

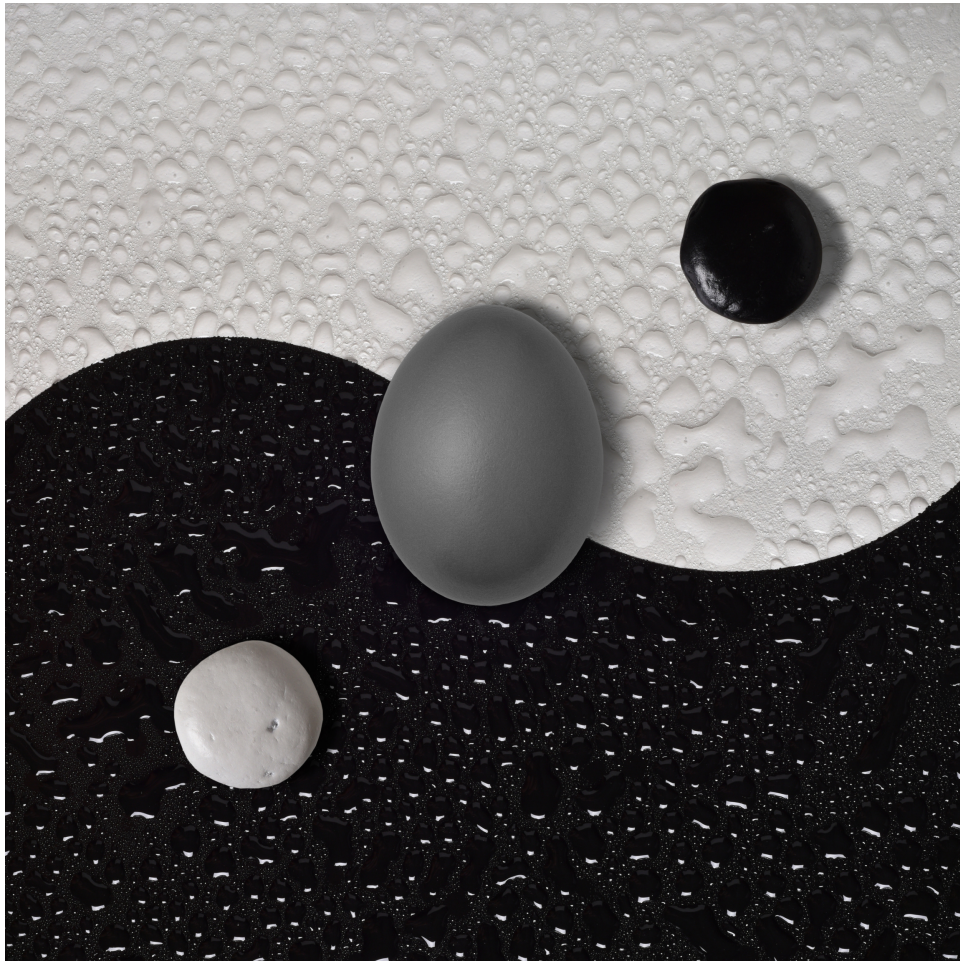
**UNDERSTANDING
WOMEN ...**



**EMPOWERING
MEN...**

**Put the sexy
back
in your
relationships.**

by Marcia Martin

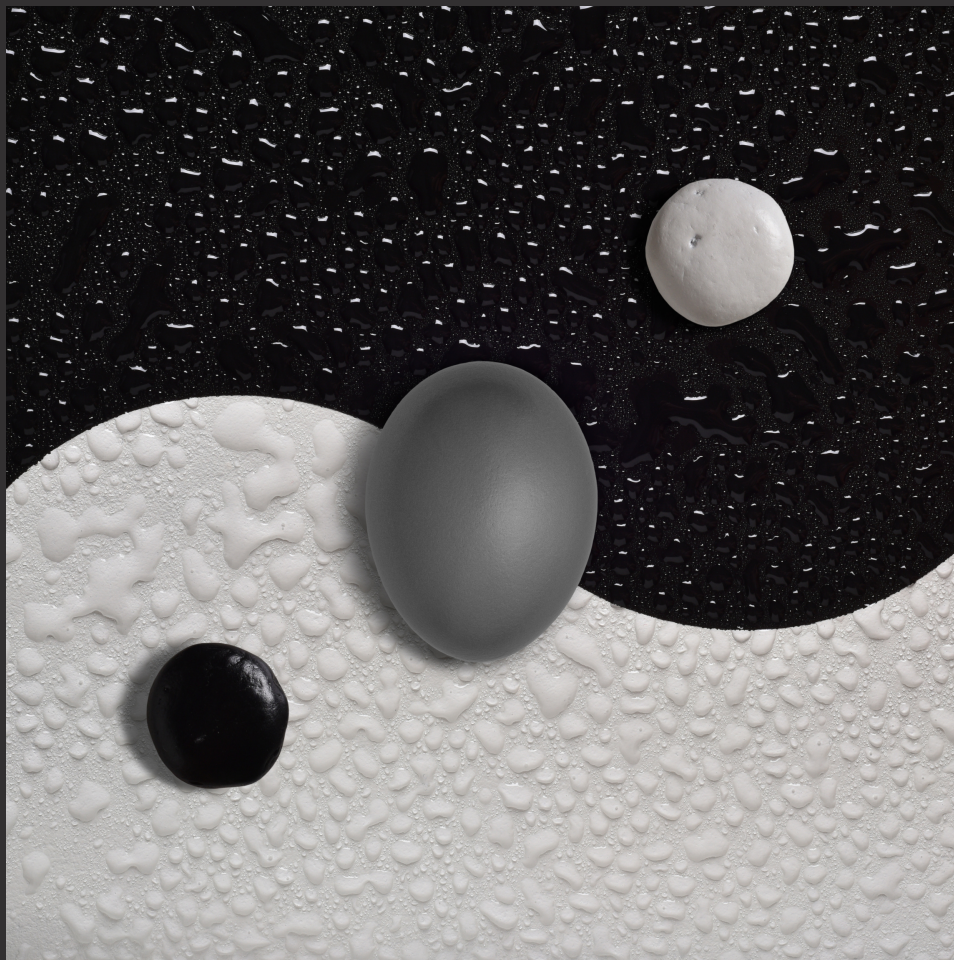


I have now trained over 300,000 people around the globe in communication, relationship skills and leadership. The first thing I tell people if you want to be more successful in anything, is to consider what assumptions you are using to interpret the situation.

Depending on what assumptions you use, you will have entirely different results. But people get caught in 'beliefs' and consider that all their assumptions about how the world works are 'true', and they get stuck in those beliefs, even if they notice the results aren't what they actually want. They keep thinking the same way, with the same interpretation, and they keep having the same rotten result.

I say, "Change your interpretation!" Try on some new assumptions and perspectives. Instead of thinking what is 'true' or 'right', think in terms of 'does it work or not?' to produce the result you want.





Take relationships, and how women look at men for example.

Most women talk to and relate to men as if they are the same as women, only have more hair on their chest. We assume they think like us, look at the world the same way, and have the same capacity. I say that is an interpretation that doesn't really work well to produce extraordinary relationships between men and women.

I have a different interpretation, and it seems to work better.

My interpretation is that men and women are entirely different, almost like a different species. I feel that women need to learn how to talk to and relate to men, instead of trying to relate to them as if men hear and understand the same way as a woman does.

Of course, I think that men make the same mistake and relate to women as if we are 'just like them only more emotional'.



I think a better way to look at it is to consider that men are 'producers', and women are 'consumers'. Producers get things done and need a job to do. Consumers are the ones that have the appetite and say what they want.

Think of it this way: women call, men respond. Men want to produce for their women. They live for it. They want their women to be happy and they want to make them happy. A man will do anything for a woman. It's his pleasure to pleasure her and give her what she wants. It's that simple.

As a 'consumer' then, a woman must learn to have an 'appetite'.

She must expand her ability to desire things.

Consider it like having a huge buffet of desires, rather than just one choice of a meal. If a woman doesn't want and desire things, then how can a man produce for her? But I find most women feel they don't deserve to want anything. They think they must do it for themselves, and they find it hard to ask for things.

And in addition, they aren't clear on what they want in the first place, even if they did feel worthy to have it. And there lies the dilemma.

A man can't give a woman something, if he doesn't know what it is that she wants. And to make matters even worse, a man needs to know specifically what his woman wants - most men don't read minds like most women do, and most men don't take hints well.

So, ladies, be clear about it. Women are able to figure out what you mean if you aren't clear. But a man isn't a woman. He needs to know clearly what you want. Don't make him guess. He'll get it wrong.

I knew a couple once where the woman told her husband she “wanted flowers all the time”. So, he brought her some plastic roses. Yes, it actually happened. And then she beat him up for not understanding what she meant, and she threw the plastic roses in the garbage. Not nice.

Women just let your man know exactly what you want. But let him know in a nice way. Be attractive. Be seductive. Be fun. Don't be so stingy with your 'nice'.

Too many times, women are bitchy and mean trying to get what they want. Men do not relate well to bitchiness. Bitchiness is an asset for a woman, as long as she doesn't use it. The fear of it is more powerful than the action.

Men need to win in order to move. They are paralyzed if they are losing.

Think about it as if men operate on two channels. Winning and losing. Not shades of grey like women - but merely black and white. They are winning or they are losing.

Not sure that is actually true, but using that perspective to operate from, seems to produce better results. When men are winning, they can produce anything. And when they are losing, they are stuck and not able to move at all and not able to produce anything either.

If you are frowning, then they are losing. If you are angry then they are losing. Smile, laugh, have fun with your men, and tell them how well they are doing. Stop nagging. Be nice. Stop being a bitch.



At this point, most women will want to say, "It's not that way at all". Well, ok, but what are the results you are getting?

Are you getting all that you want from your man?

If not, then just try this interpretation on, and see if it doesn't work to give you better results. Be attractive and fun, and remember women call, men respond.

Whatever you are getting from a man is as a result of how you are calling. Stop trying to change him. Change the way you call. Call in a fun and attractive way. There is never any need for anger with a man. It simply won't work.

And be clear about what you want. Say it exactly. Make him a list. He will want to produce for you. Men want to produce for their women.

I know that women are producers too. In fact, most women can produce even faster, and more efficiently than most men - and they can do lots of things at once. But when you ask a man to produce something for you, and then you go and do it yourself, then you just castrated him. That's not pretty.

So thank him for producing and giving you what you want. Men love appreciation and acknowledgement. Well we all do. But men particularly like to know they did a good job. So, tell him. And tell him often. He's your guy. Let him know how great he is and much you appreciate him, and tell him often.



Here is the magic formula: first, find something he has done well, and tell him you love that in him. Be authentic, be truthful. But find something.

Now he is winning. He can move. Then be clear about what you want and ask him in an attractive and fun way - don't demand, and don't argue, and don't nag.

And when he gives it to you, even if it isn't exactly the way you wanted, or when you wanted it, then let him know how great he is and how much you appreciate him and thank him for it. Tell him what a good job he did.

And then be nice to him. Give him a treat! He'll want to do an even better job next time. Just try it out and see if it doesn't work.

Marcia Martin





For more than 45 years Marcia Martin has dedicated herself to the study of what makes a person successful, fulfilled, and able to make an impact in life.

She is CEO of Marcia Martin Productions, an international executive training firm.

She is a master life & executive coach, a renowned seminar leader & trainer, and a communication expert having personally trained over 300,000 people worldwide in the areas of communication, speaking, leadership and powerful relationships.

Her clients have included Warner Bros., Inter-Continental Hotels, McCain Foods, Evian Water, and the Hard Rock International Hotels.

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