



The Become A Man Magnet Manual

What Every Woman Should Know
About How To Be Successful With Men

By Richard Haggerty
Author of the best-selling *80/20 Book of Happiness*

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Introduction

It's taken me a long time to figure out all of the secrets that you're about to learn. I've spent years understanding and mastering the different styles of communication between men and women, interviewed loads of happy women about what works for them – and also had years of clinical experience dealing with hundreds of deeply unhappy women in therapy. So I KNOW what works to create and manifest wonderful relationships - and also what is guaranteed to make a woman miserable.

The good news is that ANY woman who is willing to learn and try some new ways of thinking and acting can quickly start to see significant improvements in the quality of their life and inter-personal relationships.

This book is meant to be used like an encyclopaedia.

It's meant to be a REFERENCE, not a novel.

The best way to use it is to read and find all of the parts that you like and note all of the ideas, skills, and techniques that you would like to work on and improve.

Then take those sections and either write them down or print them so you can review them and practice. Success with men requires a little practice and observation skills, but will become a lot more fun when you know that you are making much better choices at picking more suitable men (and knowing that YOU are in the driving seat).

Success with men is more like success with learning to play a musical instrument. It does take practice. At first, you might feel like it is a lot to take on board and absorb. Sometimes it seems as though all of your practice isn't making a difference.

But if you keep at it, eventually you'll be playing songs. And then you'll be writing songs. Next thing you know, you've become a master.

So take this book and use it as a reference manual. Return to it often. Re-read the parts that you want to learn and integrate. And most importantly, **KEEP READING IT UNTIL YOU'RE APPLYING WHAT IS IN HERE.**

Many people make the mistake of reading this book and then saying, "I know that" before they've mastered the information through their experience.

Don't make this mistake yourself. Keep reading and practicing and using it until you **HAVE MASTERED AND INTEGRATED IT.** This is your happiness, relationships and life we are talking about here!

And do me a favour. E-mail me your ideas, comments, and complaints. I want to know what you think.

You can e-mail me at:
richard@become-a-man-magnet.com

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Part 1: How To Think About Success With Men

In this section, I want to introduce you to how a man thinks and how to start connecting with him at a deeper level, as well as quickly improving your own confidence and self-esteem.



Chapter 1: Men Don't Make Sense

It's true.

I'm obviously going to be using a lot of generalisations here, saying "men are like this and that." I don't mean it in a derogatory way, because both sexes add a certain spice to life.

But I want to introduce you to my take on male psychology, what drives a man and why you probably have been deeply frustrated and disappointed in them ...till now.

I know it won't be a blinding revelation to you that men think and act differently. But you need to understand "why." This is the basic building block that will let you tap into what men want and need - and giving it to them, so that they become magnetised to you.

As we go through, I'm going to introduce you to the steps to change yourself and help "mould" your man or men and get them "ship-shape." But you can only hope to do that when you understand what they want and what drives them.

It's not exactly how it seems!

Yes, I know men seem to talk about football, engage in macho activities and have little sense of emotional connection, but – in actual fact - most of them *crave* the warmth of a happy nurturing relationship.

But guys have virtually **no experience** in how to do this. Most guys just don't understand WHY communication skills, relationships, basic hygiene and developing a safe and secure "nest" is so important to a woman. It's not how their brains are wired to think.

In fact, these days, you'd be lucky if a man can work out how to use a microwave.

Times have changed. Women have gotten jobs, careers and much more autonomy. Yet, the biological instinct to have a deeply fulfilling emotional connection with a man is very strong. And when it works, it is the most wonderful feeling. The women who do have successful relationships with men typically tell me that they "light up" and experience a sense of real fulfilment. They are true Man Magnets.

How Men Got to Be The Way They Are

After spending the last fifteen years or so studying psychology, communication and behaviour, I've come to believe that MANY of our desires, drives, preferences, behaviours and personality traits are genetically-determined, whilst others are determined by our social conditioning.

Have you noticed that a man can have another male friend, even his best mate and be blissfully ignorant of the sorts of details that you know about passing acquaintances? Men don't share things in quite the same way women do. They don't notice the finer details, like a new haircut or a well-chosen garment. Their way of bonding with other men revolves much more around humour, laughter and demonstrating their strength.

But they crave appreciation just as much as women. Actually – in some ways - they crave it more.

Here's why.

Men define themselves by what they do and their achievements. It massages a very delicate sense of who they think they are (their "ego"). That's not the same as saying that they are wrapped up in themselves, but it is very important to a man to be seen to be "top dog" in some area of his life. He needs to feel recognised as a

worthy champion and knight in certain areas of his life. As long as he can achieve that in 2 or 3 areas and be acknowledged for it, he will be deeply happy and grateful.

That's why, for instance, men love sport so much. In competing at some game or competition, they get to jostle for authority and show their strength and power, just like a cock shows its crest to attract a hen.

And that's precisely why the absolutely worst thing a woman can do to a man is to criticise or contradict him in front of his peers. To a woman, it seems inconceivable that it would matter if someone shared another differing opinion. It's all part of sharing and bonding. But to men, they need to feel appreciated, respected and powerful. And, if someone contradicts them publicly, especially in front of a group, you'll end up humiliating him, even if that is not what you intended.

The good news is that it's very easy to give appreciation to a man, and later, once you've ironed out a few kinks inside you (we need to help you become someone who truly feels worthy and deserving of a great loving relationship first) then we'll turn our attention to really showing that appreciation and letting the man know how much he's valued.

The First Shift In Thinking

So, here's the big picture. Men think completely differently from you. Their wants and needs are different. But their needs are still primarily emotional needs, similar to the ones you have. They just need a different route to experiencing those needs. And in fact it is VERY easy to a woman, who's feeling good inside herself, to meet a man's needs in just a few simple words, as we'll see.

There's been a strange shift in thinking of late that has created an unbalanced situation for women. On the one hand, they are more powerful than ever before, both politically and economically. However, they feel less able

to express their “feminine” side at home. Indeed, with so many competing demands, they find it hard to make the time to “be a woman.”

As a result, many women have forgotten what it feels like to appreciate her femininity and be the “nest maker.” Though they have more economic and political power, emotionally they feel disenfranchised.

Woman Have The Ultimate Power

Women still hold the ultimate power in choosing a mate. In nature, the female of the species almost always chooses her partner. The man courts and fights over her and she is the one who picks the winner.

So you, as a woman, should be in no doubt that you have the power to choose someone who will make you happy. But if you’ve read this far, then I’m guessing that there are days when you feel as powerful as an asthmatic ant and as attractive as a bag of potatoes. And we need to change that.

Think about it. What’s the ultimate power and one of the most powerful drives for a man? Sex. (By the way, it is NOT the only thing that drives a man, as appreciation, power and recognition are more powerful drivers over the long-term). And who has the final say and the ability to, as psychologists like to say “withhold copulation.” It’s the woman.

Women are the nurturers who provided and looked after every man and woman as they were growing up. They create the social network and together set in place most of the important ethical and healthy frameworks for all of us to live in.

But somewhere along the line, with the busy demands of our more technological age, they have stopped appreciating their talents. They have become fearful and distrustful and created a negative spiral, in

many cases, of a “self-fulfilling prophecy” with beliefs like “all the good men are gone.” And we need to nip those kinds of beliefs in the bud. Fortunately, I’m going to make it VERY EASY for you by sharing the quickest and easiest tips for you to transform your self-esteem and boost your confidence.

You should feel good about yourself. It’s your nature, how you were born to live and you deserve to experience the richness of life. You have a lot to offer a man. And once you understand what a man’s needs are, your man will be doing everything he can to fulfil your needs. Believe me. It’s easier than you think.

But first we need to get you in the right frame of mind to accept Prince Charming when he turns up and to meet and enjoy the company of several of these fine men, depending on what you really want.

As we start to look at your transforming yourself (and I’ll explain why it’s the essential starting point, in a moment), just know that men are not the big, ugly, strong oafs they sometimes come across as. Well, OK some of them are. And some are quite frankly not worth the effort – you know who those ones are. But men are driven by their feelings too. They too have needs, like appreciation, companionship, feeling powerful and accepted.

Men simply hide their insecurities better. Think about it. It’s not really socially acceptable for a “straight” guy to be amongst a group of men or a mixed group and talk about how he feels, even cry. People would think it’s very odd and he’d be petrified of “looking weak” or “losing face.” Now, when a guy feels totally comfortable with you, he will show much more of a range of feelings (but don’t expect him to cry very often).

Men are usually conditioned to have a “stiff upper lip.” They are expected to be “bread winners” and their role, in some ways, is more socially circumscribed than a

woman's. They come to define themselves by their achievements. And they need praise, appreciation and knowing that they are worthy because they are "achieving goals."

The Single Greatest Challenge To Becoming A Man Magnet

Women. They are lovely, deep, rich emotional creatures. In my therapeutic practice, I see many more women than men. Women are much more open to and in touch with their feelings and put much more of a priority on health than men. That probably explains - to some extent - why women live significantly longer than men in the Western World (and in the East too).

I've seen women come to therapy for every issue you can think of, but most of the time there is one thing that they are lacking, that they need, that only they can give to themselves. I'm talking about self-esteem.

Really start to think about how much you value, love and appreciate yourself, really being honest now. On a scale of 1 to 10, where are you? 10 being, "I know I am a Goddess and deserve all the good things in life" and that those things are coming to you and 0 is "I feel like I need a paper bag over my whole body to hide it." Where are you now?

If you are like most of the women I've coached, mentored and supported, then you are probably somewhere around a 4, but very unlikely to be much above a 6 or 7.

Of course, this is purely subjective, and CAN easily be changed. But you need to be honest with yourself and identify where you are now!

In fact, you might want to ask yourself:

“How would I feel and act differently if I were the kind of woman that men dreamed about?”

The First Step To Transforming Yourself

For you to attract a man (or “men”) to you, you need to feel “worth it” first. Not conceited and not one of the women who enjoys “playing and teasing men” in nightclubs (incidentally, the worst place for you or anyone else to meet Mr Right, if you hadn’t worked that out already).

You’ve got to handle these kinds of feelings, if you are to start to create a powerful sense of a worthy self-image and build up a feeling of certainty inside about how confident you are.

Visualisation

Here’s a couple of the most effective ways to get you started. You can also contact me if you have any particular issues, by e-mail, for tips and advice:

Mental Rehearsal, also called visualisation, is the number one way to start to become the person you want. You need to make a few minutes EVERY MORNING to SEE yourself in your mind’s eye being happy, confident and enjoying a loving relationship, and begin to feel how you would feel, if you had that relationship now!

This will probably not be very easy to begin with, so you need to persist for a week or so till your mind is more accepting of it. After 28 days, new patterns typically become established. So stick with it. Ideally, you want to visualise for 5 minutes every morning and, if you can manage it, five minutes in the evening.

TIP: since you’ll be closing your eyes to “visualise,” you may well “go to sleep.” To bypass this, I’ve found it very helpful to speak aloud and describe what it is I am visualising. You might begin saying, “I see myself happy

and confident, walking with my head held high. I can see myself enjoying a wonderful time with my ideal man....”

Emotional Freedom Technique (EFT)

There is a short-cut to dissolving any specific negative feelings that you may have about yourself or your ability to change. It's called the **Emotional Freedom Technique (EFT)**. Developed by a very kind, warm man called Gary Craig, it's a phenomenally powerful technique to handle uncomfortable feelings. I've used it for years with amazing results both personally (on myself) and professionally (with clients in therapy).

Gary Craig has a website (www.emofree.com) where you can get the full EFT manual for free, which explains the whole technique in an easy to use way. He is sincere about getting this technique to the widest number of people and I really recommend you learn it, however good you feel. If you know this one technique, you can change any uncomfortable feelings you may have, however long-standing.

To help you develop a better self-image and to use mental imagery more successfully, it's really worth getting hold of a book called *Psycho-Cybernetics* by Maxwell Maltz. It costs a few dollars on Amazon to buy and is an excellent tool to help you change, as well as being an easy read.

The Most Important First Step

One last thing. This step of improving your self-esteem should always be done first.

Why?

Because if you don't, you'll self-sabotage later on. Listen, I have seen many women, of all shapes and sizes, with ardent admirers after them. These are the kind of men that are worth getting to know better. But the

women who have a belief like “no one loves me” or “I’m not attractive because of such and such” do not even realise that! And they miss out on noticing the opportunities that are all around them. In fact, they are unconsciously repelling men by not acknowledging them. I see it happening all the time to men, who are confused by it. They just assume that a women will communicate clearly if they like them.

Women may even let a man into their life briefly, but then start running the old emotional thought-patterns of “he’ll leave me” or “he’ll never love me” and then drive him away. You’ve got to be on top of this “stuff” and make sure that what you feel is aligned with a resourceful belief like “I am a sexy, worthy woman. I am a Man Magnet.” Then things will change faster than you believed possible.

You have to be able to “receive,” when the universe delivers things to you. You have to be ready to accept a suitable man (more on that later). And, unless you FEEL DEEPLY WORTHY INSIDE that will be very difficult for you.

In short, if you want to become a Man Magnet, you need to do the inner work that will magnetise men to you. And you can learn to do that now by visualising yourself exactly how you want to be – happy, confident, sexy etc. Keep doing it. As you program yourself in this way, you’ll have a stronger foundation to enjoy the real juice of the next few sections of the manual – and be well on your way to becoming a Man Magnet.



Key Points To Remember From Chapter 1

- Men and Women are biologically programmed to feel different and communicate differently
- Men have a need for appreciation, recognition and “to get results”
- Men define themselves by what they achieve and their self-esteem is tied up with being an achiever
- The single WORST thing a woman can do is to put down or contradict a man in public. If you have a habit of doing this or think it is funny, stop it. The humiliation will breed untold resentment and come back on you. STOP IT AND NEVER DO IT
- A woman’s greatest challenge to begin with is her self-esteem. A combination of images in glossy magazines, a rapidly changing society and economic and technological changes have increased the speed of life and the demands on all of us
- A woman needs to do the “emotional housework” first to make the shift to attracting the man she dreams of
- The value of this inner work is that it turns you into a Man Magnet
- Not feeling worthy enough is a sure-fire way to guarantee that you’ll push a man away sooner or later – or attract the wrong kind of partner
- The good news is that it is MUCH easier to attract the right men - once you respect and value yourself. You’ll also be much warmer and naturally much more attractive to men.
- Two easy ways to improve your self-image are MENTAL REHEARSAL and EFT. Both can be learnt

quickly and the EFT manual is free to download and worth spending the time reading (you'll know the technique in full anyway by the time you get to page 21 or so of Gary Craig's manual)

- It's worth jotting down any ideas that come to you, in the Become A Man Magnet Manual or anything that jumps out at you. Certain things will resonate much more fully to begin with than others. And you'll start reinforcing and integrating them quicker if you add your own comments and thoughts as you go

Chapter 2: How I Discovered What Works With Men

It's OK To Be A Woman

After many years of studying, researching, and trying many different things, I've now realized that the pace of life has become so frantic that both men and women have lost touch with important parts of themselves and therefore experience less happiness and satisfaction.

All the technological advances that were supposed to save time like the PC and mobile phones just mean we are expected to do 100 times more in the same time. Heaven forbid if someone can't reach you on your cell phone!

We used to have the "nuclear family" and a much wider support network. Women would stay at home and manage the house and the man would work. In some ways, it was easier, and I know a lot of women who hark back to those times – and would love the simplicity of following their feminine nature too.

Things have changed now.

Let me explain.

Women have become largely "emancipated" – in legal, political and - increasingly - in economic terms too, in the Western world. Yes, the world is not perfect and some old habits die hard. But we've come on light years from where we were.

However, my experience is that people are generally unhappier than ever before. I wrote a book years ago on "being happy" and most of the folk who find it on the internet are searching for cures to "depression," "stress" or "anxiety."

It's pandemic.

Now, I know that you want a more happy fulfilling life. Otherwise you would not be reading, "Become A Man Magnet."

Woman Are Finding It Tough

I'll let you in on a secret.

Virtually everyone around the world who is involved in therapy, relationships, writing or the personal development business has missed one important market.

Women.

It's true. Things have changed so much that women have a lot to adapt to and it's pretty confusing sometimes. But the men who are doing these seminars and writing books are writing them for MEN to be able to "pull women."

It's laughable in lots of ways.

People just don't seem to get it. The men are urgently in need of helping, of course – with 101 Communication Skills, Rudimentary Hygiene Lessons and "An Introduction to Putting a Woman at Ease."

Women already majored in the above skills years ago. But they need other help – knowing that it's OK to be feminine, that the "size zero" images they see in glossy magazines are NOT healthy or desirable to most guys, that the world still craves a sense of community and a healthy social fabric. And there is no way you would leave something as important as that to a man. I mean honestly, would you?

Imagine if you left the men to give out the nurturing, support and encouragement to children. Or to exclusively provide a shoulder for emotional listening when you need it.

Maybe a light bulb is going on for you? The role for a woman to be a woman has NEVER been greater. It's simply that now they need to reclaim that role, as the bedrock of warmth, intimacy, strong social networks, the family, quality of life and all the strength and good things that come from the natural instinct to nurture.

By the way, before anyone starts jumping up and down and objecting to the role most women naturally prefer, I think it's great to see women overtaking men in many school subjects, academically and having thriving careers. But, you always have to ask, "For what purpose?" And if you want to be happy and fulfilled and be a Man Magnet, then you can do that as well. But you have to be aware of the context you live in, that you have probably felt ashamed or embarrassed about your nurturing needs - till reading this manual. And now you can claim that back.

In fact, men want you to claim your femininity and sense of fulfilment back too. Trust me, everyone will be happier.

Men Have Never Needed Women More

Now, let's talk about men.

Most men are not encouraged greatly to share their feelings growing up. Going to a British public school, I can remember weeks of lessons and assemblies where the amount of healthy emotional expression was pitiful, by any standards. Indeed, any creativity and self-expression was routinely punished with the cane or the gym shoe. Times were tough in those days...

Things haven't changed a great deal though.

One of society's stereotypes is of a man being a "strong hunk" or the enduring war images of "G.I. Jo" or in the UK, we have children's comics about "Joe Bones Human Fly." He would pop over to Germany to rescue

some of his fellow soldiers from Colditz and still be back in time for tea and toast - and to laugh about his adventurous exploits defeating "the Hun."

You're laughing.

OK, I know we may not see men exactly that way now. But, to a large degree, a lot of the expectations, socially and otherwise, fostered on men, are still deeply unrealistic and unhelpful.

They are just as confused as women. Combine that with their general lack of social skills, ignorance of communication and need to "focus on goals" rather than the quality of their emotional experience and you won't be surprised to understand that young men, in particular, are increasingly statistically much more susceptible to severe depression.

Anyway, there ARE plenty of books and materials out there for men who want to acquire better life skills.

But you, as a woman, need to banish some of the unrealistic fantasies you have about men. The reality can actually be much better. Don't expect men to be the heroes on books or possess some other criteria that cannot be fulfilled.

I have friends, who know other friends (as they say) who are single attractive women. One friend always says that her "ideal man" has to be younger, older, richer or more successful than any of the men she meets. So she plays with men, toys with them and well you know how it'll end up, if she doesn't get a grip and handle this.

Men can be easily attracted, whatever your age, size or background, and "moulded" into great life partners and husbands. In fact, you'll be pleased to know that it is entirely in your hands to guide and support them, once you've attracted them!

So, we're going to look much more deeply at how to attract men, keep them, shape them and teach them to be the best partners possible. Not in a manipulative way, but in a way that makes everyone more fulfilled and happy.

The Law Of Attraction

It's taken me years to get this. And it's changed my life. So listen up.

There is, if you will, a great secret to life, called the "law of attraction." In fact there's been a wonderful DVD about it called "The Secret." I recommend getting it, watching it and really applying the principles in the film to your life.

The "law of attraction" simply states that you will always get more of what you are focusing on.

Stop now and think back to a time when you were happy and even attracting nice people of either sex into your life.

How were you feeling?

What were you saying to yourself?

What were you seeing in your mind's eye?

What were you expecting?

What was going through your mind?

Now, think of a time when it wasn't so good. I guess that won't be hard, if you are like most people!

How were you feeling?

What were you saying to yourself?

What were you seeing in your mind's eye?

What were you expecting?

What was going through your mind?

Did you notice the difference? What clicked for you?

What struck a chord?

I know it may sound metaphysical or "new agey" but I've seen in my experience and in the experience of others that the law of attraction always operates: The number one thing that happy and successful people do is to FOCUS ON WHAT THEY WANT.

They expect good things, they expect abundance. They feel abundant and happy. And like a magnet, it comes to them.

Conversely, most of us walk around on autopilot and seem to magnetise certain other things to us. However, as soon as you realise that your feelings are actually contributing to your attracting certain circumstances, then you can start to put a plan in place to re-magnetise yourself and begin to attract what you do want instead.

Now, it might seem simplistic and you might be saying, "I didn't want to attract THAT into my life." Well, you did not consciously set out to attract a bad relationship, for example. But you need to think about what you were feeling and doing to create that relationship to begin with.

In fact psychologists explain the "law of attraction" via the Reticular Activating System (RAS). Have you ever had a friend buy a new car? Then everywhere you went you started to notice that particular car.

Your mind was "scanning" for that car unconsciously.

Now, if you are feeling miserable and believe that “men are bastards,” what do you think you are focusing on? What do you think you are consciously scanning for? What do you think you will notice? And what do you think you will attract and will show up in your life?

Take a deep breath.

I know it’s kind of scary sometimes at first to really “get” this concept.

That’s why you need to visualise what you want as often as you can (and celebrate progress as you go.)

Don’t worry about having a negative thought or feeling as the positive ones are much more powerful, in my experience. But you DO need to start switching from moment to moment to stopping focusing on what you don’t want - to exactly what you do want instead.

Keep Doing Your Inner Work

Let me give you an experience from my own life.

Years ago, I was not as confident, happy or wealthy as I am now. In fact, I would habitually feel awkward in groups and insecure. And I found it hard to do anything. My relationships were disasters that would bring a sorry tear to anyone’s eye. My business ventures went down the pan.

One day, I realised that I was “expecting” bad things to happen. I focused on all the times that people had let me down. I felt guilty, angry, upset, confused and more. And I attracted constant negativity and hostility.

Then one day, I decided I wanted to change all that.

I didn’t say, “It would be nice to think about this nice new airy-fairy personal development technique”. I said to

myself, "I resolve now to be happier, healthier, wealthier and have wonderful relationships."

And I started to carry around a little index card and note pad with me. I would write down a little "tick" ("✓") every time I got a happy feeling and a "cross" ("X") when I felt unhappy or had started to focus on what I did not want.

On the first day I had 3 ticks and 77 crosses.

I was deflated. But I stuck with it. Over the next few weeks, what happened can only be described as a "miracle." I started to notice more and more ticks appearing on the index card, which I upgraded to a small notebook. I started to feel happier and more appreciated. My relationships got better. I got more of the right clients and I felt happier than ever before.

These days, being happy and feeling positive is natural and I only carry a notebook now to write down all the creative insights and ideas I get each day (TIP: write down your great ideas as they happen, because your mind-body will respond by giving you more till you start to act on them!)

There's been a lot of information here. We'll be going into the nitty-gritty stuff of specific "techniques" you will use to become a bona fide Man Magnet next. But, I hope you understand that the psychology behind this and the attitude that you hold about yourself and men, is 80% of the battle.

And that's good news! If you had to wait for men to change, for you to be happier, then you'd need to send most of them to basic life skills classes and therapy. And you know how successful that would be! But you have the power to change things. It can happen quickly, but do make the time for your own personal development. You will probably feel a whole range of emotions as you start to change things now and light bulbs go on.

Key Points To Remember From Chapter 2

- The modern frantic age has taken its toll on a women being able to be feminine and “build her nest”
- With the competing demands of a career, managing finances, a home and everything else, the modern woman has lost touch with how to be a woman, by over-riding a lot of her natural programming
- Women still know the importance of communication and building a healthy social fabric
- Men are socially-conditioned not to show their feelings in public
- You’ve got to focus on the sort of person you want to attract into your life, in order to be able to attract him
- One way to change the results you are getting is to carry an index card (and pen) with you. Note down when you think a negative thought and when you have a positive one. You’ll be amazed at how simply becoming more aware of your thoughts and feelings will naturally change them!



Part 2: How To Communicate With Men

In this section, you'll get the low-down on how easy it can be to communicate your needs and desires to a man, but also how easily it can turn into a nightmare, unless you know how a male brain works.

**For More Information And
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"Please feel free to share this book preview with your girlfriends."

- Richard, Author "Become A Man Magnet"