

**“THE SYSTEM” DOES NOT GIVE YOU POWER
IT IS POTENTIAL POWER THAT BECOMES
ACTUAL POWER, BUT ONLY THROUGH ITS USE**

**“THE SYSTEM”
SUCCESS COACH -- 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

“Love is like the free market; you don’t get what you deserve -- only what you negotiate.”

-- “Fast Eddie” Love

“You will never read an article on Challenge in a (men’s or women’s) magazine, nor hear it mentioned on a talk show (radio or TV). Forget newspapers and books! You will only get a woman’s perspective.”

-- The Reality Factor

“Challenge makes the woman the pursuer.”

-- The Bottom Line Factor

At Fresno State College in 1961, I lived in Homan Hall with over 200 male students. One day a fellow student was wearing a large brown army helmet around the dormitory. It turned out that his girlfriend had dumped him, and this crown was a symbol of his state of rejection. A bunch of guys later gathered in his room -- not to console him like me, but to find out what he “got off” his ex before she gave him his walking papers.

And I was there for another reason: to try to figure out why she left him.

To you Psych majors out there -- assuming Angel loved him in the beginning -- how did he manage to blow it? Why did this 22-year-young cheerleader with Geena Davis's extra long legs, Kim Basinger's puffy lips, and Michele Pfeiffer's "drop-dead" face send him into the most feared of all human emotions: the state of rejection?

Four years later, while my best friend and I were talking about our dates from the previous night, we came to the sad conclusion that we never really knew where we stood with the women we dated. I decided then and there to start interviewing women in order to find out what they wanted in romantic relationships.

I have interviewed thousands of women in the past 40 years -- all ages, sizes, and backgrounds -- and "The System" is the result. "The System" states that "If a woman has a high Interest Level in the man, and she has a good Attitude and he treats her properly, she will want to stay with him forever."

Listen, you Psych majors: "The System" is the result of a long-term study of the effects of male behavior on the behavior responses of women toward them, with applications for the male via behavior modification.

When I interviewed women, I asked "What turns you off in a relationship? Why do you like your boyfriend so much? Why do you like one guy more than another? What male qualities are you most attracted to? Why are women usually the rejecters, and not men? And, most importantly: "Why do you choose to stay (as in forever) with one man versus another man?" (Not date, kiss or marry, but stay with.)

When I asked, "What do you want from a man?" the woman would usually answer "He should wine me, dine me, and buy me

flowers.” But the Reality Factor says that he is not the man she ends up with. Because of this confusion, the experts concluded, “women are illogical and inconsistent.” Not realizing at the time that I was a true scientist, I tried a different approach: “Please tell me about the man you chose to stay with, who didn’t (necessarily) wine you, dine you, and buy you flowers.” In other words, I went by a woman’s true *choices*, not what she *said* she wanted.

After many interviews, I began to see a pattern emerge. I discovered that women’s choices were consistent: for instance, whether she’s from Mongolia or Montana, she wants a self-assured man with a sense of humor. Then I wondered, “What if a man copied the traits of romantically successful men and rid himself of the traits that women did not romantically respond to? Could he be successful too?”

If a man has a problem in a relationship, “The System” is his reference guide to clear thinking and understanding. Once he has the truth, the question then becomes “Has he got the guts to do something about it?” (“...But I love her!” is the usual cry of the man who won’t or can’t.)

The first principal of “The System” is the Reality Factor, which states that men at times are confused and have a tough time figuring out what is really going on in their relationships with women. (Relationships are her turf, not a man’s!) Why? His ego and high Interest Level will not allow him to see what is really going on. These are the same guys who never ask, “As I go from woman to woman, could I be repeating mistakes that I am not aware of and that make her want to confuse me?” Or “Why is it that certain guys never go through the pangs of rejection?” Or “Why are so few guys happily married?” And the best: “Are women’s romantic choices in men consistent?” Listen, you Psych majors: The Reality Factor says that if you fight reality, you will end up in pain.

The Bottom Line Factor states that men sometimes rationalize slights and put-downs. For example, let's say Caprice breaks a date with Tom. Tom then spends a week thinking of all the 144 reasons why she didn't keep her word -- all the reasons except the only one that counts: she has low Interest Level in him.

Dating Rule Number 1: Women with high Interest Level always keep dates. (Am I going too fast for you guys?)

The Bottom Line Factor also says that only her actions truly reflect her Interest Level and Attitude toward you. If Tom had thought about it, he would have asked himself this question: "How many dates have I broken?" (Answer: less than one.) If he had discovered that Caprice broke the date because her father did not give her a bicycle on her tenth birthday like he promised, it wouldn't have made a difference. The Bottom Line Factor says that if she breaks the date, *she is not interested in Tom*. Sadly, most men call back for another beating.

The female's Interest Level, not the man's Interest Level, is the single most important factor in a romantic relationship. The woman has to like the man FIRST, otherwise nothing starts. (Try telling that to a stalker!) Unfortunately, the man usually *projects* his Interest Level, overrates *her* Interest Level, and never looks at how he is treated. Why? Because he is too happy just to be there. He assumes (with no evidence in reality) that her feelings are the same as his and she wants exactly what he wants. Fat chance! As his high Interest Level blinds him, he then becomes subjective, like someone succumbing to ether. My students, in contrast, are objective in relationships, and therefore rarely suffer. Tom should deal with Caprice as if he were interviewing her for a job -- not the other way around.

Because women's choices are consistent, it is important to know specifically what strength qualities clinically sane women look for in a man. They are Confidence, Control, and Challenge.

CONFIDENCE

There are two components of Confidence: Self-Confidence and Self-Esteem.

Self-Confidence is the measure of how much you knowingly or unknowingly practice the concepts and principles of “The System.” Men don’t realize that women keep report cards on their men’s performances. If you do her right (get Bs or better), she will do you right, and keep you around -- at least for a while.

Self-Esteem is measured by how fast you can get the “N” word (NO) out of your mouth when you see things differently than she does. Scary, isn’t it? The Reality Factor states that her Interest Level is built on her respect for you. When you say the word “no,” you are telling her that you have a backbone, and are worthy of her Respect -- frightening thought, isn’t it? Ironically, when she knows you are able and willing to “walk,” you become more attractive to her and her Interest Level rises. So much for the so-called virtues of “vulnerability,” “unconditional love,” and “showing her that you can’t live without her” -- the propaganda that the other love doctors peddle.

A sub-component of Self-Esteem is testing. The woman has to find out how much she can get away with. (Just ask your honest sister if this isn’t true!) In the woman’s mind, this testing is all good-natured fun, of course -- she figures that if she is going to give you her heart, she has to find out what you are made of. Listen, you Psych majors: Until she decides you are the greatest thing since popcorn, you are going to run love’s version of the gauntlet! Do not take this testing personally -- women are just (consistently) different from us.

CONTROL

Control does not mean controlling the woman, so you Feministas can stop hyperventilating! On the contrary, it is made up of Discipline, Patience, and Self-Control.

“The System” is easy to understand, but sometimes hard to implement. To succeed, a man has to be disciplined, and sometimes he has to bear frustration. If you are looking for the easy answer or quick fix, don’t look here. The bad part is that you have work to do; but the good part is that you are on the right road to unbelievably romantic heavenly delights, even if you’re married! Remember, guys, you only need one good one!

When it comes to Patience, there are three things to remember. One, don’t get down on yourself after you make a mistake -- with “The System” on your side at least you are aware of what to correct the next time the situation arises. Two, the man must realize that the woman is going to do what she wants to do, when she wants to do it, and with whom she wants to do it -- so relax. And number three, please don’t get stuck on her little imperfections (Are you perfect?) -- only the big ones.

Self-Control has two components: Controlling your emotions and controlling yourself. How? By not reacting.

The Reality Factor says that you cannot control the relationship or the woman. But you can control your emotions, and in spite of them do the right thing and make the right choices. (My goal is to make you guys mentally strong.)

Self-Control also means not reacting irrationally to what other people do. Macho Boy has a tough time with Self-Control, especially when he is in public with his girl. (“Nobody better look at my woman,” he snarls.) He thinks that jealousy (guarding one’s property) and its twin brother, possessiveness (fear of loss), are positives (manly traits). He does not realize that if his girl has high Interest Level, she will be monogamous. The Reality Factor says he has nothing to worry about. Macho Boy doesn’t know that his girl watches how he reacts to other males in public while she wears her battle gear (killer outfits to the club or the thong at the pool). He doesn’t know enough to take the stares of other men as a compliment to his taste -- he would rather make a

scene and lower her Interest Level. Macho Boy doesn't realize that his true calling is to be a women's prison guard!

Think about it, guys. If a gentleman tries to hustle your girlfriend, you get the opportunity to raise her Interest Level simply by not reacting. She's a big girl and can utter the words "No thank you, I have a boyfriend."

Challenge was the last principle to complete my "System." The reason Challenge took so long and was so hard for me to discover was because no woman initially (actually) used the word, and only a small percentage of women even alluded to it. I would ask, "What do you like in a man?" and women would never answer "I love a Challenge." They might answer instead, "I like a guy more if he hangs back and I have to work to get him." Or I would sometimes hear "He was mysterious," "different," "elusive," *ad nauseum*. (It's no wonder Freud couldn't figure out what women wanted!) And here's the ironic thing -- once I started using the word "Challenge" in my interviews, women knew exactly what I was talking about. Yes guys, Challenge is what the woman wants!

I stumbled across Challenge by accident while probing with improved interviewing techniques. (I'm the original Love Cop!) My first clue was in the way Caprice kept saying that Tom was exciting because of his "inaction." "He was mysterious because I always wondered where I stood with him. He didn't chase me like all the other guys," she told me. She said that she didn't like his almost cavalier attitude, but when I asked, "Why didn't you dump him?" She replied, "I kinda liked the way he treated me. He wasn't predictable. He kept me on my toes, so I married him." (So much for language and logic!)

After the truth of this conversation sank in, two big questions hit me: what if the man, who is the aggressor in the relationship and faces the heaviest danger of rejection, could somehow reverse the process, and make the woman the

aggressor? What if women responded to Challenge in a relationship, but didn't know it until it was pointed out to them?

The second incident that uncovered Challenge was a conversation about the proper handling of the phone in relationships. I had asked Lee Ann: "How long after giving a guy your home phone number would you want him to call you?" She dodged the question. "Everyone calls within two days," she said. (Predictable!) I said, "I understand what you're saying, but when would you want the guy to call you?" She answered: "As soon as possible, then I would decide whether or not I wanted to go out." "Imagine instead, Lee Ann, that I got your home phone number and I didn't call you for five to nine days -- what would you do?" "Well, *if I liked you*, I would be a little mad and think you were playing games." "What games, Lee Ann?" A blank stare covered her face. Then she said, "I wouldn't like it, but *if I had Interest (Level)* I would accept the date."

But here's the best part, guys: "*Lee Ann, would you be thinking about me during those five to nine days?*" I asked. "Yes, if I liked you," she said. "And what would be happening to your Interest Level?" "I never thought about it that way," she replied, "because no one has 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 the biggest part of relationships that is missing today. It is the lost key to the mating dance. Challenge is one-third of what turns her on, and keeps her turned on. Remember that she can't dump you until she knows she has you!

Challenge is like interest on your money in the bank: it works for you while you are asleep. On the other hand, Interest Level can only be lowered while you are in her face, doing or saying the wrong things.

Challenge says, "Slow it down, boys, slow it down."

What most men don't understand is that if you play hard to get (which is teasing on purpose), the woman cannot leave because she will see it as fun and a Challenge to be with you. (Remember that they are not like us!) Just the thought of doing this makes most men very uncomfortable. If she has basic Interest Level you have nothing to lose, and everything to gain. Only structured (non-Flexible) women and/or women with low Interest Level will not respond positively. "The System" weeds out the "bad" girls and protects you, your heart, your time, and your wallet.

Most men would be afraid of using Challenge out of fear that the woman would get the impression that you don't like her. My answer is: That's the point! The Reality Factor says that she will go bananas when you are a Challenge, and she will like you even more. She will feel less sure of herself, unlike the way she has always felt in the past -- before she dumped the other guys.

If she is going after you, she can't be getting rid of you any more than she can sit down and stand up at the same time. Think of it: here is someone who understands men, and she's confused. Isn't this fantastic?

The best thing about Challenge is that it tests the woman (it's our turn for a change!), and shows a man if she really cares (has high Interest Level) for him. Challenge has such an impact on her due to her rising emotions that she won't be able to comprehend what is going on in this game of love. (Great!) Now, for the first time in her life, she becomes the aggressor (the tables are turned!), and she has to do the chasing and fear the possibility of rejection. Guys, do you know what that does to her Interest Level? Free enterprise even works in the love game -- less supply equals higher demand.

As you read the following rules for promoting Challenge in the first 60 days of a relationship, closely monitor your emotional responses. They will tell you a lot about how successful you are or will be with women.

1. Let the woman initiate touching, and do not reciprocate.
2. Give out two compliments maximum per date.
3. Don't bare your soul, seek approval, or talk about the future.
4. Schedule only weekday dates until she asks you to take her out on a weekend.
5. Call once a week to ask for a date and spend three minutes max on phone.
6. When on a date, do not ask for another date or accept one.
7. Do not talk about other women except for Mom.
8. When she tells you how much she likes you, say "Thank you."
9. Keep it light; keep it funny, no heavy subjects, and no negatives.

If she loves a Challenge, then be a Challenge. Change your ways and look at what you have to win! If a Navy Seal can do it, so can you!

Confidence, Control, and Challenge raise the woman's Interest Level, but have no effect on her Attitude. If she decides to marry you she must have a good Attitude and high Interest Level, otherwise you'll be uncomfortable for the rest of your life. A good female Attitude is made up of Integrity, Giving, and Flexibility. Even though your Miss Right is beautiful, inside and out, you still have to ask, "Is she going to be part of the crew or part of the cargo?" Listen, you Psych majors: Is she high maintenance?

A woman's Integrity has three components: Honesty, Loyalty, and Trust. "Would I go into business with this person?" is the right question to ask yourself.

When it comes to the quality of Giving, ask the following questions: "Is she a giver or a taker?" "Is she on my side?" "Is she sweet, serene, and supportive – half the time?" A Giver can inspire a man and make him feel good. This means, "I know he's an ape, and I'm not going to change him" in Womanese!

Let me tell you what female Flexibility isn't: hardheaded, structured, stubborn, intransigent. Flexibility is the opposite of the most underreported crime in America, nagging.

Over the long haul, Tom must be Respectful, Affectionate, and Romantic. He will banter, play with, and bring Caprice a rose or funny card every three or four weeks. Tom will date his wife at least once a month and go on a "getaway" every three months. Why? Because it maintains her high Interest Level. Think of it as divorce prevention. You service your PT Cruiser, don't you, Yuppie?

If Tom follows "The System," Caprice will never want to give his hard-earned money to that awful Feminista divorce lawyer who has dedicated her life to being the star performer in all of Tom's nightmares when Caprice says "We have to talk."

Who Is Doc Love?

Tom Hodges, known to his loyal readers as Doc Love, is a relationship coach and featured weekly columnist for Askmen.com. (Askmen.com is the largest men's lifestyle website in the world, surpassing *Esquire*, *Maxim* and *Playboy* in number of visitors, with over 24 million page views per month.)

Doc Love is also a weekly contributor to MSN's "Tips for Men," and is the author of *The System -- The Key to Women Is Challenge*, which was recently listed by MSN as one of the "Top Ten Dating Books for Various Occasions."

In fact, he is the Number One Love Doctor on the Internet. Over 145 relationship sites carry his weekly love column. Please listen and call his talk radio show on Thursday afternoons at 4PM Pacific and 7PM East coast at www.doclove.com - top right hand corner.

Doc Love takes a brutally honest, no-holds-barred, street-smart approach to dating and relating that is refreshingly different from the norm. He is an advocate for men and men's issues and provides a fascinating insight into the challenges that men face in their efforts to be successful with women.

His mission is to keep all good men from ever being confused or facing the most feared emotional state -- rejection. He welcomes your comments and questions. Doc Love may be reached at 603 Seagaze Drive, Suite 512, Oceanside, CA 92054, USA, or at www.doclove.com and 800-404-2644. Phone coaching is available and may be found at the top of the Order Page. Every Thursday there is a new article on his website at no cost to the viewer.