

# **Cracking the Man Code**

**6 ½ Secrets to MANifesting the Love You Deserve**

## **Transcripts**

## Welcome to Cracking the Man Code

Mat: Good evening. I like to have some fun. Are you guys down with that? We're here to crack the man code.

My name is Mat Boggs, and I am a love-aholic. I am very deeply committed to understanding what connects us to other people. Let me tell you a little bit about my story and what gives me any type of credentials to be sharing any of this with you tonight.

I grew up in Scholls, Oregon. There's nobody else from Scholls, Oregon? Come on. Scholls is a tiny little town outside of Portland, Oregon. It's a farm town, and I grew up on a farm. I was born on the farm, not even in a hospital.

We had hundreds of acres of Marionberries. They would be ripe, delicious and juicy, and we would go out there and stuff our faces with Marionberries.

I was a born romantic. I loved love. I can remember my brothers teasing me that they would hear me having dreams as a 5-year-old about Suzie. They would hear me say, "Suzie, Suzie." I was a little 5-year-old dreaming about his soul mate, Suzie. I was always into girls and finding my soul mate.

I remember the first love that I had. Did anyone here ever have a grade-school romance? It was hot. There she was, across the desk from me. Emily Bergie. She had freckles and flowing dark brown locks of goodness. So I did what any young third-grade guy would do. I said, "I am going to just date her. I am going to ask her out. I will write her a note."

I got out the note. It said, "Emily, you are cute. Will you go out with me? Yes," with a big box, "No," with a little box. I folded it up, sent it across and gave it to Emily. Emily opened it up. I didn't see a lot of action going on.

She took a pen, folded it back and sent it back my way. I got it and guess which box was checked. It was the big box. It was yes.

What I didn't anticipate was that at my grade school when you go out with a young lady, you're supposed to sit by her at lunchtime. When you sit by her at lunchtime, your job as the man is to provide her with some lunch delights.

I had my Transformers lunchbox, and I failed to check it before I decided to ask Emily Bergie out. As we got down to lunch, I saw her and I was super nervous.

I sat down next to her and opened my Transformers lunchbox. There in the lunchbox, my mom had packed me a tuna fish sandwich that was way over-mayonnaised so the mayonnaise was causing the bread to become like dough on the tuna fish. It was dripping over the edge. There was also a sack of wet little baby carrots.

I could tell what the ladies usually like are the silver Ding Dongs back in the day. I could tell that she wanted my Ding Dong. I was sitting there with no Ding Dong. All I had were these little baby carrots to offer her, so I did. I offered her some baby carrots and by the end of the day, Emily Bergie broke up with me. She didn't like my baby carrots, I guess.

I want you to imagine you're 14 years old. This started a string for me. I was getting dumped and dumped. I want you to imagine what you wanted most when you were 14 years old. You were probably in ninth grade or maybe eighth grade. What did you want most when you were 14 years old? If we're being raw and honest, what I wanted most was for my parents to get back together.

I remember right where I was at 14 years old, studying for a biology test. My mom called me into the living room for a family meeting. It was my older sister and I on this L-shaped couch.

I walked into the room and instantly I knew something was off. The whole energy of the room was off. I sat down next to my sister, and my parents started talking. Then they just dropped the bomb and said, “We’re getting a divorce,” after 27 years of being married and telling us over and over that they were soul mates.

I was this young guy who believed in love and had been crushed over and over with these girls that didn’t like me for whatever reason. Then my mom said, “I’m not in love with your dad anymore, so we’re getting a divorce.” I could tell my dad didn’t want to do it. My dad did not want the divorce.

That night I can remember just lying in bed and the tears streaming down my face. What I remember most is being petrified and scared because I didn’t know what the future was going to hold. How do you do Thanksgiving? My birthday was coming up. How do you do your birthday?

I lived on this farm and my uncles and their wives all lived on this farm with us. We all worked the farm together. Within three weeks, both sets of my aunts and uncles decided that they too were going to get a divorce. It was like someone dropped a relationship bomb on this farm.

I remember making some decisions about how I was going to do love from that point forward. Remember, the way that we practice relationships are all model based or taught. It’s what we’re learning from other people. I decided, “If I don’t want to get hurt, then I need to protect myself and I need to guard myself.”

I started to do relationships differently from that point forward. No matter how badly I wanted a relationship, I could not attract a relationship into my life.

I remember going through this period of three or four years of being single. I wasn’t single and happy being single. I was that friend you have that’s the miserable, single one. I was the single person that was mad at other

people because they're happy. I thought, "How can they be kissing girls? Disgusting." I was just jealous. The holidays were the worst. I was just aching.

I wanted a relationship like I wanted to breath, but I could not attract a relationship if my life depended on it.

I ended up investing in myself, and I went to a seminar. At this seminar they did an experiment. It was a game. They said, "We going to this game where, fellas, we want you to line up." It was a weeklong seminar with 100 men and women. It was about 50/50.They asked the men to line up and sit in chairs, and they gave us clipboards.

Then they gave the women the assignment. They said, "The question is this. If this was the last man to choose from and you could only have him on a desert island with you or be alone, would you have him on the desert island?"

"This is an exercise in honesty. All you can say is yes or no. You can't justify, explain or give reasons. It's not based on his attractiveness and not based on anything other than his being-ness. Assess him by his being-ness." They knew us for about four days.

We sat there and the women went down the line. One by one they said, "Yes" or "No." We were taking tallies. When all the women went down they said, "Men, we want you to stand up and get in line from the man who had the most yeses down to the man who had the least number of yeses."

Guess where I was. I was second to last with the least number of yeses. Pardon my French, but the guy next to me was an asshole. Nobody liked that guy.

I was looking at this long line of men. The facilitator was fantastic. She said, "Is there any man who is surprised by where he's standing?"

Completely embarrassed, I said, “I am.” Then she said, “Are there any women who would be brave enough to give Mat the gift of feedback?”

All of these hands went in the air, and one by one these women stood up and basically said the same thing. That’s Principle 6. I’m going to tell you what they said later on, so hang on for that.

That night I remember lying in my bed. It was like a light bulb went off of how I had not learned how to be in a relationship. What I wanted most in my life, that romantic connection to another human being, let alone just having a regular connection to somebody. I hadn’t even learned to do that.

Here they were, a room full of women, voting me last on an island. I hadn’t learned the skills that go into that, yet it’s what I wanted most. The irony was so thick.

I remember lying in bed that night just feeling horrible. I was thinking to myself and making the decision, “Enough. I am not going to live the rest of my life like this, blocked off in ignorance of how to do this. I’m going to figure this out, or I will die trying.”

## **Section 1. Connecting Through Differences**

My grandparents were the one shining example of how to be in a relationship. They were married over 63 years. I saw them and thought, “That’s what I want in my life.”

I enrolled my best friend on a 12,000-mile journey as we traveled around the country in search of America’s greatest marriages to figure out how people connect. How do people build attraction? How do people understand one another?

We interviewed hundreds of couples, we read every relationship book we could get our hands on, and we interviewed all the relationship experts we could to figure out how to connect one another and build love.

What came out of that were all of these pops, these pieces of awareness of thinking, “Oh my gosh. We are so different, men and women.” I had been treating women like my man friends and not really understanding what builds attraction with them. Then I found out that women are doing the same thing for men.

That’s what gave birth, so to speak, to Cracking the Man Code. That’s what we’re going to do here tonight. We’re going to unpack how we’re wired up, the differences between men and women, how we think, and how we have emotional and biochemical triggers that build attraction. We’re going to look at what those are.

We’ve broken them down into six strategies or secrets that will allow us to connect to one another. Before we dive in there, I think it’s a good idea to start with a framework.

A friend of mine, Alison Armstrong, has a great line. She says, “Often, women think that men are just hairy women.” That couldn’t be further from the truth. We are so different.

The only time men and women are the same answers this question of why men have nipples. I know that it is not me. I wish it was. Why do men have nipples? It’s kind of an interesting question.

Men have nipples because the only time men and women are the same is from conception when the sperm meets the egg to eight weeks of gestation. From conception and during those eight weeks, everyone starts developing as a woman.

At eight weeks of gestation if you’re a man, you get a big shot of testosterone that sends you spinning into left field. From then on out the game has changed.

Nipples are simple the residual effect of starting out developing like a woman. That's all there is. I promise you that you will never look at a man's nipples the same way again.

To understand the differences, we need to go back in time. Often all of these genetic patterns are expressed in how we're wired up and even our behavior today. Let's go back a few hundred thousand years to our ancestors and take a look at how it all began.

The primary behavior for our ancestors was that the women were gathering and the men were hunting. It was often a very dangerous activity that resulted in life or death, the men thought. Don't tell the cave man that now researchers know that women actually provided more food than the men did back then. We won't tell the cave men that. They thought it was life or death.

They would leave the cave with their cave men friends for days at a time to hunt their food, and they got very good at not talking. If they were lucky enough to catch their prey, they would take the long, arduous and dangerous journey, because now they were prey for other hunters, back to the cave for you. "I am man."

Ladies, this is huge for a man. Your response to what he's offering you triggers something deeply coded in a man's genetic wiring. It triggers our sense of worth and of manhood. Not even what he is giving you, but your response to what he's giving you triggers something deep inside of him.

This was very different because it was life or death. Sometimes they would lose friends on this journey. Sometimes, if he wasn't successful with this, his family would go hungry and die. For hundreds and thousands of years, men have been programmed to provide and protect. The genetic residual effects of this are seen in our behavior still today.



This isn't all men, but on average when you go to a restaurant with a man, he will instinctively sit on the side of the table facing the entrance of the restaurant. This stems from thousands of years of sitting at the entrance of the cave, guarding the family.

If a man sleeps in the bed next to his wife he will instinctively sleep on the side of the bed closest to the door. If he is gone, sometimes the woman will slide over to that side of the bed.

Men, how many of you sleep on the side of the bed closest to the door? I sleep on the opposite side. I let my wife sleep there. I wonder what that means about me.

Ladies, you evolved quite differently from your activities. You were gathering and collaborating with your cave-women girlfriends. This enabled you to develop female super vision.

You have more cones in your eyes than men do. Cones are the cells that enable you to detect color. You needed to be able to tell whether that red berry was poisonous or safe to eat because some shades were poisonous and some shades weren't. This is why women will use words like, "Mauve, chartreuse and teal." Men will say, "That is blue. That is dark blue."

Ladies, you also have 180-degree peripheral vision. Men have better tunnel vision to spot the gazelle on top of the hill. Women have better peripheral vision. This is why men get caught checking out women more than women get caught checking out men when research shows that it is equal. Guys, they check us out just as much. They just don't get caught.

Here's how it goes. When a beautiful woman walks in the room, there's a phrase for that. "A woman who makes all the men's heads turn," because they say, "Oh my goodness." If a good-looking guy walks into the room and she's talking to her girlfriend, she thinks, "I've got you. He is

handsome. Excuse me. I'll be right back. He's still looking at me. I know.”  
Ladies, is that true?

You also have super hearing compared to a man's. You're preprogrammed to hear high-pitched noises like babies crying faster and earlier than a man will. You can also separate and categorize sounds better and more sophisticated than a man can. You also have superior sensitivity to tone change and pitch, which gives you this incredible super-human power to detect lying.

If anything is off in the tone, change, tempo, eyebrow or anything she thinks, “He has been lying to me.” It enhances women's intuition.

You also have super skin compared to men. It is up to 10 times more sensitive than a man's skin. I thought this was very interesting. Often you hear women like to cuddle when a man doesn't like to cuddle as much. This is one reason that sort of explains why. It's enhanced cuddling, up to 10 times more sensitive.

This one will blow your mind. Your enhanced smell and taste on average is better than a man. Ladies, you have the ability to kiss a man and within three seconds of kissing him, you will decode his immune system through his saliva. You have receptors that will decode his immune system through his saliva.

If his genes and his immune system are compatible with yours, you will feel this burst of fireworks. If they're not compatible, you will experience a dead-fish kiss. How many of you have kissed a gorgeous man only to have it be just a flat, dead-fish kiss? That sucks, doesn't it? Chances are, he wasn't vibing with you or his immune system wasn't vibing with you.

In your olfactory system in your nose, you can bond with a man in different ways than he bonds with you. Especially if you sleep with him, you can chemically bond with him and become addicted to a man.

Experts say that that addiction mimics what it's like to be addicted to heroin or cocaine and that it can take up to two years to break that addiction.

Men, we can become addicted too, it's just a different process for us. I have been addicted to a woman in my life. Let me tell you that it is physically painful to try and break that addiction.

Has anybody here ever had a girlfriend who kept going back to a guy that was no good for her? She knew he was no good for her but she kept going back to the guy over and over again. Is anyone sitting next to that girlfriend tonight? Don't raise your hand.

This kissing mechanism, the ability to bond and have these fireworks, is all enhanced during ovulation so if there are extra fireworks or an extra charge, ladies, be careful because it's baby-making time. It's nature's way of trying to get the timing right.

Here's the problem. Often we expect the opposite sex to interpret signs and signals the way we or our friends would. Their equipment is literally different. Their equipment is completely different than ours is, so their ability to pick up on those signs and signals is completely different as well.

One of my mentors says that when he fights with his wife she always comes to him on her hands and knees and says, "Get out from under that bed you coward."

I remember when my wife and I were dating. We got tickets to the John Legend concert gifted to us. A friend of ours couldn't go, so at the last minute he said, "Would you like to go?" I said, "Yes, we would love to go."

We were not living together. She picked me up. We lived in Orange County, an hour and a half drive to where this concert was going to be.

She said, “Babe, are you hungry?” I said, “Yes, I’m hungry.” She said, “Where would you like to eat?” I said, “Weinerschnitzel. Let’s go.” I had never been to Weinerschnitzel. I have yet to go back. No one warned me about Weinerschnitzel. I knew it was a hotdog place.

She said, “What would you like?” I said, “I want the Number 4 with everything on it,” because I was starving. I said, “Babe, would you like something?” She said, “No.”

Let me say for the record that she said no. I got my Weinerschnitzel and it was just awesome. I was eating it, and there were onions and bell peppers on it. Right as I put the last bite in my mouth, she said, “You weren’t going to share any of that with me?” I said, “You wanted some of this?”

Had I been a woman and had 180-degree peripheral vision, I would have seen all of the looks, glances and smells happening, but I had my laser-beam vision on. I couldn’t even see it. This is where a lot of the frustration is. Most relationship breakdown comes with miscommunication and always with expectations that are unmet.

What I love about the challenge and the beauty of it is that nothing causes us to grow spiritually like relationships. Nothing pushes us to the edge of our patience, compassion, understanding and forgiveness and all of those spiritual practices like being in a committed relationship.

As I interviewed all of those couples around the country they spoke of this. They said, “No matter how well you know each other, there is always the growth and work.”

Here is one of my favorite clips from a documentary film, “Project Everlasting,” where Ruth and Eddie, married over 50 years were talking about what it’s like to be married that long and their principles for success.

<begin video>

Eddie: We developed a motto. I think Ruth can understand that.

Ruth: That's me. I'm saying that. We said that many times. When people asked the question, "Did you think about divorce?" The answer I usually give them is this. I mean this. "Divorce? Seldom, if never. Murder? Often." That's just about it. You can go home now. You don't have to ask any more questions.

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Mat: I love that. I had no idea about polarity in relationships, and this is one of the primary reasons why I had difficult establishing lasting connection in my relationships with women.

## **Section 2. The Law of Polarity**

Secret Number 1 is the Law of Polarity. The Law of Polarity states that masculine and feminine energies attract one another. Here's what I failed to realize. Inside each of us, we all have masculine and feminine energy.

Men, we have masculine and feminine energy. Ladies, you have masculine and feminine energy. The key is to be able to master these and operate from whatever one is going to serve you best. Masculine and feminine energy are both highly effective for achieving different results under different scenarios.

Let's unpack this a little bit. When I first started, I had no idea what masculine and feminine energy were.

Masculine energy is cognitive. It's goal-oriented, focused, achievement, competitive, provider and leader. All of that is masculine energy. The workforce in corporate America and the entrepreneurial field is very much a masculine-dominated space. I'm not talking about men. I'm talking about the way of having that masculine energy.

Ladies, have you or have you not mastered this energy? A lot of my coaching clients that I work with have mastered it to such a degree that they've lost touch with their feminine side. They're into corporate space so much and they're so good at achieving and being in their masculine space that they've lost the ability to tap in and move over quickly into their feminine energy.

What is feminine energy? It's all of that connection, collaboration, cooperation, intuition, emotion and being in your body versus being in your head. That is being in the feminine.

There was a book called *Blink* that talked about some of the attributes of the highest and most highly effective CEOs in the world. One attribute that they had was highly feminine.

They didn't call it feminine, but that's what it was. It was their ability to tap in and tune into their intuition or their gut feeling about something versus always being logical about it. They got work done so much faster, got deals done faster and stayed away from bad deals.

Men, it is to our advantage to learn how to harness and activate our feminine side as well as our masculine side. Ladies, likewise, you should be able to master both and move between both when you need to.

I have a lot of gay friends who come to me. I don't pretend to be a master about gay relationships, but I have gay friends that come and say, "Mat, we have been together seven years which is like 35 straight years." A lot of them talk about this masculine and feminine energy. One will be more the leader and the other will be the receiver.

I have a lot of women clients who say, "I'm only attracting these really passive men. They're not leading or taking the controls." Lo and behold, this woman is beautiful but the most masculine woman I have ever seen in

my life. She's got this masculine energy radiating because masculine and feminine connect one another. The polarized energies attract one another.

This goes so deep that I created a whole system with my sister called "The Magic Feminine Formula." It goes into how to master the masculine and feminine energies because there is a whole process to it.

There is something that you can do easily to activate the feminine energy for man. The great part about this is that as you activate and step into your feminine energy, you call him into his masculine energy.

What I didn't know was that in my relationships, I was so comfortable in the feminine. I have a very strong, powerful and entrepreneurial mother and a very strong, entrepreneurial and business-savvy older sister, so I learned how to do relationships from her. She taught me to be the feminine. "Don't be like all those guys. Call the women in. Let the women do this and that."

I learned this whole feminine approach, which worked really well for attracting women early on, but there was no sustained attraction because I'm naturally a masculine guy. I like to be the masculine in the relationship. The attraction would often deflate very quickly.

What can you do, ladies, to help a man activate his masculinity and step more into your femininity? Did you catch that? Just pull him right over. It took me about four hours to figure that out.

It's called joyful receptivity. It comes back to this. You activate something in us when you receive what we want to provide for you. You activate something in us that feels good.

I remember one of the first dates I went on with my wife as boyfriend and girlfriend. We went to Olive Garden which was lovely. We were coming out of Olive Garden, and she was wearing a tank top. It was at night and I saw

her skin get all these goose bumps. I took my jacket off and started to give it to her.

She had been to the Man Code, so her first reaction was to say, “No, baby, you’re going to be cold.” She stopped herself right in the middle of that and said, “Okay.” She received my jacket and we proceeded to walk. Was I cold? Yes, I was cold but I thought, “I will brave this cold weather if it means that my woman is warm.” We feel good and we feel like a man when we provide to you.

This brings me to the one mistake that women in dating make early on. When you’re dating a man, early on in the courtship phase because you’re kindhearted, generous and successful, you often make this mistake in a relationship. It’s where the woman tries to give back too large and too early in a relationship.

A man will do this and you say, “Thank you so much. This is so nice. I have something for you. Hold on. There you go.” Early on, men don’t take it as contribution, which clearly is what it is. It’s just a contribution or a reciprocation of how you feel. We instinctively take it as competition. Now we have to outperform this.

After you’re in a relationship and you’re married, giving and receiving is beautiful. During the courting phase, let him be all about that feeling of masculinity and providing for you. All you have to do is joyfully receive.

Many women that I coach have a hard time with this because they think, “It could not be this simple. I need to do something. I need to overthink this. I need to overcomplicate this.” I’m telling you that it is this simple.

John Gray writes about this. He’s got great books. I love the Mars and Venus books. He says that when a man goes to a restaurant with you, you sit down. You’re sitting across from us looking at the menu. We wrote that menu. We feel as though we are cooking that food for you. We feel as



though we are serving for you and, quite frankly, we feel like we own this restaurant. Your appreciation makes us feel more like a man.

I will stand on the beach with my wife and when I look at the sunset I'll say, "I made that for you." Just to flow with me, she'll say, "Thank you so much. Thank you for making that for me." You will trigger your man.

### **Section 3. The Law of Chemistry**

Secret 2 is the Law of Chemistry. I'm literally talking about biochemistry. What triggers a man is very different than what triggers a woman. To understand this we need to understand how our brains are wired up. Don't worry. We're not going to go with heavy science on this. We're going to go with pop science on this, and you're going to love it.

A man's brain is compartmentalized. It's very different than a lady's brain. I like to call it apartmentalized. A man's brain is like a giant apartment complex. I kid you not. Lots of functional MRIs taken about this show that it is a giant apartment complex, and we have one apartment for each thing in our life. We have one apartment for hearing and a separate apartment for seeing.

They have taken functional brain scans when a man is reading the newspaper. This hearing apartment is literally dark. It's almost like he's deaf when he's reading the newspaper or watching TV. Have you ever tried to call a man's attention when he's watching Sports Center? How effective is that? It's not very effective.

He has one apartment for seeing, one apartment for hearing, one apartment for taste, another apartment for his job, an apartment for his money, a separate apartment for you and a giant penthouse apartment for sex. I'm not kidding. He has an apartment for each thing in his life, and the challenge is that he can only be in one apartment at a time.

Like I said, when he's reading the newspaper and they take a functional brain scan, the apartment that controls hearing is dark. This is often why men are idiots when they try to hit on you.

We're idiots when we think you're beautiful and try to approach you because we see you and think, "Oh my gosh. She is gorgeous," as we build up this whole plan.

Ladies, I hope you know how much courage it takes to talk to you. We will plan. If we are lucky enough to have friends there, we will latch on to them and say, "What am I going to say? I think I can do this. I think maybe she likes this." We have this whole plan worked out in our conversation apartment.

We get up, we see you and we get pulled over into our visual apartment because contrary to popular belief, a man's sexual organs are his eyeballs. He's thinking, "Oh my gosh." You say, "Hi," and he has no access.

If we are in our visual apartment, we do not know what is happening over in apartment 302 which has all of our notes for our conversation. We'll just go to default muscle memories like saying, "Do you come here often?" You say, "I'm in a grocery store. Yes, I come here a lot." You're thinking, "Idiot!" He is not an idiot. He finds you beautiful. It is flattery, so just accept it as flattery.

I love this cartoon. "Knock it off, hon. I'm trying to read." What is he reading? It's *How to be More Romantic*. It's very important to understand this because, ladies, you do not have this. You have your own advantages and disadvantages. This is an advantage to a man as far as I'm concerned. You can't even begin to comprehend this because your brain is not wired up this way.

Men, we know what it is. We have it and we go to it as often as possible. It is called the vacant suite. It is the empty apartment. There is an apartment we have in our brain that when we go there and they take a functional brain scan, it's literally like there is zero brain activity. It's like a deep meditation and it feels good. It is our way to de-charge.

Ladies, you have your way to de-charge. This is our way to de-charge. When we are in this apartment, there is nothing happening.

It is very strange to a woman because in your mind there is always something happening. It's not nothing happening. You've had this experience, I'm sure, when you're driving in the car. The guy is driving and you're in the passenger seat. A few minutes have gone by and there's beautiful scenery.

You look over to your man and say, "What are you thinking about?" He says, "Nothing." "Nothing? Come on. You have to be thinking about something." He says, "No, there's nothing."

I've had women literally get upset and say, "Why don't you want to open up to me? You never want to share what's on your mind." I start thinking about stuff to say just to calm her down. I say, "No, I'm in my vacant apartment. Check out The Man Code, okay? It will help us."

Ladies, your brain is very different than a man's brain. Your corpus callosum, the massive neurons that connect the right and left hemispheres, is about 20% larger than it is in a man's brain. This connects everything.

One of my favorite analogies is a giant ball of wire, and everything is connected to everything else. Your job is connected to your sense of self-esteem is connected to your body is connected to your paycheck is connected to your friends is connected to your man is connected to your

kids. It's connected to everything that's happening all at once and it's all powered by emotion. It's connecting everything.

This is in part what gives you multi-tasking super powers. Because you're connected, you can see, hear and talk all at the same time. You do what's called multi-threading in conversations. You can be doing one thing over here, another thing over there and be focused on both at the same time.

This amazes me. My wife can be in the kitchen watching a program on TV, cooking dinner, texting her friend and giving birth all at the same time. I do not know how she does it.

Just like we have the challenge with uni-tasking, the challenge is that it never shuts off. I've heard this and I do not understand this. I do not have a woman's brain. Is this true? My wife will call it spinning. She says, "Honey, my brain has been spinning."

The only way to de-charge a female brain is to share what it's spinning about. The act of sharing, talking and giving generously the thoughts that are racing through your mind is the way to de-charge the female brain.

What charges a man's brain? What helps him feel more like a man is a chemical called dopamine. This is oversimplified but useful for these purposes. Dopamine charges us up. It ignites our joy factor and helps us feel alive.

What type of activities trigger dopamine in a man?

Participant: Sex.

Mat: Yes. What else?

Participant: Working out.

Participant: Watching sports.

Mat: Yes. Guy time and bromance. That's dopamine time. What do guys usually do when they get together?

It's interesting. Guys will often get together to do things. They'll watch sports, play sports, hang out and some are even gamers. Women will do things so they can get together. It's more about the connection than it is the thing itself.

Anything action oriented like sports and action movies triggers a man's dopamine. Competition and winning something triggers a man's dopamine. Productivity and achieving a goal triggers a man's dopamine.

I find this hilarious. You're never going to look at a gym the same way again. When you go into the gym, there are 90% men in the weight room because doing 10 reps is a small goal. If a man can do 10 reps and kick it out, he gets this rush of dopamine. "I achieved this goal."

In the aerobics room, it's 90% women. In the aerobics room with Zumba, it's all about connection. "Can we all do this at the same time? We are all unified." You're all together and you're doing it in unison.

My wife comes home from Zumba charged. She loves it. She says, "I'm Zumba all out. All my girlfriends are there." She wants me to go to Zumba, and I have committed to going. I will go soon. Who knows? I might like it. You never know.

Facing danger, taking risks and going for a drive will spark a man's dopamine because it's slightly dangerous.

There's solving problems. If we can solve your problem, women, we get charged up with dopamine. If we can offer you a solution to a problem, solve a problem at work, solve a problem anywhere or fix something, we get dopamine.

There's efficiency. If we can get there faster or figure out an easier way to do something, we are highly motivated by the most efficient way possible. If we can take a shortcut and get there sooner, we get charged with dopamine.

Also, there's getting to the point. Getting to the point of a conversation charges us up whereas the conversation itself does not.

Ladies, you're igniters. Primarily, a hormone called oxytocin charges you up and makes you feel like a woman. It's your joy factor. It makes you feel in love.

What sorts of things ignite oxytocin? Touch does. Sex does as well. Just touching a woman's skin ignites her oxytocin.

Tell all your teenagers daughters that when a man touches your skin, it actually sends a hormone to the decision-making part of your brain, generating a false sense of trust. You feel connected and like you trust this guy way before you actually should and way before he's actually earned it. If he's stroking on your skin and you think, "I feel so connected," it might not be that he's earned it. It might be some hormones going on.

What else triggers oxytocin?

Participant: Chocolate.

Mat: Yes, it actually does. What else?

Participant: Talking to friends.

Mat: Yes. Simply the act of sharing and talking triggers your oxytocin and helps you feel high. Communication does. Collaboration, working together, triggers it.

What's interesting is that we look back at where we came from hundreds of thousands of years ago. Go back to the hunter and gatherer, our ancestors.

Men's jobs were dangerous and risky. The faster they could do it, the better off and more productive they were. It was competitive and goal-oriented.

With women, it was all about connection, cooperation and collaboration. If they worked together, they were better off. The better they communicated, the more likely they were to survive. Their ability to contribute to one another generated their survival.

It's interesting how these practices still motivate and drive us today, down to our biochemistry. What triggers our sense of self-worth and joy factor?

Here's something you will need to know. Ladies, if your blood sugar drops below a particular level, you lose the ability to produce serotonin, which causes you to feel happy.

Oxytocin triggers this whole cascade of reactions, which ultimately triggers serotonin, helping you feel happy. If your blood sugar drops below a certain level, treat it as a code red emergency because you lose the ability to be happy.

As men, we have our inner bear. We will become grumpy. I'll speak for myself. I will become grumpy and frustrated, but I have more control over it biochemically than my wife would, for example.

Fellas, if your wife is acting a little crazy and you know it's been about five hours since she's eaten, don't take anything she says personally. Just get some food in that woman as fast as you can because this is a code red emergency.

What I love about this is that you can have this language. My wife and I share this language. I know that if she's acting not really like my wife and it's been a while, I'll say, "Babe, should we get some food or something?" She'll say, "Oh my god! I am so code red right now. Let's get some food right now, please."

You can use this languaging, and it will help you let one another off the hook and have more patience. You know it's not necessarily their fault. Biochemically, they literally cannot be happy.

#### **Section 4. The Law of Elasticity**

There's the Law of Elasticity. How nature wired this up might not make sense at first, but if you understand where it comes from, it will. For some reason, oxytocin naturally suppresses dopamine. Ladies, your feel-good chemical naturally suppresses our feel-good chemical.

Let's say you're hanging out. It's the weekend and you're spending time together. You're talking and connecting. Your oxytocin rises. You're talking and connecting. You're hanging out and hugging one another. His dopamine goes down. When his dopamine goes down, what does he want to do? He wants to get away from the one thing that causes his dopamine to go down.

Here's the thing. Most men don't even know consciously what's happening. It's an instinct. They just feel it. They think, "I have to get away." All they know is that they need to get away from you.

The woman who doesn't understand this process is apt to take it very personally. I know this from experience before I even knew this was going on.



He pulls away. This is why we call it the Law of Elasticity. He'll start to pull away, and if the woman chases, there's never that tension for him to want to come back.

He'll start to pull away and say, "I feel like I have to go work on this thing over here. Maybe me and my boy will go golfing." Ladies, you know something is up. You can sense because you have super vision and super tone change. You know something is wrong.

You say, "We've been having a great weekend. We've been hanging out. What's wrong?" He'll say, "I don't know what's wrong. Nothing." "Something's wrong. Talk to me. You'll feel better about it." He says, "I am not going to feel better about it if I talk about it. You will feel better about it. I have to go."

He goes and does his thing. He gets his bromance on. As I call it, he gets his dopamine time. He feels charged up. He has a full tank of dopamine. Guess what he wants to do. What does he want to do?

Participant: Have sex.

Mat: Sometimes. He might just want to be with you. Maybe he wants to have sex too. He comes home charged up. He won at golf. He got a hole in one. He's stoked!

Let's say you're in the kitchen making dinner. You're cooking it up. He comes up behind you and says, "Hey, babe." You say, "Oh, now you want to hang out. You just sit over there because dinner is almost ready, and I'm code red. You just sit right there."

For a woman who takes it personally when a man needs to pull away and have his dopamine time, it is not personal. It is a biochemical thing. When you stand in your truth and sense of self-confidence and know who you

are in your life, you allow him to pull away and come back. That keeps the attraction hot. It keeps it high.

He will appreciate you because so many women will lay a guilt trip when he wants to have his dopamine time. They will take it personally. They will make him pay for it. Men know, "I'm going to have to pay for it, but it's worth it because I need my dopamine time."

If you encourage him to have his dopamine time, he will love you. He will come back and shower you with whatever you want because you are the first woman who gets him. "You get me. How do you know me so well? I just love you." It's like a circle.

I was talking to my friend. He's been married six years, and he's got it figured out. He says love is like a circle. If I give to her, she will give back to me, and then I'll give to her and she'll give back to me. It's this beautiful spiral that spirals upward.

The challenge is when it starts to go downward. I take from her and she takes from me. Then to get it to turn the other way takes a lot of effort.

## **Section 5. The Law of Connection**

This brings me to the Law of Connection. Ultimately, this is the Law of Communication. It's how we connect through words. Most of the biggest arguments, pains, frustrations and frictions we feel in relationships come down to miscommunication, not understanding what the other person means or breaking agreements.

To understand one of men's deepest subconscious desires is to have our thoughts respected. This comes down to leaving the cave and deciding whether we're going to go east or west for food and whether we're going to circle the gazelle from the front or back. Those decisions were life-and-death decisions. To have our thoughts respected respects us as a man.

One of a woman's deepest subconscious desires is to have her feelings cherished and understood.

There's all this research that shows that in relationships, one of women's biggest frustrations is their man's unwillingness to talk.

Here's how you can motivate your man to talk. There are two crucial steps. Step 1 is to let him begin talking. Step 2 is to let him finish talking. I know this sounds obvious and simple.

Ladies, you communicate with your girlfriends very differently than men communication with their guy friends. Because of your brain differences and your ability to both talk and listen, often when you're talking, you'll jump in and contribute a thought or idea.

You'll ask a man to share. He'll say, "Okay." He'll get in his talking apartment. "What happened today?" "When I went to work today, I got stuck in that crazy traffic jam." You'll say, "My friend Sharon called me. She was stuck in that traffic jam for two hours." He hears you talking. He gets over into his listening apartment. "Sharon was stuck in the traffic jam for two hours? That's horrible."

Then you stop because you want him to keep going. Then he thinks, "I'll get back over here to this conversation. Flip. Flip." "I got to work, and I realized that the whole system had done this computer upgrade. I left the laptop that had the upgrade at home, so I had to go back."

Then you say, "Oh my gosh! Did that boss, Jim, do that to you? We met him at the Christmas party two years ago. I knew at the Christmas party that he was no good. And his wife!"

He gets back into his listening apartment. "It wasn't actually Jim, but I'm going to let her keep going. I don't remember that Christmas party."

Then you stop. You say, "Keep going." He's going over here. Flip. Flip. He goes right back over here because he can't remember what he was going to say.

Eventually a man is going to think, "She just wants to talk." It's not that you just want to talk. You're contributing to the conversation. As men, we just think you want to talk because men don't view interrupting as contributing. Men view it as competition.

If you listen to how men talk to one another, they don't interrupt one another unless they're vying for alpha status. Then they'll start to interrupt one another to win the argument. If they're actually bantering, it's fast. It goes back and forth, but it is respectful. They'll let the guy finish. Remember, letting the guy finish his point does what? It boosts his dopamine.

It's contribution versus competition. You will be amazed when you let a man go from start to finish and finish his point how much more he's willing to open up and share with you.

Here's how to motivate a man to listen, knowing what you know now about how he's wired up. Naturally, you sharing boosts your oxytocin. Listening doesn't necessarily boost his dopamine.

When you're sharing with them about a tough day you've had, what do most men want to do? They want to solve the problem. They want to give you advice and a solution to what you already know how to solve. You already know the solution. You don't need their solution. You just need them to connect and empathize. You need them to get in their nurturing space a little bit.

Here's what you can do, ladies. This works amazing. This is great. Let me explain this first because this will help you understand. There's some conflicting research, but the point is good.

Women, on average, speak 20,000 words a day. Men will speak 7,000 words a day. This means you've both gone to work and spoken your 7,000 words for the day. Then you come home from work and have 13,000 words to go. You can actually use what you know about how we are wired up to motivate us to listen.

It starts by setting us up to win. We love to win. We love to accomplish things. You give us a goal. We love goals. If you don't give us a goal, our goal is to solve your problem. Give us a goal and open the conversation.

What does every goal have, first of all? Every goal has an objective and a timeline. We want to know when we will have achieved this goal. You need to let us know how long this goal is going to take us. Otherwise, we might think it will take a very long time and we won't achieve the goal.

You say, "Honey, I had a really rough day today. Do you know what would help me feel really loved and supported? It would be if I could just de-charge with you and share about my day. I don't want you to fix anything. I just want you to listen to me.

"If you listen to me, I will feel so loved and cherished. I will appreciate you. You will be my man. I just need you to listen for about 95 minutes," or however long it's going to take. Now he has his mission.

When oxytocin is going up and a man is doing something that's also stimulating his dopamine, that keeps it high. It's only when he stops doing those things that he lets it drop. By a man achieving a goal, he can influence his own dopamine levels and keep them high.

He says, "I would love to support you with this goal. Go." You can do this, men. You can sit back and almost see the oxytocin filling up in their minds as they're sharing and talking. You think, "I am so loving on you right now. I am achieving this goal of helping you feel loved." At the end of the

conversation, the man still feels high because he didn't have to fix anything.

Men think it's too easy too. We sit back and think, "This is too easy. I have to fix something. I have to work harder at this. I can't just sit back and have this goal achieved."

Once he understands that it is indeed what you really want, and the only way he's going to know that is if you ask him for it, men love to provide for you. You give him the menu. You place your order, and he will deliver that for you. That will stimulate his dopamine, and he will love it.

You can open the conversation like this. Five words men hate to hear are, "Honey, we need to talk." There are five words men love to hear. "Is now a good time?" We love that. The reason we love that is because it respects our thoughts. A man's greatest subconscious desire is to have his thoughts respected.

It respects his thoughts when you say, "Is now a good time?" because he might be in his work apartment and firing away. He might be right in the middle of something, and you need to share right now.

You say, "Honey, I have something I have something I'd like to talk to you about. Is now a good time?" He can literally get out of that apartment, turn and look at you and say, "It is a good time."

Ladies, then you can say, "I really just need to de-charge. It would make me feel so loved and cared about if you could just hear me and hear my day. Would you be willing to do that?"

Men love to do things. Those are trigger words for a man. We love to do things. If you can say, "This is something you are doing for me," it gets our attention. It grabs us. We say, "Yes, I will do that for you." We will feel like your king. We will love you and we will love on you.

After that, the key is how to close this. I haven't put this in this presentation, but how do you close that conversation? You close it with joyful appreciation. "Thank you so much. I feel so much better. You helped me feel so loved." Give him a big hug. He will think, "Yeah! I don't know what I did, but it worked." Conscious men will know what they're doing. Those are men who've cracked the man code.

## **Section 6. The Law of Miami**

There's the Law of Miami. It's all about how men fall in love. It's very different than how women fall in love. We are going to find the emotional area of a man's brain right now.

Take your left hands and raise them up high. We're going to do a calibration test. I want you to follow my arm with your arm. Now bring it here and bring it in. the emotional area of a man's brain is right there. It's actually at two tiny spots.

There's a great book by Louann Brizendine, *The Male Brain*. There are two tiny spots that control a man's emotions. If you go down the apartment complex to the opposite end of where he normally hangs out, at the end of this hallway are two closets. This is for most men who haven't done a lot of emotional work in tapping in to that. There are two small closet rooms that control their emotions.

Now we're going to check out the sexual area of a man's brain. Right hands up high, please. This is a calibration test. Bring it in. Open your hand and do this. This is the sexual area of a man's brain.

Men have 20 times the testosterone that women do. Testosterone for both men and women determines our sex drive. The area in our brain that controls sexuality is huge. It's like a giant penthouse apartment. They are on opposite ends of the apartment complex from each other.

The sexual apartment is like Miami. The emotional apartment is like Seattle. When a man meets you, he is what I call Miami. He's in the sexual apartment of his brain.

I've invented a character. Every man has his own character that represents the sexual animal in him. This is mine. I call him Mr. Miami. He sees you from across the room and says, "Oh my goodness. She is beautiful. Woo! Look at her hair. Look at her eyes. She is gorgeous. I am going to talk to her."

There's sort of this dual guy going on. We can feel this guy inside of us. We say, "No! I am a good guy." We push him down and say, "Hi, it's nice to meet you. Where are you from?" "Who cares? We do not care where she is from. We want her to know where we are from." We think, "Stay right there!"

We say, "Janet, you're passionate about that? I am so passionate about that." Mr. Miami thinks, "Shut up. You sound like an idiot. Let me handle this."

This brings me to the one word that will help your man fall in love you, ladies. Men, you're not going to like this word. Most men I teach this to don't like it, but it works. Ladies, the one word that can help your man fall in love is no.

This section I call "the alchemy of sex drive." What you're going to do is help him convert some of that 20 times of testosterone or sexual energy into emotional connection.

Mr. Miami will ask you out. Imagine just for a moment that this is a great guy. This is the guy you've been waiting for. He's handsome, gorgeous, smart, successful and emotionally open. He's a great guy. He's vibing on you. You're the woman he's been waiting for. You're smart, sexy, intelligent and put together. Finally, you have found each other. You kiss



him, and there are fireworks. His immune is hooked up. It matches with yours.

He's a good guy. He asks you out. You say yes. He says, "We're going to get some sushi." You have some sushi. Then he says, "Maybe you can come back to my place. I have a very nice fish tank at my house. I want to show you my fish." You say, "Really? I would like to see your fish tank."

You come up and see his fish tank and all the fish in the fish tank. He says, "I named this one. They're gorgeous, aren't they?" Yes. "I have a fish tank in my bedroom. We could go into my bedroom and see the fish tank." You say?

Participants: No.

Mat: No. He says, "Okay. I respect that. I respect you." Then he takes you home. Then he asks you out again. This time you're going to go for a nice romantic walk on the beach. All of a sudden he has a blanket. He lies down on the blanket and says, "I do not know where I got this blanket, but here it is."

You are lying down on the blanket and looking at the stars. The moon is beautiful. You are kissing. He's kissing on you, and it feels so good. He says, "I just want to check to see if you have any tattoos. Maybe we'll take some of these clothes off and go tattoo hunting." You say?

Participants: No.

Mat: You say no. Then he asks you out again. He wants to take you out dancing.

I don't know how many times it will take, but eventually when a man knows he's not going to get any action, he goes through a certain thought process. Every man is a little bit different. Some are highly emotionally

activated. They're tuned in to their emotions right away. Many men are not.

Many men start out in Miami. It's so powerful. They will go through this thought process. "If I take her out again, I know I'm not going to get any action. The only reason I'm going to take her out is because I actually dig her. I'm really vibing on her." He will start to explore. That's the energy he needs to check out his emotional apartments in Seattle.

I have women ask, "How long do you say no? How long does this go on?" It is completely up to you. Dr. Pat Allen, a good friend and mentor of mine, teaches this. You say no until he has signed your contract. That's what she calls it.

Your contract is what's required to be intimate with you. For some of you that's going to be marriage. For some of you that's going to be committed and monogamous. It's a completely spiritual commitment and connectedness. For others of you, it might be, "Can you fog a mirror? Baby, I'm enjoying being single. Don't tie me down." I'm not here to judge. I'm here to enlighten. That's what's happening during this process.

You can communicate your contract early on in the relationship. It can be the first date. "I'm tired of screwing around and dating. I'm looking for something serious. If that's not you, that's cool." That's what my wife said on our very first date. She said she was trying to scare me away, but you cannot scare away a man who wants the same thing.

The key is that you can't latch on to him and say, "I want a commitment. I don't know you, but I'm hoping you're the guy." That will freak us out.

My wife didn't even know if she liked me. She said, "I don't know if it's you. I know I'm going to find the man who's going to give this to me." I was sitting in the passenger seat because she drove that night. I was thinking,

“Maybe I can be that guy. I don’t know about you either, but I’m ready for something deep and connected.”

Wait until he steps up to your standards. Make no mistake. A woman who has standards is sexy. A woman who knows and communicates what she wants is sexy to a man.

Not every man, but a lot of men will sleep with whatever is efficient, convenient, easy, doesn’t take a lot of work and accomplishes a goal, but there’s not a lot of long term in that. I’ve interviewed hundreds of men, and they all say that instantly categorizes the relationship in their mind for not being serious.

There are always exceptions to the rule. Some of you may know people who slept together on the first date and got married. I know some of those too, but by and large if you help a man fall in love with you by saying no and encouraging him to go to his Seattle apartment to check out how he feels, it’s a very powerful gift that you can give to a man.

Sometimes during this process, you’ll experience the vanisher. Ladies, have you ever been on a few dates with a guy and things are going great? You’ve told him no. Then all of a sudden, he just disappears.

There are a few reasons for the vanished. He might just be going to another club in Miami. Maybe he’s just not that into you. He figured it out and doesn’t actually have the courage to tell you. That’s always a shame. Maybe he’s going to Seattle.

What is he doing in Seattle? He’s going all the way from Miami to Seattle, and sometimes it’s a long journey for a man, depending on the man. Some men can do it very quickly. For other men, it takes them a while.

Most men, when they're in Seattle, will ask these questions. "Is the grass greener? Is it worth giving up all other options for this woman? Do I have what it takes to make her happy?"

Men will not pursue a relationship if they don't think they have what it takes to make you happy and provide for you. That's how critical it is. That's why joyful receptivity early on is huge for a man. It signals to him how he's making you happy and the path to achieving that. "Do I feel like a man around her? Do I feel like a man in her presence?"

"Am I going to hurt her?" This is huge. We fear a woman's tears more than we do getting our arm chewed off by an alligator. This is why men don't call you to break up with you. They just vanish. Men do not want to hurt you. It's the last thing they want to do. It threatens their very manhood to disappoint you.

"Am I going to hurt her?" This is key in what I call relationship pacing. Ladies, you get to set the sexual pace in the relationship.

The emotional area of your brain is eight times the size that of a man's brain. Louann Brizendine in her book compares it like this. "If a woman's emotional area of her brain is an eight lane superhighway, the equivalent area of a man's brain is a two-track wagon wheel trail."

You can get down the emotional path of your brain much quicker than he can. That's why he gets to set the emotional pace of the relationship. You set the sexual pace.

This is why it can be so frustrating to be in a relationship with a man. You're thinking, "Come on! I know we're going to work out. I know you're going to love me. Would you just hurry it up?" You have to generate this patience. You have to let him come down the track.

Eventually, he will get there. Just because he's not there with you now doesn't mean he won't get there. Don't take it as a rejection or take it personally that he might not be on the same level with you early on in the relationship. Let him have his journey as well.

Let him set the emotional pace because if a man has a woman fall all over him early in the relationship and he's not feeling equivalent, it will scare the bejeezus out of him. He thinks, "If I don't hurry up and get even with her, I'm going to really hurt this woman." That's why you let him set the emotional pace of the relationship.

Someone will say, "What if I didn't say no and we really haven't established where we are in the relationship yet? What if I said yes?" If you said yes, then he is in the sex fog and no planes are going anywhere to Seattle. They are in Miami. They are grounded.

I've had women in relationships with men for six months with no asking, "What are we? Are we exclusive?" only to find out it was completely a sexually-based relationship. He was not emotionally connected at all.

How do you find out? You ask him the question. If you're already sleeping together, you have every right to ask, "What are we? Where do you see this going?"

If your intention is to create the relationship you want, you want to have that open, honest line of communication with him. If it scares him off, good. That allows him to fall away from your life so you can attract what you really do want.

This is the answer to anyone's question about, "Where are the good guys?" If you want a man who's interested in self-growth, go to seminars and self-improvement events. If you want a man who's interested in generosity, go to charity events. Positioning is key. Good men are everywhere.

In manifestation and attracting what we want, the most challenging job we have is holding our beliefs in alignment with what we want in the face of opposing evidence.

Sometimes it's easier to take a look at money. Sometimes it's hard to tap in to the fact that we live in an abundant world when your bank account isn't showing abundance.

You're saying, "How do I feel abundant when everything I see around me is lack and scarcity? I do not feel abundant because I can't even pay my mortgage this month."

The only way to attract abundance is to get into that abundance mindset and, more importantly, the abundance vibration. It's the same thing with men. Even men have the ability of amazing intuition to be able to read deeply into somebody and know what kind of person they are.

I would say two things. One, start getting in touch with that place in you that can believe that there's an abundance for you of good men out there. How many men are you looking for?

Participant: One.

Mat: You don't need a whole bunch. You just need one great man who's in alignment with your values, lifestyle and pacing. You've got this attraction. Get in that place of harmony where you can believe in that.

Do not lend weight to the other evidence around you that that's all of the reality. Part of it is sifting and not emotionally charging those events and saying that is all men. You need to disconnect that because that's not the truth. I know lots of men right now who are married, great guys, and single and want a relationship.

I'll tell you this. One of my friends was very successful and good looking. He dated a lot of women. These were women who wouldn't say no and

would just jump in the sack. They were the ones encouraging him to have sex. He got into this “sleep with all these different women” pattern, yet he longed for a relationship. That’s what he really wanted.

He would talk to me about it. He would say, “I can’t find a great girl. I can’t find a girl who’s this and that. They just want to sleep together. I don’t want a woman like that.” He couldn’t find a girl.

I taught him about the Law of Miami. I said, “You’re stuck in Miami. You don’t give yourself enough time to emotionally connect with these women before you sleep with them.” I challenged him. I said, “I challenge you to go to Seattle. I don’t know if you’ll be able to do it. You’ve been in this pattern for so long.” I was working him.

He said, “I am going to be the one to say no to help myself fall in love.” With the first woman he started dating and saw potential in, he started saying no. He said no.

He ended up getting emotionally connected to her. They established a relationship and a romance, and they’ve been together for eight months. That’s the longest relationship he’s had in five years. He was willing to say no and invest.

There are good men out there. Your partner is out there waiting for you right now. I know that for a fact.

The other side of the Law of Polarity states that for every question, there is the opposing answer. For hot, there’s cold. For up, there’s down. For in, there’s out. It’s called the Law of Polarity. It’s a spiritual law. For every question, there is answer.

You cannot have a longing in your heart for this other person without the connection point, the other person, being there for you. That is evidence in

and of itself that he exists. If you need evidence, it's that feeling inside of you saying, "I want this. I long for this. I'm ready for this."

If you date guys, bless them. Say, "Thank you. I know there's a woman right for you, Mr. Text Man." Then send him on his way.

Intuitively tune in and check these guys out. Maybe just go out for coffee before you go for a full dinner. Then you don't burn a whole night. Just feel him out. Then move forward from there.

## **Section 7. The Law of Authenticity**

I'm going to finish with secret number 6 for Cracking the Man Code. Let's bring it home.

There I am standing at the end of this long line of men. I was voted second to last that women do not want me on this island with them. The facilitator asked, "Is there any man surprised by where he's standing?" Embarrassed, I raised my hand.

She said, "Is there any woman who would be willing to share why they voted no on Mat?" All these hands went up. One by one, these women stood up and said that somewhere along that week, they felt judged by me. They felt like I was critical.

Do you know how when someone tells you something that's true, you don't want to believe it but you know there's truth to it? You can feel it. That resonated with me. I didn't see myself as a critical or judgmental person, but it resonated with me.

That night I said, "No more. I am going to figure out how to build connection with people. I'm going to start with myself." I realized that I was critical of myself. I was afraid of losing that connection with someone else and wanting to be seen as perfect and great. I was actually chasing people away because I wasn't willing to love and accept myself.



That was translating as neediness and being critical. It was translating as repulsive to people. That's why I hadn't been able to hold down relationships. I wasn't establishing connection, the very thing I wanted most.

There are all these surveys done. When men were asked what they wanted most in a lifelong partner, it came down to authenticity. If you unpack authenticity, it starts in this place of acceptance. It starts with accepting yourself for who you are and what you want.

It starts with loving the parts of you that you're proud of and shine to the world and loving the parts that you would rather hide from the world. You say, "That's part of me too. I love myself for that."

As you love yourself for that, you start to generate confidence and a grounded sense of who you are. Guess what everybody wants? Everybody wants to be loved and accepted like that.

We all have parts of ourselves that we would rather hide. We don't want to stand up on stage and say, "I want to look good in front of everyone because I'm afraid you might reject me. I want that connection, that part of me that needs to love myself for that." We all have things we would rather hide.

As we begin to love those things, other people can feel our self-acceptance. They can feel our state and energetic vibe of love. It's like this gravitational pull that pulls them in. you become so highly activated and attractive that people gravitate to you. They want to be around you. The key to this is courage. It's being courageous and being willing to love bravely.

I'll end with one of my favorite stories. This is half of a secret. Really, the secret lies in you.

One of my marriage mentors said, “Love is a four-letter word spelled G-I-V-E.” As we talk about half a secret, half lies with the other person, but it’s what you bring to the relationship that matters for you. It’s what you’re fueling the relationship with.

This is a story many of you have heard but many of you have not. It’s about how a couple gave to one another that really impacted me and changed my life. It was a very simple way. They had a practice of writing each other love notes. They would hide them and wait for each other to find them.

It was Dirk and Ruthie Dirksen. They’d been married over 50 years. Dirk would write one to Ruthie. It would say, “You’re gorgeous.” He’d put it in the china and hide it there. Months would go by. They’d have a nice dinner, and she’d be pulling the china out. Then a piece of paper would flutter to the ground. She’d pick it up and read it.

Then she’d write one for him. “I’m thinking of you.” She’d go to his sweater drawer and puts it in one of his sweaters. Winter would roll around, he’d get a sweater out and put it on. He’d feel something scratchy and pull it out. It would say, “I’m thinking of you.” This went on for decades. It was over five decades.

I was on the phone with Ruthie, and she was telling me what it was like for Dirk to live his last days in this dimension with his family. She said that he got ill and spent the last three weeks of his life bedridden, so she had a practice of going to bed early and spooning him.

Their entire life, she would spoon him, and they would fall asleep. He was getting more and more ill, so he would go to bed earlier and earlier until it would be early afternoon and he’d want to go to bed. She said, “Fine.” She’d go to bed with him until he fell asleep. Then she’d get up and finish the rest of her evening.

She said that it came to be his last day. He laid his head on his pillow for the last time. The whole family was gathered around, and she was lying behind him. She said he was feeling his breathing, stroking his face and feeling him as his breathing got slower and slower until it finally stopped.

She said that the thing that kept running through her mind in that moment was a thought that wouldn't leave her alone. It was, "How fast our time went. Fifty years gone." All the good times they had raced through her mind and so did all the arguments they had and how small they looked right now.

She said three weeks later, she was going through her drawers and cleaning them out. She reached in to grab a dress, and her fingers touched a piece of paper. She just got chills to her toes.

She pulled out the piece of paper, and in there in shaky handwriting were two words: Love you. Somehow, Dirk had gotten out of bed during his last three weeks, found a piece of paper and pen, wrote that note and hid it so that she would know he loved her in this dimension and the next.

Then she emailed it to me. She said, "I don't want this to be a sad story. I want this to be a story of living. Dirk and I lived life to the fullest, and this is an expression and example of how he did."

So often we are shy in relationships. We don't reach out because we're afraid of what the other person might say or do. We're hesitant to say we're sorry and step back in because we're right in this argument. So often we hold back with our love either initially or after we're in relationships.

Her message is one I live by and echo. It's that life is too short. This is your time right now to live life, love bravely with all of your heart and speak the words you need to speak.

You cannot get a group this big without someone having a relationship where there are words that need to be spoken. It might be a mother, father, sister, brother or partner. My message to you is to speak those words now. Do not let your last day go by when there are words or love still inside of you that you haven't expressed. That is her last message and my last message to you.

I hope you've enjoyed Cracking the Man Code. My name is Mat Boggs. Thank you so much.