

"DATE!"

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Is a Four-Letter Word,
and Why You Should Never Use it



Connect with a Real Woman,
in the time of Facebook Dysfunction

- Steven Provenzano

Author of the Top Secret Resume books; 100,000+ copies sold worldwide.

*"Smart, funny and fast-paced; helps men find and connect with single women
and create deeper, lasting relationships."*

- Steve Yeschek, LCSW, CAMS-IV

**“DATE!” is a Four-Letter Word,
and Why You Should Never Use it**

**By Steven Provenzano, President,
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Nuts

I was talking to a friend of mine about a girlfriend – she was all over the place – mentally that is.

“She’s nuts!” he said. “They’re all nuts!”

We laughed and did a high-five. Now, of course women aren’t “nuts”. He was talking about *emotional intelligence*, and when it comes to men, most women, about 92% according to my latest, non-scientific survey, do this:

They Follow Their Hearts.

Expecting a woman not to follow her heart, and make logical sense about whom she Loves, follows, or accepts into her life, is like expecting a fish to jump out of water and go for a hike.

That’s it. That’s all you need to know. Now you can stop reading.

Actually, you need to know more, and it’s not all about women anyway, it’s about you:

Your insides, your motives, your drives, your fears and what comes out of your mouth.

It’s about YOUR heart.

Sound stupid?

Don’t be a jerk.

Jerks

If women can be nuts, men can be jerks. All too often, we follow our eyes, our lust. Apparently, there are enough women who fall for this – or give us the benefit of the doubt – that more than 50% of marriages end in divorce.

Why do you want a woman? What do you want from her, and what can you give her (besides sex)? If you think women are nuts, what does that make you for wanting them?

All too often, we act stupid and uptight around beautiful women. Why? We chase tasty junk food connections over Love and personal connection – then wonder why we end up alone, wanting, in a place of need. That is not where a *Real Man* should end up.

Uncommitted and fearful, this is reality for too many men. “There’s too many lone wolves out there,” a Counselor and Life Coach once said, and he’s right. What we think we want or need, is often wrong for us.

Maybe you never married. Or maybe you did, and it ended in a nasty, hateful, expensive divorce. I’ve seen too many friends and family go through this, and it’s not necessary.

They should have known in their twenties to:

Stop. Wait. Hold Back. Grow up first. Get to know yourself better. Travel; see the world. Sow your oats now, and get it out of your system, if you must (still chasing sex, alcohol or drugs? don’t get lost in that aimless, lonely world). Then settle down – but don’t settle – don’t rush into anything.

Picture yourself 5-20 years down the road married to the woman you’re with now, or the ones at the bar, or on the street. Could you grow

with her, through all the pain and confusion, the doubt, the rigors of a total, lifelong commitment?

If not, if you don't think you're ready to commit, do us all a favor:

Stay single, because:

"Whatever you give a woman, she will make greater. If you give her sperm, she'll give you a baby. If you give her a house, she'll give you a home. If you give her groceries, she'll give you a meal. If you give her a smile, she'll give you her heart. She multiplies and enlarges what is given to her. So, if you give her any crap, be ready to receive a ton of shit!"

- Erick S. Gray

Sex?

In this lightening-fast, A.D.H.D. culture, finding someone online to sleep with is common practice. Finding someone to wake up with who's likeable... that's another story. You'll spend most of your time talking, listening and getting to know each other.

Dozens of TV shows and thousands of websites center around "hooking up". Yet as the fictional characters succeed in playing out their lust, we never see the aftermath. We don't see the emotional, physical and yes, chemical attachment following virtually all sexual encounters. Where's the broken-hearted woman and the remorseful man, who can't explain his underlying concern for her?

Because that's how it goes in real life. If you think quick sexual encounters make you a man, you're kidding yourself. Real men don't allow their hormones (nor a woman's) run their lives. They don't let the lure of sex decide who to spend their free time with, talk to, open up to, share dinner with - nor their inner-most secrets.

*"Everybody's talking, and no one says a word.
Everybody's making Love, and no one really cares..."*

- John Lennon, *Nobody Told Me*

Men who chase hit-and-run situations have little or no respect for their bodies, their time, their energy, nor the women they meet.

How can a man get deeply physical with a woman, even once, and feel no emotion or concern for her the next day? Can he really be that cold, selfish and all about the body? Brings to mind those empty-eyed, vacuous male models in Calvin Klein or Egoiste cologne adverts. Now there's a dark, lonely, selfish lifestyle; sign me up. Never.

The Disconnect

The internet, cell phones and computers are everywhere. We're more connected to – the internet – and less connected than ever to each other. Some of us would rather talk to our Amazon Echo than another person. Millions would rather text than talk, even for 2-3 minutes. We're running from exactly what we need the most: personal connection.

On *The Late Show with Stephen Colbert*, the author of *Thank You for Being Late*, Thomas L. Friedman, a three-time Pulitzer Prize winner, recalled a conversation he had with U.S. Surgeon General Vivek H. Murthy, MD, MBA. He asked the doctor: "What's the most prevalent disease in America? Cancer? Diabetes? Heart Disease?"

He responded that it's none of the above. What's ailing us the most, he said, is isolation – a sense of being disconnected.

Look no further than the latest "dating" apps and social media for high-quantity, low-quality, shallow introductions, with little or no real connection: Tinder, Facebook, Pinterest, Match.com, eHarmony (he's Harming Me?), OkCupid, Zoosk, Coffee Meets Bagel, OurTime, or Plenty of Fish for Christians. We're analog men stuck in a cold, disjointed, digital world, looking for Ms. Swipe-Right.

Single men – and women – are becoming self-contained, too comfortable in their isolation. We watch TV or movies, surf the net, find any distraction to take the place of a true companion, and the days roll on.

The Music Effect

Psychology has proven the profound effect of music on our moods, energy, focus and everyday lives. It greatly affects how we see ourselves and those around us; how we perceive our place in the world and with others; how we might be drawn to Love, or run from it.

What songs affected you the most growing up? Hard rock, pop rock, jazz, international? Here's a few songs that drove my independence and desire to run from commitment. Now that I'm more aware of influences like these, I no longer run:

Waiting on the World to Change, **John Mayer**

When Push Comes to Shove, **The Grateful Dead**

Misty Mountain Hop and *Your Time is Gonna Come*, **Led Zeppelin**

Ramblin' Man, **The Allman Brothers**

The Wanderer, **Dion**

Stone Free, **Jimi Hendrix**

Sweet Dreams (Are Made of This), **Eurythmics**

There are more songs like these, of course. Think back. Can you detach yourself from negative songs, or judgments made by others about why you didn't, or shouldn't commit now?

Fear and Emotion

For two decades, I've owned and managed a successful career services firm. Every day I talk to people terrified about moving forward, getting a decent job more quickly, or investing a few hundred bucks with an expert to help them shorten their job search.

Many of these people are top executives in the Fortune 500; they make six, even seven figures each year, and our services are a tiny percentage of their income. These people *know* they can't do it all by themselves. Many of them sign up with us and are better for it. Still others reach out for our help and advice, use none of it, and go on their way, in total ignorance of the value of such a small investment.

Why is that? Is it our country, our prideful, stubborn, self-centered culture, our upbringing or religious training? Perhaps all of the above; who knows.

The important thing to know is that fear and raw emotion are the two most powerful drivers behind whom we get involved with throughout our short lives. Consider this: most "relationships" begin with a glance, a voice, a chance encounter. We spend far more time trying to decide which car or house to buy than we do deciding whom to trust, talk to, give our bodies to, marry, (try to) spend the rest of our lives with, have babies with, or divorce.

Fish Love

Check out a video titled *Fish Love* by Rabbi Twerski on YouTube. In 2:03 minutes, the scholar gives excellent examples of what Love is, and what it is not. Here's a quick outline:

"In our culture, the word *Love* has almost lost its meaning. There's a story about a man enjoying a fish dinner. Another man sees his delight and asks: 'Young man, why are you eating that fish?' With great relish, the man replies 'because I Love fish!' The other man says: 'Oh, well if you Love the fish so much, why did you take it from the water, kill it and boil it? Don't tell me you Love the fish, you Love yourself. Because the

fish tastes good to you, you took it from the water and killed it.' That man doesn't really Love fish. He Loves the way the fish makes him feel. He is really loving himself.

So much of what we call Love is 'fish Love'. Let's say a young couple falls in Love; what does that mean? That means the man saw in the woman someone whom he felt could provide for all his physical and emotional needs – and she saw the same in the man. And so it is with the Love in our marriages and families.

We declare that we 'Love' our spouses and our children, but the other person becomes a vehicle for our own gratification. External Love is not about what I'll get for myself, but what I can give to another. We make a serious mistake in thinking that we give Love to those whom we Love – in truth, we Love those to whom we give. Self-Love is a given; everybody Loves themselves! True Love is a Love of giving, not of receiving."

Intention

So there you are on the couch with a new woman. Have you ever asked yourself:

Now what?

Whether you have sex or not, will you both end up arguing, cutting off the phone and moving on, never to speak again?

Play the tape forward – where do you see each other in the next six months – in the next 20 years?

If your personal definitions of God include some sense of honesty, soul, Love (even with a small l), peace, dignity, integrity, humility or grace,

and of course commitment, then right at that moment, right there on the couch, ask yourself:

Why are you doing this? Where are you taking this?
Is it going somewhere - is there a future? Can you imagine yourself with this person - forever?

If not, then look deep inside, be honest, and ask yourself:

Why bother?

End it then and there, no matter how good it feels, no matter how much dopamine is racing through your brain. Find the integrity to walk away. Don't be a dopamine dope.

Don't waste their time or yours.

Now that's guts.

Guts

Only you can look deep inside, face your emotions, accept them, and show them. You can't truly know what another person is feeling. You may find mutual chemistry, and see signs of their devotion and sacrifice to you, but you cannot live in their head. From that viewpoint, just like in the fish story, it is better to Love than be Loved. That's because *you* can know and feel the elation, the satisfaction and fulfillment – and bring a woman to that same place.

What gets me is when people stand around waiting for someone to “Love” them, understand them and meet all their needs. That's impossible. No one can read your mind, and even if they could, why would they want to give their time, their life to you? What's in it for them? People like this need to get off their pedestal, get out, and Love others: friends, strangers, family, and friends of friends, and expect

nothing in return. That's how you get noticed by someone with potential.

What ever happened to true romance – when it all just came together, and pride, ego and selfishness were secondary?

We got lost in our self-absorbed world of fragmented text messages, emails, Facebook posts, tweets and “Please leave your message at the tone. When you are finished, you may hang up, or press 1 for...”

Barf.

There's still nothing you can buy or download to replace real conversation. Easier said than done. Too many men and women hide behind their laptops, tablets and phones. Every day we make personal choices to expand our unselfish Love and direct it, to give it away for something meaningful and long-term, or let it die on a bed with a stranger.

Even if it's all about sex for you, no matter how old you are, or your last wife or girlfriend beat the crap out of you – inside and out – and even if it sounds weak or dumb or childish or non-macho, consider this:

In the end, it's about genuine emotion, sincerity, and devotion. Your physical needs – your bodily functions – remain in second place, like it or not.

In fact, research has shown many men fall in Love faster than women, and will express it earlier in a relationship. All of us are born with some kind of heart inside. It all starts with you: you need to believe that simple chemistry and attraction between a man and a woman is still possible.

Then, build on that, because:

If you let Love itself die – what, then, are you living for?

More mindless, heartless sex?
More money?
Why?

Rotten

You hear it on TV, the radio, among your own friends: “Men are rotten and selfish; they only want one thing...”

Most of the time, it’s from recently jilted women, and some of the time, it’s true. I’ve also heard this from a respected Talk Radio Host. He typically makes sense – but attacks men regarding romance, marriage and attachment.

It’s not that simple. Women can be just as lost, confused and impossible as men, and they need Love too, of course. Besides, even if all men are jerks (we’re not, actually), the woman is still responsible for which jerk she allows into her life.

“Be more concerned with your character than your reputation, because your character is what you really are, while your reputation is merely what others think you are.”

- Erick S. Gray

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