

Your Brilliance
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THE 3 A'S OF EFFORTLESS ATTRACTION



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Dana was amazing.

She was in her 40s, single, and turned heads wherever she went.

She couldn't explain why. She told me, "I've got gray hairs sprouting up everywhere. Eye cream can't touch my crow's feet. By rights I should be a pariah. Men don't pay attention to older women, right? But it hasn't worked that way."

She smiled, and just then I saw it. Magic happened before my eyes.

She shifted her gaze behind me. A man who was taking his drink to a table caught her glance quite by accident. He stopped in his tracks. He didn't seem to know what to do. Then he stood up straighter ... and smiled right back.

Dana winked at him and turned back to me. "Who knows what it is?"

I had a clue.

I had more than a clue.

This is a tough time to be single.

Sure, more Americans are single now than at any time in history. But that doesn't help. We're paralyzed by choice. Competition is fierce, and dating apps just make it worse. If you're not twenty with pouty lips and heavily made up eyes, he's swiping left.

Luckily, science is coming to our rescue.

We now know more about what makes a man propose (and a woman accept) than ever before. The research has flooded in over the past few decades.

And what we've found is that a LOT more is going on beneath the surface than we ever realized.



In this report, you'll find out what *really* makes a man fall for you. I'll give you specific techniques for speeding up the process. You'll find out what the ancient Indian chakra system has to do with pleasure and how to make him feel loved without scaring him off.

Finally, you'll discover why *your* pleasure is the key to success in love.

If dating and relationships have felt more frustrating than fulfilling to you, it's time to rewire your brain. Your future happiness depends on the enjoyment you find today.

And, by the way, what you're reading now is just a sample of the life-changing insights you can get in the full book, ***The Pleasure Principle***. If at any time you want to download the full book, you can grab your copy by [**clicking this link**](#).

Bid Goodbye to the Meat Market

Not that long ago, the science of sexual attraction was still in its infancy.

Early researchers did the best they could to come up with common-sense theories that explain why we're attracted to the people we're attracted to.

One of those was the *marketplace theory of attraction*.

In this theory, hunting for a romantic partner is no different from hunting for a great job or a great pair of jeans. You look through all the options, decide on the best you can get with what you've got, and take your purchase home.

The marketplace metaphor makes a lot of sense. **A dating site is like one big shop of singles.** All the rules of consumer behavior apply. You can shop 'til you drop. You're susceptible to good marketing, like a flattering profile pic. You can get buyer's remorse once you do settle on seeing someone.



But the marketplace theory overlooks one very important point:

Chemistry is inexplicable.

Just because a guy looks good on paper doesn't mean you'll click with him. He might technically be the best choice, but he may not be to your tastes.

Human beings aren't commodities. **We don't choose a partner in the same way we'd choose an insurance plan.** We don't compare benefits and rank each other on a scale of 1 to 10. His looks, social status, wealth, education and so forth matter less than how when we feel when we're with him. All we want to know is whether he likes us and we like him.

In fact, if you look back over your dating history, you might wonder if any of your picks were "rational purchases."

Social psychologists now know that **interpersonal attraction is much more complex than the marketplace theory allows.** We're attracted to people for irrational reasons. We like people who like us back. We like people we spend a lot of time with. We like people who like the same things we do. (We also like people who remind us of our parents, but that's another story.)

That's good news for *all* of us.

There's more to you than the marketplace allows for. You're not just a piece of meat. You're not a 7.5 on a 10-point scale. You're not reducible to a profile pic.

Even if there are zillions of women in your area who are more "interesting, attractive, and fun-loving" (blech) than you are, it doesn't matter in the slightest.

The dating pool isn't actually a market, so you don't have to worry about who's going to "buy" you.



But What About His Biological Triggers?

If you read a lot of dating advice, you may have heard another theory of attraction.

The *evolutionary theory of attraction* tells us that **men are wired to respond to markers of fertility.**

They can't resist women with large breasts, perfect skin, blond hair, and an hourglass figure. Those traits indicate youth, health, and a body capable of bearing him many children. He can't resist the thousands of years of programming that tell him the point of a mate is to pass his genes on to future generations.

At first glance, this theory makes sense. No wonder we women spend so much time perfecting our faces with makeup, getting highlights, and forcing our bodies into shapewear. We want to look like youthful, fertile women.

But why do men fall in love with all different sorts of women, then?

A man celebrating his 50th wedding anniversary can see nothing more beautiful than the face of his wrinkled, gray-haired wife. Brunettes with stick-thin figures still get the guy. Everyone has different tastes, and those traits often contradict the Barbie-doll prototype men are supposed to go for.

So what *does* explain why we're attracted to the people we're attracted to?

Pleasure.



What Makes Him Fall in Love with You

*“I’ve learned that people will forget what you said,
people will forget what you did,
but people will never forget how you made them feel.”*

Maya Angelou

There’s another theory, which I call the *hedonistic theory of attraction*.

It simply states:

Men fall in love with women who make them feel good.

Men may enjoy looking at pictures of beautiful models, but that doesn’t stop them from happily coming home to their fabulously normal wives. A man will date a woman who *looks* good, but he’ll marry a woman who makes him *feel* good.

He may not even realize he’s doing this. Men and women are both notoriously inaccurate when it comes to explaining their own behavior. Ask a man why he fell in love with his wife, and he’ll give you the default answers. They like the same things, they have fun together, she’s hot, etc.

But those are just convenient explanations. They’re not what’s really going on.

The truth is that no one else gives him the same feelings she does. The way he feels when he’s with her is so good, so deep, and so comforting that it removes all doubt. Being with her is like coming home.

That’s not all. Men don’t just fall in love with women who make them feel good.

They fall in love with women who make them feel more pleasure than pain.



Every man can tell you the story of a woman he was wildly, madly in love with ... but being with her was such a head trip that he finally broke it off.

Pain is a huge deterrent. Men tend to avoid relationships that are difficult, stressful, volatile, or too complicated. If being with a woman brings him too much pain along with the pleasure, he's going to think twice.

Even though he may not be conscious of it, he's keeping track of the ratio of pain to pleasure in his relationship.

Maybe being with her is so good that he can tolerate a little discomfort. Or perhaps the pain is only temporary, part of the natural ebb and flow of relationships. Too much pain, though, and he'll end it. Being unhappy is too high a price to pay for staying together.

So it's easy to see who a man will choose to be with.

He'll be with the woman who brings him the most pleasure with the least pain.

But there's a problem...

What is pleasure?

The word is just so vague. What does it really mean?

Sex, sinful food, tropical sun, and Dom Perignon?

Surely that's a bit crass. It's not much better than flashing your boobs.

It's easy to misinterpret this theory as saying that you should act like Santa Claus. You should make all his wishes come true: make him dinner, buy him gifts, wear tacky lingerie, and do whatever gives him pleasure without a thought for yourself.

But think about it. Everyone loves Santa Claus, but no one dreams of marrying him.



Gifts are nice, but their pleasure is short-lived. We've all seen the guy who passes over the sweet, nice girlfriend who'd do anything for him in favor of the snooty ice queen who twists him around her sharp manicured finger. Maybe he just likes pain?

Or maybe we're misunderstanding pleasure.

The 4 Types of Pleasure

Not all pleasure is created the same.

There are different levels of pleasure, based on the ancient Indian *chakra system*.

Chakras are energy centers in the body. They start at the base of the spine and go all the way to the top of the head.

Each chakra is associated with a different area of life. The base chakra, for example, is associated with security and getting your basic needs met.

Each chakra is also associated with a different kind of pleasure. Some are "lower pleasures" and others are "higher pleasures," based on where they fall on the chakra system.

It turns out that *sensual pleasures*—like the pleasure of sniffing perfume, hearing great music, or stroking a cashmere shawl—fall on the base chakra. They're the lowest form of pleasure. They're also the most universal. Even babies appreciate sensual pleasures.

Next up are *creative pleasures*. This is the pleasure that comes from creating something. Pinterest is the home of creative pleasure. Doing crafts, redecorating your house, expressing yourself, and cooking a new recipe are all great sources of satisfaction and well-being.



Then there are *social pleasures*. This is the pleasure of connecting with friends, achieving fame, or being in a position of power. If you've ever wondered why talking on the phone with your best friend for an hour makes you feel so good, this is why. Human beings are wired to enjoy connection.

The fourth level is the one that matters most to us.

The fourth chakra is also known as the heart chakra. It's the *love center* in the body. From it flows one of the purest forms of pleasure:

The love you give and receive.

We don't often think of love as a type of pleasure. But given the choice between an exquisite box of chocolates, creating a magnificent work of art, winning the highest honor in your work, or receiving unconditional love, most of us would choose love.

Love's pleasures last when everything else is gone. Love fills us in a way nothing else can.

When dying people are interviewed on their deathbeds, there's one theme that cuts across all nationalities and genders. *They wish they'd loved more.* They wish they'd told their loved ones how they felt. They wish they'd spent less time working and more time with their family.

A young man might dream of riches or fame, but a mature man knows that nothing can replace love. No sensual pleasures can compare.

Unfortunately, the word "love" is so overused that many men (and women, too) shy away from it. They associate the word with pain, not pleasure. They jerk back when someone offers them love. They don't know how to accept it, and they're not sure they even want to.

It doesn't make sense.

If love is so pleasurable, then why does it hurt so much?

Because what's hurting us is not *love*, but our thoughts, beliefs, and expectations around it.



Loving someone is wonderful, but it can hurt if you expect them to love you back. Being loved by someone is wonderful, but it can hurt if you worry you might lose them.

If we could experience pure love, devoid of any messy thoughts, we'd be in bliss. But human beings don't work that way. We complicate pleasure. We feel guilty for eating a big slice of chocolate cake. We get addicted to power. We have a hard time just letting ourselves feel good.

You've seen this yourself. Tell him you love him, and watch him squirm.

He's not sure he feels the same, he doesn't know how to respond, he's worried that the confession has changed your relationship for good. It's all too messy. He doesn't like messy. So, instead of accepting your love, he pushes you away.

You can't make him feel loved by telling him how you feel. You're not giving him love, anyway; you're just giving him words. You don't have any control over what he feels inside.

And what he feels inside is what counts.

The pleasure of love isn't out there, but *in here*. It's not the words or the ring but a special mixture of feelings that lets you know you're loved. Warmth. Contentment. Happiness.

Feeling accepted for who you are. Feeling special and irreplaceable. Trusting your loved one will always have your back.

If you could find a way to bottle those feelings up and give them to a man, he'd be your slave for life. The pleasure would be so intense he'd never look at another woman.

But you can't give him love if he's not willing to accept it.

And what if you've just met one another? Love isn't appropriate if you don't even know if you like the guy yet. No wonder you stick to safer pleasures like having dinner together or watching a good movie. The pleasures of love are too risky.

Luckily, there's a tool you can use.



You can use it from the moment you meet a man. It never loses its effectiveness. It won't sabotage you. And it will help him fall in love with you faster than the wittiest banter or sexiest dress.

It's *the 3 A's*.

Attention, Affection, Acceptance

My friend Dana was a master of the 3 A's.

She didn't even realize it. She did it naturally.

Every time she was willing to catch a man's eye and smile at him in a friendly, uncomplicated way, she was winning hearts.

Dana was the type of person who found everyone interesting. She always asked the greatest questions. She knew how to sit back and listen.

She gave you the kind of attention that made you feel like you were the only person in the room. You always felt as if your thoughts and feelings mattered to her. She never pulled back if you said something she didn't like. She was willing to consider your point of view, even if it didn't match hers.

She poured attention, affection, and acceptance on everyone she met. Everyone became her friend. Young or old, male or female, married or single.

People felt loved around her. They wouldn't have described it that way, of course. It was just a really great feeling.

If you've ever been around anyone like Dana, you know how that is. When someone is listening to you carefully, smiling at appropriate moments, and radiating warmth, you relax into the conversation. You lose your self-consciousness. You start to shine. It's incredibly flattering. You bask in the feeling of being heard, appreciated, and enjoyed.



Attention, affection and acceptance make people feel awesome. They produce the same good feelings we associated with being loved.

Even just giving someone your undivided attention can make a huge difference. We all know that children associate attention with love, but we don't always realize that adults do, too.

When you talk with someone, do you look into their eyes? Do you pay attention to what they're saying? Or are you busy reacting or planning your response in your mind? Do you feel as if you have to give your own opinion, or do you ask follow-up questions?

Maybe you could be better at listening, but you *are* affectionate. You smile warmly at the people you encounter during your day. You're the queen of back rubs. You genuinely enjoy people.

Or maybe you're reserved, but you do accept other people for who they are. You don't judge or shame people. You have a diverse group of friends. You try to be as inclusive as you can. Your friends know they can come to you with anything.

Each trait alone is powerful, but put them all together?

That's love in a bottle.

Attraction in Action

When I asked Dana how she learned to make people feel so good, she told me that she hadn't always been like that.

"When I was in my 20s," she confessed, "I was so self-conscious. I thought everyone was paying attention to me and judging me. I didn't think men would have the slightest interest in me. I probably missed a lot of nice guys who were giving me the right signals, you know?"

I smiled, thinking of the way she'd just made eye contact with a stranger. She didn't have that problem anymore!



She continued, “I wanted to be the cool, hip girl who didn’t need anyone. That’s how I’d attract all the cool, hip guys. I had it all figured out. But it wasn’t honest. I wanted to pretend I didn’t need guys ... so I could get guys. I was being someone I wasn’t.”

“Sounds familiar!” I agreed. “Anything to be popular.”

She nodded. “So what I did was realize that love comes from everywhere. Not just guys. If a relationship happened, great. But in the meantime there were a lot of lovely people around me. It wasn’t fair to treat their love as if it were worth less than some random guy’s love.”

She smiled. “So I love a lot more now. I love my friends. I love where I live. I love my dog. I feel loved, and I look for things to love. And I find them!”

Dana had happened on an incredible insight:

Love isn’t so scary when it’s something you share often.

We all know that guys can react really badly to an offer of love. They’ve got a lot of messy thoughts and beliefs around it. They’re cautious about accepting something that may have strings attached.

But a guy won’t be as freaked out by your love when he sees you loving your friends and pets and random strangers, too. It’s part of your personality. It’s not something special you’re doing for him, in the hope he’ll love you back. It’s a benefit that everyone who comes into your life enjoys.

Once he sees this, he can relax and bask in your attention, affection and acceptance, knowing that you don’t want anything else from him.

Unlike your friends, though, the pleasure he feels in your company does something else to him. *It stirs something inside.*

Warmth, affection, and attention are feelings he associates with relationships. They’re feelings he associates with being loved. That confuses him. You’re giving him love, even though he didn’t “earn” it by asking you out?



So he concludes the only thing he can conclude under the situation:

He must be falling for you.

Try it.

Just don't be surprised by the reaction you get!

Thinking about Dana's story, I realized that most of us have it wrong. We focus on what he's thinking of us. We focus on our performance: looking gorgeous for him, saying the right things, coming across as desirable and interesting.

He's used to that. Women try that tactic on him all the time.

But what he's not used to is being accepted. He's not used to women paying genuine attention to him. He's only used to women paying attention to him when they want something from him, i.e., a relationship. He's used to being judged by women based on whether he fits the boyfriend mold. He's used to getting the cold shoulder when a woman isn't interested.

That's why he likes women who are "just one of the boys" so much. They don't play games, and they're not performing.

But he doesn't want to date one of the boys. He wants to date a woman. He wants to date a woman who likes him for who he is. A woman who makes him feel good. A woman who's okay with everything about him, even the "bad" parts.

Are you up to the challenge?



Putting the 3 A's into Practice

The 3 A's can completely transform how you interact with other people.

You can find yourself taking on more of a leadership role at work. Being noticed more. Being asked to more functions.

You may also find yourself enjoying those interactions more. Nothing feels better than knowing you made someone's day.

So start practicing today. Practice with work colleagues, friends and family members. It may take time for your new perspective to become automatic. The more you apply the 3 A's effortlessly, without thinking about what you're doing, the more successful you'll be.

Here are some tips on where to start.

1. Pay more attention.

When someone talks to you, don't think about what you'll say next. Pay attention. Ask questions. Be willing to sit in silence, mulling over what they've said. Notice whether you're making eye contact. See if you can read the subtle messages of their body language. Don't worry about contributing anything. Just focus on becoming a better listener.

2. Show more affection.

If you're not demonstrative with your feelings, showing affection can feel awkward. But being openly affectionate is one of the quickest shortcuts to a man's heart.

Start simple by saying "thank you" more often. Let your friends and family know how much you appreciate them and the things they do for you. Gratitude is one of the easiest ways to show affection.



Look at your body language. Do you hold back, or are you physically affectionate? Being physically affectionate can be as non-threatening as touching someone's arm, rubbing a friend's back, or relaxing into a hug. Notice how far away you stand from someone you're talking to. See if you can close that gap a little.

Make "love" part of your everyday vocabulary. Talk about the things you love, or the people you love. Get used to saying the word until there's no awkwardness attached to it.

3. Give more acceptance.

Start noticing when judgmental thoughts cross your mind.

We often judge people as a way of making ourselves feel better. We might be sarcastic, or gossip, or make fun of someone. But those tactics create a wedge between you and others.

If a man hears you judging someone—even if he agrees with you—he realizes that you could just as easily judge him. And nothing makes a man pricklier than being judged.

Although you could dismiss it as male pride, a man's sensitivity to criticism is a result of life experience. Men often feel as if women are evaluating them. They feel judged based on how they look, whether they're single or married, and whether they make enough money. They believe that women just care about whether they're boyfriend material.

So it's a breath of fresh air for a man to meet a woman who's not interested in summing him up.

She doesn't look at his hand to see if he's wearing a ring. She doesn't ask leading questions about where he works or what kind of car he drives. She's willing to simply sit and let him reveal himself to her in his own good time.

Less pressure, more pleasure.



Pleasure is a 2-Way Street

But what about you?

We've been talking a lot about his pleasure. **What about *your* pleasure?**

That question is more important than you may have ever realized.

If you are so focused on giving him pleasure that you block his every attempt to return the favor, then you'll short-circuit your budding relationship.

Pleasure needs a giver and a receiver. In the happiest relationships, those roles switch frequently. You give him pleasure, and he receives it with gratitude. He gives you pleasure, and you receive it with gratitude.

He might not be as good with the 3 A's as you are—men who've mastered attention, affection and acceptance are dangerously irresistible—but he can offer pleasure in other ways.

Most men feel most confident giving a woman sensual pleasures. Dining out, fragrant roses, or concert tickets are guaranteed hits.

But there are other ways to make a woman smile. He may try to make you laugh, or arrange a fun outing, or introduce you to something new. Your visible enjoyment gives him the confidence to continue.

When a man gives to a woman, he pays attention to how she responds. Her pleasure gives him pleasure. If she deflects his gifts, he assumes she's not interested.

How do *you* respond when a man tries to make you smile, gives you a compliment, or does something nice for you?

Pleasure is a complicated subject for most of us. We feel guilty if we enjoy ourselves too much. We worry we'll have to pay for it later. We wonder if there are any unspoken expectations attached. We're not sure how to respond. Respond too enthusiastically, and you scare him off. Fail to respond enthusiastically enough, and you let him down.

No wonder we'd rather give instead of receive. It's less complicated.



But here's why you shouldn't give up:

Mastering the art of receiving pleasure from a man catapults you beyond most women he's ever known.

Why do some men stay with selfish women who twine them around their little finger? **Because making her happy gives him such a high.** He gets more pleasure out of her pleasure than his own.

But most of us can't be that woman. We don't want to be selfish. We worry about putting him out, inconveniencing him, or not doing enough for him. We tell him, "*You didn't have to do that,*" or "*You shouldn't have,*" or "*I appreciate the gesture, but...*"

That cuts off the flow of pleasure.

If you're going to give pleasure to man, you have to be willing to receive it. And you have to stop keeping score. Pleasure isn't something to hoard and dole out in equal measures. The more pleasure you receive, the more you have to give.

So give attention, affection, and acceptance to those around you ... but receive what they have to give you, too.

Honor their gifts in the same way you'd hope they'd honor yours.

Don't Make This Mistake

By now, you've seen that making a man feel good involves triggering the very same warm and fuzzy feelings he experiences when he's giving and receiving love ... while doing so in a way that *doesn't* push his freak-out button.

But what if you try and it doesn't work?

It turns out that *what's going on inside your head* when you try to attract a man affects your outcome in a very big way.

Pleasure and pain isn't just something we experience with other people. It's something we use to motivate ourselves, too.



We hold up the specter of another lonely year alone, in order to force ourselves to try online dating again.

We frighten ourselves with thoughts of being rejected, in order to ensure we're at our sparkling best on a date.

Every time the fear of failure hits, we try harder. We do more. We pull out all the stops.

Does it work?

In a way. If scaring yourself gets you to finally put up that online dating profile, then maybe it's achieved something good.

But those painful thoughts have an unintended consequence:

They make us feel anxious, panicky, or desperate.

And those feelings sabotage everything we do.

We put up an online dating profile, but it's so bright and cheery that it comes across as inauthentic. We turn the full force of our charm on our unsuspecting date, and he withers under the intensity.

We're so afraid of ending up alone, being rejected, or messing it up, that we do the very thing we're trying so hard to avoid. We say something stupid, or come on too strong, or put on an act. We lose him, adding yet more evidence to the pile that says we're hopeless with men.

There's a saying among brain researchers that goes:

"Neurons that fire together, wire together."

If you're always thinking about the worst that could happen, then you end up feeling fearful every time you think about your love life. Every interaction with an attractive man causes you stress and anxiety. Even the thought of having to talk to someone you're interested in sparks a wave of panic.

It's time to rewire your brain and put pleasure back in its proper place.



As If You Needed Another Reason for Pleasure...

So here's what you do:

You look for the pleasure in every interaction.

You stop worrying about what he's thinking of you, and you find something to enjoy. Maybe it's nice just to stand there and talk to someone. Maybe his smile makes you feel good. Maybe you're just glad you brushed your hair that morning. Whatever it is, it's enough.

Pleasure is a much more pleasant way to motivate yourself. Instead of scaring yourself, you encourage yourself. You lure yourself with positive thoughts of the outcome you want to achieve. You dangle a carrot instead of a stick.

Your behavior doesn't change. You're still doing the exact same things as before. You're just looking for the fun in them.

And that makes all the difference.

Something amazing happens when you motivate yourself to try new dating techniques with the promise of pleasure rather than the desire to avoid pain.

Your blocks with men dissolve.

What was hard becomes easier. What was difficult becomes more fun. What was awkward becomes more natural.

You're moving towards what you want—a more fulfilling social life—rather than away from what you don't want—more loneliness and despair.

When you think about talking with a man or going on a date, you may still feel anxious, but you know to override your anxiety with anticipation. There *will* be something to look forward to. You may not know what it is yet, but you'll find it.

There's one final thing about pleasure you should know:

It's contagious.



The more pleasure you feel in his company, the more pleasure he feels in your company. The more pleasure he feels in your company, the more he wants to be in your company.

You may not be able to control how he feels, but you do have control over how you feel. That's enough. Enjoying yourself is the quickest route to get him enjoying himself.

So the mystery is solved.

How do you make a man fall in love with you?

You load up on the pleasure.

You enjoy yourself. You respond to his gifts with genuine enjoyment. You bestow equally valuable gifts onto him, of attention, affection, and acceptance.

That's the hedonistic theory of attraction, and it works every time.

As Cyndi Lauper sang, "*Girls just want to have fun.*" Guys do, too.

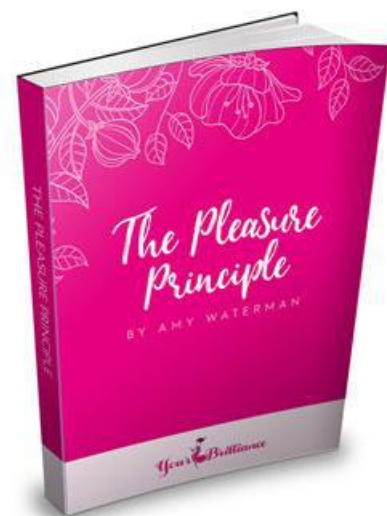
And the most fun of all is the pleasure of connection.

Want to activate the rest of the relationship benefits you can get with the Pleasure Principle?

Great! Because I have a lot more to share with you.

The Pleasure Principle can change your life. It can help you get healthy, live longer, radiate beauty, and feel more joy. Not to mention what it does for long-term relationships and marriages that last!

[Click here](#) to get the full course and unleash the full power of the Pleasure Principle in your life and relationships.





More Fun, Fabulous Advice

Come on by [YourBrilliance.com](https://www.yourbrilliance.com) for more ideas on how to spark attraction and undying devotion.

Finding the right man isn't easy, but our experts can help. From fun, irreverent observations on dating to thoughtful, well-researched advice, they'll help lighten the burden of finding and keep the man you love.

Here are a few articles you might enjoy:

- [How to Keep from Ruining It When You Really Like Him](#)
- [Why the Fate of the World As We Know It Depends on Getting Him to Commit](#)
- [Get the Killer Confidence Men Adore](#)
- [How to Get A Man's Attention](#)
- [Why Your Brain Always Tries to Ruin Your Romance](#)
- [When You're Not Gorgeous, Confident, Witty, or Interesting Enough to Attract a Man](#)

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