The Too Many Bodies Per Square Foot Factor," which started on the East Coast when the British ran things. For some odd reason, civility turns into rudeness and bad manners when people rub elbows — just look at Manhattan! The day when a gentleman would give up his seat on the bus to a standing lady went north of the border a long time ago.

You're probably asking yourself what manners and civility have to do with relationships. The answer, in a word, is — everything! The Classy Lady takes note of etiquette, because she doesn't want a 10th century Viking who uses his fingers to feed himself and his slobbering pit bulls at the dining room table and rides his hog around the living room — unless, of course, he plays in a band! The Classy Lady knows that manners and civility are the glue of society, and America would be a lot better off if everyone were polite all of the time, instead of discourteous most of the time.

When you approach an elevator, hold the door open as you stand to the side to let the people out, then allow Classy Lady to walk in ahead of you. Some people don't understand that you can't enter an elevator when it's full. If you don't believe me, go and watch — you'll see some idiot trying to squeeze around the people leaving the elevator. And if you exit an elevator and see a human being in a wheelchair, make sure you don't knock him or her over — please hold the door open until he or she is safely inside.

When you are on the street with Classy Lady, allow her to walk on the side nearer the buildings. She'll think you're a gentleman who went to military school and majored in chivalry. Presently, when couples walk down the street, women walk on the outside and six inches ahead of their men 75% of the time.

Notice how the self-help books and talk show hosts (and 90% are women) who claim to help men don't ever talk about how manners, civility, and class appeal to classy women. When leaving an elevator remember that it's not the "Running of the Bulls" in Pamplona. Stick with my coaching, because if your Classy Lady ever discovers that you're not a gentleman, she'll definitely drop the relationship down the elevator shaft!

ELEVATOR SHOES

"Sky-high heels and short skirts lower a man's IQ." — General Love.

"High heels make their 'drivers' (legs) look longer and their fannies look like a pair of bowling balls sitting side by side." — Fast Eddie Love.

"Beautiful women have long legs, thick, pouty, tomato-red lips, high cheekbones, long, luxurious hair, wolf's eyes, and too many teeth." — Doc Love.

Other than writing "None of the above are acceptable" on our ballots next election, what could be more fun than playing a trick on the Feministas? All the men in the country could sign a petition asking that high heels for women should be banned in the United States. We can even try to make it an amendment to the Constitution! The reason for this? Feministas will then love high heels because men are against them! I'm serious!

I got the idea from the goose-stepping "brown blouses" because of the flap they make every year over the Miss America Pageant. Next to girly mags, they hate beauty contests the most. How unpatriotic can you get? What do they think Desert Storm was all about — and wasn't Betty Grable the first patriotic pinup?

The Feministas don't realize that in America beauty contests are up there with apple pie, Mom, and politicians who always tell the truth and do what's right because it's more important than getting (re)elected!

Next on the Feministas' hit list are college cheerleaders on TV. What does a college cheerleader have to do with women's rights? They've already taken care of the pro football cheerleaders — (Tell me, what is un-American about a Dallas Cowboys cheerleader in her red, white, and blue outfit shaking her pompoms?) — now they're targeting short skirts on the college football field. Even the left-wing extremists who dictate TV programming in China allow state-approved cheerleaders for soccer games on television!

The fabulous Feministas got the number-one pageant in America to semi-buckle under — no high heels in the swimsuit division, but they can be worn with a dress. Think of it: they go crazy because of 31/-inch heels! ("That's worse than a third-grader carrying an Uzi in his backpack!") The Fs even took a shot at getting rid of swimsuits altogether, but the pageant managers stood firm because they knew that no one — including women — would have watched the show if they had caved in. Thankfully, some men

still have backbones, at least when it comes to the almighty dollar. The Feministas didn't know that women like to look at bathing suits, too. They didn't realize that TV ratings in America are more sacred than votes, religion, or sex! No one, not even "Them," can mess with TV ratings!

Now I'm going to tell you why Feministas hate high heels even more than they hate traitorous ex-Feministas who "saw the light." It's not because high heels hurt, or ruin a woman's feet, or are dangerous to walk in — which, by the way, are good health reasons. It's not because women know they look better in them. It's not even because Al Bundy, the only man in the public eye who dares stand up to the Feministas' conspiracy, sells them!

The real reason Feministas hate high heels is because they know that men think women's legs can't ever be too long! Can you believe it? Feministas know that if man could make the perfect woman, she would be 5'8" (with legs that are 5'7"), would watch football and *not* talk, fetch you a brewski without your having to ask, and believe a nag is an old horse! *That's* why they're against elevator shoes!

If it makes a man feel good or if a man likes it, the fabulous Fs are against it. In their eyes, man is inherently evil, uses up air, and should not be allowed to take up space! If the Feministas ran government and TV sports their way, men would be forced to watch only women's basketball with all-male cheerleaders — yuck! Remember, you will always be guilty of the sin of lust with a Feminista — ("But Judge, she bought the outfit and she's my wife!") — until proven not guilty, but never innocent.

EMBRYONIC (STAGE)

"The first 60 days of a relationship are the most important." — Father Love.

"A guy does more homework on the Passat he's going to buy and keep for 2.4 years than on the woman he's going to marry and keep forever." — Doc Love.

"Relationships are only natural to women, so be prepared." — General Love.

I went to hear a speech entitled "How to Interview for a Job" the other night. If there is a free lecture or seminar on anything, I'm there. I am always on the lookout for more information that parallels the dating game so I can add it to "The System," or reinforces and polishes what I already have, but from a different angle. Getting a boss — or girl — to keep you involves the same principle: Respect.

The speaker knew her stuff and was entertaining. The part that I liked most was when she said she refused a job offer until she met the president of the company. Her future manager said meeting him wasn't necessary, but she insisted. Why? If she was going to be a member of the team, she wanted to meet the captain of the team and make sure she would "fit in." After she had met the president, the manager offered her a salary. To his dismay, she asked "May I get back to you in two days?" The manager asked why she needed the time. She replied "Because I have to think about it." Mind you, this was an entry-level position at a big company, not a middle management position.

She took the job without having to beg — or worse, grovel. The manager and president respected her *from the beginning*, and she laid down some "informal rules" on how she was going to be treated. The president of the company doesn't know everyone at work, but now he knows her and he knows her name.

Do you see how Challenge and Respect intertwine through this war story? Likewise, they weave through the beginning stages of your relationship with Miss Right. She must respect you by knowing that you will walk if she pushes you too far, and you must be a Challenge by going in slower. So your job with Miss Right is to set up the ground rules of your romantic relationship ASAP.

The key, if you want promotions, love, good pay, or Respect, is to expect and get them from the beginning. Whether your problem is that you can't pay the rent, or that you haven't been loved in a long time, the principle is the same: tough it out — you're neither the first guy (nor the last) to endure these tribulations. Remember — with a woman, you cannot gain Respect or change the rules later.

EMOTIONAL

"Women know how to outmaneuver men. They had to learn because they're smaller." — General Love.

"Conquer the head first and the body will follow." — Fast Eddie Love.

"If the relationship fails...it was her turf, Bro." — Brother Love.

A popular myth is that the female of the species is more emotional than the male. My Uncle Jethro would concur. "The female is *supposed* to be more emotional because she has to protect the egg and change the diapers. So I don't see what all the fuss is about."

A casual observer would notice that the female can start to cry faster than turning on a faucet. She also hugs and kisses everybody while the male does not like to get so close. So, from watching her body language, she appears to be more emotional than the male. But I say it's the just opposite! When it comes to love and its manifestations, I say the man is more emotional, especially when approaching and handling romantic relationships.

As you read this war story, get the feel of what I say, and feel the spirit of truth in your bones. It's like two guys in a fight: one guy has a .22 with one bullet, while the other guy has an Uzi with extra clips. In the Battle of the Sexes you only have one bullet, and she is the one packing the automatic. But guess what? There is a big "C" marked on your cartridge for the word "Challenge." Remember that you have only one shot at Miss Right's heart.

My studies have shown that when a woman starts a relationship, she knows exactly what she wants, what she is looking for, and how long it will last. Ninety per cent of the time she will also control where the relationship is or isn't going. Just ask yourself: "Who sets the tone in the home?"

By comic contrast, Tom cannot find his shoelaces with the lights on in spite of the fact he has an M.A. in family relationships. But what if, on the other hand, Tom could somehow *drive up* Caprice's Interest Level even when she isn't sitting across from him in an outrageously expensive restaurant? What if he could get her to burn her agenda and do what *he* wants — for once?

When Caprice says to her best girlfriend Serrese, "I'm going on my first date tomorrow with a guy named Tom — just to have fun, of course," it's all smoke and mirrors — even Serrese knows that. Caprice knows her Interest Level, and she knows her agenda and game plan. Tom, on the other hand, hasn't a clue as to what's going on.

Let's look at *all* the possibilities why Caprice is going out with "he hasn't got a chance" Tom. Why doesn't Tom have a prayer? Because Tom, like most men, believe that only possibility number one below applies to him. With his inflated Interest Level rocketing through the ozone, Tom can't see how far off-target he is.

The First-Date Possibility Factor (as applied to Tom and Caprice):

1. Caprice wants to marry Tom and overpopulate the earth with his offspring.

2. Caprice wants Tom to fill in for her boyfriend, who is in Hawaii for six weeks.
3. Tom's brother is a carpenter, and Caprice needs a new roof.
4. Caprice cannot stand to be alone.
5. Caprice wants to go to a "Stones" concert (which will be Tom's first and last date).
6. Everybody who is anybody will be at the party Tom is taking Caprice to.
7. Caprice loves trendy restaurants.
8. Caprice loves Porsches.
9. Tom has the best dope in town.
10. Tom's brother is the busiest casting director in Hollywood.
11. While she is out with Tom, she might meet someone who has a newer Porsche.
12. Caprice can only have one date with Tom because she just received her Ph.D. in loving relationships, and she is moving to New York in three days to start a new career as a radio talk show host. She will tell him all this after her belly is full of lobster and Dom Perignon. By the way, the name of her radio show is *Why Do Men Play Games and Use Women?*

(Here are some good topics for Caprice's show that would get great ratings. You will *never* hear them over the airwaves because radio program directors cater to women:

"Should the World Court declare nagging a crime against humanity?" "Can a Feminista be sweet and supportive in a relationship with a real man?"

"Do women change the rules after they get married?" "Why do only gigolos go to jail, but never Mercenaries?"

"Should we recall judges who always give the kids to the mother after the breakup?"

“Why do some women date when they are not interested in the man?”

“If single women nagged, would it lower the marriage rate in America?”

“What would happen if men asked for the first date, but women had to drive and pay for everything?” (If this were the case, half the restaurants in town would go belly-up!)

“Who is more honest: a user, a Professional Dater, a Feminista, a Gold Digger, or a hooker?”)

The First-Date Possibility Factor tells us why Caprice is going out. But why is Tom going out? Because he thinks he's in love. Aren't men complex creatures?

When Tom picks Caprice up, his every movement screams “Thank you for allowing me the honor of your presence, your highness!” He doubles as her chauffeur, pays for everything, puts on a show, tries to make her laugh, does *everything* she wants, and then begs Caprice to allow him a second performance: “Please, see me again!” Why does he do this? Because Tom is a member of the species *Wimpus Americanus*. And since Wimps are scared to death of analyzing dating, they have no game plan — while Princess Caprice does.

Because Tom's Interest Level for Caprice is up in the clouds and because he has no system to guide him, his chances of getting a second date are about as good making it across the Autobahn on crutches.

Instead of waiting five days to call Caprice after he got her home phone number, like “The System” says he should have, Tom called her the next day. Even if Tom knew the “Five- to Nine-Day Telephone Rule,” he couldn't have waited if his life depended on it. Why? Because Tom was born without a backbone and is controlled by his emotions (unlike Caprice), and is therefore unfixable. Tom is analytical when he fixes relationships at his counseling practice. He does extensive background checks into companies before he makes investments for his financial portfolio. He even teaches a night class at UCLA entitled “Being Rational in an Irrational World.” But when it comes to dating Caprice, Tom has no road map — as if he could *follow* it! Tom only thinks short-term, and *hopes* Caprice will fall for him. Successful men know you can't “wing it” in business, so why does Tom wing it when it comes to his love life? If Tom were a Challenge, unlike most guys who cross her path, Caprice would be going crazy over him. But poor Tommy! His emotions tell him “I've got to have her now or I'll go crazy!” Tom's ego — love's enemy — needs immediate gratification. A kid at Toys-R-Us has more self-control! The saddest part is that he doesn't see Challenge

as *even being a possibility* in romantic relationships. His motto is “If it’s meant to be, it will be.” My motto is “It won’t last!”

“The System” is the only vehicle that helps you drive her emotions and raise her Interest Level — off the chart! Realize that there is a price to pay to get her and to keep her, and that no one cares about you unless they love you — except a Good Samaritan, who loves everybody. You have to learn to “outwait and outwit” women and not allow your emotions to run you like they have in the past. Most men have been brainwashed to treat women with undue reverence — respect is proper, but submissiveness isn’t. Remember, there is no use driving your Porsche at high speed if you don’t know where she wants to take you.

EMOTIONAL BAGGAGE

“Marry someone with low mileage, a functioning human being with healthy Self-Esteem. They need less maintenance.” — Marty Carr.

“There are no clean deals.” — Cary Shore.

“Marry someone who has more brains and less baggage than you do, so she can drag you up.” — Doc Love.

Everyone who has had at least one relationship has been: 1. Hurt; 2. Slighted; 3. Rejected...unless of course, you happen to be a Beautiful Woman. (Who gets rid of Elle or Claudia? Only a gay guy!)

If you are a super-victim, all three of these past emotional traumas live on in your psyche.

Depending on how deep and how often people have emotionally beaten you up, torn you down, or deprived you of good loving as a kid, you will have your share of emotional baggage. We all have it. And it’s an awful thing to say, but some girls just have too much. I am truly sorry for what these women have endured, and I think the males who hurt them should be locked up. However, my job is to make sure both of you are happy, and as my cousin Fast Eddie would say, “You got to give me somethin’ good to work wit’ or it’s no-go!”

How does emotional trauma happen between people who say that they love and respect each other? Simple — lots of people are thoughtless, and we don’t pay attention to each other as much as we should. We are also mostly selfish, and we treat strangers better than our loved ones.

All of us do these things some of the time, but if you do them all of

the time with Miss Right and vice-versa, romantic love will surely die. And the daily grind of living together doesn't help your cause because eventually you will drop your guard and Ms. TrueLove will see you for who and what you really are.

Listen, you psych majors: if you are going to stay *happily* married, your partner had better not have been too "wounded" as a kid or through too many destructive or abusive relationships as an adult. Why? Because when she gets mad at you, you will be fighting the "demons" of her past as well as her. And you'll be crazy to fight that war — you'll be sorely outnumbered.

The demon described above passes her repressed resentment — based on years of Mom's and men's transgressions against her — onto the turkey that falls for her. If you're not alert, this turkey might be you. It's tough enough to suck up eggs when you are guilty, but why suffer for her psycho mom's lack of parenting skills or her former Macho-Boy boyfriend's and Cro-Magnon husband's sins?

If you decide to stick with her, do you know what will happen? Eventually, she will lower *your* Interest Level, like she did to the others before you, because she is not fun anymore. So before you make a choice, think of the millions of American men in loveless marriages who have no fun and no place to go. With four deductions and a mortgage, the average miserably married American guy is going nowhere but to a strip club once a year when the little woman leaves town with the twins to visit her parents.

The key is that concern for her welfare is enlightened self-interest — after you are both committed. Until then, you will scrutinize her psychological makeup with a fine-tooth comb — unless, of course, you want to play the role of social worker for the rest of your life. It is in your best interest to find a potential mate with a *mostly empty* emotional bag. Miss Right has to be a good mother to your kids, so that's why she should be of sound mind and body. We also don't want any big dental or plastic surgery bills after we're married and it's too late, do we? So have her buy her own liposuction before you get engaged. Remember, relationships at best are tough, even when she isn't carrying an emotional suitcase full of demons.

ENGLISH

"Men speak American while women have their own lingo." — Cowboy saying.

"Women and men see, smell, and hear differently — especially when two of them are together and only one of them is in love." — Doc Love.

“Women are like refugees — they vote with their feet. If she’s with you, she voted for you.” — Fast Eddie Love.

When I was young and dumb, my girlfriend told me she had to stop seeing me because she liked me too much. I guess all that happiness was just too much for her to handle! With no stalking blood in my veins, and not wanting to have her suicide on my soul, I let her go, not realizing that I just bought a whopper the size of Mount Fuji! Later, when I got together with my best buddies and told them “She sold me!” they nearly fell off their chairs with laughter. Boy, did I ever pay for that war story!

At that time I didn’t know the rules of love. The first rule says that if a woman likes you, then she would want to be with you. (Should I slow this down for you guys?) It’s so darn simple, yet most men don’t understand this aspect of Interest Level. Listen, you psych majors: it means *Interest Level cuts through everything* — even excuses in the foreign language called Womanese.

Another girlfriend I dated used to tell me how much she loved me, but every time I tried to kiss her she turned her head. What a dummy I was! I thought she wanted me to kiss her ears for starters!

Another woman who said she couldn’t live without me broke dates and in the next breath proclaimed, “I can’t wait to see you again.”

As you can see, some girls just can’t say “No” to a guy’s face. They believe it’s better to mislead guys than to go through the trouble of telling them that they are not interested and the real reasons for it.

Besides interviewing them most of my life, I’ve had my poor heart beaten, broken, stabbed, and shot up by the best of the beautiful women! I did this not knowing that one day I would be coaching you guys. Hopefully, you will take heed and not get your hearts bludgeoned like I had mine blown apart so many times in the past.

The Reality Factor says that when a woman’s Interest Level goes up, she wants to see you more. The Bottom Line Factor says that you have to read her actions to know her Interest Level. There is no correlation between your own Interest Level in her and whether she likes you, in spite of society’s insistence that the opposite is true. With these two factors clear in your mind, it doesn’t matter what language the woman speaks! During the Cold War, some East Germans would vote with their feet by climbing over the Berlin Wall. Why? Because they had high Interest Level in freedom and low Interest Level in staying with the left-wing extremists’ version of hell on Earth.

Remember, *Interest Level cuts through everything*, including her fear of getting shot by some pinko border guard as she tries to get to freedom and happiness — in your arms!

EYES

“The girls loooooove attention.” — Brother Love.

“If you’re going to lie, look her in the eye.” — Al Bundy.

“When her eyes light up or twinkle, you gotta go in and get the home phone number.” — Fast Eddie Love.

Ask any woman what she hates most in men, and insincerity will always be in her Top 10 List of Turnoffs. Just how does she figure out if you are as honest as a televangelist or just your run-of-the-mill pathological, sociopathic scumbag? Let me tell you how.

A woman’s first line of defense is her radar, which works around the clock. Men don’t use their radar because the shouts and screams of their egos drown out the wise and quiet voice of their intuition. By practicing “The System” over time, you will become both analytical *and* intuitive.

Her second line of defense is that she is a natural detective without ever going through the police academy or walking a beat. If you tell her a story a second time, she’ll pick up on any changes in the story. Listen, you psych majors: she is better than a lie detector.

Her third line of defense is her memory bank. She unintentionally memorizes everything you do and say. She never knows when she might feel like picking a fight — so here’s her ammo, big mouth!

Her fourth line of defense is her ability to look into your eyes and see “everything.” Pretty incredible, isn’t she? So don’t even think of trying to sell her a whopper.

The benefit of telling the truth is that she thinks you have Confidence — which is one-third of your attitude on the Truth Triangle. If nothing but the truth comes out of your mouth, how could she ever get rid of you?

If you lack verbal control, put tape across your mouth. The key is to know where to look if you want her to think you’re sincere.

FAMILIARITY

"Familiarity breeds low Interest Level and resentment ... then contempt."
Doc Love.

"God gave you two ears, but not for looks." — Brother Love.

"Marriage is great for kids, but tough on romance." — Bisset.

While channel surfing one day, I happened on a movie in which a married couple was just getting up. The husband woke first; he yawned without covering his mouth, like a hippo on Lake Victoria, and then scratched his underarm like a chimp in the San Diego Zoo. Think now, guys: would his wife be with him for a second date if he performed those two uncouth acts on the first date? These two acts of familiarity are cute to your best buddy, Fido, and to farm animals, but your wife wonders on the other hand what happened to the supposed gentleman she married. We all know what this does to her Interest Level, I hope!

Many women complain to me about their husbands' atrocious table manners (manners that were impeccable before they shared the same roof). One interviewee told me that when her husband eats a drumstick he attacks it with the ferocity of a pack of hyenas nipping at the legs of a pain-racked antelope going down for the last time on the Serengeti.

There are two ways to avoid the familiarity trap. One is to memorize Miss Manners' etiquette book. The other is to utilize space to the advantage of the relationship.

Rocky is a student of mine who makes *very* serious money. He is married, but doesn't live with his wife, Shauntrice. They have two homes, so why should they? What a great idea! (The great thing about being rich is that cost is never an issue!) Shauntrice is unlike the majority of married women who believe that unless you are shackled to your soulmate 24 hours a day, something in your love life is missing. She is also not a high maintenance woman with low Self-Esteem. God help you if you have one of those. Why? Because she gets mad at you if you lock the bathroom door. She knows you love her, but she is still a lonely girl!

When Rocky is not dating his wife, playing golf, or losing money at the racetrack, he is working. Rocky only sees Shauntrice for dates, *and* only when they are both upbeat, positive, looking great, and climbing the walls to see each other. Rocky says that if anyone sees a woman — even a Playboy foldout — too much, romantic love gets old. Listen, you psych majors — less time together is inversely proportional to good feelings.

John Cougar Mellencamp works in the pool house where his musical and recording equipment is set up. He also has a kitchen there as well as everything else that too much money can buy. His super-model wife lives in the main house, 100 feet away. Listen, you psych majors — this is how married rock-n-roll singers stay happy!

Another of my students, Mauricio, is also very happily married to Shangrilaz. What is his secret? Partly that his wife is a stewardess. "It's great," he says. "Shane" (his pet name for his sweet wife) "flies international, to Japan and Korea, and I don't see her for eight to 12 days a month. What a deal!"

I asked him why the arrangement is so great. He said that he figures he and Shane are going to be married for 50 or 60 years, so why must they be confined to each other's presence every second, every minute, every hour, every day, every week, every month, every year, of their lives? "Shane hates to shoot pool with me anyway," added Mauricio.

Now I can hear you saying, "What about me, Doc? I'm not loaded and my girlfriend hates airplanes." When you're married you will definitely need to have your own space, so here's an idea for all you regular guys: If you don't have a spare room to use, then remodel the garage — you can always back the car out in the driveway for more temporary space. If you put in the right shelves and cabinets and throw out half the stuff — and I do mean stuff that you bought and will never use — you could make a desk, and put a small radio and computer on top of it. Make sure everything you need is within easy reach.

Since this space is your sanctuary (great escape is more like it!), make it attractive and decorate it with a small aquarium because the sound of bubbling water is guaranteed to relieve your marital tension. Get everything organized so you know *exactly* where it is. Every hour, take a break, go into the house and tell your lovely wife how it kills you to be away from her for so long, and that your heart flutters when you are alone in the garage just thinking about her — because women eat up that romantic stuff.

You should be working on some project that you love anyway. That way you can eventually tell the boss from hell how much you'll miss him when you are on your yacht because Wal-Mart just gave you \$4.75 mil for your kitchen tool patent! In today's world you have to have at least two things going at once anyway to make it financially.

The key, if you can't afford a second home or if your fiancée likes to stay at home, is to ascertain your individual space requirements before the nuptial day. Women say yes to *everything* before they're married — honest!

Since women are always dying to talk about men's feelings anyway, make sure you convey your feelings about space to her: "Honey, may I use this closet for a small office, please?" If you and Ms. TrueLove are always handcuffed to each other, it will be tough to practice the show business adage, "Always leave 'em wanting more." But you will do it, because you have your own little private space. If you have your own space to be yourself, you won't get too familiar with Ms. Truelove, thereby lowering her Interest Level. Remember, at the very least, to chew your food with your mouth closed, and keep your elbows off the table.

FAT

"America has a love-hate relationship with fat." — Rabbi Love.

"When she eats, the word 'enough' takes on a new meaning. At the beach picnic, she looks like a troop ship loading up for war maneuvers." — Al Bundy.

"The only diet book that works has blank pages and doesn't sell. It's called Don't Eat." — Doc Love.

I was taking my daily dose of TV talk shows when I landed on one that was running a contest featuring three husbands. The wives were backstage and the men had to tell the audience what they would change about their wives. When the wives came back out, they would win prizes if they could accurately guess what their husbands had said. The first husband said, "I wish she wouldn't talk so much," and there was no audience reaction. The second husband said, "I wish she wouldn't shop so much." Again, no audience reaction. The third husband said, "I wish she wouldn't eat so much." The audience, apparently believing that gorging oneself is a virtue, bolted out of their seats, waved their fists, shouted obscenities, and booed him. Some even threw their chairs and tried to run up on the stage to attack the poor guy. You would have thought you were watching a "Big Is Beautiful" convention instead of a talk show starring losers!

Surfing over to another show, I watched three diet "experts" interviewing 600-pounders. Not one of the experts asked "What do you eat in a day?" (You and I wouldn't try to pump 30 gallons of gas into a Jetta, would we? Everyone knows a gas tank can't expand like a body can!)

The finals of the World Ballroom Dancing Association were on another channel. The audience, in their formal attire, was a classy crowd. The male and female dance partners wore great outfits and competed in 10 different types of fast dancing. Everyone on the dance floor was trim (I can't imagine why! Maybe the association should be sued for not allowing

overweight people into their dance contests!)

The final two TV shows I caught that day were Oprah and Rosie — two really big entertainers. Does their size help their ratings? Who watches the show and how big are they? In the home, do the big television watchers control the money? What do you think?

In American culture, it's ironic that a fat woman is allowed to talk about her extra poundage to a girlfriend, but her girlfriend is not allowed to broach the subject herself unless she carries the weight of an NFL linebacker too. After the extra tonnage is gone (and only then!) is it okay for the girlfriend to comment (actually it's expected): "Oh, Sharazar, you look so much younger since you lost that sack of potatoes in the rear of your jeans. I never wanted to bring it up because I wanted to spare your feelings. You know you're the most important person in my life, but when you used to leave a room, your fanny looked like the north end of a south-bound horse." Who says women are catty?

Some men complain that their wives don't respond to them like they did in the good old days — like before the kids were born. Remember that one in four women who married you guys had low Interest Level — 49% or lower. After she got someone she could *really* love — the twins — her affection switched to them. Ms. TrueLove's agenda was to marry a babymaker, and hopefully you didn't get chosen. She loves the twins, so why does she need you anymore? And unlike you, the brats don't care if she's fat — isn't unconditional love beautiful?

Let's say I'm wrong about my projection that 25% of women marry without love in their hearts. Let's say, for argument's sake, that it's just 5% — one in 20. Why is this phenomenon never mentioned in self-help books? How come it's never even listed as a possibility by the female advicepeddlers in your morning newspaper? How come you never hear this fact mentioned on TV by the supposed "experts?" How come you don't see this fact in college textbooks on family relationships? I'll tell you why: because America is being taken over — not by tanks and missiles — but by the Feministas. They control the love advice, the colleges and the media. Ask yourself — do you see or hear any manly love doctors on TV or talk radio, besides me, helping *only* guys? It is extremely rare that you will hear that the woman is the culprit in a relationship, unless she kills her children — killing her *husband* doesn't count. As my cousin Fast Eddie would say, "Thirty-three and one-third beat the rap."

The Feminista conspiracy is made up of small groups of left-wing extremists who control key positions in America.

They are secretly in cahoots, and their common, underhanded, man-hating,

family-destroying motto is "We don't help guys!" (Not even Supreme Court justices like Clarence Thomas.)

Some formerly thin women believe that after they have a baby, it's okay to rationalize never trying to lose weight; thus, they retain it. What these women don't understand is that some men don't want to touch a woman they can't get their arms around! But your wife, the eternally optimistic Ms. TrueLove, will say to herself, *"He isn't going anywhere. We have a 30-year mortgage."*

Let's say your sea cow cannot lose weight after the twins are born. She does *not* stick to a program of healthy eating and exercise. Then she cuts off sex. The "experts" would defend her by saying, "The twins are most important, and the husband is selfish!"

The reason I do not want Ms. TrueLove overweight is because she is not healthy when she can't make it through the door. Space does not allow me to list the life-threatening diseases that overeating either precipitates or aggravates.

The right thing to do is to have Patience with her (see The Truth Triangle) — tons of it. She has an emotional hurt that has never healed. Help her by taking long walks, and then jogging with her. You should be serving vegetables and fruits for meals. Why should you do these things for her? Because love is giving and supportive, and she would do the same for you. If she used to look like an 18-year-young supermodel, never criticize her or refer to her in public as "Shamette!" Keep telling her how beautiful she is (you should always get mushy when Ms. TrueLove is in pain), and the pounds will melt away. It's called "Doc Love's Love Diet."

The key, if you're going to get married, is to discuss up front with Miss Right how she feels about fat: *"Honey, what are your fat feelings?"* We don't want any BIG surprises down the road, do we? Remember, marriage is for a long, long time, and unconditional love is only for Good Samaritans or people with bad eyesight and extra long arms!

FATHERS

"Fathers matter because common sense says that two loving parents are better than one." — Brother Love.

"Indirectly, the courts, the 'hellfare' system, grandstanding politicians, secretive interest groups, Feministas, and most of the media seek to punish all fathers." — Doc Love.

“Divorced fathers never pay child support, they disappear, and they have no desire to influence their children positively.” — The Feminists’ Rule Book.

Tom is supposed to pick up his two kids at his ex-wife’s house every other weekend. One such Friday at 8 p.m. he knocks on her door but notices there are no lights on. He knocks again. No answer. He goes to a phone booth and calls. Again, no answer. He goes to the nearest coffee shop, waits, and calls again at 9 p.m. No answer. At 9:15 he returns to the house — this time the lights are on. His ex greets him with, “Where the hell have you been? I’ve been waiting here for you since seven o’clock!”

Two weeks later, Tom is there again, but this time he has to call the sheriff. Why? His ex won’t open the door to give him his kids. Can you imagine going through what Tom has until both of your children are 18? Worse, what negative effects do these biweekly episodes have on Tom’s kids’ psyches over the long haul? With Tom’s ex-wife as a role model, how will Tom’s kids expect to be treated by their spouses when *they* marry? Duh!

“You had better be sure, boy!” — of her *attitude*, inside and out — before you breed! Remember that famous Fresno State College cheer: “It’s too late after you procreate!”

FEAR

“She will never say it, but a good woman’s greatest fear is that she will dominate you and become your ‘mama.’” — The Reality Factor.

“The aim of ‘The System’ is to provide happiness for the man and the woman; it’s a win-win strategy for both.” — Doc Love.

“Disloyalty is man’s biggest fear.” — Father Love.

Marriage is a big deal. Just think of it. You are promising to love and take care of someone no matter what. The hardest part is “forever.” I’m not trying to be negative, but if you added up the divorces, the unhappily married, and the ones who “play around,” you would come to the conclusion that perhaps marriage is an unnatural state. Or that it’s only a natural state for serious grownups who are secure within themselves.

The key is to keep in mind that you are on the right track. Remember that the only thing to fear is being derailed by doubting “The System” when your buddies badmouth it.

FEELINGS

“He tells his mistress everything.” — Doc Love.

*“You can’t change your feelings, but you can change your choices and actions.”
— Reverend Love.*

“If you have any weakness, she won’t forget to remind you of it during a verbal ambush or skirmish.” — General Love.

There is an idea about love today that implies you should know everything that the other half has ever done, said, felt, and thought if you two lovebirds are to be true “soulmates.” If you stole a five-cent pencil once when you were 12, she should know. If you once put a “funny” cigarette to your lips — even if you didn’t inhale — she should know. If you hate insects and your Uncle Tyrone, she should hear about it.

Women have been brainwashed to think that when a man bares his soul, it’s romantic. This fantasy subtly implies that negatives, under the guise of openness, will raise Interest Level. But the Reality Factor says that good girls only like what’s positive. Just ask yourselves, guys — have you ever heard a woman complain that her man was too ‘up’ and positive? Of course not! It’s a contradiction.

The key is to realize that she is not your rabbi or therapist. “If you don’t have anything positive to say, keep your mouth shut.” That’s what my dad taught me. Remember, if it doesn’t raise Miss Right’s Interest Level, save it for Fido and your boys.

FEMALE (HOMO SAPIENS)

“As her Interest level rises, she plays fewer games.” — The Reality Factor.

“My enlightened students always underrate Miss Right’s Interest Level because it’s safer.” — Doc Love.

“She does not try to dominate; she just probes you to find your weaknesses. She can’t help but look for male strength qualities.” — Fast Eddie Love.

You may think you can do anything better than a woman, and maybe most things you can. But when it comes to “reading” the other half faster and better or coming out on top in a relationship when it’s over, I lay my money on the female of the species. Why? Because women are rarely at the receiving end of rejection in spite of what the pro-female talk show hosts

would have you believe. Why? Because the woman is rarely guilty of ruining her marriage — her husband is always the dog.

Think about it, you psych majors. If Mike Tyson and Wayne Gretzky climbed into the boxing ring, who would win? But if they put on skates, hockey outfits, and battled it out with hockey sticks on the ice, who would win? The answer is simple.

With a female, the key is to remember that you are on her turf. Romantic love is as natural to her (Wayne on ice) as it is unnatural to you (Mike on ice). Don't get mad at me, guys, but when it comes to love, women are not the weaker sex. Remember, unless you are consistently using "The System," when it comes to dealing with females you will be skating on very thin ice!

FEMINISTA

"A Feminista believes that being a good wife, mother, and homemaker is slavery." — Doc Love.

"If you want to see a Feminista go ballistic, tell her that women should be seen, not heard, and should do what they are told!" — Sal "The Fish" Love.

"Men are jerks, only want one thing, and are all alike. They only have different faces so you can tell them apart." — The Feminists' Rule Book.

A surefire way to find out if you have a Feminista on your hands prior to marriage is to ask her if she thinks women were born to make men happy. (She wants to marry you so you will be happy, doesn't she?) If she laughs at your question, calls you a clown, and kisses you, marry her. Why? Because she has a good sense of humor. Inflexible (structured) women are humorless. Another way to find out if she has any Feminista tendencies is to ask her if she doesn't mind throwing away her last name after both of you take your vows (entertainers excluded).

The key is that Miss Right has to be Flexible and have a great sense of humor. Take my word for it, she'll be much easier to take care of and live with if she is playful. Remember, if you enjoy walking on eggs, popping tranquilizers, and constantly feeling uncomfortable, then marry a Feminista!

FEMINISTA MOVEMENT

"Adam really conned Eve into eating the apple." — The Feminists' Rule Book.

"If you can put one man on the moon, you can put 'em all there!" — Motto of N.A.G. (National Association of Gals).

"Never give those guys an even break." — The Feministas' motto.

From Rights to Revenge: The Gender War, is the name of my new book. It's the story of a minority who fought for their rights, but never talked about their responsibilities. After they got their rights, they wanted more than their fair share, and forgot their roots and what it felt like to be discriminated against, like in the bad old days. The leadership of the "oppressed" (equity feminists) was taken over by another group who believed in "payback time" (the gender feminists), and, like in the classic book *Animal Farm*, these new leaders believed in being "more equal."

If a man is a Challenge, he cannot by definition sexually harass or stalk because he allows the woman to come to him. If a man does harass a woman, he should get a prison term — along with the woman who falsely cries "Rape!" an ex who says her husband molested the kids when he didn't, and the Mercenary who feigned high Interest Level and married for money. That's fair, isn't it?

If women died seven years younger than men, it would be called genocide. If 80% of the homeless were women, don't you think the government would do something about it? Remember, if half a million women were raped in prison every year, it would get more coverage than the O.J. trials. But who cares about men?

FIRST DATE

"The first date is a job interview." — Seinfeld.

"It doesn't matter whether it's the first date or you've been married for 47 years — the principles of 'The System' still apply." — Doc Love.

"Pretend your first date is with Mr. Gotti's daughter. See how easy that was?" — Sal "The Fish" Love.

You got the home phone number, called her, and the date is a "go." So, what do you do now? Before the date, "cruise" her address — you don't want to be late because she lives in a thousand-unit apartment complex and you can't find it, or because there's no place to park. Survey the restaurant (but not on the date!) for noise nuisances like extra-loud music and banging dishes — the environment can be a Blocker or a Helper. Make sure you will

be seated promptly when you arrive. Overdress for the occasion (long sleeves if your tattoos were branded by a hot fork in Riker's Island!), and go light on the cologne. Why? Because we want her to *lean* over to smell it. Oh yeah, one more thing. As my cousin General Love would say, "I want to see my face in those boots, boy!" The idea is to look *too* clean (unless you are in a band, in which case she hates soap and water!).

If you are only going to a restaurant, choose one with a dance floor, and use it — otherwise, go bowling or play miniature golf. In order to gauge her Interest Level, you will need to see her body language. This isn't possible when you're busy dodging potholes on the road, so keep time spent in the car to a minimum. Also, stay out of the theaters for the first three dates. You can't conduct the job interview when you are both staring at a movie screen — there's no interplay. Shooting pool at a yuppie pool hall with good music and a great deli is always a good option for a first date. As my cousin Sal "The Fish" would say, "You can teach her how to hold the stick!"

Women with low Interest Level will hate these inexpensive activities. You see, the Professional Dater has only 40-49% interest in you, so she figures you should be paying her for her time with steak, lobster, and caviar. If you already suspect that Miss Right has low Interest Level, meet only for coffee or for *one* glass of wine in order to verify your hunch and practice "The System." And if you've already bought her three triple cognacs, you have the right to banter and ask her some questions, don't you? "Fair's fair!"

Arrive five minutes early at her residence; take slow, deep breaths while sitting in your car. Knock on her door at exactly the right time. When the door opens, smile and say "Show time!"

Because she gave you her home phone number, she has a good impression of you. Now her positive feelings have to grow. Let's say Caprice's Interest Level in Tom was 60% initially. At the end of the date, her Interest Level will either be higher or lower (the "experts" don't know about the degrees of love). This scorekeeping, which determines who Caprice spends her time with, is dependent upon what you do and say, and how you do it and say it. She tags a number on your performance, and then looking in the mirror asks herself the big question: "Do I want to see him *again*?" If her Interest Level is 61% or higher, her answer will be "yes." Am I going too fast for you, guys?

During the date, don't give her gifts — especially flowers — or act as if it's the first date in your whole long, lonely, horny, desperate life! Don't tell her, like most guys do, that you want to have her baby — even if it's true! (Always wait until the second date — just kidding!) Listen, you psych majors

— when a man doesn't act like a pair of hungry 500-pound Bengal tigers (with six kittens that haven't eaten in a week) cornering a sick water buffalo
 — it confuses her. Even though she could have any guy in town, she'll be knocked senseless by your inaction.

Another benefit of holding back during the first date is that it drives up the woman's Interest Level. You go from 61% to 65% Interest Level when you don't look like a man in the desert searching for water; and you show her some class by keeping your mitts to yourself.

During your first date, let Miss Right do most of the talking — and look at her eyes, not at the waitress's legs. Be a good listener, because then she will think you're sincere — even if you aren't. And no touching, because we want her to touch you first. Love always lasts a lot longer when they come to us! Keep the conversation light and funny. If she presses you about why you got rid of your last girlfriend, tell her that your ex was an Inflexible Taker. You'll be covered.

Here are some more dos and don'ts: Don't drive like a car tester for *Road and Track*, and limit yourself to two drinks for the evening. Don't get "mushy" or talk about your Interest Level in *her* — she only cares about *hers* in *you*. Leave out your negative feelings, your insecurities, and don't brag about your Porsche. Memorize everything she says and does, especially when she talks about her exes. Why? Because you want to verify "The System" by learning from *their* mistakes. Practice your manners — show her you weren't born in a barn. How would you want your sister to be treated? In spite of what the Feministas preach, women like gentlemen (unless you're in a band — then the girl's Interest Level cannot be lowered!).

During your date, don't, under any circumstance, make another date or talk about the future — if you do, you will dramatically reduce the odds of your being in it! If she asks you to come into her home, be a Challenge by turning her down even though you are dying to say "Yes!" This is your chance to be the only guy in the history of mankind to have a "big day at work tomorrow" or a headache! This could make *Ripley's Believe It Or Not*, or at least *The Guinness World Book of Records*. As my Uncle Jethro used to tell me, "Listen, Junior — women are like a marathon, not a 100-yard dash. So pace yourself."

Make Miss Right feel comfortable on the first date — it will raise her Interest Level, and she will give you an encore when you phone next week. This is an example of practicing Self-Control, which you'll find on the Truth Triangle. Her Interest Level will rise from 65% to 69% because you didn't call her the day after your date and throw up all over her through the phone line ("Golly gee, I sure had a good time! Did you?"). No one has ever waited a week to call Caprice after a first date, but Tom did and he is a winner.

To kiss or not to kiss — that is the \$64,000 question. Listen closely. After you pull into her driveway, open the car door for her and walk her to her door without talking. If you are absolutely sure she will see you again, because you know her Interest Level is higher than it was at the beginning of the date, no smooching. The reason for this is so she'll want to kiss you more the next time.

If her Interest Level is below the 50-yard line, or if she gives you mixed signals, kiss her. This will force her hand, so you can blow her off ASAP when she says "I don't kiss on the first date" or when she turns her head and you end up kissing the side of her head. If she gives you a good kiss, you underrated her Interest Level, so she's still in the game. This rarely (12.5% of the time) happens, but it does.

Only clinically sane women with good attitudes and high Interest Level respond positively to "The System." On the other hand, "The System" naturally brings out the worst in the worst and flushes out bad attitudes so you can drop the time-wasters and move on to those who are worthy of your presence. Remember that on the first date *she* is the one interviewing for the job.

FIRST 60 DAYS

"The first 60 days form the 'long-term' impression that she will never forget." — Reverend Love.

"The best thing about not understanding women is that you were never responsible for your actions — until now." — Doc Love.

"She has got to know that you will walk and not look back, in spite of the fact that it might kill you; otherwise you will never truly own her heart." — Fast Eddie Love.

In order to support my habit of interviewing women, I worked for most of my life as a salesman for some of the biggest corporations in America — no big deal. Whenever I got hired, the companies always had a two-, three-, or six-month trial period during which I was supposed to "prove myself" and "fit in." At the time they didn't use the term "probation," but even back then, that's exactly what that "trial period" was: if I wasn't in the company mold, I was history.

Women also have a probationary period for men. For most women, this is the time it takes to have a first date, and if he doesn't measure up, color her gone! Don't take this personally when it happens to you — *most*

guys she meets she gets rid of after the first date. Why? Because after listening to the average guy's bad act for two hours, the woman's Interest Level is lowered and he's out. On the other hand, the Bottom Line Factor says that some guy *could* have sold her by the end of that first date. I'm not talking about winning over Professional Daters – you can't. A Professional Dater might give you a second rendezvous, but that depends on (1.) her food supply; (2.) how low her Self-Esteem is (i.e., she can't stand to be alone); and (3.) the thickness of your wallet! No, what I'm talking about here is the woman who had 51% or higher Interest Level that you lowered due to your dismal first-date performance.

But if a man follows "The System" and is still dating a woman after 60 days, he will usually (88.6% of the time) make it six months or longer. It takes 60 days to gain this beachhead, so no mistakes will be allowed if you want your future baby to miss you even when you are together.

Following "The System" levels the playing field — she is on probation just like you. For once you have the right to be the rejecter if she doesn't "prove herself" and "fit in." Using "The System" therefore gives you posture because you can be a chooser instead of a beggar!

On your first day of work at a large corporation, you are handed a *Policies and Procedures* manual. This tells you what you can and can't do if you are to stay with the company. Miss Right has a similar manual that details her wants and needs in a long-term romantic relationship if you are to stay in her presence. Unfortunately, she doesn't hand you a copy of this manual on the first date. But when you convey Confidence, Self-Control, and Challenge — and you are a clean-cut guy who can make her laugh — you will be doing everything right 90% of the time. The great thing about "The System" is that it is all the policies and procedures you will ever need to win and keep Miss Right's heart, and it doesn't make any difference if she is from Anchorage or the Amazon.

Women say "I want a nice guy who is sensitive, and looks are not important," and she gets away with this half-truth. The bad part is that guys suck it up faster than an Oreck sucks up cat hair. The Reality Factor says there is a little more involved in her romantic selection process — even the dumbest guy knows that! The truth is that if she likes your looks and personality starting out and you keep the mood playful, she won't unload you. Simple.

I want to mention one more important point. You have to learn to drop girls and not feel bad about it if they do not measure up according to "The System." This is going to be very tough for some of you, because you have never dumped a girl. Another reason you might find this advice difficult to follow is that you have feelings for people in general, and don't want to hurt

anyone. But if a girl is not right for you, it is best to be honest and up front and give her her walking papers so she can destroy some other guy's life! One of two things happens when two people meet: they either break up, or worse, they get married. And since being the dumper hurts less than being the dumpee, if you have to break up it's best if you are the one pulling the plug.

Only good girls get off probation, but it takes her 60 days of outstanding performances and no flags. For her graduation, you will give her first gift: one rose in a gold box with a red ribbon. Don't tell her why she earned it; instead, watch her response. If she reacts like she's just been given the keys to a new Bentley, you really do have a good one — marry her. If you follow "The System," she will be in love with you in 60 days and it doesn't matter what her policies and procedures are because you are doing everything right. Remember, in every relationship, only one person is going to be trained to "fit in," so it might as well be her.

FLAG

"The psychologist, anthropologist, and social biologist may be whizzes at constructing theories and amassing mountains of facts to support them, but taking those professorial theses into the battle of the sexes can be like charging into a free-fire zone behind a Harvard-trained military strategist — good luck!" — General Love.

"Self -help books throw common sense out the window." — Doc Love.

"Thinking they could pursue the truth directly by interviewing women and studying what they said has fooled the 'experts.' The key to the truth is to study the romantic choices and actions of women, not what they say." — The Reality Factor.

You are driving down the road and you pass a sign that says PROCEED WITH CAUTION. A hundred yards further on, you see a guy standing in the street wearing a bright orange bib around his neck and waving a red flag for you to stop. Up ahead, you see one man with a shovel, while five others — probably supervisors! — stare down into the hole he's digging. You stop for a minute, and the flagman waves you on. Flags for men in relationships should be so easy to spot! But when guys are gone over women, their eyes are shut to any warning signs.

Tom overlooks flags in his relationship with Caprice because he is not aware. Why should he be? He thinks he has her love, so in his mind that's the end of it. But when they are out together, she looks at other men. She is always correcting Tom, even in public. And she frequently gets

pages when they are out — the old beeper trick. Frequently she seems to daydream while she's with (but not about) Tom, and when they run into her friends, she doesn't even introduce them to Tom. To top it off, lately Caprice has been cutting her dates with Tom short because she always has "something else to do." Just last week, Tweetie, her parakeet, had a heart attack, so she had to go home early to make sure that her feathered friend took all of its aspirin.

A flag is a negative gut feeling you have when you are not *100% sure* that you are reading a situation correctly. Like a photo finish in a horse race, the situation is too close to call. For example, Professional Daters will not usually ask you personal questions — flag! This is unlike the woman with high Interest Level, who asks you questions to get to know you better — a positive flag (a buying signal). The difference is that one wants to go out to be seen by other guys, while the other wants to see *you*.

To see these invisible flags, you have to stay aware by keeping your eyes and ears open at all times, especially during the first 60 days of the relationship. Got it? Or as the intellectuals on the daytime talk shows say: "Know what I'm saying, man?"

If you think you see a flag, keep quiet about it because you might accuse and be wrong. Proceed with caution, and if there are no more flags, forget it. If you see four or five flags, you've got problems. In love, there are no flesh-and-blood flagmen to warn you prior to the big crash — just your gut feelings. Remember, stay awake and stay aware — unless you want your heart to end up in a ditch!

FLEXIBILITY

"A hardheaded women, a softhearted man, been the cause of trouble ever since the world began." — Elvis Presley.

"The optimal female is a lady who has Integrity, is a Giver, and is Flexible."
— Doc Love.

"You cannot make someone fall in love with you or change her attitude; you can only raise or lower her Interest Level, and only if she likes you to begin with." — The Reality Factor.

The most important fundamental question of life is: Can a guy stay happily incarcerated with the same woman day after day, week after week, month after month, year after year, and decade after decade?

Let's hope your mom was right about inner beauty. Men think they

want sex over the long haul, but what they really need is to be comfortable. Ask your buddy at work, the one with the sad eyes, about his wife, who turned into a nag after they were married! Ask yourself, "If I had to share a prison cell with a woman for the rest of my life, wouldn't it be better if we could get along by agreeing more often than not?" Of course you would.

So who is easier to negotiate with, a Flexible Giver or an Inflexible Taker? In an argument, who is the dirtier fighter? After you sell your birthright and freedom of choice, which of the two will let you go out with the boys more often? Which of the two will try to change you more? And worst of all: who nags more? The shrew, that's who!

The problem with kissing in marriage is that you can only do it for two hours. That leaves 22 hours for arguing, put-downs, and other cultural delights if you have an Inflexible Taker for a partner, or sweet harmony if you have a Flexible Giver as a partner. The Bottom Line Factor says that it is better for your sanity to be with Miss Sweet and Supportive rather than Miss Know-It-All.

Here's a quiz for you guys who think you're in love. Your current or future Miss Right must match at least some of the statements below. Why? Because the less they do, the more you are going to suffer. Maybe some of you are just looking for trouble and don't know it. And be honest — how many of your exes are included?

Does she love you unconditionally and prove it by not trying to make you a "better person?"

Does she go through life without a chip on her shoulder?

Does she try to work things out rather than going into "argue mode?"

Has she successfully avoided being brainwashed by the "experts" and the Feministas?

Is she hassle-free, and does she smile at you when your kid and tease her?

Does she know that serenity actually turns a man on?

Is she considerate enough to not talk to you when you are on the phone or watching sports?

Does she like and trust you so much that she is happy just to be with you?

If you answered “yes” to five or more of these questions, you probably lied!

One-third of Tom’s happiness depends on how Flexible Miss Right is — *after* they are married. When you are dating a woman and have a difference of opinion, listen for her Womanese and compare her comments to those below.

Here’s what Flexibility *isn’t*:

“Me, wrong? Never!” (Hardheaded.)

“It has to be my idea!” (Structured.)

“Who, *me*?” (Stubborn.)

“My way or the highway!” (Intransigent.)

“I only want what is best for both of us, you (expletive) idiot!” (Demanding.)

If Flexibility were the subject of my next book, I would call it *Nagging: America’s Dirty Little Secret* (subtitled *Women to Run From in Order to Avoid Subjugation*).

Pay special attention to the following war stories. They demonstrate everything that is wrong with marriage. But keep in mind that it’s the people involved who are the problem, not the institution.

Caprice cooks, while Tom cleans up and washes the dishes by hand. Caprice has asked him to clean the forks better because when she serves rice, she sometimes finds grains stuck between the teeth of the utensils as they dry on the dish rack. This has happened again and again in spite of her repeated requests. Caprice now has two ways to go. Her response to the problem depends on her Interest Level and attitude.

In our first war story, Caprice is a Flexible, Giving person. She thinks about what a good husband and father Tom is despite the fact that he is a lousy dishwasher. So she does the forks when she serves rice, cleans them, dries them, and puts them away. She would rather give up two small minutes of her own than verbally beat her husband up over a few stupid forks dirtied with dried rice. She knows that if this is good for the relationship, then she is doing the right thing. Her goal is not to do battle or to prove something, or to stick Tom’s shortcomings in his face for days. Caprice, the Flexible Giver, works to sustain her love of Tom. She knows not to get stuck on stuff that doesn’t matter or really count in the greater

scheme of things. *Patience is loving.*

In war story number two, Caprice is an over-structured taker. She thinks of what an idiot she was for marrying a guy who cannot clean a stupid fork: "*What did I see in this guy? Was I stoned?*" She grabs the two forks with the soggy rice and shoves them into Tom's face: "See this, Dumbo? There's food in this fork and you didn't clean it! This is the fortyfourth (actually, the forty-fifth!) time I've asked you to be more careful! But no, you don't listen! An eight-year-old kid can wash dishes better than you can! The next time I see food on these forks, I'm going to stick them where the sun don't shine! Get the drift?"

Later that night, Caprice will wonder why the Viagra doesn't work on her poor Tommy! Her attitude is that of a medieval inquisitor who knows that she has God's and the King's approval to back up all of her judgments. For her, being right is the most important thing. Listen, you psych majors: "Tom did not burn the house down."

Now, guys, ask yourselves: Why would a Beautiful Woman or a Feminista be Flexible? Men — who act like kids in a video arcade when she's around — have always given into the Beautiful Woman, even when she doesn't ask for it. Men trained the Beautiful Woman to be Inflexible. The Feministas (100% of them) believe men's opinions never count. They never smile or just want to have some fun once in a while. They would rather picket and close down some big corporation that is employing women to feed their babies because some guy hung up a Victoria's Secret angel in his cubicle.

Nagging is inversely proportional to how Flexible and Giving a woman is, which is intertwined with her Interest Level. If she asks about marriage three or more times while you are going steady, she's a nag. If she shows her hand so soon, imagine what massive pain is lying in wait for you around the bend! Just typing out the question scares me! You know that I would never tell you guys to unload someone, because that is your choice and your right, but my cousin Fast Eddie would tell you, "You don't want to put your money on this nag!" Remember, rigidity is neither feminine nor fun.

FLIRT

"*Only women flirt.*" — Fast Eddie Love.

"*Sex is her hook; Challenge is yours.*" — Uncle Jethro Love.

"*It pays to advertise.*" — Business adage.

Flirting is a female's attention-seeking device. In sales, this would be called a buying signal. With corporations, you get the purchase order number. In love, you get the home phone number.

Most women flirt with their eyes. They will look your way a couple of times, or their eyes will actually brighten, or it will seem as if they are looking right through you. Another way a woman gets your attention is by raising her voice when talking to her girlfriend as you walk by, or by talking loudly at a nearby table in a restaurant. She might also stand very close to you and ask you "too many" personal questions. If she appears fidgety, or nervous, or keeps changing her body position, ask yourself a simple question: "Why is she doing that?" Now you know why. And now you know what you have to do — ask for her home phone number.

Talking to a stranger is easier for a woman when the meeting is on safe ground. Remember, society says she can't just walk up to you (unless you are in a band!), so she has to flirt, because she wants *you* to ask her for her home phone number.

And remember, too, that In spite of a high Interest Level, there are some women who don't flirt. These are beautiful women who have never had to flirt; shy girls; women in public places who feel that, under the circumstances, it is improper; or women who actually "freeze" because their Interest Level is as high as the moon.

FRAUD

"All is fair in dating and war — and when it comes to a woman getting a man to the altar." — General Love.

"He wants consistency; she wants change." — Brother Love.

"Modern women don't understand that the reason men don't act like women is because men's heads are not wired the same way." — Doc Love.

Once a woman leaves a man, she could care less about him. Why? Because for a long time she has had low interest in him. Moreover, she knows in her holier-than-thou heart that she did everything she was supposed to do to make the relationship work. You see, the modern woman is self-righteous. She has a chip on her shoulder when dealing with men in general. When it comes to love, she is super-critical.

After passing her harsh judgments on her male “loved one,” the modern woman then has the nerve to talk of love! It feels great to play God and to control a man through verbal lashings. She calls her put-downs being “open and honest.” I call them nagging. Listen, you psych majors: happily married men don’t need Viagra and happily married women don’t nag or dump their men. Smart women know that nagging isn’t loving.

After the breakup, the man, besides being in a state of shock, always believes it was his fault — even if it isn’t, and even if he says differently. This is called having a case of the “guilties.” The modern woman’s view is: “It didn’t work out.” (This way she avoids responsibility.) But the man’s view is: “I failed.” In reality, he hasn’t a clue as to what really happened.

Love and relationships are not the man’s territory (area of expertise). Listen up again, you psych majors: would you get angry at an ape for botching brain surgery? The woman knows down deep that she is 90% responsible for what happens in a relationship. Women will admit this to each other in private, for instance when talking about a girlfriend who’s going through a divorce. (The only women who aren’t responsible for what goes on in a relationship are the guests on *The Sally Jesse Raphael Show*!)

The funny thing about the “guilties” is that they never afflict the modern woman. This particular female is proud, and she isn’t going to put up with “it” (whatever “it” is) any longer. Marcy, Al Bundy’s neighbor, knows that winning, not loving, is what counts.

She won’t admit it, but the modern woman knows exactly what she is getting when she meets a man. Even Eve knew she was getting a Wimp when she first met Adam.

Miss Wrong knew you were a tasteless, selfish, inconsiderate slob — she knew it from day one. Now she’s in divorce court, skinning you alive after 10 years of “bliss,” just because you’re a tasteless, selfish, inconsiderate slob. What happened to “opposites attract” and unconditional love?” A Martian watching the modern woman in action would say to itself, “She’s a very slow learner!”

When Miss Wrong first met you, she knew you only needed some minor *genetic modifications*! A little tinkering here, and a little adjustment there, and you would be *acceptable* to her — unconditional love only applies to fat mothers. The \$64,000 question is, where did she get this idea about changing men? Research scientists are working around the clock to solve this mystery! Actually, *the modern woman* should be the one with the laboratory. Why? Because she is still trying to change mankind. But how come “faulty” Fido always has to change, and not her “perfect” Pusycat?

If her cretin doesn't change, the modern woman nags him to death or moves on to the next imperfect guy she can "work on." Modern woman doesn't comprehend what Grandma used to say: "What you see is what you get!" If a man was not good enough for Grandma, or he didn't measure up to her standards, she wouldn't have wasted the monster's time by impersonating Dr. Frankenstein!

"So, where does 'The System' fit into all this, Doc?" you may ask. The Bottom Line Factor says that the modern woman, with her uptight attitude, has forfeited her duty as "keeper of the nest." Now men have to pick up the slack because there is no one else to do it. Today, men have two titles: the warrior and the nurturer. If you hate divorce and love kids, "The System" is your only hope and salvation.

Tom has been divorced for three years, but he still has a case of the "guilties." When Tom and Caprice got engaged, they discussed what both wanted in marriage — and it excluded babies. But after a couple of years, she started hammering him for kids (her secret agenda). He said no, and the fights started. He later divorced her and she began to lay the "guilties" on him. I know some of you are thinking that being married without having kids is un-American, but a deal is deal. She gave her word, and if it's not good then she has no Integrity.

For "entertainment purposes only" — when you coach guys without a government-issued license, you have to add this disclaimer — I talked him out of the "guilties." I told him that if he were the guilty party, Caprice would have had my vote. If the man is wrong, I tell him so, unlike the media "love doctors" who back the woman 100% of the time. (*"The sneaky little slimy creep did what?"*)

When is the man going to be the victim on a talk show?

Between dating and getting engaged, the two lovebirds are supposed to get their goals, rules, needs, and desires out on the table. This is not the time for dishonesty, deceit, tricks, or the woman hiding the fact that she plans to wear a butch hairdo and keep the extra 50 pounds after the kids arrive! Remember, if she tries to alter you or the ground rules after she slips the wedding ring through your nose, she has no Integrity. And it's called fraud.

FREEDOM

"I like being married Monday through Friday." — D. Trump.

"When a man gets married, he has no idea what he's getting into or giving up."
— Sal "The Fish" Love.

"A bad marriage is like being under house arrest." — Fast Eddie Love.

I admit it — I am a TV addict. I can watch 45 shows at one time. No wonder advertisers, as well as my friends, hate my remote control. Lately I have been getting into history programs. I like the military ones best. From the Romans to the Crusades to WW II, I am fascinated by the fact that all these guys were killing each other when they could have been battling at home with their loved ones and saving the gas!

Warriors throughout history have had different reasons for taking up arms. Some did it for revenge, some for land, some for religion, and some just didn't like the way the other guy looked. But in my opinion, these are all expressions of one idea: some guy doesn't want another guy to tell him what to do. That's how America was born.

To put military history into its simplest terms, it's always about freedom. One guy is always trying to take it away and another guy is shooting arrows or firing bullets to keep it. Millions of people dying to be free — which is enough to make you think.

As my Uncle Jethro would say if you plan to tie the knot: "She had better be worth it, boy!" Forever is a long, long time — even longer, if you're uncomfortable! There are millions of miserably married men who stay married for one reason or another — and it ain't out of love. Remember, if Miss Right doesn't have a good attitude and high Interest Level, the forthcoming battle will make the Civil War look like the Boston Tea Party!

FRIEND

"How many of your exes talked to you last month? Why would they talk to you? They still hate your guts." — Fast Eddie Love.

"Drop her first, and then see if she still wants to be friends." — Sal "The Fish" Love.

"They were such good friends that they divorced." — Doc Love.

I am pretty thick-skinned — when you run around saying you understand women, you had better be. The average guy could not have endured the insults I have, so there isn't much, at least verbally, that bothers me. But there is one word I hear that really gets to me: the word "friend." Why? Because it's a word that is very hazardous to men.

Now when I say the word “friend,” I don’t mean a guy talking about his best (male) friend. I’m talking about lovers. When men say they are best friends with their partners in a romantic relationship, I go bonkers because I know they are headed straight for disaster.

A recent “Dear Abby” poll showed that 80% of the 85,000 responding wives wouldn’t marry the same men if they had to do it over again. Some great marriages! Any chance these women were being treated like B-movie biker babes (no Respect, Affection, or Romance)? Nevertheless, I’d bet my last nickel that the husbands of these neglected women considered their spouses their “best friends.” See? It doesn’t work.

The word “friend” has never been properly defined. Men think that it has only one all-inclusive meaning, when in reality it has quite a few. No one has stopped to notice that “friend” has various meanings depending on the type of friend. In an empirical study of men and women in relationships, and their communication in particular, you must deal with specifics, not generalities. Otherwise, you can’t find the truth, solve the problem, and join the “experts!”

When a woman says “friend,” its meaning depends on her level of interest in a man. Now this is tricky, so read it twice:

If he is “just a friend,” it means she has zero Interest Level in him romantically, and they will never kiss. He is her designated “male girlfriend.” The only exception to this rule is when she says, “we started out just as friends,” which means they spent a lot of time together before dating, which finally led to her high Interest Level — and kissing. They could have worked together or been neighbors.

Let me give you an example. Caprice sees Tom, her neighbor, at the apartment swimming pool every Sunday. Caprice has a boyfriend, but she and Tom chat on a weekly basis. (Tom always makes sure he’s talking to another Beautiful Woman when Caprice arrives and before he talks to her.) Caprice’s Interest Level in Tom is only 51% and she is not available. Three months later, the boyfriend is gone and her Interest Level has crept up to 75%. On Tom’s part this is the ol’ “gimme a little time over the long haul and I’ll make you love me” ploy. All the while he made sure to ask for other phone numbers and continued to date even though his Interest Level for Caprice was out of sight. (Warning: If you are under 18, go to the next paragraph. In a thong Caprice looks like a stick with boobs, and she smells like jungle gardenia!)

In Caprice, Tom chose a real long shot but he knew not to spend a lot of time pursuing her. He was smart because he just practiced “The System” on Caprice by making her laugh, never complimenting her, and not kissing

her butt. Another reason Caprice thinks Tom is self-assured is because he doesn't badmouth her ex-boyfriend like the other dumb bird dogs at the pool do. ("Why were you with that jerk for so long, Caprice?") Smart bird dogs build up guys behind their backs. If she did ask Tom his opinion of her ex, he would say "If he's with you, he *has* to be a nice guy!" (See guys, there is a time and place for sucking up!)

The scenario just described can happen if the woman's Interest Level sneaks up on her. But students beware: it's a super-long shot. It only occurs in movies, so don't think you're going to get lucky with a girl who calls you a "friend" while she's involved with another guy.

Now here are some other uses of the word "friend." "He is my best friend" means the woman's Interest Level in her boyfriend or husband could not get any higher. The statement means that she also has a high level of trust in him. (Women love guys who can keep their mouths shut.)

If Tom is on a first date and Caprice says she wants to be "friends first," it is Womanese for "Go slowly, and I might shake your hand later!"

Unfortunately, when the man says the word "friend," he thinks he can do no wrong and start to "let it all hang out" with his buddy, or wife, or girlfriend without any negative effects. However, this is only true with his buddy. His wife or girlfriend, who doesn't see things the way a man does, will get turned off and her Interest Level will decline.

A relationship with your romantic partner is similar in some ways to your relationship with your buddy (best friend), but different in others. You can share honesty and loyalty with both, but only your best buddy gets to hear what you would put in your diary. What is most unsafe about the word "friend" to a man in love is that he perceives an implied license of familiarity that is reserved *only* for his buddy. You can swear, belch, and pour beer over your head when you're with your buddy, but not when you're with Miss Right. You share affection and romance with your girlfriend or wife, but all that will stop if you get too familiar with her or take her for granted. While you will never need to be a Challenge to your buddy, you will always need to be a Challenge with your wife or girlfriend.

Now I know some of you rich guys out there think you don't have to worry about getting too familiar with Miss Right. After all, you do know enough not to scratch yourself in her presence. But you turn her off when you let her get too familiar with your feelings toward her. How? One, you put her on a pedestal. Two, you show her that you are only "too happy to be there." (What you should be doing is making her believe that *she* likes to chase *you*.) And three, you either spend too much or brag about your money. So, you classy rich guys out there: take it slow.

We have massive problems with relationships in America today. Only a fool would disagree. But everyone wants a solution that requires no work or change, is popular, isn't politically incorrect, and doesn't challenge our cherished belief system. Sorry Charlie, but reality, like a woman with low Interest Level, doesn't give a hoot about your wishful thinking. Until men take control of their love lives by utilizing "The System," America's divorce rate will continue to rise.

I know that what I'm saying goes against everything you've been brought up or brainwashed to believe. World War II in the Pacific ended only because of two big bombs. My big bomb — "The System" — is the only weapon that will put a stop to the gender war in America.

Yes, it's great when she calls you her best friend, but it doesn't mean you should treat her like your buddy. *You* don't treat everybody the same way, do you? For example, you act differently around your mom, your rabbi, your boss, a five-star general, a stranger, and the waitress at the deli — and no one calls you a phony, right? Of course not. You're only doing what is appropriate — which is the definition of class. Male friends and Fido never split, but Miss Right and Pussycat leave as often as they stay. If you don't get too familiar with Miss Right, her Interest Level won't drop and she won't end up leaving. Remember — "Animal House" antics are only for the boys.

FUN

"Clowns kiss." — Dennis Desmond.

"Girls just want to have fun." — Cindy Lauper.

"Feministas don't believe in laughing." — Doc Love.

All right, guys: the definition of gay is "More chicks for us!" Now see how comfortable you are when you're laughing? In this area, women are wired the same way as men. Laughter, in addition to raising Miss Right's comfort level, actually raises her Interest Level as well. In her illogical way, a woman thinks that if you are a comic, you must be Confident — which covers one of the big Cs on the Truth Triangle. In reality, manic-depressives with zero Self-Esteem can be clowns. But if you can make Miss Right laugh, she will never know about the rain cloud over your head or that you had to move back into your parents' house after your wife's divorce lawyer raided your bank account. The rule is, if you leave out the negatives, she will assume the positives.

Guys, you are not on Earth to burden Miss Right — or for that matter,

anyone else — with your problems. People like and remember only winners. Miss Right thinks the Earth is a toilet, so your goal on the first date is to lift her spirits, and take away all her boredom and pain. She hates her boss, her job, and life in general, so it's your duty to bring as much happiness as possible into her life while she's with you. (I said you had to do all of these things, but I never said it would be easy.)

The key is to keep it light and keep it funny — no negatives, no putdowns, and no heavy subjects. Don't pour your guts out by making her your mama or your "mother confessor." Don't tell her about all the women who have brutalized your heart or the fact that you deserved it! Love is playful, not serious, as the brainwashers tell you. Your ultimate test will be to take out the toughest businesswoman and bring out her childlike qualities. Take her to a restaurant where people sing, or to a comedy club, or to the circus. Remember, if she always has a fun time, she will improve her attitude toward life, stop nagging, lose 10 pounds, let her hair grow long, join a church, help the homeless...and go out with you again!

GAMES (WOMEN PLAY)

"When Miss Right's Interest Level is over 90%, she can't hide anything from you."
— Sal "The Fish" Love.

"Being submissive and serene in a playful manner once in a while is superfemale power, because the good man cannot help but loving her." — Doc Love.

"With strangers, we're all actors." — The Reality Factor.

Caprice is mad at Tom because he "plays too many games" in their relationship. If you asked a hundred females what Caprice means by "playing games," you would hear that Tom is not open, he never tells her how he feels, he won't commit, he is disrespectful, he takes her for granted, he takes advantage of her, he is not honest, he is using her, he is cheating on her, etc., *ad nauseam*. These character flaws make up the female definition of "game-playing."

But in reality, Caprice says that Tom is playing games only because she is frustrated. Why is she frustrated? Because Tom does not do what she wants. For the first time in her life, she's in love with a man who is calling the tune in the relationship. Her Interest Level is over 90%, so that's why she puts up with it and stays. (One for the guys!) Tom isn't playing games — he just knows that he owns Caprice's heart, so he's allowed to get away with murder!

Now, let's look at the three male definitions of "playing games," developed from his skirmishes with the opposite sex:

In war story number one, Tom goes out on a first date with Caprice, who acts strangely reserved. Six days earlier, Caprice was lit up like a Christmas tree when she handed Tom her bank deposit slip with her home phone number circled. Now, in the passenger seat of Tom's Jetta, her body is rigid, her hands are folded and her jaw is clenched. From her demeanor you might think that Caprice has less than 50% Interest Level in Tom and is therefore a Professional Dater. In reality, she has 80% Interest Level and is covering up her feelings.

But Caprice is playing the "I'm Reserved" game or the "I Like Him So Much That I'm Afraid I'll Expose My High Interest Level Too Soon In The Love Campaign And Appear Too Easy" game. This exemplifies the first definition of playing games: hiding her true feelings to protect her heart.

Let's fast-forward to the next day at work: Caprice tells her girlfriend, Shalondra, "I really liked Tom before, but during the date I had to fight to keep my hands to myself and not do or say something stupid. He is so easy and comfortable to be with, and we had such a good time — I'm dying for him to call me again." See what can happen, guys, when Tom uses "The System?"

At the end of her date with Tom, Caprice's Interest Level rose four points to 84%. And because Caprice's Interest Level will continue to grow, in less than 60 days she will say to Tom, "I feel like I've known you all my life," which is Womanese for: "Bingo!"

This girl's game will never hurt you.

If Miss Right thinks that her Interest Level is too high too soon, she will overreact with her body language. Listen, you psych majors: she compensates. Tom observed her tenseness and kept his mouth shut about it. Eight dates later, Caprice is cooking Tom his favorite meal of pork chops, corn on the cob, and homemade blueberry muffins. She laughs at his corniest jokes, seems to stand too close to him, and finds any excuse to touch or brush up against him. This female *homo sapiens* went from being unattached and tired of dating to hearing wedding bells in her dreams in 60 days flat! Why? Because Tom used Doc Love's "The System."

The phenomenon of a female's walls collapsing and her games stopping occurs as her Interest Level rises. She begins to reveal more of her innermost thoughts and her feelings about her life — both good and bad. She even talks about her exes and other things that she only confides to her diary. Listen, you psych majors — the higher the woman's Interest Level, the

more comfortably intimate she is in the relationship and the fewer games she plays. Why? Because she feels safe and trusts you — until you lie, tell whoppers, or yap to your back-stabbing, bird-dogging buddies.

In a long-term romantic relationship, the man and woman are each other's protectors; but if the man is undependable, takes love for granted or exaggerates, this won't last. Trust in her man is paramount if the woman is to stay with him over the long haul — even if she happens to be a biker babe who only rides hogs and watches Roller Derby.

The second definition (according to a man) of “playing games” is when a woman dates a man she couldn't care less about — the *modus operandi* of the Professional Dater. The user who plays this game always keeps a wall up to prevent the man from getting close. Why does she do this? Because she only has 40-49% Interest Level and it won't — or can't — go any higher. So why does she bother dating? Because she can't stand to confront her dismal life by staying home alone. Listen, you psych majors: all that a Professional Dater will do for a man is give him false hope and run up his Visa card bill.

This girl's game will always hurt you.

The third and saddest definition of “playing games” is when a woman *marries* a man she could not care less about (her Interest level is less than 50%). Why would she suffer the indignity of going through the motions of loving you for the rest of your life when she has no real love for you? For many reasons: your money, your power, to escape boredom or loneliness, to get out of the house, to help her career, for fame, a green card, a baby, to acquire a father for her existing kid(s), because she's tired of working, because she never had a family — and, worst of all: because she's just insecure. Her motto is: “With time, I will fall in love.” The poor sap who married her only looked at his feelings while dating her, while she *faked* her high Interest Level. After the kids are born, she won't fake it anymore. Can you imagine living with someone who is *not* deeply in love with you? As if that's not bad enough, she loves Ricki Lake and she nags!

This girl's game is a living hell.

Since she has to live with someone she doesn't care for, this conniving woman has to play a heavy game of manipulation in order to survive. Lovemaking is never on her menu. Married women who were in love with their husbands also play this game. Listen, you psych majors, her favorite line is, “Is that all you think about?” If your wife, Mrs. TrueLove, has high Interest Level in you like she's supposed to, she *would* wish that sex *was* all you had on your mind. The Reality Factor says that happily married women who are Flexible Givers with high Interest Level never seem

to get headaches or feel tired — astonishing! In fact, these women chase their husbands around the coffee table after the kids go to sleep. And she doesn't need him to use Viagra because her husband is affectionate and romantic. Of course he is — I coached him.

At the end of every daytime talk show you always hear the same refrain: "You gotta go to counseling." All the love doctors can't be on the take, can they? You might think so after asking yourself the following questions:

1. "Can counselors raise a woman's Interest Level in her husband when she is loaded with resentment and is repulsed by him?" Listen, you psych majors: Do they actually guarantee that they can turn hatred and disgust back into sweet romantic love?

2. "When you and your wife are on *The Jerry Springer Show*, will the counselors teach you how to beg her to take back her wedding ring after she moves in with your brother at his one-bedroom in the trailer park?"

Under their watch, the "experts" have a track record that looks great — only a 50% divorce rate for the last 30 years! The post office even does better than that!

Miss Right has to trust you in order to reveal herself and not play any more self-protection games. Never make fun of what she says or betray her trust. If she loses trust in you, she will never love you as much (unless you are the President's wife!) because she will never *trust* you as much. *She can never love you more that she can trust you*. Listen, you psych majors, if the woman trusts you four-fifths of the time, she can only have 80% Interest Level — and that's only when you are doing everything right. You guys always have to listen to your gut — your guardian angel — and watch for inconsistencies in her actions versus her words, or for any bad vibes. In other words, watch out for flags. Remember, if there are no flags, then she is game-less, and therefore she trusts you 100%.

GENTLEMAN

"The gentleman is a cross between the good parts of Cro-Magnon man and Mr. Sensitive." — Father Love.

"They want a wild man so they can tame him, train him, and put him in a cage." — Doc Love.

"She has to know where the line in the sand is drawn without your having to tell her verbally." — General Love.

She knows her Wimp boyfriend is weak because he always apologizes first, puts up with her put-downs, and never says “No.” She flirts openly with other men and gets away with it. She knows he is happy just to be there. He is.

She knows her Macho Boy-friend is weak because he never apologizes, he puts her down, and he never says “yes.” When another guy looks at her, it’s fist-fight time. He knows she’s happy just to be there. She isn’t.

She knows her boyfriend is a gentleman because he apologizes when he is wrong, doesn’t take or dish out put-downs, says “no” when it’s appropriate, and is self-assured. When he sees other men look at her, he takes it as a compliment. He knows she is happy just to be there. She is.

Wimps are not allowed to make any decisions, and they do all the giving because they are weak. Macho Boys make all the decisions, and do all the taking because they are weak. Gentlemen date Flexible Givers, and treat them accordingly.

Given the two choices, a woman will take Macho Boy over *Wimpus Americanus* because she initially misconstrues dominance as a strength quality. In fact, *dominance is a sign of weakness*. This is why women with low Self-Esteem and high Interest Level stay in abusive relationships. The Wimp, who is boring and predictable to her, hasn’t a clue why she chose Macho Boy over him after he was so good (i.e., weak) to her. The Beautiful Woman is also extremely vulnerable to dominance because no one in the history of mankind has ever stood up to her by using the “N” word. This isn’t her fault; she’s just too good-looking! (Beautiful women are master intimidators.)

A Wimp is too flexible and wears his heart on his sleeve because he never got enough strokes as a kid. Macho Boy is too structured and controls everything because it is his divine right to dominate and never give in (which equates to submission to him). With his inability to compromise and his desire to control his romantic partners, Macho Boy is the male version of the Feminista. Remember, the gentleman is strong because he knows that *balance* — give and take — is a manly strength quality.

GIFTS

“Only men give guilt gifts.” — Fast Eddie Love. “A

classy woman is not for sale.” — Doc Love.

"It's not the gift that counts; it's the cost!" — Zsa Zsa Gabor.

My buddy and I are visiting his friend, a Hollywood agent. His office walls are covered with pictures of movie stars, aspiring actresses, and beautiful models. "What a job!" I'm thinking. The agent is very gracious. My buddy tells him that we were in the neighborhood and just stopped by to say hi. On his desk I notice a card and small open gift box that is exposing some jewelry. My buddy says to the agent, "Who's the gift from?" He answers, "It's a return." I ask to see the note, which says "Thank you for the wonderful evening, but after only one date, it would not be proper or appropriate to accept such a gift." In my mind this chick has Integrity, the number-one female strength quality on the Truth Triangle.

I teach my students to give a rose at the end of 60 days, while this guy is "emptying" the jewelry store after the first date! My buddy kicks me under the desk, signaling me to not say anything. I controlled myself, but it was *real* tough.

Here's a guy who works with women — mostly beautiful women — and he doesn't have a clue. Imagine me trying to explain Challenge, much less the phrase "coming on too heavy," to this guy? Why give jewelry on the first date when you can cut to the chase and give her an engagement ring? That's what women want — right?

My stats show that 90% of women run relationships 90% of the time. Listen, you psych majors, this is a quick quiz: Who sets the tone in the home? I'll give you a hint. It's the one who has to sit down while going to the bathroom.

The girl who returned the gift to the agent has to be thinking that this guy is extremely lonely, has social problems, or that he must think she is a Mercenary for rent! What a loser! As my cousin Brother Love would say to his "congregation" (misspelling on purpose!): "Not everyone is going to Heaven." Listen, you psych majors: some guys can't be fixed.

Guys, listen to me: You cannot enter into a romantic relationship with a woman too slowly. When she has high Interest Level, she will indicate to you by her body language when it's time to step up to the altar of love and become one through the holy bonds of matrimony. Listen up again, you psych majors: the woman sets the pace depending on *her* Interest Level, not on *your* Interest Level, and not depending on the size of your presents!

Gifts are very personal to women — at least to *good* women. They are only appreciated if the women have high Interest Level *in you* and you have "time" in the relationship. Confidence, Control and Challenge raise or

maintain high Interest Level, but gifts don't. Only give gifts (but never money) on appropriate occasions, and keep the cost down. If she says that she likes frugal guys, marry her.

The diamond ads on TV say a ring should be equal to two months' earnings — the audacity! The only thing those ads are right about is the *two* — as in *two weeks*! Give her a *funny card* every three weeks after 60 days of togetherness without 300 “I love you(s)” written on it. If you make “serious money,” gifts should be in proportion to *her* income, not yours — unless she makes more than you do. You don't want a spoiled girl on your hands, do you, rich guy?

A guy never considers the fact that after Miss Right dumps him, she does not hand him back the gifts. Besides going through the pangs of rejection and contemplating suicide, he will end up saying to himself, “Why did I spend all that money?” See? Just another guy being used and abused.

The key is to buy her the all-aluminum Audi A-8 after you're married. Remember — Givers with high Interest Level are allowed to give gifts to their boyfriends and/or husbands, too.

GIGOLO

“It's okay to be a Mercenary, but not a gigolo.” — Rabbi Love.

“A gigolo buys her gifts with her money. What a nice guy.” — Fast Eddie Love.

“A gigolo sells himself to the highest bidder.” — Sal “The Fish” Love.

By accident I was sitting next to a pro football player at a restaurant one night. He happens to be a friend of a friend. He was very cordial and the conversation turned to what I did for a living. (Men ask for a different reason than women do — unlike women, they don't want your money!) I mentioned that I was in sales and gave seminars to men. He found it amazing that a guy could go into a stranger's home and four hours later come out with the guy's money without a gun. I found it amazing that he could go up without a gun against 300-pound linemen who can bench-press 500 pounds. I kept trying to talk football, but because of his fascination with sales, that's all we talked about. Plus, he was a lot bigger.

When the dessert arrived, he asked me about relationships. “How many Gold Diggers are there for every gigolo?” I answered, “14,889 to one.” So how does a guy get money from a lonely girl? How does a rat get women to fall in love and then fleece them?

There are good guys who understand women and bad guys who understand women. The gigolo understands women and uses it to his monetary advantage. He feels women were born to give to him and to take care of him (gasp!) financially. Sound familiar? The gigolo is such a “good” salesman that he doesn’t ask for the money; he waits for the woman to offer it after he drops a hint or two. Her Interest Level — actually, her need — is so desperate and her Self-Esteem is so low that she eventually pleads for him to take the money.

Free clothes, jewelry, and expensive dinners are nothing to this male manipulator, the gigolo. His best tactic is to refuse the keys to the Turbo Beetle. Using Challenge, he tells his benefactor, “It costs too much,” or “I don’t want to think of you in that way.” (He could give a politician lessons!) Only after she begs will he even consider taking the car (because deep down he wants a Passat!)

The best gigolo just happens to be an investment consultant who makes war on the “poor thing’s” bank account.

Eventually, a bunch of the “usees” get together and put the male Gold Digger behind bars. Why? Because Uncle Sam has replaced you, the warrior, as protector of the former nurturers (women).

The poor gigolo now has a new 300-pound roommate named Bubba who can bench press 500 pounds. The “news readers” on TV never mention the fact that the slime-bag never actually asked for a dime. So much for women taking responsibility for their actions.

The key is that people who use love for financial gain have no Integrity because real people pay their own way. *Remember, the law implies that only women can marry for money.* Otherwise, America would need as many prisons for women as it has for men!

GIRLFRIENDS (EX-)

“What’s done is done.” — Rabbi Love.

“Tell your 88th first date, ‘You are my first date.’” — Sal “The Fish” Love.

“If I interviewed your last 10 girlfriends, the reason they would all give for why they got rid of you would be the same.” — Doc Love.

I go out to dinner with Tom and his new girlfriend, Caprice. The conversation gets around to relationships, and Caprice brings up her ex-

boyfriends. Naturally, I inquire why they didn't work out, Womanese for: "Why did you bury their hearts on Boot Hill?" (Another interview — number 10,001 — for Doc Love!) And the truth gushes out.

When Caprice goes to the powder room, Tom says to me, "She sounds just like you said she would, Doc! Since I took your seminar, when Caprice says something, it now rings a bell. Sometimes I even hear your voice instead of hers when she talks. It's great to know what's really going on."

If I could sit down with Tom's former girlfriends, their complaints about him would all be the same. But it no longer matters. Since Tom has been coached by me, he's going to have former girlfriends only if he wants to.

The key is that since Tom has followed "The System," Caprice is the one who has to prove that she is special — not Tom. She knows she has to measure up because Tom is a Challenge. Remember — since Tom now understands the love game, he cops a new attitude.

GIVERS (AND TAKERS)

"When it comes to money problems, the taker leaves, while the Giver gets a second job or works overtime." — Rabbi Love.

"A Mercenary bases her Interest Level on your W-2, and a user bases her Interest Level on what you can do for her." — Sal "The Fish" Love.

"A Giver massages your neck, unlocks the driver's door, and springs for the check once in a while." — Fast Eddie Love.

After three months of dating, Caprice and Tom are going to the beach. He called her Tuesday night and said he would pick her up at 10 a.m. on Saturday. She asked if she could bring anything. Tom replied, "Of course not. I have you — what more would I need?" In reality, Tom just told Caprice he loved her. He was intimate, and shared his (positive) feelings without getting on the "mush" wagon.

Caprice was able to hear the true intention behind Tom's words because she is a smart woman who knows that men and women don't express themselves the same way. She also knows that there is more than one way to say "I love you." So does Tom.

When Tom picked her up, Caprice had a cooler, which she opened at the beach. It contained fruit, chicken, soft drinks, a small bottle of

champagne, and glasses. “Thank you,” said Tom. He “pinged” one of the glasses with his fingernail. Caprice looked at him and said, “No plastic for *my* baby!” Caprice just told Tom that she loves him. Tom knows this is so because he understands and practices “The System.”

When two beautiful college girls walked by in their skimpy bikinis, Caprice said “Tom, look at the pretty girls.” Even though they were only six feet away from Tom’s blanket, he replied “What girls?” Is this guy cool, or what?

Men think that just because a woman has high Interest Level, she will start giving. Wrong! A woman’s attitude is separate and distinct from her positive love feelings (Interest Level) for you. She can love you and never do anything for you, but not be inconsistent.

When a woman finds you, she is either a Giver or taker; the quality of giving is not developed because of her Interest Level. Get this fact clear: a woman’s Interest Level and attitude are two separate parts of her makeup. A guy might love a woman but hate her attitude if she is a taker.

Ask yourself this, guys: Could a Beautiful Woman, or a Mercenary, or a Feminista, ever be a Giver?

Giving is one-third of a woman’s attitude, which you need to make you feel comfortable over the long haul. Some women give, some women take — the choice is yours. Remember — skinless chicken is healthier for you than a greasy burger!

GOLD DIGGER

“A Mercenary believes she should be paid for her Interest Level.” — The Bottom Line Factor.

“A Mercenary is a housekeeper who gets to keep the home after she fires her employer.” — Rabbi Love.

“Women marry up. Mercenaries marry way, way up.” — Sal “The Fish” Love.

“Squaw who marry for many ponies makem bad wife.” — Shoeshine proverb.

“Never marry, but for love.” — Penn.

"The best thing about being broke is that Mercenaries will never pick on you." — Brother Love.

"Mercenaries think money is evil — only when you don't have any." — Reverend Love.

"A Mercenary wants her man to be frugal — except with her." — Fast Eddie Love.

"The gigolo goes to jail. The Mercenary has a baby, which guarantees her a property settlement and a monthly allowance." — General Love.

"A Gold Digger believes the only reason man was born is to dig for her gold." — Uncle Jethro Love.

"To a Mercenary, having a job and an apartment doesn't cut it." — The Bottom Line Factor.

"Mercenaries are underpaid. Why? Can you imagine sleeping with someone you loathe?" — The Reality Factor.

"If you want me to be your honey, you better have lots of money." — Mercenary theme song.

"Twelve thousand dollars worth of diamonds on a tennis bracelet will force you to be happy." — The Mercenary motto.

"Men believe in sharing; Mercenaries believe in you sharing." — The Reality Factor.

"A prostitute rents her rights; a mistress leases her rights; a Mercenary sells them." — Rabbi Love.

"Rich men who remarry have pre-nups — not because they have more bread, but because they've been burned and don't know why. Like Trump, for example." — Doc Love.

Mercenaries are the antithesis of Givers. If you think you have one on your hands, tell her you are going bankrupt. If she stays and offers to help rebuild your mini-empire, marry her. Remember, it's better that she likes you more than she likes what you're worth.

GRACIOUSNESS

"When you give her a gift and she asks you if this happens very often, just

smile and say, 'Once in a while.' — Fast Eddie Love.

"When she cooks you a meal, bring some ice cream or a bottle of wine." — Doc Love.

"Macho Boy expects everything. The Wimp expects nothing." — Sal "The Fish" Love.

"Always mind your manners and say, 'thank you' and 'please,'" my dad taught me when I was growing up. It amazes me how much further I get when I want someone to do something for me for free when I use those three small but magic words with a smile and eye contact.

Everyone knows, especially classy women, that a gracious man is hard to find. There are tons of classes at the most prestigious universities on how to be kind and considerate to lesbians and Feministas, but none on how to be gracious to our loved ones. Why? Because "loved ones" includes *good men*. So much for equal time and fairness!

Being a Hun is out and being gracious is in. If we used the words "please" and "thank you" and displayed consideration and courtesy more often, everyone would be better off. Why do I ask you to emulate Cary Grant, who is in heaven? Because for graciousness, no one alive comes close to him. Remember to show her both verbally and non-verbally how important she is to you by being classy and gracious.

GRANTED (TAKING HER FOR)

"Without affection, there is no love." — Father Love.

"A father should show his love and respect for his wife in front of their kids." — Reverend Love.

"A good woman doesn't push her man's buttons." — Doc Love.

Know what I like about English movies? Their rituals. Rituals seem rather formal and unnecessary to Americans, but they are good for society because they establish the rules for how to treat people no matter what the occasion. Rituals are based on respect and kindness, which are virtues in themselves, not to mention that women respond positively to them.

When you meet Miss Right for the first time, you always put your best foot forward. But as time goes by, you forget, refuse, or just don't do those things that set you apart from the other guys. Why?

The key is that the longer you treat her like you did on the first date, the longer she will want to be with, and stay with you. Remember — never, ever take her for granted.

GREEN CARD

“Third-worlders’ don’t bust your chops.” — Fast Eddie Love.

“It must kill the left-wing extremists and Feministas to know that so many foreign women are dying to come to the land of slave wages, dog-eat-dog capitalism, male dominance, and sexual harassment.” — Doc Love.

“There is no such word as ‘nag’ in any foreign language.” — The Reality Factor.

I am going to Tom’s wedding. He is marrying Sulima Neverbrokahart, who is from Bangladesh. He went there to find a wife, and he sure did. They knew each other for one month, got engaged, and got married. Now they are doing it again in America.

At the reception, I asked Tom why he made such a drastic move when there are 40 million single American females over the age of 18. “I’ve had it with the women here,” he answered. “Gimme, gimme, gimme — it was never enough. No matter what I did, they would b----, b----, and b---- some more. They’re never satisfied.” What an indictment! (But thank heaven the Feministas and female perspective-only radio talk show hosts are here to set our thinking straight on this subject!)

Ever notice the newspaper articles about American men going to other nations to find love? The Feministas say it’s a form of slavery for the foreign lady, yet she will end up doing 70% of the shopping once she becomes an American wife. The writer never deals with the question of why it’s slavery for Miss Moscow to shop in an Albertson’s Market stocking over 30,000 products — doesn’t it sure beat home? On the other hand, the Feministas know it’s okay for her to marry a U.S. citizen just to get out of Mother Russia, but wrong for him to ask her to make him a glass of iced tea after they’re married because that would be slavery!

The best thing is that the women from “over there” don’t bust your chops like most women here do — as long as you don’t marry a young or beautiful one. But make sure to get as much time in with her “over there” as possible, and tell her that you want to move in with her and her 14 relatives in their big one-room flat. This last one will always flush out her true colors.

As far as Tom’s Sulima is concerned, after two years of marriage, she

is an American and can stay here, even if “things don’t work out.” (Remember to have her sign a pre-nup that states she has to go back home in the event of divorce — that should raise some eyebrows!)

Now guys, it’s not really as bad in the good ol’ U. S. of A. as Tom says it is (gulp!). It might take a little longer to find Miss Right here (my first lie!), but at least you know her Interest Level is not based on her prospects for getting her green card (U.S. citizenship to follow). Instead, you can spend your time wondering about the other 88 reasons that she really chose you!

HEAVY (COMING ON)

“Spilling your guts out is not romantic.” — Father Love.

“It’s better for the relationship if she thinks she loves you more than you need her.” — Fast Eddie Love.

“The less you say ‘I love you’ and the more you show her through your actions that you love her, the more she loves you.” — Doc Love.

When I am a guest on radio and TV talk shows, I tell the audience, “A man should throw the word ‘love’ out of his vocabulary!” The audience then wants to lynch me. “It’s un-American! Doc Love is a wacko! He says he’s an expert on love? Hogwash!”

There are a bunch of reasons why I say it. First, to get everyone’s attention. Second, I love the attention! Third, if there’s someone else on the show, I end up dominating the program!

Let’s get serious. The word “love” has been bastardized. My “interviewees” (women) have told me that it doesn’t mean anything to them to hear “I love you” because those three words have been thrown around too many times. Men only say it after she says it first (Pavlov’s Fido knows his cue!), or to make up, make out, kiss up, or some other ulterior reason, motive, or agenda.

The woman sees right through “I love you” because her radar (sixth sense) can read a man’s motive faster than a UPS driver can read his map book. So don’t insult her. Little girls know instinctively that little boys (and big boys) will say “I love you” to get their way. If a guy rarely said “I love you,” it would have a far greater impact (less is more!) on the woman — and there is the remote chance she might even believe it!

Think about this, guys. If a man were respectful, romantic, and affectionate in his actions toward his wife, he would not have to say

anything because his wife would be happier than if she were shopping for free at Neiman-Marcus!

Women, because they understand men in spite of what the “experts” would have you believe, know a man’s Interest Level. From their first date with him to rejecting him six dates later, she always knows the degree of his love. So why does she have to hear it?

Here’s what I know: when a woman knows you’re crazy about her and you don’t get mushy about it every five minutes, she interprets you as a Challenge. It raises her Interest Level even higher, because you are exciting (the opposite of predictably boring)!

On the other side of the fence, Bottom Line Factoring is a lot more efficient and works faster than trying to figure out why she does what she does. Listen, you psych majors: this means that Interest Level plus attitude equals behavior. If a woman shows you through her actions that she has high Interest Level and treats you well, that’s all that counts.

So when she says “I love you,” say “You have good taste!” or “Thank you.” This always builds intimacy! When she asks you, “Why do you treat me so well?” say “Because you earned it, baby!” Women love it when you are open, don’t play games, and express your true feelings honestly!

If you want her heart to skip a beat when you call her; if you want her heart to pound so hard that she thinks it will explode when you touch her; if you want her legs to buckle when she kisses you; and if you have high Interest Level but only tell her about it sparingly, you will last forever. That means tell her you love her only if she is a good girl, doesn’t nag, or gain weight!

HOME PHONE NUMBER

“Ask her for her home phone number, and stop her in her tracks.” — General Love.

“Always ask for the home phone number.” — Doc Love.

“Confident men ask for the home phone number.” — Sal “The Fish” Love.

Let’s talk odds. If you are at your brother’s wedding and his fiancée’s girlfriends are all there, the odds of your getting some (yes, more than one!) home phone numbers are a lot better than if you were at a party. If you are at a party, the odds are a lot better than being at a club (a classy word for “bar”). Listen, you psych majors — this means the odds of your approaching

a woman and getting her home phone number decrease as the environment becomes less intimate, less social, and more public.

Nevertheless, always ask for the home phone number, no matter where you are.

If you are talking to a girl — even if she shows no signs of interest in you — ask for her home phone number. If you are on the freeway and the woman next to you signals for you to let her into the lane ahead of you, motion for her to lower her window and ask for her home phone number. So what if she says she's happily married or that she's never dated men? Practice, practice, practice!

If you see a woman you'd love to meet, make eye contact, smile, and go up to her and ask, "Is there is a beauty contest here today?"

Another too rarely-used opening line is "I would really appreciate your helping me to meet someone."

"Okay," she says.

Then you say, "Please introduce yourself to me."

If you're shy, join Toastmasters. You have to learn to banter. If you can't, ask for the home phone number anyway.

The second reason to ask her for her home phone number is so that you can call her, ask her out, and get to her front door.

The first reason you ask her for the home phone number is to assess her initial Interest Level.

Reread the above two sentences.

Tom sees Caprice at a wedding, and knows he wants to spend the rest of his life with her. He walks up to her and says, "Hi. Nice wedding."

She answers "Yes, it is."

"What's your name?" "My

name is Caprice."

Silence. Tom says, "Nice to meet you, Caprice." Silence.

Caprice has zero Interest Level or no class.

Tom knows that he has to move on.

If Caprice had any breeding or Interest Level, she would have asked Tom “What’s your name?” Notice that Tom did not offer his name, like all the other guys who don’t know enough to evaluate *her* Interest Level or attitude. They, unlike Tom, didn’t have “The System” to coach them.

If Caprice had asked Tom his name she might have had some Interest Level or just been polite or both. (“The System” makes you a love cop!) Tom might then kid Caprice and watches whether she taps his arm, stands “too close,” asks some personal questions, gazes into his eyes, or seems enthusiastic (all buying signals). Receiving two or more compliments is the best buying signal.

In the next 10 to 15 minutes, Tom will ask Caprice to dance, get her champagne, *gauge her responses*, and ask for her home phone number. He will not spend more time with her because he has to get more numbers and he wants to leave Caprice before she leaves him (thereby making himself a Challenge), like every other guy in her life has *never* done.

Notice that Tom doesn’t ask Caprice, “Would you like to go out?” Why? Because she interprets this as Tom asking her, “*Do you like me enough to go out with me?*” How weak! This would demonstrate that he has no Confidence. Nor does he ask “Do you have a boyfriend?” because maybe Caprice is ready to do the guy in — so why bust her on her infidelity and rub her conscience (fat chance!) the wrong way, thus reducing his odds of becoming the boyfriend’s replacement?

No, Tom asks “*Caprice, what’s your home phone number?*” and shuts up. Under no circumstance will he talk. He will either get the phone number WITHOUT hesitation or he will hear one of a million excuses why she can’t, including “Give me your business card.” But he will never hear the word “No.”

Since she arrived on Earth the woman knows that the male ego can’t take rejection, and she doesn’t want a suicide on her soul. (See? She’s not all bad!) Sometimes though, you will see her squirming as the “n” word struggles to come up through her body! What a trip!

If Tom gets Caprice’s home phone number, he will put a grade on her Interest Level. It will come from how quickly she got the number out of her thick, pouty, bee-stung lips, and her body language. If she gives him her bank deposit slip (which is really too much info), she has 85% Interest Level. If Caprice gives Tom her home phone number *and* business number, she has 80% Interest Level. (They help you when they like you — yes, really!) I hope this isn’t too heavy for you.

Assuming she is not a Professional Dater (40-49% Interest Level), her Interest Level will probably be in the 65% to 70% range. Now Tom's only job is to raise it further. (Love starts at the 90% Interest Level!)

If Caprice asks for Tom's phone number, he will give it to her *only* after he gets her home phone number. If he doesn't get her number, at least she respects him for not buying into the old "It's better if I call you" trap. (They don't call.)

Tom always carries a pen and writes down Caprice's number twice on separate pieces of paper — one for his wallet and one for his pocket (men lose numbers). If there are other women around that he wants to meet, Tom will memorize the number and write it down ASAP, but he will make sure he is out of sight first. After he gets the number he says, "Nice talking to you Caprice," and walks. Tom will be seen with other women, but never writing their numbers down — you don't want her to get the wrong impression.

Tom doesn't say "I'll call you," like all the other guys. Caprice should be kept wondering *if or when* Tom is going to call. Challenge puts the "fear of rejection" shoe on the other foot (in other words, it levels the playing field), and raises the woman's Interest Level when you are *not* around. (In other words, you can't be in her face lowering her Interest Level!)

The key is that whatever grade you put on her Interest Level when you first meet, it has to be higher when you call and ask her for your first date. Why? Because you waited five to nine days before you called (making yourself a Challenge). Two out of five women who give you their numbers will be Professional Daters (with low Interest Level). One of the remaining three *might* work out to your satisfaction (meet your requirements in the Interest Level and attitude departments).

No matter what, the most important thing is this: Remember to always ask for the home phone number.

HOMEWRECKER

"This woman is drop-dead gorgeous." — Fast Eddie Love.

"Women say she is too skinny behind her back. They should be so lucky!"
— Sal "The Fish" Love.

"Women know who's beautiful." — Uncle Jethro Love.

Yes, I do offer advice to the "other side," or sometimes just a

shoulder to cry on. Caprice, age 35, came to me because her husband Tom, 38, fell in lust with the dental assistant at his office. She is 21 and a dead ringer for Julia Roberts.

Caprice and Tom have two children, and she doesn't want a divorce. She says Tom doesn't care about them or the money it will cost him in divorce court. They were high school sweethearts, and she worked two jobs while Tom was in dental school — and now it's all over. I feel sorry for Caprice. But the real losers are the children. Why? Because divorce is legalized child abuse.

If you are a single person, have you noticed that most married women don't miss not having you around their husbands? When marriage is in, the buddies are out. Since they are viewed as a threat of sorts, they aren't welcome.

Some rich wives make sure they check out the new secretary before the husband hires her — if she is obese, she gets full approval! It's no wonder that some fundamentalists want to keep the woman in the home and out of the workplace, where they can cause so much havoc!

The key is that wives are territorial (possessive) and view the unmarried as a threat — especially if you are thin, beautiful, and younger. Remember, wives know that when men and women are together, "things don't 'just happen.'" Why? Because there are no accidents.

HONESTY

"Thou shalt not steal or lie." — The Bible.

"All men are dishonest in relationships. They can't help it; they were born that way." — The Feminists' Handbook.

"Before written contracts, a man's handshake and his word were good enough." — Cowboy saying.

For some strange reason, I hate keys. They either get lost or wear a hole in my pants. I could never get used to wearing a key ring — they make too much noise and look weird.

If people were honest, we wouldn't need the darned things. But the real world isn't like that. I remember my dad teaching me as a kid: "Don't touch other peoples' things." I listened to him. I spent summers on my grandparents' farm. Their house had no locks on the doors. And I remember a waitress giving my grandmother too much change, and

my grandmother giving it back. Times have changed.

Honesty is one-third of the woman's Integrity, which is one-third of her attitude. If you marry Miss Right, she is going to teach the kids that lying, cheating, and stealing are out — but she can only do that if she knows how!

Unfortunately, when it comes to romance, women have their own version of the word "honesty." They say a man is "not honest" if he is not "open." Even the "experts" use the word this way. But "honesty" and "openness" are spelled differently because they have different meanings.

Where is it written that it is a woman's divine right to know what's written in your diary?

The woman's reasoning goes like this: "If you are not open, you have to be hiding something bad." (Notice that you are guilty of a nameless crime without a trial. Have the other "love experts" killed the Bill of Rights by brainwashing the American female?)

What most women believe is this: "If you don't tell me every hang-up you have or have ever had, or tell me every negative deed you have committed in your life, you must be dishonest." Where does she get this idea? (The Reality Factor says: Make her your mama and you're out.)

Even worse, she thinks hang-ups and negatives raise her Interest Level ("My hubby tells me everything. He and I have real intimacy!"). But disclosures and negatives only test her Interest Level at best. Women love to go into the "mama mode," but remember that sons and husbands are treated differently by women.

Be honest at all times with Miss Right, but open up to her very, very, slowly. You can always tell her something later, but once you do, you can never take it back — so what's the rush? Always try to find out all about her before she finds out all about you. And remember that she loves mystery (Challenge), and hates downers. If you have matured and ridden yourself of your bad habits and vices, where will talking about the past get you? (Out, that's where!) So remember, until she knows everything (and thinks to herself "He's so boring!"), she won't get rid of you!

HUMOR

"If you can make them laugh, dude, it's party time!" — Fast Eddie Love.

"If you don't have a personality, go to improv or comedy school." — Sal "The Fish" Love.

"Laughter is God's drug." — Doc Love.

Except for Feministas, everyone loves a man with a sense of humor! No wonder Robin Williams and Jim Carrey make \$20 million a movie. (So where's the Oscar?) What I have always noticed in relationships is that women think you have Confidence (one-third of attitude) if you can make them laugh. Your Self-Esteem could be lower than shark fertilizer (because your mother paid attention to your sister and not you!), but if you can make a woman laugh, she thinks you have your "act all together." (If a woman has high Interest Level and is Flexible, she even likes your corny jokes!)

I went to an Aikido tournament and saw 135-pound guys toss 235-pound men through the air. How? By using the big man's momentum and weight against him. The big man would throw a punch, and the little man would grab his arm, pull a little bit at the proper angle, and the big guy was airborne. Since I am a believer in universal truth and laws, I began to think, how could a guy use this leverage principle with a woman?

I call this law of relationships the old "Go With the Flow and Diffuse With Humor" principle. Listen, you psych majors: this law states that when a woman is backing you into a corner you will tell her what she *doesn't* want to hear and carry it to a ridiculous extreme. Why? Because she loves Challenge — she just doesn't know it! No matter what she asks, or how many times she nags you, she'll only get a funny answer. Why? Because we don't get heavy, or argue, and we are going to show her that nagging isn't allowed. So we are going to outlast her. (This is where backbone comes in.) She will either quit or walk! Scary, isn't it?

Guys, as with Aikido, try to get the *feel* of what I am saying, and pay attention to the following exchanges.

Caprice asks her boyfriend, Tom: "Tell me the worst thing you have ever done in your whole life." Tom answers, "I robbed Fort Knox and stashed the money in Zurich."

Caprice: "Tom, how much do you love me?"

Tom: "If you ever look at even a gay man, I'll kill myself!"

Caprice: "Tom, how much do you think of me?"

Tom (in a perfect De Niro voice): "Are you talking to *me*?"

Caprice: "Tom, am I the first girl you've felt this strongly about?" Tom: "The eighty-fifth!"

Caprice: "Come on, Tom."
 Tom (slowly): "Okay. The eighty-fourth!"

Caprice: "Tom, please don't play games — tell me how you feel!"
 Tom: "About what, oh love of my life?"

Caprice: "Tom, if you don't answer my question, I'm leaving you!" Tom:
 "For how long?"

Caprice: "That's it! I can't be in love with someone who won't be honest" (i.e., mushy) "with me!"
 Tom: "Caprice!"
 Caprice: "Yes, Tom?"
 Tom: "Does that mean I won't see your mom again?"

Caprice: "Tom, I want a divorce."
 Tom: "May I help you pack?"

The key is to treat her like a princess, but don't verbalize your own vulnerabilities (negatives and self-criticisms). Freud was searching for the concept of Challenge, and like the present day "experts," he couldn't quite see it either. And how can you get a woman to *tell you* she responds to Challenge if she doesn't even know what it is? Challenge is the key to her heart, and keeps the ball on her side of the court. Only a rigidly structured woman or a woman with low Interest Level will leave you. Big deal! Remember, unless she is bigger than you are, don't be intimidated by her threats. She's either bluffing or testing, or both.

INDIFFERENCE

"Never let 'em know they got to you. They know already." — General Love.

"When your woman has low Interest Level, you have her mixed up with someone who cares!" — Johnny The Bartender Ortiz.

"When the lovin' stops, the lovin' stops." — Uncle Jethro Love.

At the beginning of a boxing match, the referee meets the two opponents in the center of the ring. "I want you guys to follow the rules. There will be no eye-gouging or head butts, and I want both of you to be sure and hit above the belt. I want a good clean bout. Shake hands and come out fighting." The love game should be so tame!

When Tom and Caprice start going out, the rules of courtship are subjective because they each have their own rules and agenda. If Tom

breaks her rules, color him “history,” and color Caprice “gone.”

“The System” gives you “rejection protection,” because it knows what a *normal* woman wants. After it’s over, be cordial and give her zip — unless there are kids. Remember what Ayn Rand said: “The opposite of love isn’t hate, it’s indifference.”

INTEGRITY

“Beauty is skin deep. Attitude is to the bone.” — Reverend Love.

“Flexibility and Giving are percentages; Integrity can’t be.” — Brother Love.

“It’s okay for her to fib about her age and height — and especially her weight!” — Doc Love.

Tom and Caprice are on their third date and are headed back to her apartment. She asks if she may borrow \$5 until their next date. Tom gives her the money, they stop at the market, and she runs in to buy some milk.

On the next date, Caprice never mentions the five bucks. Tom wonders, “What would Doc Love do in this situation? If I say something to her about the money, am I being cheap? If I don’t say anything, will she think I’m a stooge and show me no respect?”

What Tom should say at the end of the date is “By the way Caprice, I would appreciate the money I loaned you on our last date.” Caprice’s reaction will tell Tom *everything* about her integrity, because it reflects her (honest) feelings about his money, her word, and the keeping of commitments. Three big items!

Integrity is made up of Honesty, Loyalty, and Trust. If Caprice is truly embarrassed, she only has a bad memory. If she calls you a cheapskate, or says “What’s the big deal about five bucks?” you can play with her (I wouldn’t), but don’t marry or ever trust her. Remember to test her Integrity by asking yourself, “Would I go into business with this person?” The fog will clear — but fast.

INTEREST LEVEL

“#1 Fact: Interest Level cuts through everything.” — Doc Love.

“The higher her Interest Level, the more handsome you are.” — The Reality Factor.

"The man should forget his feelings and only check out hers." — Fast Eddie Love.

Interest Level is the most important element of a relationship. After four years of interviewing women, it was to become *the number-one law of "The System."* SHE HAS TO LIKE YOU FIRST, it says.

Manhattan Beach is a small town a few miles south of the Los Angeles airport. In the good old days stewardesses were plentiful and pretty there, so I moved to Manhattan Beach to find love and romance. Now you must understand that I was searching for some consistency or logic in the information I gathered up to this point, but no pattern emerged — until one certain night.

I am at a party and I see two lovely ladies. I go up to them, and end up talking to them all night (a mistake) using my bad lines and deplorable jokes. Three hours later, they said "Good night," and walked out before I could ask either one for her phone number.

So I'm standing there with my mouth open, and I feel a tap on my shoulder. Turning around, I see a girl who asks, "May I have this dance?" A thousand-watt light bulb went on in my head, and "The System" began to take shape.

Fact Number One: Interest Level is the basic thermostat of a woman's romantic feelings for you. Listen, you psych majors: Interest Level is a *percentage of love*. Think of love as a football field. If you want to score six points, the closer you are to her goal post (100% Interest Level) the better. The higher *her* Interest Level, the more fun you have. The lower her Interest Level, the more she will nag, graze, and act moody.

If her Interest Level is either 49% or lower when you first meet, it means you don't have a chance with her — even if you are the only guy in the world and own all the beachfront property in Australia. (Mercenaries are exempt from this law, because their Interest Level is based on "how long your yacht is!") You cannot make good apple cider from bad fruit — or raise 49% Interest Level because she has to like you — going in.

If her Interest Level was high at one time, but you lowered it due to your lack of male strength qualities (Confidence, Control, and Challenge), when it hits 49%, you will be swirling around the drain (in other words, you're out)! If it is 51%, you can turn it around by utilizing "The System."

The first mistake the man makes is a careless disregard for The Reality Factor: "I think she's great, so she must feel the same way about me!" The man's Interest Level and the woman's Interest Level are never the

same — and she only cares about hers.

Stalkers and rejected, jealous, and possessive men would believe the earth is flat before they would understand this basic fact of life. Men who don't use "The System" confuse their Interest Level with *her* Interest Level. Listen, you psych majors: it's called projection.

The second mistake the man makes is overrating her Interest Level. If her Interest Level is 65%, he thinks it's 95%. Men who understand women or allow themselves to be coached by "The System" purposely underrate her Interest Level ("She could be acting, or she's just a stroker!").

Fact Number Two: Men do the picking, but women do the *choosing*. Find someone who likes you first, and that you like, and work on *her* Interest Level. Her Interest Level must be at least 51% or higher when you start out, or you're just spinning your wheels.

As a man's Interest Level rises, he feels good but he becomes subjective. Too subjective. Remain objective so you can be aware of *her* attitude and *her* Interest Level. Do more of the right things than wrong things and she will keep you around forever. The reason she loves you is because of your Confidence, Control, and Challenge, not because of your love for her, though she sees it — and says it — that way. Remember, she has to have high Interest Level in you ("I love Tom"), otherwise she couldn't care less about you and your Interest Level ("Who's Tom?").

INTERVIEW

"Always listen to the tone of her voice." — Sal "The Fish" Love.

"The first date is one big interview." — Seinfeld.

"Pretend this interview is practice for the next one." — Doc Love.

Tom is on his first date with Caprice. He asks her where she was raised, what she liked to do as a kid, what she liked most about school, what her hobbies are, what she likes to do for fun, etc. If she wants to talk about her job, she can bring it up. In essence, he is getting to know her. He himself will talk too much as he tries to make points, thereby lowering her Interest Level. The bad part is that Tom is on a job interview. Worse, he doesn't even know it.

Caprice has a different approach. She asks Tom about his love life. She wants to know how young he was when he dated his first girl, how often he dates, and whether or not he's been married. (This idiot is going to

tell her about all the women who have dumped him!) In essence she is getting to know him (actually she is sizing him up and trying to figure out whether or not he's an empty suit). Caprice will try to get Tom to talk too much so he will lose points and lower her Interest Level. (So much for being open and honest!) The good part is she really doesn't want him to talk too much (right!). The bad part is he does not know that he should only answer her questions with comic witticisms (in other words, with humor).

Yes, Tom is on a job interview, but only Caprice knows it. This is why you need a coach!

The old Tom would have told Caprice everything she wanted to know — but not the “new” Tom. Before the new Tom answers any questions, he asks himself, “Is this answer going to help my cause? Is there any reason for her to know this about me? Is there any possibility this information could be used against me in the future?” And, most importantly, “Does my answer raise her Interest Level?”

You and I have two piles of experiences. One is a positive pile and the other is negative pile. When Caprice asks Tom for some experiences out of one of his piles, Tom can talk about an experience from his negative pile, or from his positive pile, or both — it's up to Tom. If you were a girl, would you say Tom has a good attitude if he only picked experiences from his positive pile? Of course!

The less you talk about other women, the better off you are. Why? Because she figures that if you talk about them, you might talk about her (which shows no class). Some women think most guys only date so they can tell their buddies what happened (Can you imagine?). During the interview, if she presses you for information or accuses you of playing games, just smile and ask her, “Do you think it's proper for a gentleman to talk about other women on such a personal basis?” Then, in a high-pitched, feminine, bitchy tone, follow it up with “After all, it is a small world!” If she is rigid and/or has low Interest Level, she'll blow a cork! If she is Flexible and has high Interest Level, she'll respect your wishes, laugh (because your banter is working), and say to herself, “I'll get it out of him later!” This is her test. (Isn't this fun?)

The key is to control the interview by letting her do most of the talking. Always give her gray answers (no specifics) and turn the questions back on her. Keep it light, keep it funny — no heavy subjects, no negatives, no put-downs. If you don't have a personality, just smile a lot! Don't react when she talks about her 40 million ex-boyfriends. You are up to bat now because they struck out. Remember to find out why the other guys were benched so you can reinforce the precepts of “The System” — and hit a home run!

INTIMACY

"The electronic and print media are programmed to accept the same spoonfed propaganda from the brainwashers and the Feministas." — Doc Love.

"The brainwashers change the meanings of words to suit their secret agendas."
— General Love.

"A smart woman knows that the true meaning of love is defined by how she is treated." — Father Love.

I want you guys to know something. I read at least a book a week written by my competition — the other love doctors. Some of their material is good. The biggest objection I have is that they mislead women, who buy 95% of the books. I believe that this is because most of the information, directly or indirectly, is aimed at having women change men, or pressuring men to do things they aren't interested in — like shopping or listening!

Do any of these books ever instruct the woman that she should never nag a man because nagging is not loving? Or about letting him win an argument or get his way once in while — even though we all know that she's smarter than he is? Or complimenting him when he does something right — like when he plays with the kids when she's tired? How about accepting his faults without pointing them out for one week?

Women want to feel close to the men they love. And to get that connection, they have been brainwashed to believe that true intimacy only happens when a man says, "I love you" 50 times a day or that he should bring up everything terrible that has ever happened in his life (as well as take out the trash).

Does the above sound logical to you guys? What I am saying here is that negatives do not raise Interest Level.

Now here's the other side of the coin. Tom and his girlfriend, Caprice, by coincidence, were fired on the same day from their separate companies. To make things worse, they were both broke.

Caprice called Tom and asked, "How much money do you have?" "I

have 87 cents," he said.

"I have about the same. Meet me at the ice cream shop in 15 minutes."

When they met at the mall, they pooled their money — \$1.97. Caprice said, “We’re three cents short of two scoops.” Tom started laughing, and then Caprice started laughing. They held each other as the tears (from laughter) poured out of their eyes and their ribs started to hurt. The people who walked by thought: “Those two people are crazy.” In spite of their common pain, Tom and Caprice laughed and played like children.

It is now 10 years and four kids later. Anytime Tom and Caprice have money problems, they both laugh, recalling that positive, intimate moment at the ice cream parlor.

But there are women who don’t understand that a man cannot be intimate when he is constantly criticized. Her impatience wears on the relationship. This is when for once the man’s Interest Level goes down. The woman needs Trust in order to get intimate, but she doesn’t understand that the man needs Loyalty.

In the man’s psyche, constant criticism equals disloyalty. It may seem illogical, but that’s the way it is. Listen, you psych majors: ask yourself if an impotent married man would need Viagra if Miss October walked in instead of his nagging, browbeating wife!

Intimacy is a positive experience that a man and a woman feel on a deep level. It doesn’t come from talking about how many times you contemplated suicide as a kid, or from throwing around “I love you’s” like a Frisbee in the park. Remember, intimacy is an uplifting, positive, connecting experience between two people with good attitudes and high Interest Level in each other — and who happen to know how to play.

JEALOUSY

“Show this lady that you don’t have this trait and she’ll think you are one in a billion.” — Father Love.

“Jealousy is one of the Bible’s seven ‘deadlies’ for a reason.” — Brother Love.

“Jealousy helps your competition rip off your girlfriend.” — Fast Eddie Love.

Macho Boy believes that jealousy and its twin sister, possessiveness, are manly traits. The theory goes that women are like the land grants of yesteryear — property to be protected and guarded at all times. His motto is straight out of the Old West: “Trespassers will be shot on sight!” He is not

going to lose his ranch or his girl to anybody. Anyone even looking at his girl will be in big trouble. The sad part is that there's only going to be trouble down the road for him — in the form of rejection. Why? Because women do not regard jealousy as a manly trait (rightly so), nor does "The System."

The greatest thing about a woman's Interest Level is that the higher it climbs, the less interested she is in other men. (Can you believe that?) Macho Boy had better be rich if he is going to hire someone with a camcorder to trail her everywhere she goes. Moreover, if she finds out what he's doing, she will then get it in her head to do what he fears most: leave him for another man. Thus, he plants the seed in her head that will eventually destroy him — pretty heavy, huh? His jealousy lowers her high Interest Level because she sees him as not trusting her despite the fact that there was never anything to worry about. His posture and self-assurance suffer every time he gets jealous of her. A woman with healthy Self-Esteem will not put up with this. Rightly so.

Tom takes Caprice to the beach. He gasps as Caprice drops her tee shirt and shorts to the sand. He has never seen a bikini on a girl that he loved. He looks around the beach and notices a few guys checking her out. Tom clenches his fists and wants to kick sand in their faces. But having just graduated from Doc Love's School of Love, he knows he has to practice Self-Control, so he just smiles at the guys committing the sin of lust with his girlfriend, Caprice. The old Tom would cause a scene, but because of his transformation, he now says to himself: "Eat it up, boys; she's all mine!"

One-third of your attitude is Control, and one-third of Control is Self-Control. Repeat this to yourself: "Jealousy plants the seed of my own destruction." Learn to live with other men paying attention to your girl, or join the monastery. Remember, she could be testing you!

KIDS (HERS)

"The 'experts' say it takes two years for her kids to really warm up to you."
— Doc Love.

"To a child, there is no substitute for a mom and dad." — Brother Love.

"Never hit the kids." — God.

Tom and Caprice are falling in love, but as usual, there are no clean deals. Caprice has two boys from a prior marriage, who her neighbors call "the terrorists." They do not like Tom because they know he is trying to

replace their daddy. Need I say more?

It's tough enough loving your own kids, let alone someone else's. If you have a heart of gold, are unselfish, have tons of patience and money, and the attitude of a Good Samaritan, then go ahead and adopt them. But first, take her rug rats out to eat and see how well mannered and behaved they are. Also, discuss with Miss Right your individual discipline styles. Find out if the father is going to punch you out every time you ask the kids to make their beds. This will give you an idea of what may be in store for you. Kids are America's most important resource (in fact, if I were a dictator I would make lovemaking illegal until the orphanages were empty), but since this book was written to protect men, guys have to be aware of the negative possibilities in any type of romantic relationship. And remember, the younger the little brat is, the less screwed up he is.

LISTENING

"Number 3 Rule, Grasshopper — women do not lie and men do not listen." -
-Chinese proverb.

"I'll think about it' is Womanese for 'We'll never talk about that again.'" — The Reality Factor.

"Love is not only blind — it's deaf." — Fast Eddie Love.

When I was in the sales game, the smarter salespeople would buy books and tapes to teach us more sales techniques and motivate us with positive affirmations. Good sales managers would pump us up when we were down, and make sales calls with us to instruct and guide us so that we would improve and close more sales. Some, not wanting us to be influenced by anything negative whatsoever, even asked us not to watch the 6 p.m. news.

We would also read reports on what buyers liked and disliked. The buyers all agreed that failure to listen was the salesperson's biggest faux pas. You would think that anyone in any type of relationship would know that the other person would like to be paid attention to, heard, and understood. But in love and sales, women and buyers have the same complaint.

I, myself, love to listen to a woman talk. She can spend hours talking about nothing, and I get a kick out of it because I really do love women! I even think talking is therapeutic for them.

But my fellow man is different: he just tunes her out. I have a buddy

who puts the phone down and does housework when his girlfriend calls. He picks the phone up every five minutes to say “Yeah,” and “Uh-huh,” during her talk-a-thon!

As General Love would say: “Men, this is going to be your new and most important responsibility — from now on, you not only have to listen, but you have to actually seem interested! I know I’m asking a lot because it won’t be an easy task. Maybe a couple cups of coffee will help.”

When a woman has a problem, you must realize that she doesn’t want an answer like guys do. She wants to roll the problem around for a while, like a kid with a jawbreaker in her mouth. Don’t even think of trying to give her a solution — just say “Tell me more, honey.” Even better, say “Be sure to not leave anything out!” They love that! And above all, *do not yawn!*

When she is about to switch to something trivial, ask her to tell you all about her feelings. Women love it when you want to know about superpersonal things. She knows from the “experts” that the more *negative* the subjects are, the better — in spite of the fact they won’t have any *positive* effect on your relationship. (As a student of “The System,” you know by now to keep talk about negatives to a minimum. But if she presses you to talk about *your* feelings, tell her you once saw a ladybug, and it scared the heck out of you. Hopefully she’ll say to herself: “He’s so sensitive!”)

If you are married and want to stay that way, the key is to listen to her for 10 minutes a day (I couldn’t ask any male to do it for longer!). If you’re dating, try to at least remember her name. If she thinks you’re a good listener, she will defend you when she gets together with her man-hating girlfriends (Blockers), and never think of leaving you — even if everything they say about you is true! Remember, since women are supposed to be buying what you are selling, you need to realize that they won’t even think of “buying” you unless you are a good, sincere listener.

LONG-DISTANCE (RELATIONSHIPS)

“Neither one in the relationship ever talks about who’s going to move.” — Fast Eddie Love.

“A woman is like an elephant; she never forgets anything, ever.” — The Reality Factor.

“Once it’s told, it can never be a secret again.” — Doc Love.

Tom and Caprice met in Los Angeles the day after she flew in from New York. During her vacation, she and Tom went out every night for two

weeks. The bad part is that for the next three months they talked on the phone twice a week for an hour. Now my question is this: "If Caprice is not moving to L.A., and Tom is not moving to New York, then why are they talking?"

A long-distance relationship appears to raise everyone's Interest Level. In fact, it really doesn't. Anticipation is temporarily heightened during these times, and the man feels a false sense of intimacy. The fact is that if you can't see a woman's body language during courtship, you can't accurately judge her Interest Level, which makes a strong foundation for a relationship impossible. Look at it this way: if you're not going places and doing things together, it's just talk.

In our example, Tom and Caprice's expectations are skyrocketing in spite of the fact that they have not seen each other for months. If Tom and Caprice were to finally get together after a year, they would be back to square one of their relationship, or worse — the meeting would be anticlimactic. Why? Because they are really strangers to each other.

Tom should have given Caprice his address and said, "I had a great time. When you get back, we'll get together." Remember, the only one to make out in a long-distance relationship is AT&T, whose motto should be changed to "Reach out and *don't* touch someone."

LOVE

"If love conquers all, how come successful women don't marry broke guys?" — Fast Eddie Love.

"Women love the word 'love' like men love the word 'success.'" — Rabbi Love.

"She gives the plastic surgeon 25 Gs to make her look like a supermodel so she can then be loved for her inner beauty." — Sal "The Fish" Love.

If women are not into looks, how can they conclude that "he's not my type" just by looking at him? If women are not into looks, how can they see a guy across the room at a party and later say "It was love at first sight!"? Just imagine that you are a woman and have the ability to look at Mr. Right from afar and know he has inner beauty — wow, that's power!

I have a friend named Tom. He's a ringer for Al Pacino, and he breaks all the rules of "The System." Beautiful women love him — initially. I say initially because he can't keep them. He's too mushy, too soon. On the other hand, as he puts it, "I was ready to move on anyway." He also thinks

marriage would limit his options. If Tom went by my rules, he would be more successful with women, but alas, he's too egotistical to listen to me.

"The System" keeps a woman mesmerized so you don't have to face the possibility of her breaking your heart. Remember, since she's happy when she has high Interest Level, let's keep her that way.

LOVE DOCTOR

"I coach men to provide a lady with a lasting, happy relationship." — Doc Love.

"The best thing about Challenge is that it raises her Interest Level for you when you are not in her face trying to lower it with your silly antics." — Fast Eddie Love.

"When you are lucky enough to have a good woman, you should tell her 'Thank you' (without slobbering!) 'for never nagging, dear.'" — Sal "The Fish" Love.

Presently you have psychologists on talk radio who supposedly know their stuff, but are not interesting or funny. There are comedians who are funny, but they don't have the depth of knowledge one needs to be a love doctor. Unlike the others, I have "The System" *and* a sense of humor. I also know that radio is supposed to be entertainment, not therapy.

The problem is that program directors hate money — honest! You've got 40 million guys over 17 in America who love women and the program directors don't see the market! Idiots! That's why they're not on TV!

And where are the guys helping the guys? Who's talking from a man's perspective against the Feministas on radio and TV? Where are the articles on men's rights in the newspaper? (*"Who cares? They're just men!"*)

Maybe because I help men, programmers think that I'm against women, who do the majority of buying from radio ads. Perhaps programmers have this notion about me because the women who help women today are subtle men-bashers, so if I help the enemy — men — then I must hate women. In fact, I love all women — especially the ones who have good attitudes.

When I'm on the radio as a guest and give out my telephone number at the end of the show, three out of four calls are always from women. This occurs even though they know my expertise is in coaching men and in spite

of the fact that they already understand men, which I tell them. So why do they call? To buy my book and tapes for the men they love. Mothers give my program to their sons, girlfriends to their boyfriends, wives to their husbands, sisters to their brothers, and daughters to their fathers (who are divorced or widowed). Others invest in this information because they are simply interested in the subject matter.

Perhaps radio programmers, like most men, don't realize that women don't take it personally when I bust them on their games. Women know that love is a game and — unlike men — they are thick-skinned when it comes to love. The good women know that I am helping them by coaching men to treat them properly.

There is not one show in America 100% dedicated to love relationships. Let's talk about love in a humorous and controversial manner — this is the key to ratings. Can you imagine a love doctor with a good sense of humor who is the first man in 6000 years to understand women? He'd give Rush and Howard a run for their money!

Doc Love knows that women want to fall in love, and not play games, confuse or reject you, or nag, or gain weight, or butcher their hair. But what are the poor girls to do when they have been brainwashed to disrespect men? Remember guys — it's time to start doing the right things by following "The System," and take back your power.

LOYALTY

"You can't turn your back." — Fast Eddie Love.

"No one rides with a double-crosser." — Cowboy saying.

"When the chips are down or you get into a fight with her, that's when you'll find out how Loyal she is." — Doc Love.

If you asked a thousand men what a man wants besides the "S" (sex) word and beauty, very few would say Loyalty. But Loyalty is number one to a man in a relationship — or at least it's supposed to be. Why do you think he loves Fido so much and hates Pussycat? In caveman days, a man had to know that the new kid in the den was his — and only his. That's how the concept of Loyalty began. Makes sense to me!

Tom and Caprice are in the throes of divorce. They cite "irreconcilable differences" as the cause. This is a nice way of saying "I am not going to give in anymore, and I resent you so much that there's no turning back." Caprice is pretty and all the guys at work are ecstatic that

she's available. Circling like buzzards, they start making their pitches. Of course, their only motive is to comfort her in her moment of grief and need. (Right!)

On the other hand, poor Tom is the one who needs support because Caprice dumped *him*. She fell out of love with Tom a year ago, and he's the one losing weight and sleeping with Jack Daniels every night.

If you don't think Loyalty is important, just think of your wife making out with your enemy at work! Remember, if she has Integrity (one-third of her attitude on the Truth Triangle), then she is 100 % Loyal, Honest and Trustworthy.

MACHO BOY

"Macho Boy is Cro-Magnon in his attitude." — Doc Love.

"Macho Boy views any compromise as selling out his soul." — Reverend Love.

"Jealous, possessive men are the second most dangerous creatures on the face of the earth." — Sal "The Fish" Love.

Tom and Caprice have been dating for two months. She likes him, but he has a trait that is starting to wear thin. It seems he is a little on the bossy side. He picks all the restaurants and movies, but if she suggests an alternative, he gets uptight. Once he even said "I run things here." After this slipped out, Caprice thought "Is this the way he thinks he gets respect from me?" Feministas reluctantly okay Wimps for their sisters, but they hate Macho Boys. Other than dictating to his woman like Napoleon ordering his troops at Waterloo, Macho Boy is a good man, even though the days of dominating a woman are over.

Caprice is in middle management at a large advertising firm and has a master's degree in marketing. She is not a Feminista. She believes in being Flexible with male coworkers and boyfriends, but she wonders, "How much longer can I put up with Tom's behavior? How long before I tire of it and him? Is he ever going to do something I would like to do?"

Tom should back off and get into the 21st century. Women like a take-charge guy, but not an in-charge, controlling guy. On the other hand, the Wimp is much too compliant. Remember — a gentleman knows when to go along with a woman's opinion or choice (when her idea is better), and he doesn't view it as an attack on his manhood like Macho Boy does.

MAINTENANCE (PROGRAM)

"It takes two to get married and only one to get divorced." — Father Love.

"To turn your honey on, whisper this in her ear: 'Seventy-five-percent-off sale at Nordstrom's!'" — Fast Eddie Love.

"Other than sleeping, quality time is a period of not arguing and screaming at each other." — Doc Love.

Married men who live in a house know that it requires constant upkeep, from mowing and watering the lawn to painting the place when it needs paint. When a husband buys a new PT Cruiser, he proudly washes it every Saturday; every 3000 miles, a new filter and oil go into his pride and joy. Why does he do this? Because he wants his wheels to stay new — and to last.

Tom is a county marshal in divorce court. He protects the judge and the people in the courtroom. If he's lucky, he will get his 20 years in without ever having to draw his weapon and shooting some wacko. Because once a month, you'll read in the paper about some maniac ex-husband going into a courtroom and shooting up the place. If every man went by "The System," this kind of tragedy would never occur. Why? Because my students practice Self-Control. We can find a cure for polio and put a man on the moon, but we just cannot love one another on a consistent basis. And this is particularly and painfully true when it comes to romantic love.

The typical man doesn't realize that when he captures a woman's heart, it's just the beginning of a new relationship. He thinks that romance ends when dating ends. After five years of marriage, he's likely to have a 42- inch waist from drinking beer in front of the television set, and be burping into the air for his kids' amusement. As he sits there imitating a bullfrog, he wonders why his wife doesn't want him to touch her. For her, the honeymoon is definitely over.

In order to keep your relationship new, you need a maintenance program. Marshal Tom never heard a woman in court say "I want a divorce because my husband is respectful, affectionate, and romantic." When you get home from work, give your wife five minutes of your full attention — and then she'll run off and be happy. Remember, with these tools for maintenance of long-term love, she will idolize you in spite of the fact that she knows you are far from perfection!

MALE (HOMO SAPIENS)

"All he thinks about is work and Sports Illustrated, especially the bathing suit (less) issue." — Doc Love.

"Only men can be jerks." — The Feminists' Rule Book.

"If you want to see a Feminista lose her mind, tell her 'Down deep, you're just jealous of men!'" — Doc Love.

I hate guys, and I love beautiful women. You open up a magazine and there she is — an angel. I bet she doesn't even shower or go to the bathroom — except to powder her nose. The main reason I'm glad I'm not gay is because women are the greatest! They smell great, they're feminine, and they giggle like no man can. When they talk it makes no sense, but who cares?

It's great being a guy. I want to make millions of dollars so I can get the best-looking woman and walk down the street with her on my arm, showing her off to all the other guys. I don't apologize for it — in fact, I'm proud of it.

Don't buy into the brainwashers' propaganda that is sweeping the nation. Remember, it's okay to be a male and love beautiful women.

MAMA

"It's better if she looks up to you and calls you 'Daddy' rather than you calling her 'Mommy.'" — Fast Eddie Love.

"You are only supposed to get one mother in life — not two." — The Reality Factor.

"One hand washes the other." — Rabbi Love.

Relationships are great. Besides providing consistent love, they are efficient: one partner does one thing while the other partner is busy taking care of something else. Women are natural nurturers to their children, and if they are Givers to their husband as well, it's even better. But a serious problem can occur in a romantic relationship if the man allows the woman to become his "mama." This will turn her off. So listen, you sensitive guys: stop trying to do too much too soon for these new women you just met. When they see that you are willing to wait on them hand and foot, how can they fathom looking up to you?

Tom and Caprice have a good and balanced marriage, with each

partner doing their fair share. They both work and split the housework, shopping, and cleaning. They both try to give 100% and neither takes advantage of the other. (How often does this happen?) If Caprice is down, Tom will hold her in his arms and listen until she feels better. If Tom is down and out, he likes to be left alone and work out his negative feelings for himself. Caprice is a smart woman and respects his wishes. She hasn't been brainwashed into believing that Tom is hiding something, or that their relationship is diminished because of it. In fact, she thinks more of him because he doesn't want to burden her. It's amazing what a woman's good attitude can do for a relationship.

Caprice will "mother" Tom only when he's sick, and she will be his wife again when he is well. She didn't marry Tom so that he could be her son. If Tom is sick, he doesn't say to himself, "I like being served hand and foot — I think I'll stay Caprice's little boy!"

The key is to keep balance in your relationship and not make your wife your mama. Share in the duties and stay self-reliant. Your wife knows that a mother can't feel romantic toward her son — which you become if she does too much mothering and giving. Why? Because with time, she will lose respect for you, which will lower her Interest Level. Remember, she is not your maid, cook, nurse, therapist — or mother; she is your playful mate.

MAN-BASHING

"Beware of women who hate men." — Brother Love. *"Man-*

bashing is an American institution." — Doc Love.

"Men are the last oppressed minority." — The Bottom Line Factor.

In the June, 1996 issue of *Reader's Digest* there is an article by Doctor Joyce Brothers entitled "Lies Men Tell Women." No, I'm not kidding. I was shocked to see an article like this in such a prestigious and respected publication. I would have expected it in some Feminista publication — but *Reader's Digest*? What if the title had been "Lies Women Tell Men?" There would be a riot in front of their corporate offices and the media would have a field day interviewing the man-haters — that's what! But when it happens to a man, who cares?

Later I wrote a letter to the magazine asking if I could write an article in response called "Games Women Play." I got no reply.

To make a long story short, man-bashing Brothers says, "There are crucial differences in the lies women and men tell." She goes on to quote another female authority who says (Get this!): "Women lie to make others

feel better.” Now what this implies is that it’s okay to lie as long as your motive is pure. For instance, if your wife is committing adultery and telling you she loves you, it’s okay. Did you get that, guys? It’s a double standard for lying! But of course, we all know that only men commit adultery and lie (badly) about it. While he lies to avoid getting caught, *she* lies only to avoid hurting him. How decent of her!

Think a second, guys: if women always told you the truth, were up front with you, and never confused you, would you be reading this book?

The above-mentioned article went on to say “A woman who is hearing too many lies needs to have a serious discussion with her husband.” I agree, Joyce — but how about the other way around? Doctor Brothers didn’t mention this, so it must never happen!

Here is the last sentence of the article: “Telling the truth to a spouse is the first step toward showing that love is more important than lies.” Wow, I didn’t know that!

The key is to not support the man-bashers financially. Remember, they hate to get letters!

MARRIAGE

“When the man says ‘I do,’ it’s the happiest day of her life.” — Al Bundy.

“Marriage civilizes men.” — Wilson.

“If the odds of her divorcing you are 50% and she could take 200 acres, how many acres does your ranch have to have on your wedding day?” — Uncle Jethro Love.

Tom and Caprice have been happily married for five years. “Caprice,” I ask, “what is your secret?” Caprice answers that she has three married sisters who are all miserable. “Why?” I ask. “They don’t ever do anything with their husbands. When Tom and I got married we promised each other we would go out at least once every two weeks, and we have. Now that the twins are here we go out once a month. This is written in stone. We are not going to end up like my sisters, and we haven’t.”

The key is to date your wife, or else when the kids are gone you’ll be living with a stranger. Besides her being your kids’ mom, she is your wife. Remember, it you don’t date her, someone else might.

MERCENARY

“Alimony is the high co\$t of leaving.” — Fast Eddie Love.

“It’s cheaper to keep ‘er.” — Brother Love.

“Only the rich and the poor can afford divorce.” — Doc Love.

What happened to you, yuppie? She used to idolize you. Now she wants your wallet, and the male judge (traitor!) is on her side. All those years of studying and/or building your business, and now it’s payback time! Remember, it’s “only fair!” But it’s not so bad: you only have to pay her until she marries another host. Sadly, you’ve taken her off the market, but hopefully she’s a looker. For her to give up her stipend, the new Mr. Right is going to have to be an even bigger fish. (Why would she marry down?) Doctors are a Mercenary’s favorite fry.

The problem, of course, is that if you have lots of bread you don’t know what percentage of her Interest Level is in you or in the almighty dollar. Remember the actress and the agenda? A sure sign that she is a Mercenary is if she asks on first meeting you, “So — what do *you* do?” (How tacky!) Tell her you haven’t worked in eight years. Let’s see what she does with that one! You nice guys have to start showing some attitude — she doesn’t like weak guys. Sorry!

One of my students, a dentist who lives in southern California — the Mercenary capitol of the world! — doesn’t tell his dates what he does until they get off probation (60 days). Until then, he tells them he works in construction. Mercenaries don’t care for construction workers (only construction company owners). He figures a good potential mate will understand the successful man’s dilemma and forgive him his white lie. I’m not telling you guys to lie; just do what fits your personal ethics and morality. What I am trying to do is give you options.

The key to being 100% covered is to only marry someone who makes, or has, as much cabbage as you do. If she doesn’t make what you do, treat her as a *possible* Mercenary and only go on inexpensive dates in the first 60 days, which you should be doing anyway. You see, Mercenaries only like expensive dates and cannot endure poverty like a Flexible Giver with high Interest Level can. If she is a good girl she will stick with you, because that’s where her Interest Level lies — and not in your wallet. Remember, good girls know that frugality is a virtue.

MOBILE/CELL PHONE

"Dating is deception." — General Love.

"If she calls you every day at the same time, how can you possibly be a mystery?" — Fast Eddie Love.

"Men think that the cell phone number is the same as the home phone number, but it's not." — The Reality Factor.

You ask for her home phone number and she rattles off her cell phone number. So what do you do? Let me show you the variations you can play on this game.

1. Write her number down on the back of your business card. Then ask her if she has a hard-wire phone in her home. If she says no, you're okay.
2. Peck her number into your cell phone on the spot and call her. If it rings, you know she gave you the right number. Then ask her if she has a hard-wire phone at home. If she says that she has four roommates, or that her parents don't like guys to call her at home, or some other excuse, don't say any more and get out of there.

If she stutters when you ask her if she has a hard-wire phone, she's out. If she doesn't stutter, she's probably telling the truth. At all times, you will remember everything she says.

Remember, guys: Nothing beats the home phone number.

MONEY

"We live in an economic society." — M. Carr.

"The more money you have, the younger you are!" — Fast Eddie Love.

"Where there's a will, there are relatives." — Rabbi Love.

Tom is taking Caprice out on a first date and he wants to make a great impression. She looks like Naomi Campbell with turquoise-colored eyes. Due to some bad past experiences, Tom thinks that money is the key to Caprice's heart. But actually Caprice is a good girl; she is looking for a gentleman like her father. Instead of treating her like an average-looking woman who is 15 pounds overweight, Tom will do what every other guy has done in front of Caprice: he will brag about his finances and his Porsche.

The key is not to talk about your finances. She already knows she's a knockout, so don't overreact to her beauty. It doesn't matter what she looks like or how much either of you like each other — go by "The System." Remember, good girls look at money as a bonus to a relationship — not as the basis.

MOODY

"The problem with dating is that you have to draw from the human race." — Father Love.

"You will never hear of a moody man." — Sal "The Fish" Love.

"You wouldn't go jogging in a minefield or swimming with 'Jaws,' would you?" — The Reality Factor.

It's Super Bowl Sunday. Tom is ready with his giant surround-sound television, beer, and can of cashews. His best buddies will be at his house shortly with their bags of goodies. What a day it's going to be! Actually, Tom has no real idea what a day it will be — Caprice is in "one of her moods." She loses Self-Control and doesn't care who's there at the time — and that's the good part! The bad part is that Tom never knows when this will happen.

Before Tom and Caprice got married, I was living in the same apartment complex they lived in. One day Tom came over, and a little later, there was loud knock and screaming from the other side of the door. I opened up, and Caprice yelled, "Where is that slob?" Tom forgot to mention to her that he was returning a book to me and would be gone for five minutes. His big mistake was that he didn't "check in."

At Tom and Caprice's engagement party, she got into an argument with Tom's father over an innocuous statement the older man made. Tom's dad said he liked Caprice's new car but preferred a lighter color. Big fight over nothing.

Tom never asked himself, "Do I want to live with a 'loose cannon' for the rest of my life?" After 10 years of constant blitzkrieg attacks, he was so shell-shocked that he had to divorce her to protect his sanity. Too bad he didn't do this the night she banged on my door looking for him. Look at all the time he wasted and the great women he missed!

NAGGING

"If the Catholic Church had used nagging during the Inquisition, we would all be Catholics." — Father Love.

"The only reason the Constitution doesn't forbid nagging is because it is cruel and usual." — General Love.

"If nagging were grounds for uncontested divorce, the divorce lawyers would be homeless." — Uncle Jethro Love.

"Nagging should be classified as a felony." — Sal "The Fish" Love.

"Naggers never quit." — Brother Love.

"Women's self-help books always leave out the word 'nagging.'" — The Reality Factor.

"How come only hookers and mistresses know that men abhor nagging?" -
-Fast Eddie Love.

"If naggers were allowed in combat, America could get rid of its nuclear weapons." — General Love.

"Nagging is the most under-reported crime in America. The poor victim of this crime figures that an angry, screaming, belligerent, in-your-face shrew is better than no one." — Doc Love.

"His mistress only starts nagging after she figures out that he is not leaving his old lady." — Sal "The Fish" Love.

To understand what nagging feels like, try thinking of having a dental drill in your mouth without Novocain. The nagger's favorite ploys are constant criticism and exploiting your vulnerabilities by bringing up all the negative items you told her in deepest confidence (so much for Loyalty, big mouth!) Remember, all good women know that nagging hurts your feelings and destroys intimacy!

NATURALS (THREE-PERCENTERS)

"Some guys are born with 'The System.'" — Doc Love.

"Naturals never take rejection personally because they look at love as a game. In fact, when they're rejected, they really feel it's her loss." — The Reality Factor.

"My older sisters were kind enough to set me straight. They were not going to allow anyone to hurt their little brother." — Fast Eddie Love.

Let's take a hundred guys off the street and line up them against a wall. After interviewing each of them for 10 minutes, I can tell you that three understand women, seven know a lot about women; and the other 90 — well, let's just say that they are the reason why America needs Doc Love's coaching.

In my travels, I've run into about 50 men who truly understand women. These "Three-Percenter" — whom I also call "naturals" — somehow know exactly what to do around women. Because of their knowledge, they never had to go through the pangs of rejection. I am sure there are more out there, but these 50 naturals were kind enough to give me in-depth interviews. I owe them for helping me to invent "The System."

All naturals have different styles and personalities, but knowingly or unknowingly, they apply Challenge in love situations. Remember that while naturals practice "The System" better, Doc Love explains it better.

NICE GUY

"On paper she wants a nice guy, but down deep she wants an ape." — The Bottom Line Factor.

"The sad part is that the 'nice guy' really is a nice guy." — Sal "The Fish" Love.

"The real reason she doesn't keep a nice guy is because he is the antithesis of Challenge." — Doc Love.

Tom works at a big company and knows everyone. If you were a new employee, he would show you around, explain the company's dos and don'ts, and make you feel right at home. If there's ever a problem at your desk, he's there to help. On your birthday Tom would have a card for you because he's the one who arranges all the going-away parties. Everyone at work, including management, loves Tom because he is a nice guy; but no one is (or will ever be) "in love" with Tom, because he's a nice guy.

Tom is the same way on his dates. His biggest problem is that he is *dying to accommodate*. His girlfriends stay with him until boredom sets in or worse: they stay to use him. Why does this happen? Because he avoids confrontation at all costs.

Tom doesn't understand the concepts of Respect, testing, and Challenge. If he did — and got mad enough at himself — he might change.

Now – what's the difference between a nice guy and a gentleman? The gentleman has a slightly rougher edge than the nice guy and is not so compliant. If he doesn't hear "please" and "thank you," he lets her know it. If she tries to take advantage, he calls her on it and smiles. He's no one's fool.

The gentleman looks forward to the first "clash" in the relationship. Why? Because he knows he has to get it out of the way. He can't wait to show Miss Right that he can stand up for himself and take the risk of her leaving him. He knows her next move because he knows "The System."

When a woman says a guy is "nice," she is really saying that he is weak, i.e., he will do anything for her. Rather than get appreciation, he gets — as Rodney Dangerfield says — "no respect." It's sad because he has a big heart and means well. So much for his feelings!

The majority of women don't care about a man's good intentions. They only care about their Interest Level.

The key is that saying "No" to Miss Right at the proper time is the foundation of your relationship. For her to be in love with you, you cannot be a nice (weak) guy, because Interest Level is built on Respect, not weakness. Remember, though, not to overuse the word like Macho Boy always does.

PAIN

"A bad marriage is like a nightmare with no morning to come." — Doc Love.

"A stupid person is an intelligent person who repeats his mistakes." — Reverend Love.

"Challenge lessens the odds that she will dump you because she's always chasing you." — The Reality Factor.

It would be nice if I could sell you a pill for \$500 that would make every Beautiful Woman you meet fall in love with you and want to spend forever with you. Of course, the best part of this would be that the woman would never hurt you. If I had that pill, I would be sharing the cover of *Fortune* magazine with Bill Gates.

Now back to Earth. Anything that is worth having has to be earned. This also applies to Miss Right. If you don't do what's right, she will give you a lot of pain by playing with your head or by rejecting you...and we know how much we hate that!

PATIENCE

"She is going to do what she wants to do, when she wants to do it, and with whom she chooses — so relax, Big Guy." — Doc Love.

"The Promised Land always lies on the other side of a wilderness." — Ellis.

"If she has high Interest Level, time is on your side." — Fast Eddie Love.

Daddy Bull and Baby Bull are on top of the hill looking down at all the young heifers in the valley. Baby Bull says enthusiastically, "Let's run down and get ourselves one!" Daddy Bull answers calmly, "Let's walk down and get 'em all!"

Tom is an expert trout fisherman. When he gets a nibble on his line, he doesn't pull hard on the rod. When the fish pulls hard, he knows the hook is buried and the fish will never get away.

The key is that Patience is one-third of Control. You have to learn to delay gratification. You cannot go too slowly into a relationship — only too quickly. A very old proverb says, "Patience is bitter, but its fruit is sweet." Remember, Patience and Challenge are twin brothers.

POSSESSIVE

"Uptight guys are jealous and possessive." — Sal "The Fish" Love.

"Keep your hang-ups to yourself." — General Love.

"Being possessive and jealous erodes her Interest Level." — The Reality Factor.

Tom should have been a women's prison guard. Why? Because that's what he is with his girlfriend Caprice. He is in charge of her life because he knows what is best for her — he even does her thinking for her! He doesn't want a relationship; he wants a robot! He gives Caprice more orders than a Marine Corps drill instructor gives his newest recruit.

Even women in love like to run their own lives. The Fourteenth Amendment, which repealed slavery, also applies to women. Remember, if you like to keep women under lock and key, then quit your job and become a guard at your neighborhood female correctional facility.

POWER

"He has the money, and she has the looks. It's a match made in heaven."
— Sal "The Fish" Love.

"Power is the ultimate aphrodisiac." — Henry Kissinger.

"Rich Boy would never ask himself, 'Would she stay with me if I stopped taking care of her rent and car payments?'" — Doc Love.

There are three sources of power in a relationship.

The first is a woman's beauty. The problems begin when the man can't see her attitude beyond her looks. A Beautiful Woman is to a man what Kryptonite is to Superman: she has the power to make him fall apart.

What I find simply amazing is the fact that so many beautiful women waste their massive power by not catching a good man. (Who said good looks and common sense went together?) Look at the relationship records of the supermodels and movie stars — they usually reject the good guys, and marry the wrong guys.

Need more examples? Go down to the county jail and see who visits the drug dealers! And don't forget the lovely Mercenaries, who always make sure not to leave any money in their wake. When dealing with beautiful women, time is the great equalizer — though a good plastic surgeon can help them hold onto their power longer. (*Plastic surgeon...*? Wow, another rich guy!)

The second source of power is a man's money: the more he has, the more handsome he is, especially if he's earned it himself! When it comes to millionaires, a Mercenary will conveniently ignore the fact that a man looks like Yassir Arafat and will decide to tough it out with him — or if he's a lottery winner or if an inheritance is forthcoming (she's all heart!). And if the rich man also has fame or influence, or both, he is even more attractive. (TV is full of "attractive" men.) Now, notice that the majority of Fortune 500 CEOs are married to average and above-average-looking women (not *beautiful* women), and haven't been divorced. These men know they need conservative women in order to be successful.

The third source of power is Interest Level. The person in the relationship with the lower Interest Level has the power. Why? Simply because that person has less to lose if a breakup occurs. It's easier to stand your ground if you know the other person has more to give up. If Tom loves Caprice 90% and Caprice loves Tom 75%, who do you think is going to get her way more often? The odds favor Caprice. Romantic, isn't it!

The key is to make sure she thinks her Interest Level is higher (Challenge) than yours, and marry someone who has worked (school, homemaker, or job) all her life. Make sure your Interest Level is higher in “The System” (doing what’s right) than it is in her. Remember, just because a guy is rich and famous doesn’t mean he understands women.

REALITY FACTOR (THE)

“Reality is not prejudiced; it hurts every one.” — The Reality Factor.

“‘The System’ is not only about rules and concepts; it’s also about teaching you to think on your feet.” — Doc Love.

“You can see everyone else’s problems, but your ego will not allow you to see your own.” — Rabbi Love.

Tom has been going with Caprice for two years and wants to get engaged. He is at a poker party with his five best friends and they are trying to convince him that she is no good, but he won’t hear it. “She is a liar, a cheat, and the town tramp!” they tell him. The good part is that they are not Blockers. The bad part is that Tom just won’t listen. Eventually, he will pay for his faulty selection process and for being deaf to the truth.

The key here is that Tom’s Interest Level is too high. Only a woman’s Interest Level should ever rise above 90%. Tom has to realize that reality doesn’t care about what he wants, or how he sees things. Remember, if you deny reality like Tom, you will suffer like Tom.

REBOUND (ON THE)

“If you play with fire, you’re going to get burned.” — The Reality Factor.

“She’s a drifter, so don’t get involved. She’s just passin’ through.” — Cowboy saying.

“It takes a year to a year and a half for every five years of marriage before a divorced person’s emotions settle down.” — Doc Love.

Tom meets Caprice a month after her divorce is final. She was married for 10 years and Tom is her second date. She likes Tom and doesn’t see anyone else. He is going by “The System,” but Caprice’s behavior constantly changes, and her Interest Level is waning in spite of Tom doing everything right. What gives?

After Caprice’s divorce, her emotions are like ping-pong balls in a plastic bingo globe. She is not ready for a long-term relationship even

though she dumped her husband and she likes Tom. What Tom doesn't realize is that her feelings are raw and need time to heal. Also, she may appear to have high Interest Level, when in fact, she doesn't.

The key is that no one, especially Caprice, knows when she will be ready for a long-term relationship. Tom should be very cautious. Remember — don't go overboard with a recently divorced woman; you might need a life jacket.

REJECTION

"One of two things happen in a relationship: you break up, or worse, you get married." — Ortiz.

"You cannot comprehend the pain of rejection and that emptiness engulfing your stomach until you have been dumped by your true love." — The Reality Factor.

"Wives file for divorce 66% of the time. Wives make their husbands so miserable that the husbands file 24% of the time. The other 10% of marriages end when men file once they finally figure out that they married the wrong woman, or just because they hate being on a 24-hour curfew." — Doc Love.

"Rejection is worse than parking tickets." — Fast Eddie Love.

"You come in alone, and you go out alone." — Anonymous.

"Make mistakes quickly." — B. Hanes.

"Rejection feels like a baseball bat hitting you in the stomach at full swing."
— The Bottom Line Factor.

"The higher her Interest Level, the more she will want you to stay, and the less she will want to reject you." — Brother Love.

"Rejection doubles the rejectee's Interest level — temporarily." — Father Love.

"You have no idea how much more pleasant it is when she thinks she dropped you." — Fast Eddie Love.

"Divorce is good for real estate salespeople and divorce lawyers." — Doc Love.

"Bear the pain, and promise yourself that the next time you will follow 'The System.'" — Reverend Love.

"Rejection is the ultimate challenge." — Sal "The Fish" Love.

"If love is supposed to feel so good, how come I'm in all this pain?" — Cowboy saying.

"Breaking up is never mutual. The dumpee always hurts more." — Foxx.

"Marriage is inexpensive; divorce is very expensive." — Chinese proverb.

"The man rejects his mistress when she acts like his wife." — Fast Eddie Love.

"You reject her to cure her bad attitude and to help out the next guy." — Sal "The Fish" Love.

"If you go out with someone who makes more than you do and she rubs it in your face, she's out." — Doc Love.

"Divorce is only a temporary solution if you continue picking losers, or if you pick winners without acting like one yourself." — The Reality Factor.

"When she does the breaking up, she did everything for the uncouth, unappreciative Neanderthal. When he does the breaking up, the insensitive slob broke her heart." — The Feminists' Rule Book.

"Rejection shows no mercy; it's worse than shooting the wounded." — General Love.

In order to suffer less, the key is to get out first. You have to start dropping women who have low Interest Level and/or bad attitudes even if you like them. (Now we'll see how tough you are, big guy!) Reject her only if you know you can resist the temptation to go back. She will only take you back so that she can be the happy rejecter. Remember, when the lifeboat of love is going down, there is only one set of water wings!

RESENTMENT

"Resentment, not money, is the greatest killer of relationships." — Reverend Love.

"Any man can be strong when he has low Interest Level." — Sal "The Fish" Love.

"If she has a big mouth, at least you know where she's coming from." — Doc Love.

Resentment is a strange phenomenon. Why? Because it kills love and people don't realize it. It occurs when your partner in the relationship doesn't do what you think she (he) is supposed to do. If you do not have a full-blown argument about it, or at least mention it, or your partner apologizes, you feel more resentful. And if your partner doesn't change, there is even more resentment.

Resentment "feeds" on you like termites feed on your home. (Time is on their side.) And we all know what that does to your Interest Level. Two or three episodes of resentment per month over a 20-year period and it's divorce time.

Tom takes the pickle jar out of the refrigerator and drops it. Why? Because his wife Caprice cannot, for some strange reason, seem to screw the top back on any container. Lids and tops just sit loosely on the jars and receptacles that Caprice opens. Tom has mentioned it to her several times but nothing has changed. Now broken glass, pickles and juice are all over the floor and on his new pants. Caprice walks in, and they proceed to say un-loving things to each other. They will not kiss that night.

Tom should adjust to Caprice's shortcoming, and tighten the tops and lids before picking anything up. He should think about the many positive things Caprice does for him, things that his buddies complain that their wives never do for them. Turns out that Caprice has arthritis, and Tom should be more giving on this one.

Patience (one-third of Control) is the ability to continue loving your partner in spite of her many faults. For some strange reason these never surfaced in the dating stage of the relationship. On the other hand, maybe you were just too blinded by your high Interest Level to see them.

Every woman (even Super Bimbo and Miss Airhead) over 12 years young knows that a man who is young, dumb, constantly horny, and whose Interest Level is astronomical toward her usually gets her way. She knows that he is not rational. It's as if she has cast a spell on this poor, out-of-control man.

Caprice gets deathly sick on Wednesday night and Tom takes her to the hospital. He does not leave her bedside until Saturday night, after the doctor says Caprice will be okay. Tom is stressed out and Caprice tells him to go. Reluctantly Tom leaves for four hours and relaxes at the local beer joint with his concerned best buddies. At midnight, he is back at Caprice's side, where he hears *"I almost died and you're out drinking!"* There will be no kissing when she gets back home.

Next time this happens, Tom will understand that “Go out with your buddies and unwind” is Womanese for “Stay by my side.” As it turns out, Caprice’s mother died in a hospital — alone.

Guys, loving is patient. It’s too bad that people in love have to live with each other. But to make it worse, men pick Inflexible Takers with low Interest Level. And we all know what they do: criticize, berate, tongue-lash, and tell you how dumb you are with their stares and glares. Every time you say or do something, she is there with her barbs and zingers. (And here we thought that love was supposed to be loving!)

The key is to speak up, calmly. Realize that nobody is perfect, not even you; so don’t get stuck on the small (isn’t it always?) stuff. If something bothers you, get it out long before you get married. Remember, forgetting and forgiving are the same, or you shouldn’t be with her to begin with.

RESPECT

“No Respect equals no love, Grasshopper.” — Chinese proverb.

“If she has to earn you (Challenge), she respects you more.” — Doc Love.

“Women bluff to test you.” — General Love.

Intellectually, most men realize that Macho Boy, who tries to keep a woman’s love via domination, is on the wrong track and ends up getting the opposite intended effect — the loss of her love. On the other hand, Mr. Sensitive figures that if he does the opposite of Macho Boy (be dominated himself), he can keep a woman’s love. But he doesn’t succeed either.

In the “bad ol’ days” of your great-grandparents, the woman jumped when she was told to. Now the man is supposed to jump – or so imply the Feministas and other love doctors imply. So what’s a guy to do? Yes, guys, it’s supposed to be 50-50. No one is supposed to dominate.

But at best it’s going to be 51-49. Why? Because the Reality Factor says that Interest Level is never the same between two people. One person is always more of a Giver than the other is. And one person is always more Flexible than the other. That means the necessity of common interests, values, and goals, handling and spending of money, and the wants and needs of each partner cannot be overestimated over the long haul. The rule is that there is a time to be tough and a time to suck eggs! (The Wimp always gives in, and Macho Boy never does — they’re both wrong.)

The key is to not forget to say “No” at least once a month. Remember not to worry; she will give you lots of chances.

ROLES (AND RULES)

“She thinks she is happy when she’s in love.” — Brother Love.

“Fido loves you unconditionally, but Pussycat only loves you when she is in the mood.” — Fast Eddie Love.

“Love is hypnotic; just look around if you don’t believe me.” — The Reality Factor.

Men want everyone happy and women want everyone married! Feministas

want half of the first and none of the second. Actually, given the high percentage of miserably married men, the Feministas should be all for marriage! I know women feel that if you are single, you (men) are missing out on something. Isn’t Grandma’s favorite question of her single grandson, “When you’re 95, who’s going to clean the drool off your chin?”

Up until two generations ago, everyone knew his or her role in society. Men would do this and would not do that. The same applied to women because the roles were clearly defined (not that I agree with these roles). Well, guys, the good old days are gone. No one, except for me, knows the new roles and the new rules. Today, dominating one’s partner is out, and give and take is in — so just make sure you get yourself a Giver.

The key is to forget the past because this is the Pepsi generation. If you don’t know the new rules, how are you going to play the new love game, much less win it? Remember, “The System” is not about just you; it is about keeping you and Miss Right happily married — forever.

ROMANCE

“Romance is planned spontaneity.” — D. Desmond.

“When she’s a bad girl, cut off romance and affection — but never respect.”
— General Love.

“Give up the Lakers and Coronas once a month and surprise her.” — Fast Eddie Love.

One of my corporate divisions is “Forget Me Not.” A married man sends me a list of his wife’s favorite days of the year, and I send out cards and flowers for him. Why? Because he doesn’t like fighting with his wife.

Tom came to my seminar because he was a verbally abused married man. Now his wife idolizes him. Why? Because every three or four weeks he buys his “new” sweet, nurturing wife a small trinket. But not just any trinket.

Of all things, she loves pussycats. When he is in a store of any type, he looks for anything that relates to the furry fuzz balls — a card, a miniature toy pussycat, a calendar, a pussycat on a tee shirt, or a video on pussycats.

If you listen to Miss Right and look at what she owns, you will know what she likes. (Isn't peace, harmony, and an absence of nagging worth \$10 a month?)

Tom also tells Caprice once a month to pencil in a special day, but he doesn't tell her what they're going to do. While she is out shopping, he cleans the house, unloads the kids, and cooks a candlelight dinner, or they go on a Sunday afternoon picnic. He doesn't talk about bills, the job, or anything negative during this romantic time. Tom knows this is the time for true intimacy, so he will only be playful and pay her compliments. (If you're stumped for ideas, check the events section of the Thursday paper for tons of free things to do. If you guys knew how big the romance novel business (\$) is, you'd be shocked. Maybe there's no romance in most women's lives.)

The key to romance is a small surprise once a month. Remember, it's the gift that counts, not the lack of thought behind it!

SELF-CONFIDENCE

“When you see or hear the word ‘feelings,’ always put the word ‘negative’ before it.” — Doc Love.

“A woman cannot walk away from a Challenge.” — The Reality Factor.

“In the long-term, a woman loves your positive strength qualities (CCC), then your Interest Level.” — Rabbi Love.

My definition of Self-Confidence (one-half of Confidence) is how much you practice “The System.” Why? Because that's how the woman looks at it. You can earn half a million a year, but if you don't do what's right, it's just a matter of time before she....

The man who uses 85% of “The System” gets 85% Interest Level from his wife. He might not even have read my material, played my tapes, or been my student. Every guy uses some part of “The System.” I want more guys to use all of “The System” to drive up Miss Right's Interest Level; to

keep them out of divorce court; and to continue, along with their wives, raising their kids under one roof.

The key is to leave your ego out of this. Remember, she wants to love you more, so do what's right, and she will, too.

SELF-CONTROL

"When you show her your hang-ups, what do think it does to her Interest Level?" — Doc Love.

"Another guy looks at her — do you get uptight, or grin?" — Sal "The Fish" Love.

"Women with low Self-Esteem love to control possessive, jealous men even though they appear to be the victims." — The Reality Factor.

Tom (a recovering Macho Boy) and Caprice are on their fourth date. As they enter the party, she runs toward a bunch of guys in the corner of the room and starts hugging them, leaving Tom at the door. Now the "old" Tom would have gotten a chair and seen how many of these guys he could put in the hospital. But the "new" Tom will wait (Patience!) for an explanation. Caprice came with him, so odds are she will leave with him. Tom now knows that women watch how men react to other men, which relates to "The System" — one-third of Control is Self-Control.

So what does Tom do instead of overreacting? He looks around, sees an attractive blond, and dances with her.

Ten minutes later, Caprice is back. Tom doesn't say anything, or explode. He dances with Caprice and she says, "I'm sorry, Tom, but those guys are my cousins from Europe and I haven't see them in 10 years. To see them was a big thrill for me. We lived together for three years. Thank you, Tom. Every other guy that I've dated would have made a scene. By the way — who was that girl?" With a smile, Tom replies "Quality backup!"

The key is not to get into trouble by losing Self-Control. Her high Interest Level is your insurance, so chill out. Remember, you cannot (directly) control her or the relationship, but you can — and had better — control yourself.

SELF-ESTEEM

"The System' is a qualifying selection process." — Doc Love.

"The saddest thing in the world is a man with high Interest Level and low Self-Esteem." — Rabbi Love.

"If you don't believe in yourself, why should she?" — The Reality Factor.

There is video I want you to rent. It's called *My Blue Heaven*. It stars Steve Martin and Rick Moranis. When the movie begins, Moranis's wife is dumping him. At the end of the movie his new girlfriend idolizes him.

The Moranis character is an FBI agent who is in charge of Martin in the Witness Protection Program. Because of the amount of time they spend together, the Moranis character changes a lot of his views about life, and especially women. Martin shows him what "real" Self-Esteem is all about.

What is the key? The woman has to know where "the line in the sand" is drawn without you having to tell her. The "experts" call it Self-Esteem. Doc Love calls it "How much (crap) are you going to let her get away with?" Remember, without her Respect, you have nothing.

SENIORITY

"Women think, smell, feel, act, see, look, communicate, and relate differently than men. Great!" — Doc Love.

"Women are like unions; they are into seniority." — Sal "The Fish" Love.

"A lousy relationship is just a bad habit." — Fast Eddie Love.

Jan met Caprice at work and they became "lunch" friends. Caprice is going with Tom, who, according to her, is a real jerk. Caprice is sharp, has a great personality, and "seems" to have it all together. "What gives?" asks Jan.

"When I met Tom he swept me off my feet, but as time went by, it seems like he just doesn't care like he used to," Caprice explains.

Jan suggests "Why don't you date other guys?"

Caprice answers, "Because Tom hooked me, and I can't date anyone else or leave. He even puts me down and I just take it."

"Why?" asks Jan.

Caprice's weak response: "Because I love him...?"

As you all know, you could substitute Caprice's name for someone else you know – or your own selves.

Listen, you psych majors: if a woman loves (high Interest Level) you for a long period of time, you call it bonding. I call it seniority. This is why it's tough to "rip off" another guy's girlfriend permanently.

The key is not to tell her that you are a Mafia hit man until she is "gone over you." Remember, even mob guys need love!

SENSITIVE

"The Wimp is too sensitive; Macho Boy is too insensitive." — The Reality Factor.

"If you're a good listener and tell her you're afraid of mice, she'll think you're sensitive!" — Doc Love.

"There are no male role models." — General Love.

Sensitive is another word that the brainwashers have polluted the American female's mind with. They say men are not in touch with their feminine sides. They never think that maybe men *don't want to be* in touch with that side. Maybe it's okay for him *not* to want to be. Maybe he's *not supposed to be*. Maybe it's not good for him to be that way. So much for objectivity!

Guys, it's okay to be masculine. A man should be sensitive but not to the point where he comes off as a cowering idiot or a butler. Remember, opposites are supposed to attract — unless she plays pro football!

SEX

"I have a contract with Doctor Ruth; this is her department." — Doc Love.

"Most men get married for the wrong reasons and haven't a clue." — Doc Love.

"Does a wife who is a Flexible Giver with 100% Interest Level in her husband ever not want to kiss him?" — Doc Love.

SUPPORTIVE

"She feels good by making you feel good." — Brother Love.

"She helps you on your project or backs your play." — Sal "The Fish" Love.

"If she wants to go to law school, think of the 'bread' she'll eventually bring in!" — Fast Eddie Love.

Tom is watching the World Cup. His wife Caprice stands in front of the TV and asks "What do think of my new earrings?" We all know what the "old" Tom would have done.

The "new" Tom jumps up and tells Caprice how beautiful they are. He gives her a kiss and goes back to the game. Look at the mileage Tom got for 10 seconds of hard work!

The key is that you took the time, at least in her mind.

"SYSTEM" ("THE")

"Men who have Confidence smile. Uptight guys give hard looks." — Brother Love.

"The System' cuts across social, geographical, cultural, religious, and economic boundaries." — Doc Love.

"When dating, if you are used to feeling like a lamb being led to the slaughter, 'The System' is the tool that will empower you." — Fast Eddie Love.

1. "The System" is packaged common sense. All meat, no potatoes. It does not give you power. It is potential power that becomes power through its use.
2. Initially, allow "The System" to coach and guide you.
3. Different parts of "The System" converge and reinforce each other. (Patience and Challenge are only one example.)
4. If you feel that you are doing worse, it's because you are becoming more aware. This feeling will pass, so you must be patient and never get down on yourself.
5. You will come to realize in time that the principles of "The System" 'spill over' into other areas of your life, especially the business area.
6. Be gentle on yourself when you make mistakes. This is a marathon, not a 100-yard dash. The tortoise always wins with women — not the rabbit.

7. Marvel at the truth as you gain small doses of insight.
8. Your head and your heart are liars; listen only to your gut.
9. To paraphrase Hollywood's oldest adage, "Always leave her wanting more."
10. Don't take advantage of innocence or stupidity.
11. Remember, lovers come and go — family and "really" close friends last forever.
12. Nothing is more important than the children.
13. Above all, never lose hope or quit.
14. If you think about giving up, get real mad at yourself while looking in the mirror because your self will never let you lie. You've got to be strong!

The key is to realize how lucky you are, spread the word, and tell a friend to buy this book so I can get my supermodel and beach condo! Remember, someone up there loves you!

TELEPHONE

"If you don't give her all the answers over the phone, she'll be forced to go out with you." — Sal "The Fish" Love.

"The phone is only used to set appointments." — Campbell.

"The man's reason for using the phone is to get a date. The woman's reason for using the phone is to weed him out." — Doc Love.

The story that I'm about to tell will send shivers up your spine. But if you'll do what I say to do on this one you'll deserve the Congressional Medal of Honor.

Tom meets Caprice at a Sunday wedding reception and gets her home phone number without any doublespeak (or Womanese). He doesn't realize it, but Caprice handed out her number to nine other guys. (Boy, does *she* hate *her* ex!) And let's assume she has 60% Interest Level in all of them, including Tom.

Remember, in the first 60 days of a dating relationship the foundation is set and the rules are laid out.

Seven guys will call Caprice on Monday. Two will call on Tuesday. They will all ask her out. (For what nights? Friday or Saturday, predictably — no Challenge). Caprice will say “Tell me about yourself.” (You are supposed to sell face to face — ask your buddy in sales.) The guys will talk until she gets bored. Then she’ll end by uttering the infamous “I’m busy this weekend, but keep in touch!”

Caprice was just dying to raise her 60% Interest Level in one of these guys, but no one gave her a reason to. Not yet.

Listen closely. Caprice goes to work on Wednesday and says to her girlfriend, “I wonder why the tenth guy — Tom — didn’t call?”

Her girlfriend replies, “You have nine guys chasing you, so what are you worried about?”

Caprice says “It just isn’t right he hasn’t called. All the others did. I wonder if he’s married, or if he just lost my number?”

When Caprice is wondering why you don’t act like the other guys, what do you think it’s doing to her Interest Level? Challenge drives up Interest Level when you are out of sight.

Now what I’m going to tell you will really frighten you. The male ego is generally too weak to deal with the fact that women with high Interest Level won’t forget them in five to nine days. Men with high Interest Level can’t face the reality that if a woman has positive Interest Level there’s nothing to worry about.

Tom will call Caprice a week from Monday. “Oh no, not nine days!” you say? The rule is: wait five to nine days and ask her out for a weekday. This makes you more of a Challenge, and her weekends are booked anyway. If Caprice had negative Interest Level (49% or less) or is structured, she will not make a date because you roughed up her ego by not calling her like every other stooge who followed her agenda, and who she is only going to use for a free dinner and reject later anyway.

“The System” protects your heart, your time, and your wallet, if you have the faith and the guts to use it 100% of the time. But you must study, practice, and always ask for the home phone number.

Tom calls Caprice on the following Monday and doesn’t give his last name or where they met. Why? We are testing her Interest Level. If she says, “Tom *who?*” or “Where did we meet?” you get the opportunity to say, “Excuse me, I must have the wrong number,” (You do!) and hang up! Think of all the mutual funds you’ll be able to afford now!

Here's another scenario to chew on.

"Hi, Caprice, this is Tom."

Caprice says, "Why haven't you called?"

"I did."

"When?"

"Five seconds ago."

"Well...I just thought you would have called sooner."

Caprice has high Interest Level. How do we know? Because she asked why Tom didn't call sooner. Great test.

"Let's go out Wednesday for Mexican food and dancing. I'll pick you up at eight. What's your address?"

Tom shows Confidence by assuming she will say yes. (If this makes you nervous, you're telling me you're not sure of her (high) Interest Level, right?)

Caprice says, "Tom, I don't go out with game-players. Next time you get a girl's number, call her right away. Goodbye."

Where is it written (excluding me) when you have to call? What if you were busy that week? What if you had three dates that week? What if you were going out of town or taking a vacation? What if you wanted to be a Challenge for the first time in your life and decided to go for it?

Here's the other side of the coin. Would you forget someone you liked in nine days? And have you got what it takes to be different?

What I am about to say is your litmus test.

If you want to be a loser you will take her word for it and throw this book in the trash. I also suggest that you marry the homely girl down the block and live unhappily ever after!

If you are a winner, you will understand and admit to yourself that she is structured or has low Interest Level.

When a woman has positive Interest Level (above 50%) by definition, she has to go out. That's what Interest Level is all about. She does what

she does because she is interested. If she buys red shoes over black shoes, it's all Interest Level. If she is closer to one girlfriend over another, it's all Interest Level. If she has interest in you and is Flexible, she has to go out with you.

Here are two more examples.

Let's say you ask a girl out. She says she has a class that night, but adds "...but I'll be in school all year, so let's go." At midnight you tell your date, "It's late, maybe we should be going." She says, "I'll have some extra strong coffee tomorrow morning, so let's stay a little longer."

In real estate it's location, location, location. In romantic love, it's Interest Level, Interest Level, Interest Level. (Sometimes I think my ideas are so simple and obvious that they are actually confusing. Or is reality just too much too handle?)

Now let's assume the outcome of the phone call was different.

Caprice gives Tom her address and they go out. At the end of the date, he does not ask her out for another date. (Most guys call the next day and coo like doves. He will wait — Challenge! — again for five to nine days. If she has positive Interest Level, it will rise higher and higher. And we all know what that means — "Oh, boy!")

When Tom walks her to her door he doesn't ask to use her bathroom (too slimy!). In fact, he stops 10 feet short of the door. Now she knows you are not trying to get in.

Go for the kiss only if you are unsure of her Interest Level, and put an Interest Level "grade" on it. And no touching. Hopefully, she will tear your tongue out of your head!

If you are sure she has high Interest Level, do not kiss her. I want her dying to kiss you.

The key is to not make telephone blunders. Keep the conversations short and stay away from her answering machine. The hardest time you will have with "The System" is not believing 100% in the concept of Challenge. And remember to always hang up first!

TESTING

"Female testing like 'running the gauntlet.'" — Mohawk proverb.

"Love is often a game of high stakes 'chicken.'" — General Love.

"She has to know your breaking point." — Doc Love.

My TV show is called "Doc Love at Venice Beach." I wear a "Doc Love" sweatshirt and work with a microphone. My director carries the portable camera and she "shoots" the beautiful women I interview. The bodyguard carries the battery pack and watches our backs.

Today's subject is testing. Not "Do you test?" or "Why do you test?" but "How do you test?" (Self-help books from a female perspective never mention "testing.")

The first girl I see is on roller blades and looks like Elle McPherson. (It's great being a love doctor!) I won't tell you what she wasn't wearing! "How do you test men?" I ask.

Her answer: "I ask them to wash and wax my car after the first date. I have the brightest Camaro in Santa Monica."

The next "angel from above" is walking her dog. Short-shorts take on a new meaning with this lovely specimen. "How do you test a guy?" I ask.

"I flirt with other men at a party and see if the one I like gets uptight or stays cool."

A double for Claudia Schiffer is riding her bike. This girl should sell toothpaste on TV. "How do you test a date?" I ask her.

"I don't think I actually test. What I do is find out his opinion on something, tell him I feel the opposite, and then watch him rationalize or change his opinion to match mine."

The next girl is so good-looking she fogs the camera lens! She looks like Vanessa Williams, with lips like Kelly LeBrock's. Same question: "How do you test your dates?"

"I try to change the plans for the evening. Whatever he wants to do, I tell him I'd rather do something else."

"Doesn't anyone ever say no?"

"Doc, you got eyes — what do you think?"

"But don't you want someone you can't push around?" "You

make him, Doc, and I'll date him!"

Had enough, guys?

The key is not to take testing personally; it does not contradict high Interest Level. (Even nice girls test!) Remember, she was born to test your limits and keep you on your toes.

TOUCHING

“The System’ deals with the reality of women making choices.” — Doc Love.

“Authors with Ph.D.s in psychology who actually write about dating have not approached this field with a scientific attitude.” — The Reality Factor.

“Why is it that absolutely no one except me talks about Challenge or testing when discussing love and dating?” — Doc Love.

Besides straightforwardly interviewing all types of women and men about romantic relationships, I have also interviewed many couples without them even realizing it.

I can’t go up to a couple I encounter in a restaurant, or shopping, or walking down the street and ask them “By the way, who is the real boss here?” since I’d get popped or end up in the slammer. As a result, I became a student of body language. My goal is to figure out as much as I can about a couple without actually hearing them talk. “Interviews from afar,” I call them. (I want you guys to start doing this. Watch couples and try to figure out who likes whom more. Be sure to observe them by using your peripheral vision — or stare only when they aren’t looking.)

In the restaurant the first thing I notice is a woman with a guy who is playing with his face. (I know this sounds strange, but please bear with me.) Another guy is scratching his head, another is massaging his neck, another is stroking his beard, another is leaning on his chin. (Are they bored, or just tired?) Another guy is combing his hair with his fingers. Worst of all, another guy is digging in his nose. Another is picking at his acne.

If you were a classy woman (who loves hygiene!) on a first date, what would you think? You’d think “That boy is a P - I - G!”

It’s strange; the “experts” study rats, but they don’t study the significance of touching in relationships.

The “new” Tom is on his first date with Caprice in a seaside restaurant. Tom is sure not to touch Caprice’s arm because he wants Caprice to touch first. He knows to always sit opposite Caprice at the table so he can see her eyes, and the distance will force her to reach (stretching

is Challenging!) across the table. He will count how many times Caprice touches him. Why? To grade her Interest Level, of course.

In fact if she touches, or even puts her hand on his, he won't reciprocate. He plays "dumb." He is going to "work" Challenge to see how far Caprice will go. The "new" Tom knows that women let men know when it's okay to touch. And more importantly, only she knows when she is comfortable enough for touching to begin. The higher the Interest Level, the more she touches. (Who do think is really in control?)

This is very complicated stuff!

The key is to let the woman initiate all touching, except to help her out of the car, or giving her your arm to walk down the street. When her Interest Level is high, reciprocate slowly. If she asks you why you keep your hands to yourself, tell her you are shy; women love feelings and vulnerability! Holding hands in public is out because it is part of affection, which should be kept private. Remember, women on a first date must give you a tap, or it's "Asta la vista, baby!"

TRUST

"What the woman says when you are around matches what she does when you're not around equals Trust." — Doc Love.

"The old-fashioned way — it's earned." — Smith-Barney.

"In the long term, Trust raises both his and her Interest Levels." — Doc Love.

When the man comes home to his castle, he is looking for a refuge. A place to refuel, regenerate, and above all, to be comfortable. A big part of it all is his wife's (positive) consistency. So Trust (one-third of Integrity) consists of a firm belief in the wife's reliability.

Tom goes hunting for a week once a year with his buddies. (He hunts bear, not other women.) He trusts Caprice and Caprice trusts him. When two people trust each other, they love each other more. Adultery, like possessiveness and jealousy, never, ever brings anything positive to a relationship. You can bet on this 100%. If betrayal happens, the one betrayed cannot ever again trust the other party completely. I know that you've heard that you can lie on the shrink's couch or talk to the preacher to "get over it." But when the Trust bond is severed, it's forever.

Watch the betrayed girlfriends and wives publicly forgive (the very next day!) their adulterous boyfriends and husbands in front of the media.

In their hearts they would like to do to those guys what the Apaches did to a captured U.S. Cavalry trooper 120 years ago!

“All is forgiven” equals more brainwashing.

Guys, you will always find other women attractive and some of you will even ask yourselves “Why on earth did I get married?” Take a cold shower and move on. Remember, if you are a “hound dog” and love beautiful women, please do not get married.

TRUTH TRIANGLE (THE)

“*‘The System’ allows a man and a woman to become soulmates.*” — Brother Love.

“*The time has come for men to stand up.*” — Kimbell.

“*What you do to get her is what you do to keep her.*” — Sal “The Fish” Love.

Perhaps you’re asking, “But Doc, but doesn’t a guy want a confident woman? You don’t have that on your triangle!” My answer is, “Of course; but Confidence is fourth on her list. I want the man to have Integrity, but it’s included (implied) in Confidence. Put on your thinking cap: Isn’t a truly confident guy Loyal, Honest, and Trustful? Are egotistical guys really confident? Of course not. They’re making up for a lack of something. (You psych majors can fill in what.) If you don’t believe me, watch the TV talk shows!

Part of my mission is to take the garbage regarding relationships out of your head. (In other words, I have to deprogram you.) And the nature of truth is so powerful that I am giving you only the basics (foundation), so I don’t confuse or overwhelm you. When you become “a love missionary” and preach this information to your friends, the rest will come to you. “One step at a time, Bro.”

The key is that this is the key. Remember, a normal woman cannot walk away from “The System.”

VICIOUS

“*They don’t call them ‘sweet b-----s’ for nothing.*” — Fast Eddie Love.

“*What does Pussycat do with the mouse before she kills it?*” — Sal The Fish Love

"You wanna play, you gonna pay." — Anonymous.

Take your pick, boys: Black widow. Treacherous. \$hark. Malicious. Psychic vampire. User. Shrew. Bushwhacker. Cheap-shot artist. Ruthless. Vindictive. Merciless. Spiteful. Sucker-puncher. Lethal beauty. Cobra. Viper. Did I miss anyone?

You knew this girl was trouble from day one. But no, you insisted this one was going to be different. *Right!* Now it's pain time.

The key is to talk to your buddy who has gone through a bitter breakup. And remember when you are crying in your beer that she was the one who was soooooooooooooooooo concerned about your feelings!

VULNERABILITY

"Negatives play to the heart, but they don't keep it." — Uncle Jethro Love.

"'Vulnerable' is Womanese for broken." — Doc Love.

"The weak brother is the worst of mankind." — Shakespeare.

Here's a war story describing vulnerability the way the "love experts" would.

Tom is on his first date with Caprice. Caprice probes his past, and Tom is as open as possible, especially about his negative traits, selfcriticisms, and his hang-ups. Tom talks about his financial problems, and how his last three girlfriends dropped him. Then, best of all, his negative feelings. Tom knows women love that. (Why? Because the man-bashing self-help books written by women — which only help women — say so. The "experts" should know, right? After all, they went to college, didn't they?)

After the interview is over, Tom asks Caprice to go steady. Tom does not know that it's her Interest Level in him that counts — not his Interest Level in her. And unfortunately for him, she's not as interested in him as he is in her.

Guys, the key is to think. Remember, God gave you common sense; don't be afraid to use it and question authority and accepted beliefs.

WIMP

"The man who is too, too sensitive is boring." — Fast Eddie Love.

"Whatever You Want." — Theme song of Wimpus Americanus.

"Respect is a two-way street." — Doc Love.

I think a lot of guys perceived by women as weak really aren't. They just don't see any big problem with letting her make all the decisions. But the Reality Factor says that "She cannot love you unless she respects you." Respect is built on your not letting her win all the battles.

Caprice wakes Tom at 2 a.m. and asks for a pastrami on rye sandwich. He gets dressed, goes out, and will be back from the all-night deli in half an hour. Caprice thinks to herself, "Can't he just for once be strong with me?" As Shakespeare said, "They take suggestions like a cat laps milk."

If Caprice is a Flexible Giver, or pregnant, or says please, or appreciates Tom going out for her, or it's the very first time, he will go to the deli.

The key is that one hand washes the other. Remember, nobody likes or respects a pushover, so don't be too happy to be there. (And never stand up to her, you coward!)

WOMANESE

"Women don't necessarily choose what they say they like." — Fast Eddie Love.

"Even psychology majors cannot decipher 'Womanese.'" — Doc Love.

"She works your ego with the skill of a consummate artist." — Sal "The Fish" Love.

Being of Mexican descent on my father's side, we always had lots of big weddings and big funerals (any correlation?) on mostly his side of the family. Family members from as far away as Arizona and Texas would meet at my great-grandma's house off Soto Street in East Los Angeles to eat, laugh, and cry after a cousin got married or an uncle just went to heaven. The men would talk about everything, including politics and sports, and especially boxing and horse racing. Everybody loved everybody, and we all swore to see each other more often than at weddings and funerals.

At one such gathering, when I was five, I stood in the kitchen listening to the women talk about relationships and clothes. One of these

women, my cousin Reva, stood out. Her body seemed different from the others: First I noticed the bright tomato-red paint on her bee-stung lips. When she laughed, I saw more teeth than a piano has white keys. And her legs were too long — not a bad observation for a kid in kindergarten! This was to be my first encounter with the Beautiful Woman — the most dangerous creature on the face of the earth.

I stood there for probably an hour just to observe her and my other female relatives. As I listened to them, I had a non-verbal epiphany at that tender age: “They don’t sound like us, and it seems like the words they use mean something else. They don’t even talk about football or John Wayne!” When I finally left the room, I said to myself “They are really nothing like us.”

In 1965 I began (and continue to this day) asking thousands of women, “Why do you stay with one man versus another man?” As my interviewing skills improved, I discovered that most women never gave the real answer to the question — at least not at first.

I learned to probe and cross-examine them like a cop on *Law and Order*. When they tried to give me “nice” or politically correct answers, I would ask the same question from four or five different angles. Eventually I would break them down and get the truth.

Here’s a good example: Most women insist that looks in a man don’t count: “Just give me a good sense of humor, honesty, sensitivity, willingness to be friends first, and blahblahblah.” But if you probe deeper by asking what she liked initially about her ex-boyfriend or hubby, you will get: “Well, he was kinda cute.” Or “His eyes just danced when we looked at each other.” Or “I liked the dimple in his chin.” In her own language of love, she is saying “He passed the Physical Attraction Test.” The Reality Factor says “No pass equals no chance.” So much for the “looks don’t count,” “unconditional love,” “it’s what’s on the inside that counts,” and “inner beauty” theories that the other love doctors ram down our throats.

Twenty years later, at a dance, I struck up a conversation with this looker wearing sprayed-on battle gear (in other words, a very sexy outfit). I knew she had zero Interest Level in me, but I continued talking with her because she made me look good to the other women, and I knew I would learn something from her. She pointed out and badmouthed a “Don Juan” type character on the dance floor. Her assessment was dead on — his clothes needed an iron and his face needed a shave. But a half-hour later, she was sitting at Don Juan’s table — this was the same guy she viciously put down! Twenty minutes after that, she was all over Don Juan like an octopus trying to rearrange a diver’s body in a monster movie.

Guess what, guys? Women do not speak English — they speak Womanese. It's not that they fib; they just look at everything differently than we do, especially love. So I'm delighted to be able to tell you that I have figured out what women are really saying, so you won't have to be frustrated anymore. Fair enough?

"Womanese" is the special language or terminology women use when talking about romantic relationships. From the time you ask for her home phone number, to the first phone call to get your first date, to the 54 years of married bliss you have with her, you will hear statements that just do not make any "manly" sense — but don't be alarmed. Doc Love is here to enlighten you. I am the only man who has dedicated his life to decoding her secret vernacular. Now, for the first time in 6000 years, you guys all over the world can relax. Here's what she is really saying when it comes to love:

"We are not the same type" is Womanese for "You are not rich."

"But I love him" is Womanese for "He can run me over with a car and I would say 'It was an accident.'"

"No rush" is Womanese for "It will never happen."

"It's late" is Womanese for "We aren't going to bed together."

"I will be ready in 30 minutes" is Womanese for "I'll be ready in two hours."

"We had an amicable divorce" is Womanese for "I took him to the cleaners and left him homeless."

"I have never felt this way toward a man" is Womanese for "I have never felt this way toward a man — this week."

"We had an 'on-again, off-again' relationship" is Womanese for "I kept him around as 'filler' until the next turkey showed up."

"Let's just see where 'it' goes" is Womanese for "It ain't going anywhere."

"I'll do anything you want" is Womanese for "You just hit pay dirt!"

"We had a bumpy marriage" is Womanese for "I nagged him to death."

"I like sensitive guys" is Womanese for "I like to dominate guys."

"Our values have changed" is Womanese for "I am dumping you because I cannot change you, you moron."

"I'm tired of mind games" is Womanese for "The next male body who comes along will definitely get lucky."

"I don't want to rush into anything" is Womanese for "Just be patient, because time is on your side," or "No way, Jose!"

"I don't go out with someone who makes less than I do" is Womanese for "Now I know what a rich man goes through."

"She stole my boyfriend" is Womanese for "He really had low Interest Level in me. Therefore he was available, he left, and he got picked up."

"We are in a transitional stage" is Womanese for "He will be history next month."

"We had a whirlwind romance" is Womanese for "We both had 100% Interest Level the moment we met."

"We grew apart" is Womanese for "He forgot about romance and affection."

"Money isn't important" is Womanese for "The reason I brought up money is because it's so important."

"Tell me — what do you like?" is Womanese for "I want to be your love slave."

"Looks aren't important" is Womanese for "You better look like a *Men's Health* cover boy."

"We remain on good terms" is Womanese for "I detest the bastard" or "You would pass out if you saw the size of my alimony checks!"

"I am dieting" is Womanese for "I am not going to eat less."

"I am short" is Womanese for "I am fat."

"Sleeping together" is Womanese for "Not sleeping together."

"Where is this going?" is Womanese for "Are we going to get married?"

"We broke up" is Womanese for "I dumped him."

"Petite or slender" is Womanese for "Ten pounds overweight."

"Chemistry" is Womanese for "Instant high Interest Level."

"I'm thirtyish" is Womanese for "My fortieth birthday is tomorrow."

"He played games" is Womanese for "I'm structured and have no sense of humor."

"I have nothing to wear" is Womanese for "I have four closets full of clothing."

"Love at first sight" is Womanese for "He passed the physical with flying colors."

"A love-hate relationship" is Womanese for "My boyfriend, whom I make miserable, loves to/hates to face reality and leave me."

"I'll think about it" is Womanese for "Not even if we were stranded on a desert island!"

"I cannot figure you out" is Womanese for "You, being a Challenge, are raising my Interest Level."

"I love you" is Womanese for "Now you say it."

Guys, the key is that your gut feeling does not lie. What lies is your massive ego, which is working overtime for her private agenda — as well as *your* high Interest Level. As my Uncle Jethro Love would say, "Slow down boys — slow it down." Nothing starts without Miss Right liking you *first*. The question is: What makes her stay? (And if you knew what to do, would you have what it takes to do it?) One of the signs of her true love is the fact that the more English (as opposed to Womanese) she speaks, the better it is for you — isn't this complicated? Remember the motto of the sovereign state of Missouri, guys: "Show me."