



RELATIONSHIP
EXPERT



**LOVE COACH
CONFESSIONS**

The truth about love!

ALEX CORMONT



INTRODUCTION

The secrets I will share with you are a compilation of all of the precious pieces of information I wish my loved ones had given me when I was growing up and learning about love.

Hello guys, my name is Alex Cormont!

It's been almost a year since I moved to Florida with the goal of expanding my practice in order to help as many people as possible. I have the honor of being known as the Number One Love Coach in France and most likely throughout all of Europe. In order to uphold this honor I was compelled to continue my work on a larger platform. I want to help you understand the dynamics of love on a deeper level, provide you with solutions appropriate to your situation, and help you transform your love life so that it can reach its full potential.



One morning I woke up and felt that it was time to challenge myself. As I have always been passionate about human relationships, it was natural for me to go out and meet the

most well-known coaches, psychologists and scientists and completely immerse myself in their world. What better place to meet and discuss with these great love and personal development mentors than in such a sunny city?

America is the ideal place to immerse yourself in a new culture and allow for your ideas to evolve.

Throughout the last ten years I've spent helping all kinds of men and women, I've come to realize that we have so many misconceptions about love! I feel that it's high time to debunk them. This is exactly what I do during my one on one coaching sessions, and this is what I will do here.

I've been devoting myself entirely to writing this guide for several months now. Not everything you read will be particularly pleasant (though I do wish that love could be more simple and natural), but you will find precise explanations, with tips and tools geared towards real results, and real happiness.

For me, this book is "fieldwork reality." You are going to find ideas that will allow you to step out of negative mindsets, and will help you become fully happy in your personal and romantic life.

If I told you that there was a solution to every problem, would you believe me?

I base this book and my challenging profession on not just my opinion but on real life experiences, and it consists of

answering all your questions concerning your love life (even if it sometimes goes against what you've been told about Love).



Throughout this book, I am going to expand on the notion of “Dream Love.” All you’re going to have to do is use all of your capabilities in order to become the master of your love life, and to make your own fairytale a reality.

You will come to understand the important role that seduction plays. To give you a little background story, I created my first coaching blog in 2007 with the intention of helping men and women restore their self-confidence, and open up to being successful in love. I was (and still am) a strong believer in authentic love, but as you read this book you will come to realize that it is necessary to adapt your idea of true love if you want to truly benefit from it.

Throughout these last ten years, I've shifted between seduction and couple's therapy, undoing breakups, and working on personal development. I've designed many tools that you can use to get in control of your love life and finally access the happiness you so desire.

As I have proven, I am able to help men and women from all social and cultural backgrounds get back together after a divorce. I can now say that everything is possible in love as long as you have access to appropriate advice and take the right action.

I'll even allow myself to be a bit presumptuous. I really believe that everything is possible in life in general. Truth be told, a few years ago I never would have believed that I'd be writing a book in Miami alongside an amazing team of partners that truly deserve a special Thank You in this introduction.

Before I became a love coach, I was a bit of an unusual kid. In reality, I was different from probably 95% of kids my age and didn't really realize it. Starting at the age of five, I spent most of my free time on basketball courts and by the age of fifteen I had left my family and joined one of the most prominent athletic schools in France.

I had a dream! I wanted to play on the courts of the NBA. My parents helped to keep my feet on the ground, and despite my success (and two French champion titles), I continued my studies to obtain a masters in human resources.

Largely thanks to sports, at a young age I developed a passion for understanding how our brains function and a fascination

with the intricacies of human relationships. By age twelve, I began studying Neuro-Linguistic Programming and hypnosis in order to help me become more confident and reach my full potential,

though I wasn't really aware I was doing that at the time. I was still too young to realize it. Every Wednesday I met with an expert who gave me a comprehensive list of visualization exercises and breathing techniques designed to help me get in control of my emotions, feel stronger, and succeed in accomplishing my goals.

When you're around the age of twelve, you don't necessarily understand what's going on inside of you and you're not always aware of the power of your mind and spirit. Today I can look back and see that I was extremely lucky to have been immersed in an environment that provided me with such powerful tools. It is one of the reasons why I strive to share only the best with you today.

As I tend to get restless with an everyday routine, I started a blog on seduction during my last year of school. This very site is what launched my career as a coach.

Since then, I have to admit that the path to my current position hasn't been a piece of cake. It is the fruit of many years of hard work, studies, and research on human behavior and the pursuit of genuine happiness. I am so honored to share the deepest and most important revelations that I have acquired with you.

Why do I love my job so much?

Since 2007, I've had the opportunity to help over 20,000 people either face to face, via email, or through my conferences. If there's one thing I'd like to say before I begin this book, it is that this profession has taught me invaluable life lessons!

I've been confronted by situations that are truly shocking and difficult to work through. The first time a woman spoke to me about rape, I realized how deeply moved I was and it highlighted the importance of my mission.



This profession is far from what you might think or what you may have seen on TV. As a love coach, my job consists of helping people evolve on a profound level, and very often in this process, deep wounds resurface.

I had to then train myself to respond to the varying needs of my clients in real time so I took a course on NLP (Neuro-Linguistic Programming) and another on coaching to complete my masters. I closely studied works written by experts in personal development and in addition to the texts I read on a

daily basis, this education has allowed me to refine my philosophy.

When I read a book, I always feel like I gain ten years worth of life experience. I hope that it will be the same for you today with the secrets you'll learn in this book.

In writing this piece, I have one specific goal: To help you avoid having an unfortunate event be what makes you realize the value of love.

I'm not trying to pull on your heartstrings by talking about this, but this is one of the main reasons behind why my philosophy has greatly evolved and has been able to bring about positive change in love and self-confidence in the lives of millions of French people.

The death of my father was an awful electroshock. After two sleepless nights of rumination I was finally able to create my OWN definition of Love. I want this book to help you do the same. This is particularly important in a society where self-expression isn't always easy and our notions of love tend to be dictated by the opinions of others, movies, and romantic literature.

How many times have I heard, "Come on Alex, you're not really going to make a profession out of something that isn't officially recognized?" Or, "Why are you making a website...? That's so pointless." There is so much negative criticism we have to fight through every day!

I'm not complaining though; I was really lucky to have been surrounded by some loved ones that supported me and have even helped me to be where I am today. I just want you to look around and notice how much people try to dictate what you should and shouldn't do.



If you listen to all of that, how are you supposed to create the life of your dreams? How can you make the right choices? Stop letting negative emotions control you? And how are you supposed to trust your own INTUITION?

I'm not being pessimistic here. It's simply the reality, but I am here to tell you that you deserve to love, be loved and be happy on a daily basis.

With all the stories that you will read in this book, you will come to understand why I love what I do so much. There is nothing more beautiful for a person than to know that he can help others, that he is important to them, and that he is able to guide so many of them towards genuine happiness.

I truly hope you'll enjoy this book, as it has been such a pleasure to write. Let's get started with some of the main beliefs we all have that can sometimes keep us from being happy in our lives.

CHAPTER 1:

REVELATIONS AND LESSONS FROM A LOVE COACH

This first section is dedicated to the question “Why?”

I'd like to explain in great detail how we all are brought to make mistakes in love, but also what can be done to quickly change the pattern.

I am going to go over all the false beliefs that keep you from properly studying and understanding the issues you're having in love.

I've divided them into four big subsections. The first is the most general and it will cover the theme of personal development, the



second will cover seduction and dating, the third will cover relationships, and the fourth will cover breakups.

Each false belief aims to teach you a lesson, but it also shows you what actions you must immediately set into motion in order to attract the right person or to improve your current situation.

Take the time to reflect on my words and don't be hasty with your actions. Some ideas will lead you to question yourself, and they may even shock you, but I can assure you this is part of the process and each one has an explanation.

PART 1: GENERAL - PERSONAL DEVELOPMENT

Before talking to you about love and feelings, I want to discuss human relationships in a broad sense, as well as the notion of self-love. Trusting and caring about oneself is the basis of a rich and successful life, and that is exactly why I'll spend so much time discussing that throughout this book. In reality, a person's love life is closely linked to the concept of trust. The better you understand this aspect, the faster you will evolve.

Please remember that although my suggestions may seem broad, each suggestion is given with the notion that you will personalize your process and remain in charge of your personal evolution.

Also, keep in mind that each time I use the word “Love,” I’d like you to think about it as a general term, and not just in terms of romantic relationships.

PRECONCEIVED NOTION 1: HAPPINESS COMES FROM BEING IN A RELATIONSHIP!

The first notion I got about love was that it is absolutely necessary to be in a relationship in order to be happy. I remember I didn’t have my first girlfriend until much later than most of my friends. Everyone always asked me, “How are you able to not be interested in girls?”

My response was always, “I don’t have time for anything else, I’ve got basketball. I’m not that interested in that stuff anyway.”

I’ve got a big ‘ole smile on my face as I write these lines because I remember myself over twenty years ago telling my brother, “I don’t like girls, I like basketball!”

My point is that from a very young age we are largely influenced by the idea that we cannot be truly happy on our own. We absolutely must have someone by our side.

Today I can confidently tell you that being in a relationship doesn’t automatically make you happy, and that love doesn’t always bring joy. Of course it’s a springboard and a way to fulfill your daily life, but you must also accept the idea that it’s

necessary to be happy on your own before being able to construct a stable, enriching and fulfilling relationship.

Why is this preconceived notion false?

Throughout my experience, I've come to understand that happiness and love are a balance between our different "lives." Whether it is our personal lives, professional lives, romantic, platonic or familial lives, everything is closely related.

When we focus on our romantic lives and the need to be in a relationship, we inevitably fall into emotional dependence. If you put all your focus onto your partner, and you only live through your partner, you'll never be able to fully blossom as an individual.

A few weeks ago I was speaking with a French entrepreneur here in Miami, and he told me something that I've heard many times before, something that I feel is very pertinent to all aspects of life:

"Entrepreneurship is working to make your dream come true, and if you don't, someone else will make you work in order to make his dream come true instead."

The same is true of love. If all you do is give your partner attention and you completely forget your personal life, then you'll only fulfill your partner's dreams. This means that you will not have a healthy balance in your relationship because you will have neglected yourself!

So to avoid giving in to the need for “absolute and eternal love”, or the need to be in constant contact with each other, I invite you to always ask yourself, "How do we create a positive romantic life?" This is the only question that must be present in your mind on a daily basis.

How to create your Dream Love Life?

We are now beginning to explore the notion of something that I call “Dream Love.” From here on out, your goal is to ensure that your significant other can fully appreciate your bond and feel inspired in his or her daily life.

“Dream Love,” AKA the love life of your dreams, is defined by the ability to bring balance to the different aspects of your life, invest in it, and create the perfect love life. You have the right to take control of your social life, to be innovative, and to give a voice to your desires whether you’re in a relationship or single.



To be more precise, I would say that Dream Love is at the center of my philosophy. I truly believe that we can all take charge of our daily lives and ensure that we have the love lives that we dream of.

This aspect of my philosophy can boost you, give you goals, and enables you to truly be yourself. You will be able to overcome all kinds of obstacles such as lack of self-confidence, emotional dependence, routine, or even communication problems.

Is it possible to stop being emotionally dependent?

Before I began writing this book, I conducted surveys to make sure that I covered all of your questions. I wanted to share all

of my experience with you, but I also wanted to provide you with concrete elements to answer your recurring questions.

I found that emotional dependence was a very common issue. You struggle to find balance in your life, you do not know how to build your self-confidence, or you just simply aren't in tune with your romantic life.

I have a confession to make. For a long time I wasn't able to manage my emotions in love. I wasn't extremely emotionally dependent, but I was living through my partner and putting all my personal passions on the back burner. I began to give so much less attention to the things that I loved in my personal life, such as sports and even my own family.

One day, thanks to the comments of some of my loved ones, I said to myself, "Alex listen, that's enough!" I then decided to "fast" from love and remain single for a few months without looking to seduce or meet any women. My goal was to once again fully focus on my dreams and on myself.

This period allowed me to learn how to get in control of my emotions, especially those that were rooted in my fears:

"What if I'm never able to find the right person?"

My doubts about being happy: "How am I going to become happy again?"

Even my personal projects, “Will they really work?”

This latent period required a lot of emotional control but I quickly realized that there are many different ways to give and receive love.

I was very proud to have finished being emotionally dependent, and that I had gotten rid of this thing that felt like a drug that makes us weak and dissatisfied.

In my eyes, the most important thing that I understood at that precise moment was that I would never again step into a relationship just to fill a void in my life. I could become the master of my own destiny and I was finally going to benefit from a relationship that would add another level of wellbeing to my daily life.

I am not necessarily asking you to do the same things as me, but I would like you to discover the right methods that will help you perceive a relationship as additional joy in your life, and not as an absolute necessity to fill a void or respond to “social requirements.”

Overcoming emotional dependency is never easy, but it’s a process that will allow you to grow enormously. As I was explaining, it is important for you to no longer see the negative sides and to imagine all that you can do when you create a love life that matches up to your hopes, desires, and your wildest dreams!

You will let go of your preconceived notions and finally introduce Dream Love into your life. You'll be able to receive the full extent of love's wonder even if up until now you've been suffering in your love life.

Never lose sight of your own well-being!

As you've understood, love is complicated and that's why my wonderful profession exists. Society is changing and its evolution is turning our romantic lives upside down.

The most important factor that I integrate into all my coaching sessions is the notion of "Happiness." I will talk about the importance of Dream Love throughout the entire length of this book, but I can already tell you one thing: Don't try to fill every single one of your partner's needs because it's a losing battle.

If you observe those around you, (and maybe you do this, too?), they tend to give love in order to keep their partner.

Unfortunately, the more one person fixates on the other the less they express their true personality. Do you know why? The answer is simply that we begin to forget ourselves and we concentrate exclusively on the other.

This is exactly why I invite you to never lose sight of your own individual passions. Don't forsake time spent with your friends and loved ones, professional ambitions, and a form of healthy independence. You will also feel the joy that comes from having balance in your life. The unexpected bonus will be that your love life will actually become more incredible!

I'd like to tell you about how one of my last coaching sessions went. Marjorie is a French ex-patriate living in Barcelona who runs a successful online marketing company. She has a two year old daughter, she owns an incredible house with her partner, and had the "ideal" life that anyone on the outside would certainly equate to happiness.

However, when she contacted me, things were less than ideal, actually, things with her husband were going quite terribly. They were constantly arguing and when not arguing, they avoided one another. They were even sleeping in separate beds.

How can things get to this point when everything else seems to be perfect? How do we get so far away from what we've always wanted? The answer can be found in everything that we just discussed.

Chasing after a dream that consists of family or love is not a bad thing in and of itself, but it often has a perverse effect that comes in the form of "addiction to the other."

Marjorie had completely forgotten about herself. She was so focused on her husband's needs that she suffocated him more than she made him happy.

Once you are dependent on your partner, you begin to fuel the fear of losing them and you fall into a downward spiral. It is also a vicious cycle because the more dependent you are, the more you suffer. In this type of situation, paranoia is just around the corner.

This is why in order to save your relationship it's imperative to immediately balance out your life, to once again find your passions, and to learn how to be happy on your own.

Remember, the person your partner fell in love with was a person with individual passions, needs and aspirations! By falling into the trap of feeding your partners "wants" you lose sight of yourself, and the reason your partner fell in love with you to begin with.

A new belief to integrate into your life!

That said, this is not your fault! From an early age we are taught that we must give our undivided attention to our partner, but this is not true.

You'll soon have a better understanding as to why, and you'll see that you don't always need to give to your partner in order to make them happy.

PRECONCEIVED NOTION 2: YOU HAVE TO GIVE IN ORDER TO BE LOVED

What have you heard about relationships starting from your earliest years? That it was absolutely necessary to give love to the person you love in order to keep them close to you, right?

Well, this is false! The more you give love, the more difficulties you will encounter! Yes, I know that what you just read is

shocking but all the men and women I coach are facing the same issues. They give enormous amounts of love but in the end they hear, “I don’t love you anymore,” “I am unable to fall in love,” “Things are going too fast,” or even, “You are too nice. I need something more challenging in order to feel fulfilled.”

Don’t tell me that this has never happened to you or that you don’t know someone wonderful that has been faced with a line like that as a result of being “too kind.”

In this type of situation, you always feel like you’re giving more than your partner and you’re not getting ANY positive results.

Why exactly does this happen?

I will explain in full detail, but before I do so, let me tell you about Derek.

Very often I coach men and women that remain on my mind. Derek is one of them. He was the ideal man. He came from a good background; he worked hard but still made sure that he gave enough energy to his relationship, that he gave enough love to his little boy, and that he spent time with his friends and family.

He was the kind of person that you meet and immediately form a close relationship with. However, whatever Derek did was never enough for his partner. He always had to do more, question himself and show his love in different ways. But even then she found a way to complain and make him panic with threats, capricious behavior, and more demands.



He became so afraid of losing her that he contacted an awesome love coach, me. I proposed that we work on his self-confidence and to set up a face-to-face coaching program so that we could meet several days per month and help him to profoundly understand my philosophy and what I could offer him.

So I told him, “Derek, you cannot continue like this.”

He nodded.

“You have to change this situation.”

He nodded.

“You have to start thinking about YOURSELF before you think about HER.”

And then he lost it!

He honestly asked me a dozen times if I was really serious during our conversation. Throughout his entire life he was always told to sacrifice himself for others. From my point of view, his behavior was fueling his unhappiness and it was time to turn it around completely.

This is how I came to the conclusion that instead of GIVING, it's crucial to INSPIRE the person you love. Of course you understand that there is a certain form of investment required for a relationship to work and advance, but now it's about putting yourself first, bringing out your deepest desires and using the concept of Dream Love to construct a solid, long-lasting relationship.

I have noticed that after you spend years trying to meet your partner's needs, you enter into a platonic relationship in which you no longer have a unique personality. This is the WORST mistake you can make in love, especially if you want to maintain a strong relationship.

A person loves you for who you ARE and not for what you give!

If you want to be happy in love, you should always strive to express your personality and put your desires in the forefront. You will see that this is the best way to spread a maximum of happiness around you. Selfishness is not a bad thing if you have a good heart.

In an effort to continue to surprise you, I will tell you what I told to Derek and hundreds of people after him:

“There is no shame in being selfish as long as you are a good person. It’s the best way to shine and to make your partner see that you are essential for their happiness.”

Yes, as you’ve just read, selfishness allows you to have a successful relationship because it ensures that you can put your best qualities in the forefront. This is exactly what helps you to be proactive in your relationship.

Selfishness also makes it possible for you to be even more seductive because instead of asking yourself, “How can I seduce him or her,” you will also be asking yourself, “What is it that I want to experience in this very moment?” This is how you’ll be able to focus on the best tool for seducing a person (whether single or taken): your personality. You have something extraordinary in you and you’re not taking full advantage of it, or you’ve stopped taking advantage of it.

Once again, just because our society doesn’t teach us to put our own happiness first, it doesn’t mean that it isn’t the right move. Thanks to this book you will be exposed to all the tools that I’d like you to begin using, and you’ll come to understand that selfishness is a powerful tool that can help you maximize your life to the fullest!

Instead of trying to make everyone around you happy, we will work on ensuring that you are happy and that your partner can discover new and exciting things with you.

Are you following?

You're starting to see what I'm getting at and you're no longer thinking, "Wait, this coach is nuts... I'll never be able to do that!"

Know that this natural selfishness is a great way to send a positive image and make a person say, "It's him/her that I need in my life!" You're simply going to focus on your differences in order to take advantage of the present moment and create long-lasting happiness between you.

What if you raised your standards?

Another example. I recently coached Anna and asked her to "raise her standards." At the time she didn't quite understand and I had to explain what I meant several times.

Anna had been in a relationship with a man (well, if you could call it a relationship...) for several months. Each week she was hit with a shock phrase such as "I don't know if I love you," and "You don't correspond to the perfection that I'm looking for." She however continued to fight to prove that she could make him happy.

She contacted me with desperation in her voice, and even on the other side of the planet I could sense how exhausted she was.

Many would have thought that the guy she was dating was a sick, manipulative narcissist and that the only solution would be to run in the opposite direction. In reality, though, this is very common and it's important to dig deeper in order to figure

out whether or not this person truly is a “manipulator.” In my eyes we were dealing with a man that was in complete control of the situation and he could do anything he wanted, so why would he make any effort to change the dynamic?

I told her, “Anna, you can’t keep giving and exhausting yourself when there is another way that can have a much better impact! It’s really simple, you just have to integrate the notion of reciprocity by raising your standards.”

If the mere presence of a man or a woman is enough and can make you happy BUT the relationship isn’t taking off or is becoming more chaotic, then it’s time to expect more from your partner.

As for Anna, I told her that she needed to wait for him to write, to propose dates or time spent together, and that he needed to show that he’s interested in her life before she makes any more efforts to be a part of his. I will expand on the idea of “If you chase me, I’ll run, if I chase you, you’ll run,” but for now I want you to know that the more you give, the less you’ll receive!



On the other hand, the more you seek to be yourself, to present a beautiful image of yourself and even to be a bit selfish, the more fulfilling your love life will be.

To take it a step further, because I could tell that Anna needed to build up her self-confidence, I asked her a more direct question: “Are you a good person?”

With a timid voice she replied, “Yes, I think so...”

So in a more energetic voice I said to her, “No, I repeat, are you a good person?”

She said yes with a bit more conviction in her voice, but I decided to ask her the same question three times. I wanted her to feel deep down that she has a lot to give and simply wasn’t showcasing her worth. In fact, she was deeply unhappy because she felt unappreciated.

Do you think you're a good person?

This question needs to be the foundation of your love life. If you answer yes, you will understand that selfishness will allow you to follow your dreams and bring happiness to others like never before!

If you don't know how to answer this question, it simply means that you just haven't realized how great you are, YET.

You know, like everyone else, I've made mistakes in my life that have made me doubt my own worth. This started at a very early age because I felt isolated and misunderstood. I didn't have perfect grades and I wasn't making any particular effort to succeed, but it never made me think that I wasn't a special person. This is exactly what helped me to bounce back and get in control of my life.

Whatever mistakes you may have made, regardless of the negative messages you get from your loved ones, or the love you perhaps didn't receive from your parents (which in turn makes you doubt your own values), these things must be set aside because today is the first day of the rest of your life!

Suggestion:

As human beings, it is inevitable for us to fail, and we will not always be shown love, but this does not make us any less valuable or worthy of love.

Focus on who you are today and what you can bring to another person with the help of a bit of selfishness!

PRECONCEIVED NOTION 3: WE ARE BORN KNOWING HOW TO LOVE

As I explained in the introduction, the death of my father changed a large number of things about me as a person and about my perception of life. Up until this happened, I thought that love was beautiful, natural and instinctive.

I did not really ask myself questions in order to try to improve myself; events and people came into my life as I went along. Things were happening to me as I was taking a passive approach to life, I was not making any active decisions.

As a result, I ended up with many disappointments both in my love life and in other relationships. I didn't understand why I wasn't feeling fulfilled. I was a pretty good man, I invested a lot, and I gave myself fully to the people I loved.

Through my work, contemplation, and the books I read, I understood that I wasn't the only person who asked themselves questions about their past and about



love. The truth is that there are so many people wondering, “Why isn’t my love life as amazing as I want it to be?”

The answer is obvious: “Because you haven’t learned how to love.”

Love can no longer and should no longer be considered simple and instinctive. It’s a false belief that makes you downplay one of the most important learning processes of our society, but don’t worry. None of this is your fault!

What education did we all receive on the subject of love?

This question may seem trivial but you will very quickly understand where I am coming from. When I look at our education on love, I can see that it has two main sources: literature and movies.

From our earliest years we are confronted with “Once upon a time,” and “They lived happily ever after.” As if love were simple. One glance would create a bond that would keep you safe for the rest of your life. You’d never have to concern yourself with routine, fights, conflicts, separation, and everything would remain peachy forever!

Whether it is in books or in Hollywood movies, love is described as an extremely strong feeling that is somehow completely natural; as if it were the easiest thing in the world! I’m sure you’ve begun to suspect that this isn’t the case.

I've already brought up the concept of Dream Love a few times, but it shouldn't be confused with the glorified version that books or films offer you. I'm talking to you about Dream Love because I want you to change your fantastical notion of love and be able to take control of your love life, define your true desires, and not have the same mindset as those who think that effortless Hollywood love is realistic.

This morning, like most mornings actually, I received a letter from another client, Kimberley, saying, "I don't understand. The love between Paul and me should be simple and spontaneous, but I am suffering so much!"

It's crystal clear. Our heads have been filled with this false belief and in order to take full advantage of all that love has to offer, we have to undo this idea.

It's perfectly normal to be afraid of suffering, of being sorely disappointed, or simply of being wrong. It is normal because up until now, no one has taught you to trust and accept that love is an extraordinary learning experience.

When I say "trust and accept," I am talking about all aspects of love; listening, communication, exchange, goodwill, empathy, sharing. All of these notions must be properly learned and dissected if you want to understand the ins and outs of love.

Alright Alex, but what are the solutions?

It's always easier to put a temporary band-aid on problems than it is to actually solve them. With time I've come to

understand that it's important to continue learning, growing, and to never allow yourself to stop evolving.

The best solution for having a better understanding of love is to accept the learning process, to analyze the differences between two people, and to introduce actions that can bring about positive change in your relationship and in your life.

The biggest revelation I can share with you today is that if you're having problems in love, it is because you've haven't changed your bad habits. or you've been too lax in creating it.

I came to this conclusion after asking myself, "But how can two people that love each other end up separating and tear their bond apart?"

For weeks I searched for the right answer and I finally found it in my own personal experience. My first love was an amazing girl, both beautiful and attentive.

Unfortunately, over the months and years together, our love became toxic and we both developed a kind of "addiction" to one another. When you've got butterflies in your stomach for the first



time, you can turn into a prison guard that tracks every little thing that your partner does. The result is misinterpretation, conflict and a complete breakdown that leads to a separation.

The breakup happens because one or both of the people in the relationship are no longer happy. This is exactly why two people separate. However, it's not that hard to increase the level of happiness in a relationship. It just requires effort, exercises and lessons learned from analyzing your past experiences.

When you look at it like that, doesn't it sound synonymous with the definition of "learning?"

"Alex, you couldn't be more wrong! Love is innate and it can't just be learned."

I am often confronted with people that tell me, "Your job is pointless because love is natural and comes by itself!" Perhaps you might have a similar opinion?

I remember one day I checked my YouTube channel and found no less than 150 negative comments and personal insults. Don't get me wrong, I am open to dialogue, but there were so many cheap shots!

I thought about responding but in the end I decided to delete most of the comments that had nothing constructive to add to the debate. I did however respond to a large number of questions while focusing on one idea: "What exactly arrives all by itself in life?"

The answer is: nothing. We often forget it but even learning to walk was a challenging task. I am perfectly aware that it's important to be natural in love and to not overanalyze everything. You have to let your personality shine if you want to be truly fulfilled. That said, it doesn't mean that you can't learn this discipline or that you shouldn't trust the "feeling."

Starting now, always remember that love is learned and that you're going to have to create your own definition. I won't tell you exactly how to act because every single person has their own unique personality, but via this book I will provide you with all the rules to follow and the false beliefs that you must let go of in order to lay the cards in your favor.

The most important thing is not going to be my idea of love or your parents' idea of love; what's most important is developing your own, personal idea of it! In fact, I believe that you should start working on your own definition of it today.

PRECONCEIVED NOTION 4: LOVE WAS EASIER BEFORE

Recently I was having a conversation with my American girlfriend about some of the cultural differences between France and the US. The topic moved over to romantic relationships and she said something with which I really did not agree. "In the past people would remain together and fight for each other. Values were more important then."

We often tend to idealize the relationships that our parents or grandparents have or had because they represent an example of happiness, fidelity, passion and respect.



And yet, it has not always been simple for them either.

So I answered my partner, “You know, I think before people were unhappy as well but they couldn't talk freely about therapy, divorce, or infidelity. Everything was more taboo but the problems still existed and probably went even deeper.”

In my opinion, we simply are in a more open society where it's not that unusual to hear, “My man left me for another woman.” That said, it doesn't mean that we don't have values or that we aren't as happy as previous generations.

How did I get to this conclusion?

This past summer I went to a family reunion. Every two to three years we all meet up in la Drôme, an incredible region of France, to spend our vacations together. I am lucky enough to have a very close and yet diverse family. I have family members living all over the world, though most of them are in Europe.

One night my grandma took me aside and asked, “Alex, how is work going? Are you able to handle it?” My grandmother asks me what I do all the time. I think that my profession is a complete mystery to her!

I still remember her face when I said, “Everything is great, Grandma. I’m really happy because I had over more than 20 million visitors this year.”

You should have seen her little face turn white... Like me, you would’ve understood that being a Love Coach is strange for a lot of people. If my own grandma is still astonished, I wonder what you’re thinking as you’re reading this?

After a little while she said, “Well... You know, it wasn’t always easy with your grandfather.”

We ended up talking about it for over two hours and she confirmed my thoughts. A couple’s relationship has always been difficult; even the ones that people idealize.

Of course some of the codes have changed, and the evolution of society changes human relationships, but I can promise you that the older generations also had problems. The issues may have been different than ours, but they were issues nonetheless!

I'd like to take an example that illustrates my point. My grandmother shared something with me that I, in fact, hear every day during my sessions with the women I coach. "You know, your grandfather didn't talk much..."

Ah yes, men have trouble talking about their emotions.

What is the main lesson to take from this section?

To take it a step further, I absolutely wanted to talk about this false belief so that you may realize something of utmost importance.

Problems in love can happen to anyone, at any time! Sometimes you think that your best friend's relationship is the most solid one in the world, and she calls you the next day in tears because her husband wants a divorce.

Don't neglect the rules and lessons you'll learn in this book, and don't say, "Yes I already know that" without implementing them on a daily basis.

It's crucial, or you may find yourself in the same position as Alan, a 66 year old client who told me, "I remained unhappily

married for 40 years. Since the divorce I have come back to life and I feel like I am living for myself.”

I was sad to hear him say this, because after all love should bring us joy. Very often it is not the relationship that brings you happiness; it is the way you carry out your relationship and invest in it.

PRECONCEIVED NOTION 5: GIVING LOVE? A PIECE OF CAKE!

In the course of my coaching and personal experiences, I realized a very important aspect. When we act in love, we often do so according to our own desires, our thoughts and our wills. It’s hard to accept that the other person doesn’t always want the same thing.

Yes, we are all different in many ways. No one possesses the same values, the same attention to detail, the same past, the same dreams.

You are not in a relationship with your clone!

I am telling you this because all too often, our differences are at the root of our relationship problems, and they can end up spoiling our stories. It’s important to show empathy in order to fully understand the person in front of you.

Remember this phrase that I use during my coaching sessions: “You make a general statement about your desires

but the main concern is that your partner doesn't share the same desires or expectations."

When I started "marital coaching" sessions, I had the opportunity to speak with Patrick multiple times. His relationship was on the brink of disaster and he called me one night to complain: "Alex, I can't take it anymore. My wife won't stop asking me to come home for dinner but I'm drowning in work and she doesn't get it. But she definitely likes going out and buying new pairs of shoes with the money I'm bringing home!"

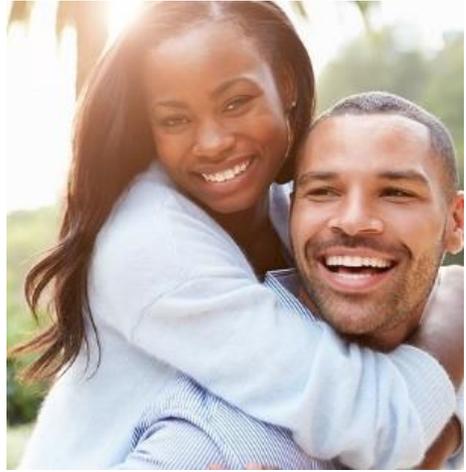
Does it sound like they were on the same page- that they fully understood one another? For some people, financial security is of utmost importance, whereas for others, quality time spent together is most important.

If you are able to recognize, understand, and overcome your differences, you will be able to construct a truly fulfilling love life.

How can I understand them, Alex?

I admit that it's not an easy task. All of the coaching that I do is based on understanding the other person, whether it's about seducing someone, saving a relationship, or getting back together with a soul mate. When you think about it, even getting your boss's attention in order to get a pay raise puts us in this category. Understanding the other person will undoubtedly help you to obtain harmony in your life.

In general, our behaviors and actions can be explained in multiple ways. The first is linked to our past and our childhood. What values did we learn? What example did we have? How were we educated?



Going back to Patrick, he grew up in a very modest family where financial stability was the most important thing in his eyes. In one hour of coaching, he was able to spend half of the time talking about it. He wasn't doing it to blow his own horn or to show off his success. No, for him it was really just a question of comfort and financial security.

On the other hand, his wife didn't grow up in a modest family and money was a means to attain happiness. So if she had money, she would just spend it on things that made her happy.

You see how thin the line is because people are searching for their own version of happiness? I brought both of them in together for two hours to talk about their childhood, the example that their parents gave, their greatest fears, and in the end they were able to understand each other and communicate better.

My exercise was based on the need to convert their words into images. We are all different, so we all have different definitions

of “happiness” and “exchange,” and we must continually dig in order to understand a partner’s personal language.

The second factor that explains a person’s behavior is often the way they want their future to pan out. “Where do you want to go and how do you want to get there?”

To return to my example, Patrick would have liked his wife to be more interested in his success, to ask questions about his projects, and to take part in how professional development.

His wife would have liked him to take part in family planning, organizing their next trip, to give his opinion on how to decorate their home and to be more invested in their household.

During the second part of the session, I asked them if they understand one another’s future desires. They answered in unison, “No, not at all.”

I replied, “All right, so we are going to do an exercise. I am going to ask you to draw your life when you were ten or twelve years old, and tell me what you see, what you incorporate and depict, and how you envision your future happiness.”

Fortunately in both drawings, they saw themselves being happy in a relationship. This is what made it possible to reaffirm their desire to save their relationship.

I then got them to talk about their life together and about their future happiness. This was the only way to make both of them

use all their senses, from sight to hearing, in order to fully understand each other. This detail might seem abstract, but the more you heighten your senses, the more impact your exchanges will have.

Then I asked them to describe their drawings and to really go into detail about “Why each element was important in their eyes.”

I am honestly very proud to be able to tell you that within a two-hour session, and with the help of targeted exercises, we were able to form a new understanding in a relationship that was about to crumble.

To me, there is nothing more beautiful than seeing two individuals who have lost their bond, find it again and in turn understand each other. In my opinion, this is the key for mutual love.

Bonus advice: A book that I absolutely recommend!

My research has led me to read many studies and books that focus on a character trait that we all possess: lack of empathy.

This probably surprises you but I’ve been confronted with this character trait as recently as this morning. If you read the introduction, you know that I live in Miami, where Hurricane Matthew is fast approaching. I went to the supermarket to pick up some precautionary supplies, and I encountered more than a dozen brawls. In moments of panic, human solidarity

seemingly ceases to exist. When faced with a problem, human beings tend to forget their neighbors and concentrate on themselves.

Let's get back to your romantic life. I explained in this portion that the main issue we have in Love is the inability to understand the other person. This perfectly explains our "lack of empathy."

I understood this notion and I deepened my understanding when reading a book; one of the few on romantic relationships that is not based on clichés and offers something useful to everyone.

Have you read "The Five Love Languages" by Gary Chapman? I really recommend the long version because the pocket editions don't go into full detail and therefore can't express everything the author has intended.

This book is one of the best selling books about love and life, even more so than the acclaimed "Men are from Mars, Women are from Venus" by John Gray.

To give you a bit of context, Gary Chapman has been a marital counselor for dozens of years and delivers a very interesting lesson. He explains that we have many different ways of giving and receiving love. The way you give love might not always satisfy your partner. This is why it's crucial to read into his or her different needs and learn how to communicate to them.

Don't hesitate to pick up the full version of the book and let me know what you think about it on **my Facebook page** <https://www.facebook.com/AlexLoveCoach/>. There we discuss books and tools concerning the theme of love.

Last piece of advice for the road...

Don't make the mistake of saying, "I know everything about my partner," because in truth you know the tip of the iceberg...and this is NEVER enough.

The reason why I absolutely wanted to start this book by talking about these experiences is because in understanding your partner, you are able to overcome the small problems of everyday life and thus enjoy a relationship that is balanced and happy.

Think about these questions to help you better understand people (be it your partner, your children, family members, close friends, or anyone that you love) :

- What is important to them?
- What values did they learn?
- What is their greatest character trait?
- What is their biggest dream?
- What does happiness look like for them?

- How can I know if what I do is good for them?
- How can I be more in tune with their needs?
- How do they express their feelings and intentions?
- What are the differences between us?
- Why don't I necessarily share the same point of view?

PRECONCEIVED NOTION 6: WE ALL EXPECT THE SAME THING FROM LOVE

I was talking to a close friend of mine that lives in Paris recently, and she was telling me about how her love life had been going. She said something that I found hilarious. "I really like this guy because he's got character. He got mad at me because I didn't send him a goodnight message when I was out one night."

She sounded so happy when she was telling me this, as though she had found a rare pearl. A man that gets mad at her when there's an issue!

I wondered what the point of being in a relationship was if it was just to get in arguments? She answered my question before I could even ask it.

She simply needed a man who could stand up to her, to show her that he's invested, and who knew how to sometimes impose himself in the relationship.

Some other women that I coach are quite the opposite and are searching for a tender love that can help them feel more confident, that will not be difficult without reason, and that will offer them comfort.

I understood that my friend Ina, like others, needed a passionate and volatile relationship where love and friction are both necessary. Not everyone wants a simple, predictable love, which also happens to be the case for me, and so there is a rare pearl for everyone.

Why is this belief more important than you think?

Most of the people I coach are looking for love or are at the beginning of a complex relationship. It's not always easy to accept the fact that the man or woman you love wants something different from your idea of a relationship.

It isn't always easy to accept our disparities, our opposing desires, or to adapt to one another. It is one of the most difficult exercises because one has to be understanding, while retaining personal values and needs.

Don't forget to be selfish!

Very often you will either run away too quickly, without having taken the time to actually get to know your partner, or, the most frequent case, you will desperately latch on to them, telling them everything you feel whether or not they want to hear. You will try to show that you're right and that he or she is wrong.

Not too long ago, I received a message from a young woman who had been seeing a man for many years, and he had been using illicit substances. She ended up dating him thinking that she'd be able to change him, and they've been together for three years. She is suffering because she is unable to do so, and she's questioning everything in her life because she wants something more stable. Here is what she wrote.

“ Hello,

I recently lived with someone for three years (we've liked each other for twenty...We were acquaintances with friends in common at first, and then over the course of all these years we went out sometimes, and he even came to see me at my parents' house when I was younger), we subtly flirted with each other over these twenty years (simple, carnal kisses out of respect for our other relationships at the time, sneaking off together during parties from time to time because the attraction between us has always been so strong. I liked him, he liked me, it felt natural, and then finally we were both single at the same time and after twenty years, we began our relationship.

The problem was that this man had some addictions (hard drugs), I knew it because we had known each other for so

long. I got involved with him because of love and because I wanted to help him, hoping we could build something solid and real... He couldn't give it up despite my efforts and I realized that the only way he could beat this would be if he really wanted to!

One day, when I had really had enough of his addiction taking precedent over our relationship, I told him to choose me or his addiction.

He packed his bags and left... (It's been months of pain. It hurts... But 3 months after the separation I'm finally beginning to bounce back alone.)

We are still in touch, he calls me, I call him. I feel that we still have unfinished business, but we are unable to properly communicate. He starts with his negative comments, I tell him that the future is the most important thing whether or not we are on a "break," but he has to make changes for himself, for us, let's forget about the past, let's remain on a break if that's what's best, but he has to get help...

The problem is that I feel like he's incapable of doing it alone, and he doesn't trust me anymore because I have lost my patience with him and I crossed the line out of desperation.

I don't know what to do. Do I let him drift away and focus on myself? Or do I keep trying to reach some kind of an understanding? He did leave me for his destructive habit, but I love him. I am holding on, perhaps stupidly, hoping that he can change."

Should I let him go? Move on?

I feel completely lost with this choice. I've calmly explained to him, but he talks to me with so much contempt and resentment... Resentment because I took trying to help him (and us) too far... Will he stop feeling that way? When? Am I wasting my time?

Just tonight on the phone I asked him, "Can you see yourself coming back to me one day?" He said, "No, not at the moment." I can't wait around for years like this. I am pretty, I'm ambitious and at 36 years old I want to build a family (I don't have kids yet.)

What do I do?

Sometimes I want to let him go, move on... But I still feel so much for him and I'm sad that he mistreats me - that he doesn't see the sensitive, loving, and ambitious person that I am."

I think that you can see how we can't just say, "I don't get it! Love is usually so beautiful and natural!"

In general there are two types of people...

I've never talked about it before in my articles or videos, because I wanted to keep this surprising fact for this book. Throughout my coaching sessions, I've come to understand that there are two types of people.

Self-sufficiency or need for something exceptional?

There are people who are self-sufficient, and there are people who NEED something exceptional.

Men and women expect love to be a simple feeling; one based on sharing and lack of arguments. These people are able to appreciate every moment of everyday life and don't necessarily want to get more.

On the other hand, I also coach people who need something bigger, who are always looking to spice up their lives, who can't stand repetition, and who want to feel alive and free of routine.



In these cases where people need something sensational, men and women often are attracted to challenges. What I mean by that is, if you give them love and attention, they'll flee because they see you as too easy.

I'd like to ask you to take a moment to think about the type of person you are attracted to, or to analyze your partner's personality. Which category describes you the best and have there been any changes lately?

It is always possible to fit into both categories, but generally speaking, one will be more dominant.

Last thing to keep in mind about love...

I met Teresa, a woman who touched my life for a variety of reasons. She consulted me in order to understand why all her relationships failed more or less for the same reasons. She wanted to know where the issue came from.

My first question for her was this; "Do you tend to always act the same way with men?"

She said yes, and I immediately understood the problem. Teresa's issue was that she created patterns by thinking, "Am I acting the right way," when in reality she was constantly making a mistake in the way she was perceiving romantic relationships.

How did I figure that out?

If the same thing keeps happening over and over again, it means that there is a fundamental problem. When she got in touch with me, she had met a man that had just told her he didn't want to take their relationship any further.

She had been so kind and she had shown deep, personal investment. She was aware of my articles and she was eager to do things right. The only problem was that she had trouble figuring out the profile of the man she met. No matter what kind of person she had in front of her, she had trouble adapting to his personality.

Being a woman on the search for a stable relationship, she acted as though the man she had just met was her first husband, from whom she had been divorced for quite some time.

She was doing something called "relationship transference." So I told her, "Teresa, if you want a man to get involved with you, don't immediately start acting like you're already in a relationship with him during your very first dates!"

I saw her expression change. She had set up a coaching session in order to conquer a man's heart, and I had just broken this dream... Well, not completely!

Who wants to be in a relationship today?

NO ONE!

I mean NO ONE wants to be in a relationship today... If you dig a little bit, you'll see that above all, we all want the elements of a beautiful love story, daily excitement, novelty, spice, sharing... We want things that characterize a relationship but we don't want any of the things related to the negative sides of being in a couple, such as the routine, misunderstandings, or breakups,

When we look at our past, we typically find disillusionments and experiences that have left scars. So when Teresa proposed doing things that reminded this man of his past experiences, he of course ran in the opposite direction!

If you meet a person (male or female) who shows little interest in the things you like or propose doing, it's because they don't seem interesting or out of the ordinary. And yet Teresa explained to me, "Yes, but I had a great time, even if it didn't lead anywhere." The mere presence of this man made her happy, but



unfortunately it wasn't reciprocated, and as I told you before, we are all different.

In the next part we will talk in depth about seduction, but remember that nobody really wants to be in a relationship. We all want the dream, the exchange, the comfort, but we don't want any of the constraints!

Not everyone has the same personality, but I can assure you that once you've experienced multiple failed relationships, you've got to reevaluate what you want out of a relationship.

I then asked Teresa to step out of her comfort zone and surprise this man; to plan something fun! Instead of asking, "Are we in a relationship," I wanted her to focus on "Are we having a great time?" Happiness directly leads to a joy-filled and balanced relationship.

This advice is perfect for people who are in a relationship and for people who are undergoing a breakup. You have to ask yourself "How do I overcome my problems," adopt a new behavior, and avoid desperately clinging to your partner.

Positive energy is always communicative!

CONCLUSION PART 1

We have tackled several false beliefs together in order to adopt a new vision of love, by incorporating notions of happiness, pleasure, and enjoying the present moment and letting go.

If you live each moment to the fullest and accept the idea of learning from your past experiences, I can guarantee that love will bring you a huge amount of joy.

To do this, you've got to learn to trust yourself in the process of seduction. In the next part, we will explore how to discover the other person, and how the notion of trust can help you build a stable and happy relationship.

PART 2: UNDERSTANDING SEDUCTION TODAY

What is seduction?

I do not have the entire answer, fortunately or unfortunately, and I believe that seduction means something different for everyone. From my “coach’s perspective,” seduction consists of knowing how to present yourself in the best light, while knowing how to respond to the other’s subconscious needs.

In other words, seduction means being able to please, to attract attention, to make people laugh, to escape from mundane daily life, being able to feel complete, or simply to feel alive.



The more you seduce and the more happiness you attract, the result is always positive regardless of whether you're single or if you've been with someone for fifty years.

You now have the ability to obtain a joy-filled sentimental and personal life. But be careful! This doesn't mean hitting on anything and everything. It means that you can work to make your life look more enticing to another person. You can be in control, be charismatic, and you can be with the person with whom you want to share your daily life.

Remember the sentence that I shared with you in the first part: "If you're able to seduce your partner, then you won't have ANY problems in your relationship."

I know that it's way easier said than done, but I wrote this book with the intention of guiding you in the best way possible, and I am convinced that you will succeed.

So, what exactly do you do in order to become and remain seductive?

PRECONCEIVED NOTION 7: YOU HAVE TO RESPOND TO YOUR PARTNER'S NEEDS

When it comes to dating, the most common false belief is that it's very important to please the man or woman that you want to seduce, and therefore put their needs before yours.

And yet we know that human beings tend to focus more on what they want than on what they have. How many men dream of having a nice car and then get bored of it once they have it? How many women do everything to purchase an amazing handbag, only to set it aside when a luxury brand unveils a new one?

I know I'm painting a bit of a caricature, but we have to admit that we function like this because it is human nature to always want more. The point I'm trying to make is that we give great importance to things that we want.

What is the best piece of advice that I can give when it comes to seduction?

A little later on I will expand on the notion of "If you chase me, I'll run," because I don't want you to think that I'm asking you to adopt behavior that isn't natural.

Simply put, I realized that my clients that were able to create a stable beginning to a relationship (notice that I didn't say,

“perfect!”) tend to find a good balance between their own needs and those of the person they have just met.

In other words, your goal is to meet some of the needs and desires of the person you want, but in turn, you’ll have to show your own. In order to make the relationship thrive, the other person will have to seduce you as well, charm you and invest, and meet your needs. It’s a quasi-instinctive, ‘give and take’ dynamic.

If the mere presence of this person is enough and everything depends on them, you will quickly fall into a one-sided relationship. Perhaps you’ll be able to fulfill his or her desires, but you’ll begin to appear too easy and this can lead to separation. The challenge is holding on to this important dynamic between you!

Alex, are you asking me to play a role?

Believe me, I don’t enjoy giving this type of advice and I know that I’m asking you to go against your nature. But why would you continue down a road that isn’t bringing you to where you need to be and is keeping you from being truly happy?

Why put all your focus on another person's needs when reciprocity has made my clients so much happier?

It isn't necessarily about playing a role. I'm going to give you an example of something I often see when I am coaching so that you can get a better idea of what I'm talking about.

Recently I helped Emma, who had explained to me that she had met a great guy. For months he fought for her, worked to seduce her, to charm her, and he repeatedly asked her to open up and talk freely about her feelings.

Unfortunately, as soon as she started to do so, he put distance between them. He broke up with her a few weeks later, stating that he was less in love than he had thought and that he was afraid of causing her pain in the future as their relationship would be unbalanced.

I can honestly say that I have come across this type of situation hundreds of times since I began doing this work! This is why I said to her what I often say to other men and women: "Don't do exactly what your partner wants or you'll end up losing them..."

What should you do NOW?

In no way, shape, or form do I want you to stop being yourself, but I want you to think about three things.



The first one consists of pinpointing what you expect from seduction and love, in the broad sense.

Simply put, how can you be innovative when you go out or when you go out on dates in order to experience more *joie de vivre* (joy of living) and positive emotions?

Seduction mainly consists of giving a voice to your desires, and creating a positive atmosphere so that the person you just met can say that you're a special person that one doesn't meet every day.

The second thing is ensuring that you're able to establish reciprocity. If you think about a unique date, and if you think about creating a positive dynamic, then this man or woman should do the same. Don't hesitate to beckon them out of the framework of traditional seduction, or to propose new activities that allow you to venture deeper into each other's worlds.

The third thing is to never hand the reigns over to each other in the relationship. You must accept reciprocity, but you should

not put your partner on a pedestal. If you do, you will find yourself in a position of inferiority. Believe me, I don't like this notion of balance of power but it truly does exist both in seduction and in relationships. No, fairytale relationships don't exist!

Right now our objective is not to meet all of your "target's" needs; it's to make sure they meet you halfway. This connection will create and maintain the desire to avoid what I call False Beginnings. These false beginnings occur when you experience what feels like passionate love at first sight, but in going too fast you end up with a painful separation just days or weeks later.

I have yet another coaching example to illustrate my point!

As a general rule, this is a topic I often go over with women, but very little with men as they are typically the ones to put an end to a false beginning or Passionate Love at First Sight (PLFS) situations.

Relationships with false beginnings tend to last anywhere from a few days to a few months and PLFS relationships last from a few months to no more than one year.

If there is a separation during these periods, the issue stems of a problem with seduction.

So I met Abbie several years ago in a coaching session. A mother of two, she wanted to rebuild her life but couldn't find a partner who was willing to really invest and the reasons were obvious. Right off the bat Abbie played the role of companion, lover, mom, and superhero.

I told her, "Abbie, aren't you tired of exhausting yourself without ever receiving anything in return? Your behavior is that of a woman terrified of being abandoned, so you launch yourself into the relationship way too fast. So starting now, I'm asking you to never make the first move. And what's more, you will now have to find new tools for communicating with a man and making him realize that you're different from the rest."

The first weeks weren't easy, because Abbie was used to being very direct with her feelings. As soon as she was interested, she couldn't hold back. She was having trouble following my advice.

The result was that she had to undergo yet another breakup and all the disillusionments that go with it. If you don't accept getting rid of the false beliefs that I am talking about, I sincerely think that you will have a hard time finding balance in love.

So I asked Abbie to pull herself together and gave her several assignments, including valuing herself more! She was to be

the one to be sought after. For example, each time she met a man, she had to consider him as a good friend and behave accordingly. So that meant no loving gaze, no excessive touching, and especially no viewing the man as a solution to her daily problems, as she had done before.

She had results very fast, and some of her exes even came back! As if by chance... She kick started her daily life by going out and trying new things with more confidence, and she was able to have men get on her level and propose doing new things with her. She had much more success when she wasn't going out of her way! Isn't that crazy?

Well, no, not really when you study the basic rules of attraction.

She met someone that recognized her as being special, and she was able to begin a relationship without losing balance in her life and without being at this person's beck and call.

Remember that the false belief here is that you must meet others' needs in order for you to flourish. Abbie accepted to follow my advice of "You will only go out with him once or twice a week, not more. If he wants to see you more, then he'll have to make an effort and propose things that you would enjoy. You don't have to always be at home together."

She asked, "But what if he's tired from a long day at work?" She could've asked any other question, maybe even the question you're thinking, but the answer would have remained the same. "So you don't see him and you go do something

more fun than hanging out with a guy that's exhausted from his day at work."

By balancing your dates and by ensuring that you're not too available you'll be able to master your attraction sooner.

PRECONCEIVED NOTION 8: POWER-PLAY DOESN'T EXIST

You're not going to like what I'm going to tell you in this part. Nope, not at all! I absolutely want to explain to you what I mean when I say "the balance of power." You'll find compelling logic and I'm willing to bet that it's going to make you change your ways.

Before we get started, I want to specify that whether you are single or taken, advice on attraction is going to serve you in your daily life. It's about studying human relationships, in general terms, so feel free to apply these tips to all areas of your life. Attraction should be viewed in a broad sense because it affects our love lives, but also all aspects of your life.

The conundrum of attraction...

When I began coaching, I was helping men and women find love and to overcome being chronically single.

How so?

By making them work on personal development and socializing, allowing them to gradually open up and gain confidence in their own power to seduce. Timidity or lack of confidence are two main problems that we encounter when we are on the search for love.

This process continues to deliver great results to my clients. I just call it “natural seduction.”

My goal is very clear: to bring out the best in my clients, showing them that they can simply be themselves and that they do not need to play a role in order to meet someone nice and make them happy. In my opinion there is nothing more powerful than authenticity if you want to create real attraction. My friends, the power of seduction is in your hands alone!

In order to find love, it is important to know how to value oneself, to become aware of your qualities, and finally, be able to master dating from "A to Z", that is to say from the first second up to the final goodbye. This allows my clients to avoid falling into emotional dependence, and be the masters of their own lives. I want the same for you, reading this book now!

If you'd like more information, I am very proud of the book I wrote on the subject entitled “The Code of Love.” You will find exercises and advice presenting my philosophy and the concept of “Natural Attraction.”

For some people, I realized that the instinctive route wasn't the best option. In fact, I've noticed a significant increase in seduction problems because men and women are too nice, too attached and they often fall into one-sided love.

A bit like Abbie, these men and women tend to be too involved or too invested in their relationships.

This is how I developed a new method of seduction that works for everyone, whether you're single or in a relationship. It's based on the saying, "If you chase me, I'll run, if I chase you, you'll run."

I know full well what you are thinking now. Many people have commented on my YouTube videos, particularly my video; "If you chase me, I'll run" that reached tens of thousands of views in a matter of weeks. People kept saying, "No that doesn't work, I'd rather be natural because I don't want to play games!"



I guarantee that this technique is nothing like what you are thinking.

The "If you chase me, I'll run" technique isn't about playing a role, keeping distance, and feeling low. Nor is it a question of cutting ties until the other person makes the first move.

So what exactly is it?

Applying this technique consists of accepting the idea of focusing on yourself, balancing the different aspects of your life, presenting yourself in the best light, while remaining a welcome challenge in the eyes of the person you're interested in.

This technique will allow you to:

1. Control your emotions in order to fight your fears
2. Balance all areas of your life to bring you the most joy (personal, professional, friends, family, and romance), and ensure that you are never childishly needy
3. Seduce someone by focusing on the present moment and innovation
4. Strengthen your relationship by planning positive and enjoyable moments spent together
5. Learn to change your bad habits and no longer make the same mistakes!
6. It's important to get rid of your preconceptions by accepting the idea that this technique enables you to boost your self-confidence on all fronts. First off, you will take control of your personal life and second, you will be able to take the time to make special moments during the seduction phase and throughout your relationship.

The "Chase me and I'll run" technique is one that requires you to surpass yourself in all areas of your life. You will have to enjoy finding your passions, spending time with your loved

ones, and experience new things, and this should help spice things up in your relationship or attract the right person for you.

You must therefore agree to put the notion of “I want to be in a relationship” on the back burner and focus on elements that will bring you joy such as letting go, enjoying the present moment, the idea of carpe diem, and living life to the fullest.

I can assure you that by adopting this behavior on a daily basis, you can master the art of seduction.

The surprising truth is that you can perfectly combine natural seduction with the concept of “Chase me and I’ll run.” You don’t have to change your personality; in fact you put your best characteristics forward, and you become desirable for what you are and not for what you give! Remember the false belief I spoke about above?

Sounds like the door to complete happiness, right?

I’ll give you a concrete example. I worked with a twenty-two year old woman, Melanie, who had been in a relationship for several years. She was rather shy and unassuming, and I asked her to view her relationship as if it were still in the seduction stage, as if she had just exchanged numbers with her boyfriend.

I asked her three questions:

- 1.) If this was the first time they were meeting, what would she change in her behavior?
- 2.) What would she like to talk about with him? What questions would she ask in order to learn more about him and to see him in a different light?
- 3.) How would she ensure that he would be the one seducing her and not the other way around?

These questions were anything but random. The goal was to have Melanie target the behaviors that needed to change, and the attitude to adopt in terms of seduction. Simply put, to pinpoint how to be a “femme fatale.” The objective was for her to regain self-confidence and thus attract her man.

She got results extremely fast, and she understood that she had to find joy in life and that in expressing it, she had to the power to create change. Within three weeks, her boyfriend was willing to move heaven and earth for her, great news, right?

I asked the same three questions to Jeff, a 46 year old bachelor who had been divorced for several years and was struggling to rebuild his life. Each time he met a woman, he would go into “speed dating” mode and fire off question after question to make sure that she shared the same values as he did, I bet you can imagine how that went.

No natural seduction, no pleasure, the women he met didn't feel the desire to spend time with him, and yet he was a man who had all kinds of great qualities.

So I asked him these three questions and advised him to forget his criteria and focus on one important concept: "How can you ensure an unforgettable first date?"

In this situation, I am talking about "Chase me and I'll run" because I explicitly ask my clients NOT to think about this need to be in a relationship and switch their focus to the present moment. You will agree that this isn't the traditional idea of "If you chase me, I'll run."

With Jeff as well, we quickly got results. Firstly because he did have all the qualities that a woman could look for in a man, but also because it didn't take much to find the right person or to save a relationship as long as you change your bad habits and accept the change.

To give you another little revelation, I wondered how I could help my clients on a deeper level in terms of the "Chase me and I'll run" technique without making them lose their personalities. The majority of them tended to give too much without getting anything in return.

Then one day I started thinking about something during a coaching session. Think of a relationship as a whole - as 100%. You have to make sure that you put forth only 49% of the effort, and this helps to ensure that your partner continues to make an effort to keep you.

Not every piece of advice can be applied to everyone's situation, so you do need to figure out what is appropriate for you, your character, and your desires. But if you invest, and you know that your partner or love interest is doing the same for you, then you can truly have a relationship built on a strong bond, knowing both partners are in the interest of taking care of one another.

Let me clarify something in order to avoid any misinterpretations.

When I am talking about the balance of power, I don't want to you think about it in a physical or even psychological sense. It is not a challenge that exists between two people. Furthermore, the balance of power can even be something you establish within yourself!

To give you a personal example, sometimes I don't answer my girlfriend. No, this isn't "bad" and I'll explain why.

I try to avoid communicating with her during the day because I know that today, with all the social networks, geolocation and new technologies, we are constantly in contact, and our relationships become less developed. We end up being satisfied with the nonessential.

This mini escape enables me to engage in a stronger dialogue in the evening when we are together. The less I answer during the day, the more I want to be with her at night, spend quality time together and not talk about my problems, my articles, or my daily worries.

I sincerely believe that the power play can help bring balance to your relationship, make it even more beautiful in a time in which new technology tends to damage the bond between two people.

And there's no point in denying the fact that it's always nice to hear your partner say, "You didn't respond!" We all like getting a little attention, don't we?

"But if I give less, I will lose my partner!"

Let me clarify something because I've heard this phrase thousands of times since 2007 (and when I say thousands of times it's not a figure of speech!) If a person doesn't invest when you're in the attraction phase, it means that they are not the right one for you.

Generally, this sentence isn't a reassuring one, but I can guarantee that the "Chase me and I'll run" technique allows you to increase your chances of seducing the one you want, and more often than not you will be successful.

What if the one you wanted was chasing after you? You can make this happen by accepting to change your habits and get rid of the false belief that the balance of power doesn't exist.

PRECONCEIVED NOTION 9: THERE ARE RULES TO RESPECT

We tend to think that there are precise rules when it comes to seduction or dating. For example, “It is up to the man to make the first move,” or, “You shouldn’t sleep together before X dates.”

Throughout my career I’ve heard several “rules”, many of which were pretty humorous and made me chuckle. One time a man wrote to me because he wanted to learn how to be more seductive. He had said to a woman that he was interested in, “You are too stupid for me,” in a deep voice, in order to make her think he wasn’t interested, and to put himself in the position of Alpha Male. This is a typical misinterpretation of the “If you chase me, I’ll run” concept that I’m developing on!

This experience was touching because he really was a good guy, but he just hadn’t gotten any education in the field of seduction. He just didn’t understand how to charm a woman. So he went online and found one of the techniques used by “pick up artists,” but unfortunately he didn’t quite get it right.

This technique is known as the Neg Hit, and it consists of delivering a little blow to a person’s ego to make him or her think that you don’t think they are anything out of the ordinary.

The problem with this technique is that it’s quite tedious, and it really must be used carefully.

I am telling you this story to illustrate my point that there is no rule of seduction that works 100% to help you establish a stable and positive relationship.

From now on, you should see seduction as a way to experience pleasure, while upholding your personality through positive actions that allow you to discover a person and to make it easy for them to trust you.

If you know what you want and focus on Dream Love, enjoying every moment, and keep a positive outlook, then you can quickly and naturally perfect your seduction techniques even if, (hold on to your hats!), you sleep with someone on the first date!

How can I help you to be more seductive?

Even though unfortunately there is no magic piece of advice that can be applied to everyone and in any circumstance, I still want to encourage you to follow one thing that has brought great results to my clients.

My advice may seem simple, and I'm sure it's easy to overlook. Invest in yourself to the fullest!



In order to be successful in seduction, whether it's to find love or to save your relationships, I encourage you to always look for ways to become the best version of yourself.

It can be through your image, taking care of your body, your passions, or many other things. What matters is that you do your best to be proud of yourself.

A person that is confident and makes an effort to improve his or her daily life automatically becomes someone in control and therefore attractive!

Enjoying the present moment is the only rule to follow!

Even as I write these lines I'm thinking, "It's such a simple piece of advice and yet it's the one that works best!" Yes, it works amazingly well and it provides long-lasting results. Most men and women end up putting too much pressure on themselves and their love interest when they're dating, they want to do everything right, they ask a thousand questions, and it stops feeling natural.

Without realizing it, if you can combine seduction with a desire for daily positivity and well-being, then I can guarantee that you will increase your chances of finding the right partner or saving your relationship.

The only rule you have to follow is that you must enjoy life! The more you work to become a better version of yourself, the

more seductive you'll be, you'll be more attractive, and people will naturally like you.

So what are you waiting for? Start taking action and fix any lack of self-confidence!

Survey question: How do you know if he or she is the right one?

Before writing this book, I set up a survey to round up your questions and your thoughts. Within the subject of seduction, the most common question I was asked was, "How do I know if my partner is The One?"

I think that this is one of the hardest questions in terms of love, because we can never know anything for certain.

Unfortunately, relationships evolve and it is never guaranteed that the person we meet, or the person with whom we are in a committed relationship, will be the right one for an entire lifetime.

On the other hand, what I can tell you is that it is very easy to know whether this person is right for you right now.

It is a matter of asking yourself two questions and answering them very honestly. The first one is "Do I truly feel fulfilled with him/her?"

If the answer is yes, and you find deep happiness from being together or from the seduction phase, then ask yourself the second question. “Am I truly myself when I talk to him/her?”

If you can't be natural in order for your relationship to be happy, you must understand that problems will arise quickly. If you answered yes to the second question, then you have everything you need in order to create a beautiful love story.

If you initial response is, “Yes but... I wish that...” then you should ask yourself two things:

1. Are you too dependent or too much of a perfectionist? If yes, you might be expecting too much and letting go a bit would help your relationship thrive.

2. Does this person really meet your needs? If not, you should bow out and avoid stepping into an unstable relationship in which you'd be more likely to suffer than to build something solid and healthy.

This is often when my clients say, “Yes but I still want to fight for it so that I know I tried everything.” I completely understand, and I suggest you introduce the “Chase me and I'll run” technique to see if the person you're with really gives you everything you want.

Finally, of course, if the answer is, “No, I am not happy,” then you'll have to step out of the relationship soon, or at least begin to change your habits and avoid remaining in an unhappy situation that can end up slowly destroying you.

I was actually rather surprised to find that the most commonly asked question was, "How do I know if he/she is the one?" but I realize how important it is. It determines what exactly you'll need to do!

In your opinion, what is the second most frequently asked question?

Survey question: How can you remain happy together?

I bet you're wondering why I am answering this question in the section on seduction. It is simply because for me, this element is at the root of most rescued relationships.

When a couple manages to restore seduction, the relationship becomes healthier, more joy-filled, more fulfilling and above all, more alive.

The survey I conducted with more than 700,000 members on my newsletter showed how important it is to ask, "How can we make our relationship last forever?"

I will answer this question in the next part, by explaining what false beliefs we have about married life, what drives us to make serious mistakes, and of course how to make things right.

I simply wanted to tell you that human beings tend to take what they own for granted. This means that we are always investing more time and energy at the beginning of the relationship because we really want everything to work as marvelously as possible, but once the relationship is established, we begin gradually to relax, we stop making efforts and then of course the routine starts to take over.

This is how most relationships run out of steam, and this is the main reason why you absolutely have to maintain seduction, discovery, and innovation in yours.

In the next section I will talk about the rules to follow and especially the actions that will help your relationship reach its full potential. Seduction must be present in everyday life if you want to preserve the best part of your relationship: the desire to please and to seduce each other.

PART 3 : HAVING A HAPPY RELATIONSHIP

It's no secret that the life of a couple is the area in which I am most at ease. I love working on different issues and finding solutions. It's a real challenge for me! You might think I'm crazy and it might be the case... But what a feeling knowing that we helped a couple that was about to lose each other! What I am revealing might sounds selfish but it is not the case as I know that my role can be crucial.



Very often, when a person's relationship is in trouble, they look for a magic, immediate solution.

There are of course tools to put in place quickly to steer clear of separation, but you have to thoroughly analyze your relationship in order to stop making the same mistakes.

If I decided to start this book with a section on seduction, there is a reason for it. In fact, I am convinced that this is a solution for all (or almost) problems in a relationship. If you're able to revive attraction, charm, fun, and seduction in your relationship then you will have almost everything.

I say "almost" because there are still some revelations that I want to share with you.

I am not going to present theories on the importance of communication or the importance of having good sex, or anything else that you've already heard a million times.

On the contrary, today I want to focus on rules and advice that are a bit more out of the ordinary. Perhaps this will be the first time you hear of them but I can guarantee that they will help you revolutionize your idea of love and relationships.

Even if you are single and do not feel that this part of the book is intended for you, I still encourage you to take time to read it and study what mistakes we often make when it comes to building relationships!

PRECONCEIVED NOTION 10: THE DIFFERENCES BETWEEN MEN AND WOMEN ACCOUNT FOR ALL THE PROBLEMS!

Did you know that men and women are different- that we do not express our love and our feelings in the same way? I don't think that's a surprise to anyone but let me ask you this: Does knowing that really help you to be happy in love?

Does realizing that there are differences between men and women help you find solutions for better understanding your partner?

Personally I don't think so and I am about to explain why.

Problems in relationships taught me something strange...

Since my earliest years, I was always taught to study love from two points of view: that of men and that of women. Whenever there was a problem in a relationship, in a movie or anywhere, the excuse that followed was always, “Yes, but men and women are different!”

It’s true, we are all different and it has even been scientifically proven. And yet, I think that this distinction is no longer required to understand the issues that you encounter.

If I base myself on John Gray’s “Men are from Mars, Women are from Venus,” everything can be explained by the difference of gender. So perhaps men communicate more through actions and women need to hear words or romantic sentences to be reassured, but throughout my career I have encountered men who acted with a rather ‘feminine’ behavior and vice versa.

Moreover, I accompanied people who were in homosexual relationships and I realized that their problems were EXACTLY the same.

One of my clients, Marcus, smiled and said, “Yes apart from the fact that we can share clothes, our problems are identical to those of heterosexual couples.”

All this to say that you will not be able to keep your partner based on what others say or by looking for excuses based on the differences between men and women. Your partner is special and as I said in the first section of this book, it is up to you to understand them on a profound level.



Ladies, it's not because he's a man that he can't say, "I love you," that he hides in his man cave whenever things get rocky between you and acts like a bear, even if this does apply to the majority of us.

Same for us gentlemen, the solution isn't going to come from a women's magazine that explains how to give pleasure to your partner, how to express your love for her, or worse still, what to get her for Valentine's Day. These generalized rules aren't enough anymore. We have entered the era of Dream Love where you must fully understand your partner, in all of his or her originality.

You can no longer rely on stereotypes about men and women in order to adopt proper behavior in love. This may give you a better understanding of your partner or the person you would like to seduce but you must go even further, specifically studying their past and their desires for the future, so as to be sure to adopt the right behavior.

That is the word of a coach who helps you save your marriage and your family.

So how do you better understand your partner?

I already presented a part of the response in preconceived notion number 5. In order to study and understand a person's expectations, needs, and desires, you have to focus on two things: their past and their future.

You need to know what your partner felt during their childhood, what kind of personality they have, what their dreams are, and what your position is in these dreams.

The more you move past the simple difference between genders, the more lucid you will be, and you'll be able to find sentimental osmosis. I can assure you that by saying, "It's just because he's a man" or "It's just because she's a woman," you will block yourself from really getting to know each other and using your differences to help you understand what you both need.



A tiny but mighty coach's scoop!

My experiences have allowed me to come to understand something. Regardless of the person you're dealing with, and when I say that I mean that it could be a person looking for a job, or a boss of a big company...we all have insecurities. The moment you understand this fact, you catapult yourself towards better understanding the other person.

If you are able to study these things, regardless of the gender of the person, so that you may grasp their needs and deepest fears, you will gain access to a very stable and fulfilling relationship.

This is why I always encourage you to be as innovative as possible in your relationship, in your desire to respond to needs that aren't always explicitly expressed, and in the things that you think about in terms of men and women.

There is always a more precise reason behind these differences and I encourage you to take a closer look!

PRECONCEIVED NOTION 11: LOVE IS SELF-SUFFICIENT

At one point in my life I thought, incorrectly, that loving someone is enough and chances are that today you feel the same way. Then one day, I realized that I had to completely change my point of view. Loving your significant other in the

silence of your own heart isn't going to cut it. You have to prove it and work to show it on a regular basis.

Of course, this isn't simple or even natural, but since I made the decision to do three acts of kindness per day, I've realized that little by little I was able to send a nice message to my mom, give a little gift to my nephew, organize a fun evening with a friend, plan a vacation with my girlfriend... etc. These little things allow me to bring balance into my life and help me pay attention to the details that we often take for granted, or worse still, consider unimportant.

In my coaching sessions, I often say that love is not self-sufficient and that it needs to be fed. You can love someone to the moon and back, but if you don't do everything in your power to show them, and to become the best version of yourself, then how can you nurture your relationship?

As you can see by my examples, I'm talking about relationships in a general sense: the relationships with your parents, friends, acquaintances, and of course with your partner.

The most important thing to remember is that just being in love with someone isn't going to be enough to ensure that you meet his or her needs. Unfortunately, not everything comes naturally. You will have to accept forcing yourself, and we will study the "how" in this section.

What exactly is love?

I have described seduction as the best way to feel alive and to enjoy the present moment, and well, Love is no different! You've got to keep in mind that every moment must be improved, developed, and enjoyed to the fullest. If you lose this need for nurturing you will end up doing the bare minimum: loving someone in silence!



This morning I received a message from a young woman in Quebec in my daily emails. She wrote, "I didn't show my boyfriend how I feel even though I wanted to."

This allows me to get back to what I was explaining: you must never make generalities between men and women, because sometimes people do the opposite of what you'd expect.

I'm harping on this because I do NOT want you to end up in this situation. I felt so much regret after my dad passed away that I thought, "But damn it, we could have had something so much bigger and more beautiful." The same goes for all relationships, whether romantic, friendly, or professional.

Love (in the general sense of the term) is there to make you feel alive, to make you truly exist, and to make you give the best of yourself!

This is why you must always nurture it and put your best foot forward.

Stop telling yourself that loving someone is enough because unfortunately this isn't the case. In my opinion this is the biggest false belief that this book should dismantle. It's time for a new attitude so that tomorrow morning you can wake up and begin your day with a precise goal: How will you reveal your love to three people?

This question has changed my life and I recommend it to every single one of my clients.

To give you a concrete example, this morning I decided to call my grandma. I haven't done it in three weeks, shame on me, but my schedule has been extremely busy. I organized a surprise brunch for my girlfriend for this weekend, and I sent my nephew a box of his favorite lollipops that apparently can't be found in France.

These are simple little things that I would always put off till tomorrow, and today I can be proud that I did them.

We aren't always "logical..."

I understand that all of the things that I am revealing to you might surprise or even shock you. To support my philosophy, I often talk about a book in my coaching sessions that sheds a lot of light on human relationships.

Its title might sound 'negative' but I can assure you that this book can teach you to better understand the way we work and thus better understand how to respond to the expectations and needs of your partner, your friends, your loved ones, and all people that you come across on a daily basis.

The book is called "Influence" by Robert Cialdini, (Influence and Manipulation in French). The psychologist reveals all the emotional and cognitive levels that human beings possess. It is basically a goldmine if you want to fight off everything that keeps you from growing, like emotional dependence, fear of commitment, jealousy, or even the inability to enjoy the little things in life. It's kind of like a human psychology bible!

Don't ever take anyone for granted

If you only knew the number of men and women that have come to me in tears because they had just gone through a breakup or had been experiencing problems for several months because they took their partner for granted, trust that you would feel as distraught as me.

I want you to avoid finding yourself in this situation at all costs, because I think this is the worst thing there is. You didn't necessarily act badly, but you forgot to show the person who "belonged to you" how much they mean to you. This is also what I felt when I lost my father. This bitterness of thinking, "I could have given so much more love and affection."

I was chatting with Adrian, a love coach in Miami, who said to me, "Taking your partner for granted is like a baseball bat

hitting you far away from your goal.” You don’t realize how it’s a problem right now but one day the bomb will go off and it will be too late to undo it.

This is exactly what happened to Francis, the head of a very large company, who only paid attention to his enterprise and spent his Sundays resting on his sofa.

He went home one evening and his wife told him in tears that she could not stand the situation anymore and that she wanted a divorce.

I also accompanied Mary, a saleswoman, whose husband left in the arms of another, because she devoted herself exclusively to her children and had forgotten her role as a woman, both for herself and for her husband.

Fortunately these two people were able to get their partners back but unfortunately this doesn’t happen for everyone. So I really do encourage you to step out of your comfort zone and show the people you love how much you care. Nothing is ever written in stone.

So remember that love isn’t self-sufficient, and you could even think about a newborn to illustrate the point. You must constantly give it attention, take care of it, and evolve with it because this will give you ten times more joy than all the sacrifices you had to make!

PRECONCEIVED NOTION 12: COMMUNICATION IN LOVE IS SIMPLE!

When chatting with a friend and fellow life coach in the US, I realized how love had the power to amplify emotions. To be honest I already knew this, but this was confirmation. So, when the person you love does something good or bad, the way you feel about it is multiplied tenfold.

It is of utmost importance to learn to control your emotions, to analyze how love makes you react, and understand what the solutions are that can help you to have a positive experience.

We all know that communication is one of the fundamental pillars of healthy relationships. It is important to have dialogue, to listen, and to be empathetic. Unfortunately, in practice it is rather difficult to succeed in proper communication. Instead, we tend to see dialogue as a way to present what we think, without necessarily taking into consideration the other person's point of view.

There are many ways to communicate!

This situation leads me to the conclusion that communication via words is no longer sufficient if you want a stable and fulfilling relationship.

It is no longer enough to repeat what you want to say over and over in order to ensure that communication flows in your relationship. This is exactly why I mentioned Gary Chapman's

book, “The 5 Love Languages.” You can learn about the differences that exist between you and your partner.

I think it is crucial for my clients to go further than using words and to take the initiative to simultaneously incorporate actions.

Always ask yourself, “How can I express my love or desires with specific actions?” This can be a surprise weekend, a gift, a physical action like a touch or any other action that makes you want to talk about what you feel or break the routine.

Why is it hard for me to communicate with my partner?

One question that often came up in my survey about what bothered you the most in love was “How do you communicate properly?” It’s true that it’s never simple when it comes to communicating with your partner because each person is different.

Why is it so challenging to communicate?

In truth talking is easy, but really understanding each other is another story.

The first reason for this is a difference in the way we perceive things. Not all words mean the same things for each person. We can say things that are unintentionally hurtful, or not send the right message because we try to protect the other.

It's not always easy to say what's bothering us without being hurtful, and that is why verbal communication isn't at the heart of a relationship and probably never was! I also realize that many couples communicate when everything goes wrong, but not when things are going well, they don't necessarily express the depth of their love.

You tend to blow all problems out of proportion in your relationship...

Problems also arise from what I call "interpretation filters." There are so many of them in relationships and they don't stem from dialogue; they stem from your inner voice.

"If he doesn't call me it means that he's not thinking of me."

"If he doesn't say I love you, it's because he doesn't care about me."

"If she gives me more gifts it means that she doesn't feel the same way about me anymore."

"If she doesn't accept my propositions to go out together, she wants to leave me..."

Generally speaking, when you hear this inner voice, it is never telling you that you're perfect or that everything is going well in your relationship.

It's kind of like if you type "migraine" into Google and it provides you with all kinds of serious afflictions, when all you have is a headache that will be gone within the hour.

Let go of these negative interpretations and fears.

How to communicate efficiently in a relationship?

The first piece of advice I can give you is to always speak in your partner's love language so that your message is understood. If your man is unable to say "I love you," perhaps instead of you repeating it to him hundreds of times, he needs a different type



of communication. Perhaps his communication is based in actions, touch, surprise, or thoughtful gifts?

It's the same for us men; it's important to ask ourselves how our significant other communicates in order to know how to give her the love she deserves.

I encourage you to be innovative in order to never focus solely on words, and to make sure you surprise your partner and make him or her happy. Communication must be viewed in a general sense, and as a means of conveying a message and conveying love.

And this is not just a figure of speech.

PRECONCEIVED NOTION 13: MAKING COMPROMISES IS A GOOD THING!

No, I haven't fallen and hit my head. I know you've always been told that it's very important to make compromises if you want a happy relationship. And yet, as a result of my experiences, I decided to dismantle this false belief.

Compromise is only the first step towards a relationship crisis!

When I was coaching Emilie, I had the realization that "We need to stop seeking amicable solutions." Not that I am in favor of conflicts, but I think that if you're having to compromise then your relationship has entered a period of turbulence and it will become complicated to step out of it.

We have a "bad habit" as good people. We try to make everyone happy around us. This is how we end up finding ourselves in a position of weakness, and how we accept things that cause us pain, hoping that better days will follow.

So I have a new revelation to share with you: I don't want a relationship based on compromise for you!

Why settle for an easy fix if true happiness isn't really present? Especially when you now have all the tools to create a successful, happy and positive relationship?

When Emilie contacted me, it was because her boyfriend absolutely wanted his freedom back and see his friends more often during the week. He completely neglected her, didn't get involved in the relationship at all, and starting being disrespectful to her. He became very imposing and ended up asking, well, telling her really, that he was going to go out four or five nights a week!

She accepted and reserved a session with me in order to ask about how to handle the situation, but it was already too late as the process was already launched. You can't expect to have a happy relationship if you sacrifice your values. I'm not saying that you need to spend every second together. You know that I encourage you to preserve your personality, but you should never accept the unacceptable.

From the moment that you think you've made compromises, you are no longer on the same wavelength as your partner, and there is a deeper issue that must be solved quickly.

I asked Emilie a question in order to help her see things clearly. "If you take a look at your past, whenever you made a big decision that went against your values, did you end up being happy?"

I bet you can figure out her response, and I invite you to ask it every time you consider compromise as the key to saving your relationship.

What is the reality behind compromises?

Well I'm not crazy, of course there are certain agreements involving time apart that can improve relationships, but to take Emilie's example again, if your partner wants to be out of the house five nights a week, it means that there is a deeper-rooted problem in the relationship, and you're trying to bury it.

Unfortunately, when we act like this, all we do is try to push the problems further away, which in turn make them bigger by the time they finally surface.

Generally speaking, compromises are attempts to resolve frustrations, but they tend to augment them instead. In the end they explode and lead to a divide between the two partners, and a painful breakup begins to loom overhead.

How to react when we have problems?

Since I have just debunked one of the biggest false beliefs about how to solve issues, it's about time that I provide you with some concrete answers and explanations on what exactly to do.



The majority of my coaching sessions are with men and women who are experiencing issues in their marriages. Each little mistake tends to cause an earthquake.

Have you ever found yourself in this situation? You feel so stressed out about going home or doing something wrong that in the end everything you do ends up being a false move?

I remember when I coached Christian. This forty-six year old man who, in the words of his wife, was “in the hot seat.” He had to completely change so that she would decide to stay with him, or a divorce was inevitable. When he contacted me, I recognized a sad, exhausted man, who had tried everything to redeem himself but he couldn’t manage to get close to his wife.

I can assure you that he had tried and imagined all the compromises you could think of, and he had also given his wife all kinds of promises in hopes of winning her over.

What had he done to find himself in this situation? He had a bad attitude for years, took his wife for granted, and spoke to her in an aggressive tone.

He continued to behave like this until the day that she couldn't take it anymore and told him that she could no longer accept a relationship like this. Unfortunately for him, the trigger came a little bit too late and he found himself in a very delicate situation.

Another major problem was that apologizing only made his wife angrier, and he no longer knew how to behave. It was at this moment, when all hope seemed to be lost, that he contacted me.

The first thing I said to him caught him off guard, but I needed to set the scene. **DO NOT APOLOGIZE, EVER!**

Words have no impact at all when you're trying to prove changes and rekindle the flame with your partner.

I know that, like Christian, it's hard for you to accept your mistakes and that you have hurt the person you love, but the best way to fix a problem isn't to talk about it; it's to prove your changes via concrete actions.

If you need to express yourself, then do it in a handwritten letter. Contrary to popular belief, this is in fact a powerful action and doesn't count as oral communication. Human memory is limited and conversations are quickly forgotten. We typically only retain about 10% of what was said, half of which will be negative words or misinterpretations.

If you really want to make things right then you will have to focus on stronger actions that can give a powerful framework to your apology. It is up to you to think about an action that will actually have an impact and surprise your significant other.

Coming back to Christian, I asked him to do several things, like consulting with a communication coach, doing yoga to control his negativity, devoting some of his time to working with an association to help him relativize what he considered to be his hardships, when in reality his life was more beautiful than he realized. The purpose of all of these actions was to prove that he had changed, and that he was no longer just making excuses. We wanted his wife to see his changes and internal evolution.

The lesson that you should draw from this section is that one good action is better than ten fruitless communications with your partner. You will also need to focus on the positive in order to unveil your PERSONAL evolution and not continue feeling guilty about the past. Unresolved guilt makes it hard to recreate attraction and passion in your relationship.

Finally, strange as it may seem, I asked Christian to not be too present and to think about preserving his personal life. Making a mistake doesn't mean that you have to constantly be at

home in order to prove your love. If you do so, you'll struggle when it comes to bringing seduction and attraction back.

This is why I really encourage you to think about your personal desires, to bring out the best in yourself, and to show that you are serious about your long-term, positive changes!

PRECONCEIVED NOTION 14: IN ORDER TO SAVE A RELATIONSHIP, YOU HAVE TO LIMIT YOUR PROBLEMS!

I've already touched on it a bit, but I wanted to give you some more information on how exactly to save a relationship.

The collective thought on the subject is that you should seek to limit the damage, reduce the problems, and avoid any crises.

If you're able to do this, I admit that it's pretty good. But take it from me, it's not going to be enough! In the same way that I don't want you to have a relationship overflowing with compromises, I don't want your relationship to be overpowering.

I don't know any relationship that could last if there is no real passion or common projects that stimulate both people. You have to work to nurture this bond or shared vision, if you want to strengthen your relationship.

As you can imagine, saving a relationship isn't about limiting problems; it's about rekindling joy and positivity, and taking your daily life back into your hands.

Stop settling for a solution that consists of no longer being in the worst situation! You'll be disappointed, frustrated and soon find yourself back in the same situation.

What is the best way to react when everything is going wrong?

The first thing I ask of the people I coach is to really analyze their situation. You have to face your problems with strength and character. You must find solutions that allow you to be the master of your sentimental life.

You will save your relationship by taking action, focusing only on what you really want, reviving the passion, and seeing your future very clearly.

You cannot, and must not, accept a relationship that isn't perfect!

Sure, we all know that we can't achieve perfection, but as they say, "Shoot for the moon. Even if you miss, you'll land among the stars."

What is keeping you from having the right behavior?

I know it's easier said than done, but by studying my coaching sessions and by constantly reflecting, I've come to understand that there is just one thing that you need to control: your fear.

You get so scared of doing something wrong that you become incapable of doing things right. When nothing is going well in a relationship, we tend to imagine the worst and become overwhelmed with emotions.

You must now fight fear on a daily basis by concentrating on the best actions to set into motion for you and for your relationship. You will get results as you go. Be patient, because this is the best way to get a relationship out of a crisis.

In the third part of this book I will help you to take action and to find positive emotional support. You will become the master of your destiny and no longer allow negative emotions to take over. This is what I love above all else in my job; knowing that I can provide happiness and answers.

But just before I give you all of my advice, I have a little warning for you.

I want to make you aware of the fact that every decision you make to improve your relationship will have a big impact, so be careful.

One coaching experience that really stayed with me is this.

Several years ago, a man came to me regarding a “strange situation.” His wife had just left him because she could no longer look at herself in a mirror.

The reason?

They had decided to try something new because their sex life had become monotonous. He absolutely wanted to try swinging, saying that it could revive the passion in the relationship. She was tempted by the experience as well.

Since then, I have received dozens of men and women who had found themselves in the same situation. Testing swinging may seem like a good idea to spice things up, to revive passion or physical attraction, but it can also permanently destroy your relationship.

In all sincerity, I only managed to reunite one couple in this situation because your partner loses all of their bearings. So please, before you choose a “miracle” solution, really think about the pros and cons, and think about the perverse effects it can have on your relationship.

Sometimes we feel ready but we lie to ourselves, or we don't dare say “No” to our partner out of fear of losing them. Pay attention to every action you are going to take, as it could not only break your relationship, but also your partner.

PRECONCEIVED NOTION 15: WE MUST ACCEPT BEING SATISFIED WITH WHAT WE HAVE

I want to qualify my remarks in this part because I am perfectly aware of the fact that happiness is not a destination but a journey, and that it is very important to appreciate what one possesses.

Constantly searching for more can lead to losing yourself and falling into a form of dissatisfaction.

I had the chance to meet Tony Parker, the French basketball player, who told me something that I still think about even today. "The hardest thing isn't being Number 1, it's remaining Number 1."

Why does this resonate with me every day? It's not because I fantasize about being a globally recognized coach, but rather that I talk to men and women every day who are experiencing problems in their relationships because of routine.

So if I had to adapt this sentence to our everyday life and love, I would say, "The hardest thing isn't having a relationship, it's remaining happy together."

This requires putting in a lot of effort, accept questioning yourself and thus avoiding being overly satisfied with what you have, even if everything seems amazing right now.

This process should also help you to avoid falling into a routine and to always maintain the flame in your relationship. This is why I often tell my clients, “Don’t settle for the present moment, and reach further!”

I know that we are in a society where we focus on appreciating what we have and to never complain.

People often ask me, what do you ask of your clients to help them get further?

I find that I tend to ask my clients to strive for excellence, both in their behavior in regards to the relationship but also in how they bring balance to their lives. I know that it isn’t always easy for them to bring certain things into question, or to change their habits, but it is crucial to always give the best of oneself. If you don’t, a separation becomes imminent.

I’ve come to understand that very often, problems in relationships are time bombs. Perhaps your partner doesn’t say it explicitly, but your relationship problems can lead you towards a huge crisis within the upcoming months (depending on your attitude.)

Wanting “more” for your relationship is a learning experience that I would like you to take into consideration immediately. Don’t hesitate to ask yourself how you can generalize all of the desires you have in your life, so that you are never inactive.

How can I impose my desires?

Let's get right to the point for this question: You CAN'T!

When it comes to being in a relationship, we are often influenced by the opinions of others. If you have strict rules about how your relationship needs to be, keep in mind that you have the right (and even the duty) to step around them.

There is no societal rule that can help you to be truly happy in love if it imposes constraints and restrictions. The same goes for your partner. You can't ask him or her to have the exact behavior that you want. A couple consists of two people and you can't keep pointing fingers.

When you try to define everything because everyone says that relationships need to function in a certain way, you've got a problem on your hands. This keeps you from allowing yourself to let go and to let your true personality shine through.

I am someone who thinks that differences make it possible to increase our happiness. There is nothing stopping you from having positive exchanges, and from learning from one another, without forcing everything to fit into specific ideas.

What if you decided to start following your intuition and your true desires? What if you nourished your need to blossom? Well then you would have the ideal attitude to ensure that you never become dependent on your partner and that you never take him or her for granted, and thus avoid focusing on what others want for you. You would allow yourself to be happy.

In the next part, we will take a look at separations and what I have learned from them as a coach. You will see that it is often in the most extreme situations that we better understand human behavior, and can pinpoint the best solutions for saving a relationship.

Separation

I have very often, and quite obsessively, asked myself why we break up? After spending weeks, months, or even years thinking, “This person is The One,” how do we wake up one day and say, “It’s over!”

In Preconceived Notion 3, I told you that my first love crumbled because at its center, it was missing the most important thing of all: happiness. No one can stay in a relationship if his or her own personal well-being is not present. If you’ve gone through a painful breakup, it’s because you were happy but it was not the case for your partner, or vice versa.



This obsessive question, that I asked all of my clients in order to help them save their relationships and families, led me to some very interesting discoveries. I noticed that three times out of four, there were two main errors that could lead to a break up.

The first mistake is taking your partner for granted. I still remember when I was an adolescent, my basketball coach told me, “I have four kids with her, I thought I was all set, I stopped making an effort, and then one day another man came along who could make her laugh.” He had just lost his wife and I listened to him on my long bus rides. I did not necessarily understand what he was explaining to me, but I could feel his pain. It wasn’t until when I began coaching couples on how to get their ex partners back that this sentence came back and hit me like a boomerang.

If you think that you no longer need to seduce and make your partner happy, there’s no doubt you’ll end up calling me asking for help to get them back. And believe me, I really do not want you to lose the person you love.

So the first rule in love is to never take your partner for granted!

The second mistake is actually more frequent in my opinion. It is fear. The fear of losing the person you love, or the fear of hurting them, and it stems from past experiences and a lack of self-confidence.

In this type of situation, you absolutely must balance your life, and begin a process of seduction and personal development. Though love is complex, it is nevertheless a true source of happiness.

Rule number 2 in love: You have to believe in your ability to make someone happy!

PRECONCEIVED NOTION 16: DON'T WORRY, EVERYTHING WILL BE FINE!

It's no secret that I wondered if it was a good idea to spend five years working with problems in separations. Nonetheless, I feel that if I am able to save a marriage after fights, conflicts, and unfortunate events, than I can help anyone who is having trouble in their love life! In fact, there is nothing more beautiful than accompanying two people as they restore their bond.

I know that most of you will say, "Getting back together with an ex is silly! It wasn't working so it's pointless to get back together!" I could have used this as a false belief, but it is true that in some cases, it is not a good idea to get back together.

On the other hand, if you want to save your family, improve your image, show real proof of the improvements you've made, then this section will help you to understand the biggest problems in relationships and what you can do to fix them today.

In the majority of cases, this is not the type of situation that I encounter. The first time I decided to devote myself entirely to helping people get back together was a night in 2011.

I had received an email from Nicolas, containing a detailed explanation of his situation. His wife had just left him though he had been trying to prove that he had changed for months. He had gone to couple's therapy, he didn't have any luck with family discussions, nor did any of the other numerous attempts he made improve the situation.

He found himself stuck between a rock and a hard place, and he asked for my help. I can't share his email because it was very long and it contained personal details but what I can tell you is this: It was a cry for help from a man that was completely lost and devastated.

One of his sentences really stuck with me. "I understood too late that I should have been acting differently. Alexandre, I am so furious with myself. I don't know how I could have waited so long before changing."

As I explained to him, the death of my father gave me an electroshock and I woke up one morning with the same exact feeling. In life, sometimes we do things without thinking about their consequences, and without really knowing why.

I didn't know Nicolas, but I knew that this man deserved a second chance. When you really wake up, you're finally able to change and be forgiven.

I wasn't wrong. I met him in a coaching session. He was a really nice guy with a good heart. We worked together for a few months helping him to match his words with his actions.

Very often we tend to focus on one of two actions to show that we've changed. We either talk a lot about how we feel, or take action and try to do all kinds of things to please an ex, a partner, or the person we want to seduce.

If you want to prove that you've changed or simply become a better version of yourself, I encourage you to combine actions with words.

So, I asked him to focus on himself, go to yoga, and do ten minutes of meditation every day, instead of just saying, "I don't yell anymore!" He had already promised her he would change, but it wasn't until he actually started to do it that his ex picked up on his evolution.

He had also said, "Alex, I went shopping for new clothes to try and change my look, but she didn't even notice." So I asked him to have a professional photographer shoot some new headshots for him that he could use on social media. As a result, he had dozens of likes and comments. That night, she asked him why he had done that. She was starting to realize that he was changing.

So yes, regardless of your current situation, you can change everything by taking the right actions. There is however one rule to respect: Don't wait until you have problems before taking action.

Don't wait for there to be issues before you act!

When I look back on my experiences, I know that many of my clients are feeling fulfilled and will no longer be needing my help because they've woken up. As I was saying yet again in the introduction, this book was written in order to help you avoid experiencing something deeply painful before making positive changes. Believe me when I say that losing the

person you love and your family before you take action is a mistake you won't make twice.

Don't wait for the problems to be obviously present before you become proactive. You won't be able to say that I didn't warn you... Go ahead and make a list of things that shouldn't be neglected in order to have a happy sentimental life, starting today.

How to fight off a separation?

Yes I know it's crazy, but I really enjoyed obsessively studying all the relationship crises and possible break ups. I've spent over 30,000 hours on the phone, on Skype, on FaceTime, or face to face with clients as I explored these questions and studied what worked best.

Do you know what the best solution was?

This isn't going to surprise you, it's Dream Love! I remember Nat who wanted to save her marriage, so she planned to go go-karting with her ex-husband. He half-heartedly accepted, and they ended up having a great time together.

From that moment on, he was much more receptive to what she was saying and doing to bring them back together. She was able to get him to come home within a few weeks because she had proven that she could change her bad habits and inspire him once again.

I told this story in a Webinar and I had dozens of people trying this method, with varying degrees of success. The truth is that these tools work if you're able to use them properly and



apply them to your situation. Unfortunately, there is no magic solution in love and I can guarantee that each technique must be adapted to your personal situation.

What I'd like for you to take from this experience is that in order to save your relationship, it's crucial to try to restore happiness and to make sure that positivity is at the center of all your actions.

To take is a step further, I asked myself another question: "Why does an ex change their mind and accept getting back together?"

There are many different factors at play, such as guilt, reversed psychology, or even a sort of renaissance, but I had already written a complete book on the subject entitled, "70 Pro Tips to get back with your Ex," and I wanted to focus on the biggest lessons in getting back together in my career.

PRECONCEIVED NOTION 17: LOVE IS AT THE CENTER OF EVERYTHING

I know that up until now you thought that love was simple and instinctual. I was like you, but my work and my fieldwork have helped me to understand that we were wrong.

I decided to change my perceptions on the subject, to read new books and to open up to new disciplines.

This is how I came to a very simple conclusion: Personal development is at the center of our happiness. We cannot be happy together if we cannot be happy alone.

During one of our many conversations, my colleague, Adrian, the love coach based in Miami, said something very accurate. “We think that we are unhappy after a breakup, but the truth is that we were already unhappy in the relationship.” And it’s true! When you get to a breaking point, it’s typically after you’ve already tried all kinds of things without success. Unhappiness had therefore already been present for quite some time.

I also noticed that in all my coaching sessions, and I really do mean all of them, I always brought my personal development exercises. This can be related to self-confidence, socialization, public speaking, anything related to work or whatever it is that can help a person grow and to become happier.

If you've recently experienced a break up, the reason for it is not that you don't love each other anymore, even if your partner has told you that their love for you is gone. The reason is that your relationship no longer provided as much happiness as it did in the past.

So you must accept the ideas presented in this book. Walt Disney's version of love is not real, and you must become the best version of yourself in order to win over the heart of the person that you love.

Alex, how do I change my habits?

Have you ever succeeded in changing a situation or your behavior? I already know the answer.

I read a quote from Albert Einstein that can help illustrate my message to you, and I'd like to share it. "Insanity is doing the same thing over and over again and expecting a different result." He was absolutely right!

If today, you really want to have a happy love life and a happy personal life, then you've got to start by changing your behavior in



order to create an environment that is conducive to your evolution.

How would you feel in a place that is more pleasant and better decorated, that exudes a positive vibe?

How would you feel if you listened to more music at home while you do mundane chores, like cooking and cleaning? How would your loved ones feel?

How would your days be if every morning you set a goal, and you devoted all your thoughts and energy to making it a reality?

How would your relationships be if you could give 100% of your energy to making people happy with small, well thought out gestures?

And finally, how would your ex partner see you if you were able to put all of this into motion? Would he or she focus on your past mistakes or rather on the spectacular changes you've made?

Take a sheet of paper and start working on what I like to call a "Dream List." Write down all your dreams and all of the things that you'd like to accomplish in your life.

When I wrote mine, I kept thinking, "Man, Alex, you are completely nuts." I've already accomplished quite a few of those things and I have to admit that I am proud of myself, but I still have some crazy dreams on my mind! For example,

building an orphanage in Africa, visiting all of the countries in the world, meeting Zinedine Zidane, and the list goes on! :-)

I think you understand the exercise. The idea is to go after your dreams, and allow your greatest desires to guide you.

If you can adopt this new state of mind rooted in personal development, I can assure you that you will be able to have a new type of dialogue with your ex partner. You will be able to show them how this breakup has created a complete electroshock, and you have learned how to change your daily life from A to Z.

If you haven't gone through a breakup but you're reading this part anyway, I bet you can see how this exercise will help you to be happy in a relationship or how to become more seductive as you increase your natural charm.

It works, even if I have to fight with my clients...

No, not physically obviously, but I recently had two experiences in which I really had to impose. Sometimes your false beliefs are so deeply rooted that you're able to think, "Sure, that didn't work, but I still think I'm right."

To both Patrick and Annie I had to clearly explain that when a breakup happens, there is a reason behind it. They could not just say, "Our love was so strong, so I can get my ex back just based on that love alone."

Why? Simply because love is not, and will never be, stronger than happiness. You can love someone with all your heart but if he or she is not happy, they will leave you.

Patrick and Annie both had trouble putting themselves in their ex's shoes, and they especially had trouble understanding that the love they felt for their ex was unrequited.

Sometimes you love someone so intensely that you develop a very one-sided point of view, and you stop listening to the needs of that person. The relationship begins to crumble little by little.

My role in these conditions is to impose my philosophy, so that they may see things in a different way and subsequently understand that they're on a path with a dead end. Patrick understood this and was able to put a little water in his wine. He changed his habits and starting working on getting rid of his emotional dependence. He realized that by loving someone too hard, one experiences certain side effects, as you would with certain medications. He accepted giving some space to his ex-partner, to no longer suffocate her the way he did in the past, and he's on his way to getting her back.

Unfortunately this was not the case for Annie, as she preferred to follow her instinct. She has found herself starting over from scratch again and is still saying, "But I don't understand why he doesn't want to come back even though I do everything to make him feel loved."

If you don't accept the differences between you and your partner, you will be kept in a state of waiting, expecting, and uncertainty for a long time.

PRECONCEIVED NOTION 18: WE CAN'T CHANGE

I often hear, "Alex, what you're asking me to do is impossible. I can't change!" Or, "My ex thinks that I am incapable of change. How can I prove that the opposite is true?"

This is just another one of our deeply rooted false beliefs. "Human beings cannot change."

And yet, I am living proof that we can. We can all evolve, change our behavior, and become a better person day after day!

Before I began this career, I was lucky enough to have been making a living off of my passion: Basketball. I remember one time, I got pulled over after practice. I didn't have any of my papers and I had forgotten to use my turn signal as I was turning right. Apart from that I consider myself a pretty good (and careful) driver!

So I pull over and the police officer recognizes me. He talked to me about the last time he saw me (luckily we had won the match). He worked with the security at the end of matches, and he told me that I had committed an infraction. He still asked me to get out of the car because they were ordered to

search vehicles because of an incident that had happened earlier that night. He realized that I was driving in my post workout attire, meaning flip flops instead of real shoes.

Essentially, the only thing I had done right was put my seatbelt on! I was thinking, “How am I going to explain this ticket and infraction to my mother?”

The police officer left me for a few minutes to go speak with his superior. Luckily, I also knew him because he too had come and worked security from time to time for our games.

I lowered my eyes. He said, “Honestly, in my entire career I have never seen a young man so unconcerned and careless. What’s going on? This is really surprising behavior coming from you.”

He was right. I was completely disinterested in the situation, in other people, and in life in general.

I didn’t receive a ticket that day, but I did get the most valuable lesson of my life. It was high time that I began respecting rules, and paying attention to the people and things that surround me.

From then on, I made sure to say hello to them after every game, and to thank them for their presence. It wasn’t because they let me go without giving me a ticket; it was simply because they gave me an important life lesson that day.

The day I got pulled over, well the next day, I took things back into my hands. I decided to never again leave practice without clothes that were appropriate for driving, and I decided to become a man who pays attention to others.

This might sounds absurd to you but it allowed me to change. Today, I think that this is the most important lesson that I can share with you: The moment you truly wake up, everything becomes possible in life.

Why do we often think that change is impossible?

If we look at it from a romantic point of view, a person will always be doubtful of your changes because he or she is stuck with the disillusion of the past. It's always hard to forgive and believe that you'll never have to experience the same disappointments again.

It is crucial that you prove to your ex or to your partner that your positive changes are here to stay.

If I had to give you one piece of advice, it would be to follow the recommendations in this book on a daily basis, even if you don't get immediate results.

You will have to prove, over time, what you are capable of.

It's not easy but it's necessary!

As I'm sure you've already noticed in your own life, change is never simple. Before I figured things out, I had always tested different kinds of diets, and thanks to that electroshock, I am still sticking to it.

As soon as you make a decision that is stronger than anything else, you have the power to "hack" your brain.

I think that it's important to learn a lesson from each event, so that you hold on to courage and faith in your personal evolution.

PRECONCEIVED NOTION 19: EVERYTHING IS A MATTER OF FEELINGS

I asked 1,000 people what question they thought about most in terms of breakups. The main answer was, "Does my ex still love me? Does he or she still have feelings for me?"

This is a logical question because everyone wants to know if getting back together is possible or if it's a lost cause. However, this question will not help you to reach your goal. Some of you are in a relationship and are wondering if your partner still loves you the way they did at the beginning.

The feeling of love is very often still present even after a breakup, but it is simply buried under a layer of emotions that led to the breakup, like anger, sadness, or bitterness.



This is why I encourage you, even if your partner wants to separate and you feel like your world is crumbling, to focus on the present moment, on the next phase of seduction, and on yourself.

You will have a greater chance of having a happy and long-lasting relationship if you give off positive energy and manage to change the way your partner currently feels.

The conclusion to which I would like to bring you is that you no longer have to follow your old habits and base everything on what the other person feels. From now on, base everything on the happiness that I have been talking about since the beginning of this book.

Is it possible to change the way a person sees things?

The answer is YES! This is one of the reasons I love my job so much. We can make “miracles” happen when we accept changing our habits and focusing on ourselves.

I had talked about the importance of personal development when you want an ex back. I am going to take it a step further... I believe that you can save any relationship by having a new attitude, focused on yourself.

This deserves clarification. First of all, I am not saying that there will be no more possibility of breaking up or that the chances of you getting back together are 100%. However, no situation is a lost cause and you can very well save your relationship, regardless of the current situation.

The second important point is that in order to change the way your partner feels, you generally need to switch your focus to yourself.

If you adopt a new smile, change your look, go out more, and exhibit a real joie de vivre, I can guarantee that you will grab your partner's attention.

CONCLUSION OF THIS SECTION

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I want to conclude the first part of my book on false beliefs by inviting you to change your habits and analyze your situation. You cannot continue down a road that does not lead to happiness. I don't mean that you need to change everything or throw it all in the trash, but sometimes some small adjustments can bring you an enormous amount of solace.

The first step is going to be to work on yourself, so that you become more social, make yourself happy on a daily basis, start doing the things you're passionate about again, take care of yourself, and to never drown your partner with emotions or to go too fast in the beginning of a relationship.

Are you ready to switch your focus back to yourself? Jump start seduction in your relationship with new activities and experiences? Find joy in your love life?

In the next section I will give you a closer look at my daily life as a coach.

CHAPTER 2: WHAT DOES A COACH'S JOB LOOK LIKE?

I have often been criticized for being a bit secretive, and for not really talking about my personal experiences or my life. This is why I've been trying to open up a little more to you in this book with stories about my life and the lives of my clients.



I also decided to do a part about my job for all the people who wonder, “Why not become a love coach as well?”

Here you will find details about how I started, the journey and the questions I am most often asked.

This is a more personal and intimate section, but you will also find important elements. I suggest you read it carefully!

Alex, how did you decide to become a love coach?

Without trying to toot my own horn, I consider myself a humanitarian. From an early age, as soon as I had a few coins, I gave them to someone who was in need. As soon as I had paper money, my brother pocketed it!

I have always wanted to help others and help our society grow. I think that today I realize how much our society is suffering on all levels and that each person needs to do more, in their own way.

To answer the question, which is in fact the one that I am most commonly asked, I want to tell you about a night in March 2007 when I decided to undertake a rather crazy project: becoming a Love Coach. One of my closest friends was calling me every day to talk to me about what was going on with his girlfriend. I was completely immersed in his crumbling relationship. His girlfriend was criticizing him for suffocating her, for being too needy, and for not having enough of a personality.

So of course I suggested that he focus more on himself and limit the amount of times he contacted her. It was kind of like the “Chase me, and I’ll run” technique that I spoke about in the section on seduction.

Within a week, he was able to reverse the situation and he was proud to see that his girlfriend had become affectionate and that she wanted him around. So I laughed and said, “Wow, I’m awesome. I should become a love coach,” but it actually really got me thinking.

After all, if I had done it for my friend Julien, why not do it for everyone? It’s a pretty incredible thing to be able to give advice and actually help people.

I was right! Love coaching was a profession that was virtually unknown ten years ago but is now booming. With over thirteen

million visitors on all of my sites, I can tell you that many people are looking for help.

On the other hand, I was completely wrong in assuming that coaching would be a simple thing. I couldn't always just do what I had done with Julien and say what I thought was the right solution.

So I decided to expand my education. Not necessarily in the field of love but rather in the field of personal development. I read many books, attended many seminars including those of Tony Robbins, and I also took some training courses in Neuro Linguistic Programming and coaching.

Quite frankly, when I introduce myself to someone I am meeting for the first time, I am still a little embarrassed to say, "I am a Love Coach," but I can't imagine myself doing anything else. I have dedicated the last ten years of my life to my clients, my articles, my videos, and my life as a Love Coach.

As I told you in the first section, I think that everybody may need a coach at some point in his or her life. Of course calling a sentimental guide seven days a week wouldn't make sense, but I encourage you to contact me or a member of my team, from time to time to help keep you putting the right foot forward.

To summarize, I would say that the beginning was a bit of a gamble, but once you have your own site, things move fast and you end up working with thousands of people with challenging yet very real problems.

Once again, love is not innate. It is a learned discipline and perhaps our greatest challenge in life.

So, is it like Reality TV?

Love coaching is very different from the image that TV or reality TV gives you. Let's be honest. These shows are not there to help guide you or provide you with real solutions. Their goal is to provide drama.

Suggestion:

So no, this book isn't like the drama you watch on television. My focus is to target the underlying trouble my clients share in creating a fulfilling life.

I've had the opportunity to coach people from the age of sixteen (with permission from their parents) to the age of seventy-two. Employees, CEOs, politicians, artists, and students in France, Morocco, Tahiti, Australia, the United States, Thailand, Singapore, and Dubai.

As you can see, everyone can be affected by problems in love and it's not at all what you see in these crap TV shows (pardon my French!)

I will take it a step farther and explain to you why I think that everyone needs a coach (myself included). I was talking about this about an hour ago with a young woman that I am coaching. She said, "You must have the most perfect

relationship in the world.” Of course I try, but like anyone else, I have emotions to keep in check and it isn’t always easy.

With sports and my career, I have come to realize that if people don’t make an effort to surpass themselves, they will quickly find themselves in a negative situation.

In other words, if you don’t take the time to invest your energy and attention in changing your bad habits or bringing something new into your life, you can quickly end up with problems. Even if you make an effort here and there, from time to time, it’s just not enough.

You really have to go that extra step to improve yourself or else you’ll need a coach to help you solve your problems.

So a little piece of advice, reserve a coaching session BEFORE you are facing problems. I can assure you that this is always more pleasant.

How do you coach someone?

This is the best question I received in terms of allowing me to talk about my expertise. I’ll share a little anecdote with you to help illustrate how I work. I worked with a thirty-five year old woman who prefers to remain anonymous, as she is well known.

When she came to see me, she said, “Dear Alexandre, I don’t know why I am single. I feel like I always attract men that do

not interest me, and it's never the other way around. I need your help in finding a man that will be able to make me happy.”

This is a rather classic case and I encounter it very often. My first step consisted of asking her many questions that helped me learn a bit more about her love life. Think about the tip of the iceberg, I needed to study what she did not see.

I realized that because of her job and social status, she had become completely closed off from socializing and seduction. So yes, she had a pretty dynamic personality, she was open-minded and had a genuine smile, but subconsciously she had developed somewhat of a disconnect from other people.



So whenever a man was interested, she immediately gave him an image of herself that wasn't accurate.

She was doing it subconsciously and was unable to become aware of it.

When someone comes to me in coaching, I am interested in the hidden aspects. To me, these are the most important things in order to help someone reach their goals.

What would you have suggested to her? If this woman were your friend, what would you have asked her to try doing?

When I coach someone, (and this is not the same for all coaches as we all have our individual philosophies), the first step consists of changing bad habits. I asked her to unsubscribe from dating sites, end her relationships with any “friends with benefits,” and of course, give me her planner so that I could fill her free time with new activities.

She retorted, “Alexandre, I have no interest in speed dating, and I don’t want to go out to clubs to meet people. It’s too strange for me.”

I then assured her that that’s where I differ the most from a lot of coaches. I integrate an aspect of personal development. I told her, “During the first few weeks, we aren’t going to focus on finding love but rather challenging yourself so that you can become more open and social. I know you already are but I need to be sure that you can accomplish the missions that I give you.”

So I asked her to approach 100 people, both men and women, with different opening lines. I knew she was capable of it, but I

just wanted her to get used to doing it again, to open up to the unknown, and to be at ease the day that her Prince Charming arrived.

Along with this mission, I asked her to pay attention to her image and body language. She had to smile and look people in the eye.

Why? Once again: to be more approachable, to reinforce her charm, and to develop natural seduction.

“Nothing out of the ordinary” you say? Well, as a result of carrying out these three simple exercises and particularly because I had pinpointed the main issue, within three weeks she met someone. She was at a cafe with a friend and a man mustered up the courage (perhaps as a result of smiles being exchanged) to talk to her. She is now exploring this budding relationship to see where it will lead.

All that to say that love coaching (whether it’s for seduction or for a current relationship) isn’t about changing you into someone else. The truth is that if you can pinpoint the exact cause of your issue then the odds of getting good results will be in your favor.

When I coach someone, I help define actions that are targeted at subconscious evolution and get rid of any roadblocks.

I think this is clever and it works mainly because it cuts out the stress of thinking, “I have to find love” or, “I have to save my

relationship!” When you work on the original source of the issue, we can find more happiness and get better results.

Which experiences were the most touching?

I have written words that might sound rough around the edges in this book but I can assure you, this profession has really taught me a lot about life!

When you begin coaching, you feel a great deal of stress as you’re helping complete strangers. During my second coaching session, I received a blow that still serves me today in refining my philosophy.

The first blow that life delivered...

I received a call from Magalie, a thirty-year-old woman who had been married for a few months. She contacted me because nothing was going right in her relationship as a result of her lack of self confidence. I suggested we meet in a calm and easygoing place; perfect for the first coaching session.

When she arrived, I saw a lively woman with a wonderful smile and great energy. You would never have thought that she had low self-esteem. Throughout our conversation, she told me about her daily life and the things that bothered her about her husband. Nothing seemed like it was enough for her. “Alexandre, he never communicates. At home, I have to do everything. He never talks about having kids or buying a house. He’s so cold and I’m always the one who takes his hand when we are walking next to each other.”

I thought that this was a classic situation that I had already seen in my courses and that I could easily help her.

So I started to explain to her that relationships are sometimes complicated and that she should zero in on actions that she could start doing immediately so that her husband would start opening up to her.

She continued to tell me about things that her husband did that bothered her. “He’s too in love with me and doesn’t know how to say no. He always plans weekends alone together. He says ‘I love you’ too often and it gets on my nerves.”

Can you see the issue here?

Meg had just presented two things that were complete opposites.

I was thinking, “Hold on, something’s off. She was saying that he’s not giving enough and then suddenly he’s giving too much?”

In speaking with her, I understood that Meg had a problem with letting go. Each sentence was a critique of something that happened in the past. I thought to myself that there is surely a deeper issue, but what?

Keep in mind that at the time this was only my second coaching session, so I had very little “field” experience.

So I dug deeper, asked questions, rephrased my sentences, gave suggestions and used visualization exercises to see how she saw her future. I came to the conclusion that deep down she was very unhappy. She saw everything in a negative light and each sentence indicated that she wasn't confident in her relationship with her husband.

How could a woman be so deeply unhappy, stressed, and nervous when she had just married this man only months prior? Her daily life wasn't so bad, but she felt deep-seated pain linked to her past.

I picked up on that and decided to explore that road.

I was completely caught off guard because she ended up sharing details of her personal life growing up and broke down in tears. I sat there dumbfounded. I was extremely impressed with her strength of character after everything she had been through.

This woman, who was such a great person, had been sexually abused as a child, and it had changed her perception of life and her perception of men.

This experience took place at the beginning of my career, and each experience teaches me things that I can apply to my method and ideology.

I'm not going to say that she's completely gotten over her past, but today she is much happier, she's still with her husband,

and she's making her dreams a reality. I really wanted to pay tribute to all the men and women that have been through such difficult experiences and resolved to work through them.

The truly moving experience I got in this line of work...

I also had a touching experience with Fred, a victim of bipolar disorder, who said, "Thank you Alex for seeing me as a person and for kicking my ass."

I'm not going to hide that fact that I get misty eyed just by thinking back on some of the amazing people I've met. There was also Laurent, who was handicapped, or more recently, Sophie, who is in a wheelchair and is following my course on "Finding my Ideal Man."

Each person has taught me to focus and become a better coach. I am far from perfect but I give my all to everyone I work with.

I've also had a couple of funny experiences...

I suppose the funniest situation is that of Laurent, a man living in Corsica, who was asking for help in getting his wife back all the time. Every three months he would send me an email for coaching, and we'd work together for a month or two.

He got back together with his wife but they kept separating up until recently, when he was finally able to separate himself

from her and realize that he could find joy elsewhere. With time this man became my friend and I asked him to stop trying to get back with someone with whom he was so unhappy. Sometimes love hurts, it delivers blows, and you latch on out of fear of ending up alone.

Laurent was able to accept this idea, he worked hard on being so needy, began to live for himself, and after ten years of being emotionally dependent, finally liberated himself.

I see this experience as the funniest one because we can laugh about it today and I know that he feels fulfilled in his life. Each time we worked together I told him, “Ok this time make sure you hold on to the balance you’ve created in your personal life and we’ll never talk again other than to wish each other a Happy New Year,” but I knew that he’d be calling three months later as he was so addicted to this woman.

I always like to present solutions, so the lesson here is that you can beat emotional dependence only the moment you decide to do so.

What is a typical day like for you?

The first time I was asked this question by a reporter, I replied, “It begins early and it ends very late.”

I am lucky enough to be able to consider myself an entrepreneur and to count on a team of ten collaborators to help me. This ensures that no two days are ever the same...

You see, I fight off the routine every way I can!

On a more serious note, I have a morning routine. For several years now, I have organized my mornings to condition my days for success, and if you don't do this yet, I highly encourage you to start.

I wake up every morning at 5:30am and I take an hour before I get to the office to listen to music, meditate on important daily tasks and goals, do some stretching, and have a little breakfast that usually looks like a-coffee-to-go.

I get to work at about 6:30 in the morning and I immediately open my emails to make sure there are no emergencies with my team in France or with any of my clients. For me it's important to get to work early because of the time difference with France. I am still old-fashioned and I don't have an assistant because I prefer having direct contact with each person.

I can't really describe every single day, but generally speaking, I coach for over ten hours. Between the phone calls and emails, I think I have found my rhythm. There is a time difference between my clients in Asia, Australia, and Europe, and me in the US.

The end of the day is devoted to my girlfriend, my family, sports, and reading. I like being invited out to eat because I don't have the time and let's be honest, I don't know what I'm doing in the kitchen, so if you want to have me over for dinner, just say the word!

I'd say that my days are pretty normal with a lot of work during which I simply try to give my all and add value to the lives of my clients and visitors.

A bit of publicity: Don't hesitate to visit my YouTube channel, my Facebook page, or of course my site to find the latest news.

How do you feel about your daily life?

I truly believe that there is nothing more beautiful than knowing that you are helping someone to grow and reach their full potential. I know I'm repeating myself, but I really want to tell you how amazing my job is, even if it isn't easy every day. My team and I are confronted with fragile people, a lack of love, and often a loss of grounding.

However, each coaching session is rooted in self-love. I think about Juan who once wrote me, "I trust the other person too quickly," or Julian who said, "I sabotage everything because I'm so afraid of getting hurt," or an anonymous client who told me, "I always invest in the relationship faster than the other person."

I know that many of you can relate to these sentences because it is never easy to grow and find inner peace.

I don't want to get too philosophical on you, but I do want to tell you about someone who changed my life.

Before I knew him, I was terrified of speaking in public. Thanks to him I transformed “I am scared of messing up and getting laughed at,” to “I want to be entertaining and make people laugh.”

Before I knew him, I was afraid of not being good enough. I transformed, “I can’t” to “I will give my best and that will be good enough.”

Before I knew him, I doubted my ability to be happy, but now I realize that my life is considerably better than that of a Syrian refugee, or a child living in a third world country. I am able to put things into perspective.

Before I knew him, I wondered how I could change the world, but after I met him, I formulated a precise plan.

This person has actually played a substantial role in my life’s journey up until now, my disillusionments and my successes, and you know what? I am not better than you, nor am I stronger or more intelligent. I really worked hard on myself and you can do the same. You have to make your dreams come true and of course love plays a role in that.

Something tells me that we can make our dreams into a reality together and share our knowledge to make love even more beautiful.

I have become rich with 20 million... friends!

I have a secret to tell you. When I started out, I was a very serious coach, always dressed in a suit and tie. I wanted to professionalize this amazing job that I love so much.

Today I am lucky enough to get to have lunch with other coaches outside of a work setting and talk about projects, exchange stories and experiences, and to learn more about each other.

My greatest joy is not being recognized in the street or in a restaurant, even if it does make me feel like a star sometimes. No, my greatest joy is looking at the statistics from my different sites and realizing that I have twenty million friends in France and around the world.

This makes me a very rich man and I must thank you from the bottom of my heart. I am so grateful to be able to offer you the most accomplished book that I have written thus far in my career as a coach.

As I told you in the very beginning of the introduction, it cost me many sleepless nights filled with chocolate bars, but I am very proud of it and I sincerely hope that it will meet your expectations, or at least that it will simply open you up to love today.

Let's stop being mushy and move on to some more serious matters. In the last part of this book I wanted to challenge you. Are you really going to bring Dream Love into your life?

It's time for action now, because I really want to make you think about your behavior, and to help you lay the foundation of your new romantic life. In this part you will find the rules to remember in order to take full advantage of this book, and the questions to make you start really examining your life. These questions will help you to become the master of your own destiny. You will also receive my list of challenges and everyday actions that will help you to be innovative and take a step forward every single day.

What are 10 essential rules to remember from this book?

Rule 1: There is a solution to every problem.

People often ask me, "Alex, do you think you can help me? My situation is really unique." The answer I always give is that every problem has a solution and in order to fix it, we must find the source.

Rule 2: You are loved for who you are; not for what you give.

I want you to stop seeing love as giving yourself up for someone else, and start seeing your personality as the shining light that makes you special in your partner's eyes.

Rule 3: We have to understand our differences.

Don't forget that a person's past can explain almost all of our behaviors in love, and you have to understand these differences in order to have a more stable and fulfilling romantic life.

Rule 4: Be happy with yourself before you look for a relationship.

Don't wait for love to fall from the sky or expect another person's presence to provide you with the joy you need. You need to have sound, personal joy before you start looking to be with another person. Doing so will keep you safe from falling into emotional dependence.

Rule 5: Enjoy life! Live! Innovate!

You have to keep things fresh and new in order to have more joy and fulfillment in your romantic life. Now is the time to give a voice to YOUR DESIRES and focus on living in the present moment.

Rule 6: Don't be in a relationship just to avoid being single. You deserve better.

Being in a relationship is synonymous with incredible joy, yes, but you still have to try to create YOUR own story or at least your own definition of love. Don't let being in a relationship be

your default. Choose your relationship carefully so that you can make the most of it!

Rule 7: Appreciate what you have but always work to have a little bit more

It is of utmost importance to know how to savor your sentimental life and all the joy it provides on a daily basis. That said, it is also crucial to remain proactive, to never take your partner for granted, and to continue working on making things even more beautiful. Keep the flame alive or give yourself the tools for stepping out of the single life.

Rule 8: Be careful to not focus too much on the other person's needs...

Up until now you thought that in love, you had to give everything to your partner and meet their needs, even if that kept you from being yourself. From now on, let your personality shine through, and your partner will find you irresistible.

Rule 9: Believe in yourself to find true happiness!

You have all the qualities and ingredients you need in order to find true success in your sentimental and personal life. Become aware of your desires and forget the disappointments you've suffered in the past. Today truly is, the first day of the rest of your life.

Rule 10: The “Chase me, and I’ll run” technique helps you to shine for YOURSELF

Using the “Chase me, and I’ll run” technique doesn’t mean that you’re being negative or that you should suffer in silence. You can and you should immediately BALANCE all areas of your life so that you can get the maximum from your difference sources of love: your friends, family, work, personal life, and of course, your relationship.

10 Shocking Questions (and answers)

Have you ever seen someone die after being turned down?

No, so what are you waiting for? Go talk to people and be social!

Are you a beautiful person?

Yes, so don’t forget to shine and believe in yourself so that you become selfish in the best possible way!

When was the last time you tried something new?

Give a voice to your desires because you deserve to feel new emotions!

Have your friends already given you advice on this subject that worked?

No, so stop talking to them about your love life because you'll end up feeling worse!

Are you feeling happy right now?

This should be your go-to question.

What would the love life of your dreams look like?

Take the time to think about it and don't hesitate to write or draw it! This would be a useful visual for your brain.

How are you going to become the master of your love life?

Give yourself actions with due dates to carry out to ensure that you take action!

What are the first things you can do in order to become as happy as possible with your partner or to attract the right people?

Don't hesitate to write a long list...

This will motivate you to bring about tangible change and give your best.

What would you like to change about yourself?

How about a makeover? Have a member of my team help you get the look you've always wanted!

Last question: Would you like to have the same results as my clients?

There's only one thing left to do. Explore your subconscious and break up with you bad habits!

The List of Challenges

In order to help you be proactive, whether you are single or taken, I've created a little list of activities and actions to set into motion. Don't hesitate to think about anything you feel you should add, everything is better with your own personal touch! I'll be updating this list on my site, so don't hesitate to email me your suggestions!

The Musts

1.) Would you please put your phone down and stop playing candy crush or PlayStation! These things destroy the art of attraction and kill relationships!

2.) Don't ever do the same thing twice...

This is the best way to preserve attraction!

3.) Get ahead and plan the next four weekends with a unique activity in your life... You'll have a much greater chance of finding love or a happy relationship!

A few ideas: Go to a spa, go-karting, hiking, billiards, a little concert, a theme park, visit a new city...

4.) Everything starts with changing your surroundings! Change the decoration in your apartment, write positive things on post-it notes, and bring joy and happiness into your daily life by changing your bad habits!

5.) All of my clients agree on one thing: The power of setting goals. Get up every morning to determine how you are going to spend that day in order to spread love. It might just be talking to a stranger or squeezing your kids in your arms and telling them you love them, but give yourself a mini challenge every morning and write it down on a piece of paper in order to send signals to your brain.

Single

1.) Approach 100 people so that you can rediscover the joy of being social.

2.) Propose an unusual first date.

3.) Finish the date in an ice rink (my clients have had a 100% success rate!)

4.) Add three challenges to your daily life: Take a salsa class, learn how to make sushi, or learn how to make cocktails!

5.) Organize drinks at the house so you can socialize, and ask your friends to bring someone you don't know.

- 6.) Don't hesitate to create closeness by giving funny nicknames or by playing a game of questions to help you discover each other.
- 7.) Don't forget the rule of charisma: We stand up straight, we smile, and we speak confidently.
- 8.) Be more active on social media and change your pictures often to ensure that people take notice.
- 9.) Make a list of five to ten people you know that may interest you.
- 10.) GET OUT THERE! No one will bite you.

In a relationship

- 1.) Get a babysitter and think about your personal life and about your relationship!
- 2.) Thank your partner for the little things they do on a daily basis that tend to go unnoticed.
- 3.) Goodbye movie theatre and hello concerts or operas!
- 4.) Cook at least twice a month!
- 5.) Set up games when you're stuck on a decision: rock-paper-scissors to find out who does the cooking and who sets the table. Do it in good humor of course!

6.) Celebrate more! Make Valentine's Day every day. Gifts and gestures always make people happy!

7.) Jump start the libido and sexuality by using costumes or wigs, and don't forget candles to create a romantic, erotic atmosphere!

8.) Give your partner a REAL massage, at least once a month.

9.) Bring your partner breakfast in bed at least once a month!

10.) Bring home flowers for no reason.

And don't forget the essentials like lingerie, sexts, social outings, planning trips, and common goals for the future.

I am so happy you read my confessions and I hope this book brings you encouragement your life deserves. As always I am here for you. So if you need any further advice or guidance I'm just an email or phone call away. Don't ever hesitate to send me a personal email. I have listed my information below.

Best,

Alex Cormont

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