

# **Irresist-Ability**™

*A FREE, downloadable e-book!*



**The 9 Secrets To Attracting, Captivating  
& Keeping The Man Of Your Dreams**

**Dave Elliott**

Irresist-Ability

**Irresist***Ability*  
*the e-book*

# Irresist-Ability

*This book is dedicated to my  
beloved wife, Katrina.*

## **Irresist-Ability™**

The 9 secrets to attracting, captivating and keeping  
the man of your dreams

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## Irresist-Ability

Chapter One:

# Who Needs Irresist-Ability™ Anyway?

Are you struggling in your relationship with a man...or men? Does it seem like guys run the other way? Put up walls? Disappear without warning? String you along and won't commit? Or maybe you argue more than talk?

If so, pay close attention. I'm going to help you turn that around right now. As a Relationship Expert and Coach, I have the good fortune to work with some amazing women all over the world helping them turn around the one area of pain that keeps them stuck – their relationships.

Despite their struggles in this 'single' area, ironically, these women are superstars in other areas of life! They're usually very smart, attractive, successful, occasionally even good moms – but their relationships cause nothing but pain.

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Because I saw the same pattern of challenges come up again and again, I developed this material to serve THEM. Am I saying guys understand women any better? Certainly not. However, I had to focus somewhere. The reason I focus on teaching women is because as a rule, women are more willing to talk about relationships. They're also willing to take action to get out of pain. Men aren't generally as open to advice in this area – especially if they didn't ask for it. They don't want to ever appear weak or ineffective. So out of respect to my brothers, I wait until they come to me instead and THEN I help them a great deal.

However – when I teach it to you, YOU can turn it all around – and the men will respond! Do you know why I know that? First, you may have noticed – I am a man. Second, you probably don't even realize how much most men WANT to please you if they can. Most of the trouble comes when they no longer THINK they CAN.

Over and over, I see really good people fall into some kind of conflict and because they process the world totally differently than their partner, they make assumptions that their partner is somehow misbehaving. What makes it even worse is that women tend to talk to their girlfriends about the trouble and then it gets even more engrained as fact, when it's simply not accurate in the first place. That's because your girlfriend probably generally sees the world as you do and her job is to love you, commiserate and help you feel better. She may very well be giving you bad information

with the best intent in the world. So be careful who you take relationship advice from in the future. Keep in mind, if you ask someone for relationship advice, you may want to pick someone who's getting better results in that area than you are currently. Otherwise you might replicate their same mistakes in your own life!

The truth is the majority of relationship issues aren't really about what people think they're about and they can be tracked back to one surprisingly simple and fundamental problem. Men and women simply don't understand one another's needs very well. Then we tend to make wrong what we don't understand and those fundamental misunderstandings eventually turn fatal when trouble arises.

Here's what you need to know: there are nine fundamental attributes that just about every man must see in a woman before he can consider – or continue – a future with her. Think of it as the silent, secret checklist he's running through in his mind with each woman he meets. Sometimes this list is conscious and thought-out in advance. However, most of the time, he probably couldn't really articulate it himself if he had to, but "he'll know it when he sees it." That's how innate and deeply scripted these preferences are in the male psyche. My goal in this book is to take the invisible and make it visible – not to mention predictable, understandable and actionable. I want to teach some critical concepts in a way that's clear and easily understandable.



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Each one of these nine characteristics or traits that I'm going to share with you comes with a question that he must answer in order to be able to move forward. I'm going to teach you these nine questions and to make it easy to understand and remember – I turned it into an acronym using one simple and memorable word. That word is M.A.G.N.E.T.I.C.S. That's why I call this content my ManMAGNETICS Formula.™

Once you know my formula, you'll understand EXACTLY how a man decides the difference between a “keeper” and a woman he will “keep away” from –

This material is so powerful and game-changing, even if he wasn't actually PLANNING on settling down, you just may find him changing his mind. That's because no man ever wants to meet the most amazing woman in the world who lights him up in ways he never expected – and then lose her to another man just because he couldn't step up, man up and claim her. Life is too long to live with that kind of burning regret in the back – or front – of your mind.

Plus, keep this in mind: just knowing this information will absolutely separate YOU from the 97% of other women who *don't know* this material. These women will continue sabotaging their relationships with men and as they do, it will only make you seem even more like the TOTAL CATCH you really ARE!

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The reason I'm sharing this is because I believe most of our struggles in relationships come from WHAT WE DON'T KNOW. That's why I teach my clients what works because I see the results over and over: WHEN PEOPLE KNOW BETTER, THEY DO BETTER! I also believe that there is probably no greater power to bring out the absolute best in both men and women like having a loving, supportive relationship that also mixes in a little accountability when it's needed. I've seen women who absolutely blossom and radiate when they feel the unconditional love and strong presence of a man who gets them. Plus I've also seen men become the heroes they were meant to be when they own their mission, claim their destiny and step up to lead.

For me, it is an absolute honor to help people get out of their own way and create even more love in the world. I am incredibly blessed that my wife and I get to travel the world to teach and speak in order to touch, move and inspire other people to create their own Legendary Love For Life. That's not just the name of my company. It's my mission.

One last thing before we get started. If I sound like I'm talking in absolutes or blanket statements, please understand these are generalities and common traits that are found in both males and females. I am not talking about genders here. I am talking about energy and I want to be clear that we ALL possess both masculine and feminine energy traits.

What are you waiting for? Let's get started!

Chapter Two:

# M is for Masculinity

The first thing a man wants to know is “Do you get me?” Do you recognize and appreciate the benefits of my masculinity?

As I touched on in our opening chapter, you may have noticed that masculine and feminine energy are totally different. In fact, they are complete POLAR OPPOSITES. That’s why the word Polarity describes the process of two dancing, vibrant energies interacting as one. When a man is confident, protective and providing and a woman feels relaxed, safe and adored, their polarity is working beautifully. If the roles get reversed and she is running the

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show while he surrenders, they have what's known as cross polarity. It may technically be polarity but if it's not true to who they are in their core, the relationship will be challenged at some point. By understanding how you're showing up and where you are on what I call the Polarity Continuum, you can gauge how things are working and even predict if trouble might be ahead. For more details on how this works, go to [www.ManMagnetics.com](http://www.ManMagnetics.com) where I offer a free video on this topic. In that video, I go into detail on what to look for in regard to polarity and how to shift it when it's not working.

The first step in mastering polarity and improving your own intimate relationship is understanding how individual traits correspond with masculine and feminine energy.

Masculine tends to navigate by logic and analysis. He lives to solve problems and fix things. Unfortunately, that occasionally includes you sometimes if he's not careful. (He can be trained how to not do that.) By contrast, the feminine navigates by emotions which is why her sixth sense of intuition is her evolutionary advantage. A woman who trusts "her gut" and listens to her "intuitive hits," has a powerful extra advantage that will serve her. Unfortunately, too often she will doubt her gut feeling and do the opposite of what she feels. This usually turns out to be either a lesson or a learning experience until she learns to trust.

## Introducing H.I.S. and H.E.R.S.

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As a reminder of what I'm sharing here, I've created another device that will help you retain and remember the concept.

Think of a man's tendency to navigate via logic and reason as H.I.S. which is short for the Human Intellectual System.

By contrast, you can associate a woman's preferred method of sorting by how she feels as H.E.R.S. which is also known as the Human Emotional Response System.

In short, the beauty of masculine energy's reliance on analysis over emotion is that he is literally WIRED to be your ROCK when you need a steady, calming presence undeterred by undue emphasis on emotion. You don't want a man who is all over the place and reactionary when you're stressed. His steady demeanor and composure will serve you. If he saw the world like you do, he would be your girlfriend.

The best thing you can do is align with him, understand him and see the gift in his masculinity. Do this and you will have his attention when he needs the answer to his number one question that must be answered before you go a step farther:

Does she get me? If the answer is yes, you get to go to the next level. Congratulations. That's a great first step!

Chapter Three:

A

is for  
Acceptance

The second thing a man wants to know is do you like and accept me for who I am right now or are you trying to change me?

Let me tell you what a self-respecting, confident man, the kind of guy you deserve, can't stand. Nothing disgusts him more than a woman who treats him like some kind of PROJECT that needs to be FIXED. A worthy man will immediately bring up the walls and create distance while a less-confident, pleaser kind of man will jump through hoops for you until he can't stand himself.

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If you ever meet a man that you think has “potential” if only you can change the way he dresses, or his circle of friends, or the way he talks, or his hobbies, or his interests, passions, what he likes to do, or anything of that nature, listen carefully: please do both of yourselves a favor and just set him free now before you make one another crazy. You deserve to have a man who inspires you and makes you feel proud. He deserves a partner who loves him for who he is, not who you can manipulate him into being.

Now if you doubt me, put yourself in his place. The one thing your future man wants and deserves more than anything else is to be your HERO. It’s the dream of every little boy. That’s all he wants. Show him that you love him JUST THE WAY HE IS and he might very well literally give his life and die for you. No questions asked. That’s the greatness of a man at his best. I’ll give you more on this in an upcoming chapter.

We all deserve this! Wouldn’t you want YOUR MAN to believe the sun rises and falls around YOU? The most beautiful gift in the world is to see the beauty and greatness in another...ESPECIALLY in those moments when they themselves don’t see it or feel it. That’s what gives people the strength to get up off the mat when they fall short and go after it all over again.

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The bottom line question that your man needs to answer in this regard is a very simple one. He wants to know if you like him just as he is or if you will turn him into your own little project and try to change him. Just as you can't respect a man that you see as somehow "deficient," your man can't respect himself if he turns into putty in your hands to be molded into a finished product he may or may not recognize.

The reality is simple. If you want a man to adore you and want you by his side, fall in love with both the man he is right now in this moment and the man he aspires to be in the future for HIS reasons and his alone. He will know by your actions and words if your approval is conditional or if it is authentic and real. If you love him just as he is, he will know you have no intention to try to change him. That's when you pass the 2nd test and move to the next stage in your relationship development.



Chapter Four:

G

is for  
Grateful

The third thing a man wants to know is do you appreciate what I do for you and will you not take me for granted?

I can't say enough about this one. Let me ask your opinion. Who should pay when you go out on a date? Do you pick up the tab yourself or would you prefer that the man takes care of that? Be careful. Your answer to this question is very revealing. Although things have changed somewhat, (and not always for the better) most people in society still expect the guy to handle it. I hope you do, too.

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Here's why: it's his job to PROVIDE and PROTECT for you. Steve Harvey, the entertainer and relationship book author, says if you do a great job of allowing him to do those two things, you will receive the 3rd and final P which is PROCLAIM. That means he will claim you by giving you a title like his girlfriend or fiancé and define or proclaim the relationship for all to see. There's no ambiguity there. He won't use weak, vague terms like "hanging out" to describe your relationship status. He's letting you and everybody else in the world know that you are his. If he's not doing that, there is a problem somewhere. When that happens, I can pretty much guarantee you have messed up at least one, and possibly even all NINE of the concepts in the ManMagnetics Formula.

Look at it this way: if a man's investing his time, talent and treasure in you, don't you think that is worthy of your gratitude? If he's providing for you, spending his valuable time with you, obviously making you the most important thing in his life at that moment (or he wouldn't be there), shouldn't you appreciate him? I tell my clients all the time: don't get too hung up on what people say. Their lips don't reveal how they feel. People vote with their feet. If he says you're important to him but makes a poor effort to be with you, you'll know by his actions how he feels no matter what he says.

There's a reason some of the first words your parents taught you were THANK YOU. It's just good manners...or it's bad

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manners. Simple. A man could be anywhere else, with anyone else, using his money for anything else. If you don't APPRECIATE that, he will most likely find someone else who will. In fact, there's probably nothing that will harden a man's heart faster than the feeling that he's being used or that the woman he's with is a gold-digger. I don't use that word lightly or disrespectfully. It leaves a lingering wound in the heart of a man and it's a terrible thing to do to him. Even if you would never treat a man that way but someone else before you did, you'll deal with the lingering pain of that wound unless it's been healed.

Let me turn the tables for you to illustrate a point. How would you feel if you slept with a man and he never called you back ever again? You'd feel used, right? Disrespected? Cheated? Taken advantage of? That's right. It sucks. If you don't like it, don't do it to someone else.

(By the way...on a side note and this is a total BONUS, there's nothing that will sabotage you faster than sleeping with a man too soon.) Here's why: people don't respect what they didn't earn. If it's too easy, there can't be much value in it. If you want to attract, captivate and keep a man, he's got to think he's the luckiest man in the world to have YOU. That means YOU MUST value YOURSELF first! A lot of men will sleep with a woman without a second thought but they only KEEP the ones who know their VALUE. Remember: a good man will work as hard as he has to if he sees an amazing woman he wants.

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So never take your man for granted. If you do, he won't keep you around. Instead, he'll keep away.

Chapter Five:

N  
is for  
Nurturing

The fourth thing a man wants to know is will you look after him and make him feel like your man?

Take a step back and think about this: what does a man even need a woman FOR? Well, besides the obvious thing...(just kidding). Seriously, his job is to protect and provide for you. Those are not small things. If he is willing to protect you to the death and take care of you always, those are not only incredibly noble gifts, that is literally the essence of masculinity.

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Now the essence and the beauty of femininity, sometimes known as “the fairer sex,” is nurturing or care-taking. So if we’re talking about a cooperative partnership here that is a win/win for both parties, doesn’t it stand to reason that your innate gift for nurturing should benefit and serve him?

I had a client recently who said to me, “I’m not going to kiss any man’s ass.” And you guessed it; she was single. With that kind of attitude, it’s no wonder. Of course, since she’s got a great coach, she doesn’t think that anymore. It was just an overreaction to having been used in the past. Can you imagine being in relationship with someone who believed that or thought that way? I certainly hope not because you deserve better. Much better.

Again, we’re talking about cooperative partnership here. Two people coming together to create something even greater than the sum of their parts.

People’s biggest mistake is thinking relationship is a place to come and GET rather than a place to GIVE. Giving to your partner UNCONDITIONALLY unleashes a natural law called the Law of Reciprocity. That means “as you give, so shall you receive.” And it’s contagious!

The biggest problem in most relationships is about polarity. If you really want a man’s attention, light him up with your beautiful femininity and you will OWN HIM.

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If you're not into being good to one another, you've got no business being in a relationship. I would suggest you take a nice long break and get really clear on that.

Bottom line, the question he needs to ask is: does she make me feel like a man? Her man? If the answer is yes, you're one step closer to capturing his heart!

Chapter Six:

E  
is for  
Easy-Going

The fifth thing a man wants to know is will you let him win the game? Can he actually make you happy?

First – despite what you may think – you will never know just how much a man really WANTS to please you if he is able. Nothing makes a man feel SUCCESSFUL like YOU when you are HAPPY.

The problems really begin when he no longer believes he can please you. That's when he shuts down, stops trying, or even begins looking for a new partner who will receive his gifts.



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The alternative of being rejected over and over is just too painful and intolerable. He won't be able to tolerate that for too long.

Men demonstrate their value by solving problems and fixing things. They just want to live drama-free and usually resist being drawn into unproductive situations that feel like a waste of their time and energy. Their true gift is analysis and logic. That also explains why men tend to be in their head rather than in their heart. If there's too much drama, guys tire of that quickly.

If you want a man to notice your easy-going nature, here are some great ways to do it:

- Thank him for what he does for you;
- Appreciate when he does something well;
- Give him feedback on what you like;
- Ask for what you want;
- Help him know how to win;
- Treat him like your hero;
- Give him the benefit of the doubt;
- Give credit for positive intent;
- Set him up to win the game.

Bottom line, the question he needs to ask is: **does she let me win the game? Can I actually make her happy? If the answer is yes, he can check that off his list!**

Chapter Seven:

**T**  
is for  
**Trustworthy**

The sixth thing a man wants to know is do you have his back and can he trust you?

Relationship is about PARTNERSHIP. It's a cooperative arrangement where 2 people decide to unite for the common good and mutual benefit. The essence of masculinity is the willingness to PROVIDE for the welfare of another and do it selflessly. The other part of the bargain is a willingness to PROTECT – which would include a willingness to give his own life if necessary.

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Now, in full disclosure, I realize that I am making some broad generalizations and blanket statements. While not all men have really considered that concept fully, I will also tell you those men aren't fully alive either. The man who would risk his life in the noble service of a cause greater than just himself is playing life at a level so much higher. That is a real man and I hope you know what it's like to be loved by a man like this.

If a man is going to commit to provide for your well-being and protect your safety with his own life, if necessary, what do you think he's going to expect in return for his willingness to serve you?!? This is why it is so critical that he feels he can TRUST YOU to have his back. At some level, he is literally risking his own personal safety, and possibly even survival, just to take care of you.

Now men are very good at shutting down emotion, but that DOESN'T mean they don't have feelings. They just "compartmentalize" and stuff down feelings more effectively. When a man is hurt, rather than say he's hurt, he will commonly use the term "crushed" to describe a painful feeling. That's how deep this goes...to his very manhood...

If a man is going to invest his time, talent, treasure, and possibly even his survival – he MUST know he can trust YOU. That's why the question he must ask is "Does she have my back?" or "Can I trust her?"

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He needs to know that if things get tough, you're in for the duration and he doesn't have to look over his shoulder to find out you're gone. Or maybe even left a knife in his back on the way out.

The worst thing you can do to a man who trusts you is get involved with someone he used to think was his friend. Now he's lost TWO PEOPLE who were very close; and that's how people develop trust issues. If you're reading this book, I hope you will hold yourself to a much higher standard than that. I'm not saying you can never leave a relationship or that you should stay for the duration know matter how bad things may get. However, I am saying that the satisfaction of having your own standards so high that cheating on a partner or not speaking up about a problem is simply off the table as a potential option.

Chapter Eight:

# I is for Independence

The seventh thing a man wants to know is are you trying to cage him, or get your claws in him to take his freedom?

Out of the nine factors in the Man Magnetism Formula, this particular category is the one I see women mess up more than any other. However, it's somewhat understandable and predictable. Why? Because it's an area where two of the deepest values of masculine and feminine energy are in somewhat direct conflict. Add to that years of cultural trends where women are being far more rewarded for their

## Irresist-Ability

masculine rather than their feminine traits and it leads to an epidemic of reverse polarity.

Men are hard-wired with a deep need for INDEPENDENCE or freedom. Women are hard-wired to need to feel “SAFE” before anything can happen in a relationship. If a man can leave, she is anything but safe. These two needs are directly opposed, or so they seem.

One of a man’s deepest values is FREEDOM. In fact, there’s something in the psyche of nearly every man that the whole notion of freedom just stirs his masculine soul. Men will die for it without question. Whether it makes them charge the beaches of Normandy in WWII, or fiercely fight off an invading force, the notion of freedom or the right to the pursuit of happiness, free of tyranny is fundamental.

There’s even a great scene in the Mel Gibson movie “Braveheart” where a group of Scotsmen look down a hill and see the British army marching toward them on their way into battle. They’re thinking about turning around and running home to safety when the hero, William Wallace, rides up and makes a stirring speech. In essence, he says you can go back home and sleep in your comfortable bed as long as you know that when you wake up you will be someone else’s slave. Or you can stand here with me today and fight and know that even if you are killed in battle, you will die a FREE MAN. Do you know what happened next? The men charged down that hill, totally outnumbered, and fought with

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such ferocity and purpose that the British turned tail and ran. That's what FREEDOM does to a man's soul. And you think you're going to get your hooks in him? I don't think so. Any time you try to take away a man's freedom or prematurely limit his choices, he will rebel or run the other way.

Here's the most important distinction I can give you – a man WILL willingly give up his freedom IF he thinks he is getting something better in return. So just be smart and GIVE HIM SOMETHING BETTER! Give him you AT YOUR BEST!

The question he needs to answer is **“Is she trying to cage me?”** When he's clear that you're not, you've proved yourself worthy again!

Chapter Nine:

C  
is for  
Captive

Once you combine all the elements I've described already in the ManMagnetics Formula, something really special starts to happen. When he sees that you respect his Masculinity, have Appreciation for who he is as a man, express Gratitude for way he serves you, demonstrate a Nurturing kindness, possess an Easy-going spirit, exhibit Trustworthy character and accept him for who he is without trying to tie him down and take his Independence, you have his attention. At that point, he starts to think about you often. He wonders what you're doing. He looks forward to seeing you or even just hearing your voice. At this stage, he is Captivated.



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You are now officially in his head...and well on your way to making it into his heart. Remember, 95% of women don't know this info. How many do you think are trying to take a man's freedom? How many are anything but easygoing? How many come across as unappreciative at times? This is where you easily distance yourself from the crowd who can't measure up to you.

I point these things out because I want you to appreciate that the path toward something really special starts in his head. He is most likely a very logical, analytical thinker and it will just "make sense" to him that you should be together. It will gradually become obvious that he loves his time with you and he will begin to make accommodations in his life and plans to make that happen. Once you're in his head, the heart very often will follow.

Men are typically linear thinkers. They don't navigate the world via emotion, so they don't overindulge feelings but they definitely notice logical things like the fact that you're nothing like the other women they've dated. They notice when you genuinely like him for the man he is and you have no interest in trying to fix him. They notice when you encourage him to do things like go to the game with the guys because you're confident in your own value and you don't want to control him or limit his choices.

From there, the next step on the logic train is "if this girl is this cool, I want to definitely keep her around." Then it will

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dawn on him that “if other guys see how great she is, they’re going to want her, too” which leads to “I don’t want to risk losing her so I need to keep her around and up my game.”

If this sounds familiar, it was pretty much the plot of a Cameron Diaz comedy film called “There’s Something About Mary.” She played a sexy, independent, sports-loving, funny woman who really loved and understood men. In fact, she understood them so well, every man who met her fell so helplessly in love with her, he pretty much became a stalker. Mary would say things like “wanna watch SportsCenter?” and guys fell in love with her. Now I’m not saying you have to go that far – it is a comedy after all...but that is literally how she CAPTIVATED men. She understood them so well that men were just charmed by her and smitten. It was effortless, too because she was just being herself. That’s why it’s called “There’s Something about Mary.”

So the question a man asks himself about CAPTIVATION is this: **“is she in my head all the time and has she made it into my heart?”**

There’s one other thing to consider. Since men are very competitive in nature, the ULTIMATE pain would be finding the most amazing woman in the world – a woman like you – and then LOSING HER to another man! As a result, if a man wants to avoid losing you, and he is smart and emotionally able, he will step up and take you off the market.

Chapter Ten:

S

is for  
Soulmates

The ninth and final thing a man wants to know is do you bring enough value to me so that I want you on this journey with me now and forever?

If you meet a man you connect with exceptionally well and he determines that you “tick all the boxes” for him when it comes to offering the first eight elements of the Man Magnetism Formula, very good things happen! If he sees you as understanding of his Masculinity, Appreciative of who he is, Grateful for what he does, Nurturing and caring, Easy-going and drama-free, Trustworthy, not trying to steal his

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Independence and Captivating, too...the next step is that he might just consider you his SoulMate. That's the final S in the Man MAGNETICS acronym. Not many women show up in the way I'm teaching YOU right now so that makes you an even more valuable catch.

If you've aligned with everything else he's searching for by understanding the ManMagnetics Formula, the final step is getting on board with his dream and supporting him in what he's here to do with his life. Most men come into this world with at least a vague idea of what they want to do or who they want to be while they're here. Some go so far as to develop that notion, create a strategic plan and set about on a journey to fulfill the mission. In fact, that might be the key word in a man's development: Fulfillment.

Think of every man's life as a Hero's Journey on the way to whatever Fulfillment looks like to him. Some discover their passion and create goals at a very early age. Others struggle for a very long time and either discover it later in life or eventually settle. Maybe they want to create a business or be the very best at their craft. For some, maybe they want to be promoted through the chain of command and lead others. Perhaps some may want to buy a property in the woods and build a house with their own hands or maybe even bring some other kind of dream to fruition.

Whatever the mission, I honestly believe that nothing helps a man achieve at his highest and best level than the love,

support, and maybe even the occasional gentle agitation of a good woman who believes in him. Like anyone else, he may run into moments of doubt or insecurity; he might even temporarily veer off course or lose momentum. However, if you develop the skills I'm teaching you, you just may be your man's greatest gift from the universe.

There are two keys to earning the title of soulmate and you can expect your man will ask himself these two questions to figure out if you're "the one" for whom he's been waiting. First, he will ask himself if you are completely unlike any other woman he's ever met. If the answer is yes, you advance to the following round where the stakes get higher. At that phase in his process, he will ask himself whether he wants you along for the ride because you bring value to his life. If you add to or enhance the journey, you're in; if you detract or take away from the journey, you will get left behind and he will move on alone until a better fit comes along.

So the final question in identifying his Soulmate is simply this: "Does she bring more value than anyone I've ever met and do I want her on this journey with me?"

### **Special Bonus**

As long as I'm teaching you how to understand men better than almost all of your girlfriends do, let me quickly share with you some information on understanding the stages of a

man's growth and development. I'm going to give a very brief overview based on the work of one of my esteemed mentors, Alison Armstrong. If you'd like to dive deeper into this topic, check out her content on the amazing development of men at [www.understandmen.com](http://www.understandmen.com). She really is a great wealth of information and I recommend her highly.

Around the age of puberty (9-13 years old roughly), a young man enters the stage of development known as the PAGE. At this point in their growth, life becomes about challenge and conquest and they may experience frustration when they can't quite achieve their outcome. They start to increase their distance from parents or old comfort zones and they take more risks or may act increasingly aggressive. At this stage, they start to form bonds with other young men and start to learn and appreciate the concept of loyalty. As they begin to reach the latter part of this stage, they start to become knights-in-waiting which conveniently and perfectly prepares them for what's next.

A young man transitions into the next stage: a KNIGHT which will usually last into his late twenties. This is when a young man develops an intense need for adventure, challenge and conquest but most importantly, fun. Think of a young man sitting in front of intense, competitive and challenging video games for hours (or even days) on end. At this point they create even more distance between them and what their parents may want, but they're not eager to begin building

their lives or developing careers either. They're all about living in the moment and primarily having fun.

Somewhere along the way, a young man reaches the point where he starts to put away childish things and he begins to hear the call of destiny. At this point, he's just entering the stage of PRINCE which is marked by three different sub-stages. In Early Prince, around his late twenties or early thirties, a man begins to search for what he is going to build, establish or create. He begins to make some decisions on who he wants to be and what he wants to create. He starts to think about his life in terms of a mission and what he's committed to making happen. You can't push him or hurry him along here; he just needs to go through it. The very best thing you can do is be patient with his process and just let him know you believe in him.

Once he gets clarity on the mission ahead, he enters the stage of MIDDLE PRINCE. This is where he starts to disappear and use his gifts of single focus, problem-solving and intensity to begin building his dream or empire. The risk here for a woman who loves a man in this stage is to believe that his "mission" is more important to him than her. That is not necessarily the case at all. This stage is when a man really takes on the fact that his gift is to protect and provide for his woman. Therefore, so much of what he does is specifically to benefit her. As a woman who loves a man in this stage of his development, the best thing you can do is ask him "how can I support you?" or "what can I do to make it easier for

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you?” Resist the urge to pressure him or make demands on his attention because this phase can last a very long time – maybe even up to 14 years. He will be managing his time and resources very carefully and if you let a power struggle develop here, he may decide that you have crossed the line to where you’re no longer “with him”...so that makes you “against him.” At that point, you may need my help to save your relationship instead of find one.

If you follow my advice and hang in there, the best part of this stage is LATE PRINCE. That’s when a man finally looks up from his hard work a decade-plus in the making and actually feels like he’s getting there. At this point, he starts to feel good about his achievement and enjoys the accomplishment. The unfortunate reality is that this is probably the briefest of all the stages so it can be short-lived.

The next phase can be a little troubling, especially when it hits so suddenly and almost seemingly without warning. In the last phase, a man was finally starting to make progress. In this phase, he is in what is commonly and somewhat insensitively referred to as his “mid-life crisis.” It’s a troubling time in a man’s soul and society’s “shrug it off” mindset and general lack of empathy make it even more difficult for a man who’s “in the tunnel.” It’s not about buying convertibles and chasing younger women to recapture a sense of disappearing youth, although those are common responses for some men. It’s really about a man who’s spent a very large portion of his life “climbing a ladder” of



achievement and at some point, he predictably looks behind him and asks a potentially haunting question: “What the hell am I even climbing this ladder FOR?” That can lead to other troubling questions like “whose ladder IS this?” “How did I get here?” “Do I even WANT to be here?”

Now, of course, from a woman’s perspective who’s been on that journey WITH him, that’s every bit as uncomfortable for her, and possibly even more so because she seemingly has no control over her man’s “spinout.” For her, it probably feels very much like being in a car that is hydroplaning out of control. So the temptation to want to grab the wheel and control things may seem hard to resist, but I urge you to resist. Trying to take charge and disrespect or insult him while in this stage will only increase the likelihood that he will see YOU as one of the changes he urgently needs to make as he creates the game plan he is formulating for his future. If, however, you remember what I’m sharing here about the car spinning out of control metaphor, and you resist grabbing the wheel, I promise you the car will regain traction. Your best response is to prepare for a bumpy ride, make sure you’re belted in for your own safety and know that the key to your survival is remaining calm and levelheaded. If you panic and “react,” you will wreck and run headlong into that which scares you the most. If, instead, you “respond” intelligently, you have the very best chance of pulling out of the spin and regaining traction again.

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In the final stage of a man's development, he reaches his KING phase. Typically, he's emerged from the tunnel and he's made it. He's probably reasonably set up financially. He's more comfortable in his own skin and he knows who he is at a deeper level. He knows what is most important to him and he knows what is not so important. Put another way, he is also kind of "set in his ways." Hopefully, for you, that is a good thing and you enjoy his steady, solid nature. At this stage, the reality is that you only have two choices going forward: you either love him or you leave him. You're most likely not going to change him at that point.

My hope for you is that my book and the information I'm teaching you helps you meet your King. If you've read this book this far, the odds of that happening go up in your favor exponentially. That's because since you know him so well, and you also clearly know your own value, you really look like a Queen in your own right. Here's wishing you the fairy tale ending where you and your King live happily ever after.

Chapter Eleven:

# Can You See How This is a Total Game-Changer?

Well, there you have it...the Man Magnetics Formula! Does it make sense? Can you see how understanding this information at a deep level really offers you the keys to the kingdom? The response I've gotten since I first created and launched the [www.manmagnetics.com](http://www.manmagnetics.com) site has just been outstanding – and I want to hear your comments, too!

But first...I know what you're thinking. You have some questions. So let me just take a minute to answer some of the most common ones right now.

## **Will I really see a difference in my guy?**

Yes, you will. Think of how you felt or reacted when someone didn't fully appreciate you or if you were unfairly

accused of something. In intimate relationships, the greatest gift we can give one another is seeing the greatness in others when they, themselves, don't see it. That is truly a beautiful gift and once people experience it, they don't forget it and they don't want to live without it either!

**Why do I have to change?!? What about him?!?**

I'm not trying to persuade anyone to do anything they don't want to do. I believe people get the results THEY NEED and change doesn't happen until they are ready to embrace it. Here's what I also KNOW – when you change, other people SHIFT. You just invested your valuable time in learning about an area that obviously could use some improvement... otherwise you wouldn't have even read this book. You know what's right for you & I support WHATEVER decision you make. But here's the thing: I know it works. I've been blessed to see it work for my clients many times. So if you're not as certain about it as I am...well, what do you have to lose?

**What makes this info different from any other approach?**

I take an educational approach because I think the root issue is simple misunderstanding. Again, when people know better, they do better. What if no one is really misbehaving and people are just doing the best they can with what they have available in the moment?

**My girlfriend says blah, blah, blah....**

Listen – I get this all the time. I love the sisterhood and I love women or I wouldn't be in this line of work. The feminine has this innate ability to love, nurture and care-take in a way that is really just beautiful. Your girlfriend's job is to love you and make you feel better so she has a bit of a conflict. If she's going to successfully make you feel better, she has to align, agree and advocate for you when you're frustrated and you share a problem with her. The problem is she's most likely on a similar level to you in terms of what you know, expect and are experiencing. After all, it was what you had in common that probably caused you to become peers or friends. In addition, the odds of her being an expert trained in relationship dynamics or coaching are remarkably slim. So be very careful who you take advice from, especially if they aren't getting the kind of results you want in THEIR relationships!

### **Will men object to me giving away their secrets? Breaking the bro-code?**

I've been asked this a couple of times and it still makes me laugh. Here's what you need to know about me. I do this work because I believe the arena of intimate or interpersonal relationships may be the single most powerful path to personal development that even exists. I believe we're all on that path to an enlightenment of some sort and some are just further along than others. I have the utmost respect for men as well and that's why I teach you how to work to their strengths rather than punish them for any perceived weaknesses. I also believe that one of the most powerful

ingredients that helps a man stand up and harness his true potential is the love and support of one amazing woman...a woman just like YOU. That's why I believe in my mission of teaching good people like you how to finally win the game and enjoy all the love you AND your man deserve. So if some guy thinks I'm giving away his "secrets" by helping women see and appreciate his true, authentic greatness...let's just say I'm not too worried about that.

**What if I like what I like and don't want a better way?**

Obviously, I'm out here fairly publicly with what I believe and what I teach because I LOVE to see it create beautiful relationships where once there was mostly pain. Not many people invest their time and money to make videos or write a book of what they've learned in life and put it out there for all the world to see and pick apart. Criticism comes with the job so that's cool. If you disagree with what I suggest, I support whatever you think is right for you so feel free to keep doing what you're doing. However, if I have given you some value and you want to improve your relationships, why not give what I'm suggesting a try? I say the only thing you have to lose is some pain and disappointment.

Good luck on your journey! Here's wishing you all the love you so richly deserve...

Chapter Twelve:

# About The Author



When it comes to making sense of the often mystifying topic of relationships, Dave Elliott is an international relationship coach who breaks down complex concepts into easily understandable principles and practices. Whether he's working one-on-one with a client, being interviewed by the media, writing an article that goes

viral on the internet or creating a relationship product, his advice is right on target because he tells it like it is and breaks it down in simple terms.

Dave is known for getting results with a variety of techniques that enable rapid transformational change. With his experience and training, Dave helps teach others how to effectively understand, predict and even influence human behavior. With all of his extensive training and life's experience, Dave's main focus is helping people navigate the

uncertainties of their most intimate relationships. His specialty is helping women learn to understand men and work with them much more effectively to bring out the very best in them, rather than suffering through the worst from them. Plus as a Neurostrategist, he provides people with the awareness and specific strategies for success that they need.

When his own marriage ended in a painful and disappointing divorce, Dave used that experience to drive him to discover just what it takes to create A Legendary Love for Life, which is coincidentally the name of his coaching business. After researching and learning about everything he could find in the field of human relationships, he used his prior experience as an award-winning ad man to take the very best information he could find and perfect it to make it easier to learn, more memorable and even more effective.

The good news is that along the way on his journey, he met and married a woman who shared his commitment to mastering the area of relationships. Today, he and his wife, Katrina, share a mission to travel the world to touch, move and inspire others in healing their own wounds and forming more conscious, loving and evolved relationships. Together, they look forward to perhaps meeting you at an upcoming seminar or presentation.

In addition to sharing his expertise on TV, radio, live on stage and as a highly sought-after expert blogger on popular



relationship websites, Dave has also created and markets his own personal line of products.

His rapid relationship turnaround CD, known as [The H.U.G. & K.I.S.S. Hierarchy](#), will help you elicit and unlock your partner's – or your own – exact love and attraction strategy in about 38 minutes. This technique is incredibly powerful and transformational because it essentially gives you the exact combination that will open your partner's heart any and every time so they feel loved in exactly the way they NEED to be loved.

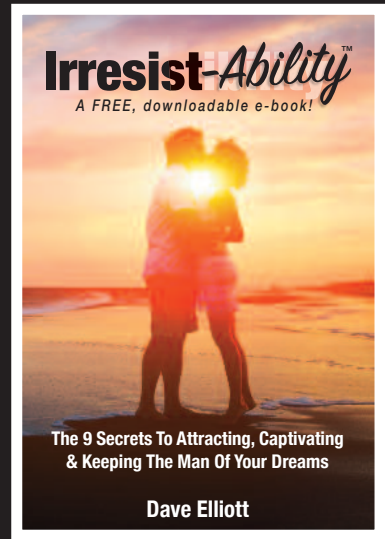
In addition, he's also the Creator of The ManMagnetics Formula™ – a free website that teaches women the 9 secrets that will bring out the very best in men so they can avoid settling for their worst. You can learn all about it and watch hours of free video instruction at [www.manmagnetics.com](http://www.manmagnetics.com).

Most recently, Dave took on the challenge of writing The Catch Your Match Formula. He saw too many good people struggle in their dating lives because they were having trouble standing out from the crowd and connecting deeply with other singles. As a result, he set out to write a book that would give people a smart, real-world and no-nonsense approach to building rapport both Online and in-person. He realized that his background in advertising was filled with a whole toolbox of professional-quality tools that could be taught easily and effectively in order to make a huge difference quickly.

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Currently, Dave and his wife, Katrina, go back and forth between their home in Australia and Dave's hometown of Baltimore, MD, in the United States. When they're not traveling, teaching or coaching, they're usually renovating a house or spending time with their friends and family including their amazing grandson, nephew and niece whom they adore.

**Finally! Relationship Coach Dave Elliott shares his nine secret ways to bring out the very best in men – rather than suffering through the worst!**



When it comes to relationship transformation, Dave Elliott is a noted expert, international speaker and an accomplished coach who gets results for his clients all over the world. Whether he's sharing his expertise on some of today's most widely-read relationship websites or on TV, radio or stage, you'll come away with the new awareness, skills and strategies to get the breakthrough results you really want and need.

**Dave Elliott**

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