

SPECIAL REPORT



# REAL LOVE DATING TIPS

How You Can Completely Eliminate the Frustration of Dating—RIGHT NOW

*With Real Love, Nothing Else Matters;  
Without It, Nothing Else Is Enough.*

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- ⊗ Does dating seem like an endless, frustrating game?
- ⊗ Are you sick of meeting losers when you date?
- ⊗ Do you wonder if you'll ever meet a partner to complete your life?
- ⊗ Do you worry about saying the right thing on a date?
- ⊗ Are there any good men/women out there?
- ⊗ Are you tired of being lied to by your dates?
- ⊗ Are all men afraid of commitment?
- ⊗ When it comes to dating, do you ever feel just plain lost?
- ⊗ Are you tired of feeling alone?
- ⊗ Are you sick of all the baggage that seems to come with every man/woman you meet?



- ⊗ Have you given up on dating completely?
- ⊗ Does every man just want to have sex with me?
- ⊗ Do you feel like you're having to put on a performance when you're dating?
- ⊗ Why does the initial excitement of meeting someone always wear off as you really get to know them?

Numerous studies—and your own experience, most likely—indicate that **dating has become one of the most frustrating activities on earth.** Everywhere you look there is deception, manipulation, game playing, and confusion. These conditions in dating have become so common that they've come to be accepted as normal, even unavoidable.

**WRONG.** We just don't know any better. If you will follow the clear, simple principles in this report, you will experience **NO MORE GAMES**—which would certainly eliminate the frustration and confusion—in dating. **Really.** So what can dating be like for you **FROM NOW ON?**

☺ **NO MORE GAMES.** You won't roll your eyes and wonder what the name of the game is with this man/woman.

☺ You won't feel confused any more about what to do or say with a prospective partner.

☺ You'll know which qualities matter in a lasting, fulfilling relationship, and which qualities—the ones you thought were important—don't matter one bit.

☺ You won't get fooled by the “losers” out there who will suck you into a relationship that you will regret.

☺ You'll be far, far more likely to find a partner who will unconditionally love you, which is just about the most fulfilling experience in life.

☺ You'll never have an unproductive date again. Not kidding. Either you'll find a relationship worth exploring, or you'll be finished with that person—in **ONE** date.



There's more...

- ☺ You'll have a confidence that will attract the kind of partner you want. They'll be able to sense that you're different from almost everyone else.
- ☺ You won't fear being alone anymore.
- ☺ You'll know exactly how to handle the subject of sex. No stress at all.
- ☺ Dating will be relaxed and easy. Imagine that.



## So what if you **DON'T** read this report? What is the **COST**?

I'm am NOT trying to be a downer here, but I have counseled thousands of couples from every continent on the globe (no, not Antarctica), and I can tell you EXACTLY what happens to couples who don't live by the principles in this report—and that is the case for the vast majority of couples.



- ☹️ Dating will become more and more exhausting and frustrating.
- ☹️ You'll stay confused about what to say and about what every word and action from your partner means. Don't you just hate that?
- ☹️ You'll give up on dating entirely.
- ☹️ You'll be alone.

- ☹️ WORSE than being alone, you might find a long-term partner and discover deep into the relationship that you've been fooled AGAIN. Anger, disappointment, divorce, child custody disputes, and all the usual bitterness that accompanies a failed relationship.
- ☹️ You'll write dating profiles for the rest of your life.
- ☹️ You'll remain a trained circus seal, performing for the approval of each person you date.
- ☹️ You'll keep spending money on sites, clothes, activities, and more—all to attract that "right person"—with no end in sight. Bummer.



On the following pages is an introduction to the principles that will make dating fun and productive. And you will become confident and authentic, to the point of being fearless when it comes to looking for a potential partner. Not a small promise.

## SECTION ONE

### GETTING THE FOUNDATION RIGHT What We All Really Want from a Relationship

If you're looking for a trick that will give you a quick fix, or an easy technique that will magically produce personal happiness and great relationships, you're in the wrong place. In this report, you will learn some of the essential principles with which you can build a foundation for richly rewarding, long lasting relationships. This may require a change in how you see the people around you. It may require a change in who you are. In the process, however, you will become prepared to participate in the kind of loving, supportive relationships you've always wanted.

#### THE MISSING INGREDIENT

Millions of us are out there looking for the “right person”—in bars, at parties, in clubs, at church, and on Internet dating sites. Most of those relationships begin and end within days or weeks—sometimes seconds or minutes. When we do succeed in finding the person we're looking for, though, we tend to fall in love, and a long-term relationship—sometimes a marriage—is the result.

But what happens after that? Almost 60% of marriages end in divorce, and 50% of married women have indicated that if not for finances and children, they would leave their husbands. That leaves only 20% of marriages that would even *survive* if the partners felt they had a reasonable choice to leave. Of the marriages that remain, only a small number are genuinely happy. It is my experience—and that of many other counselors—that 1-2% of all married couples achieve relationships that are as rewarding as they had once hoped. That estimate is probably overly generous.

To give us a more vivid picture of how well we're doing in the process of creating and maintaining relationships, imagine that it's your job to hammer together the frame of a house. In the process of hammering in the first 100 nails, you hit your thumb on 98 of them. Would you keep hammering the next hundred, or would you stop and figure out what you were doing wrong?

It's horrifying that we have a 98% failure rate in marriage—and the rate of lousy dates is much, much worse—but instead of stopping everything until we figure out what's wrong, we keep repeating the same patterns, over and over, creating the same statistics and misery. I suggest that it just might be time to finally investigate what's wrong with the process we use to find partners and to create relationships.

It's clear that we need much more than additional ways to get together with potential partners. We already know how to do that. We don't need, for example, another Internet dating site that uses the meat market approach to selecting a partner. Matching people with psychological profiles isn't the answer, either. Finding a partner—even the right one—and falling in love just isn't enough. In almost every unhappy marriage, the two partners started off in love—that's why they got married in the first place. The problem is that most of us fall in love with the doors, windows, bedrooms, and drapes of a relationship. We are so excited about the beauty of the decorations that we don't see the flaws in the foundation. Without the right foundation, our relationships will fail, no matter what we do to enhance the beauty of the trimmings.

## **REAL LOVE®**

We all want richly rewarding relationships, but we often fail to realize that a healthy *relationship* is the natural result of two healthy *individuals*. A great relationship is much like a beautiful duet, played on two instruments. Before we can meaningfully participate in a duet, we must learn how to play an instrument by ourselves. Few of us are prepared to *be* the kind of happy and loving partner that a loving relationship requires.

The foundation of a relationship is a natural result of the ingredients provided by both partners, and that brings us to the central question: What do we all require before we can be happy as individuals? What quality must we possess individually before we can participate in a great relationship?

Intuitively, you already know what we need. More than anything else, we all want to feel LOVED, and we can see proof of that as we realize that love is the most frequent subject of our music, novels, discussions, and often our behavior. We need love as much as we need food, water, and

air, and without it we cannot be happy, nor can we have healthy relationships.

Not just any kind of love will do, however. The foundation of every healthy relationship—the one ingredient most essential to genuine happiness—is Real Love, unconditional love. When we have a sufficient supply of Real Love, our individual happiness is assured, and we have the ability to participate in vibrant, loving, and exciting relationships. Without Real Love, we can only struggle desperately to find a happiness that will never come, and we will experience only disappointment and frustration in our relationships.

*It's Real Love when I care about your happiness without any thought for what you might give me in return, and when you care about my happiness without any expectation of return for yourself.* It's not Real Love when I do what you *want* and you like me—frankly, that's worthless. It's Real Love only when I'm flawed and foolish—when I get in your way and don't do as you wish—but you don't feel disappointed or irritated with me.

It is those two words—disappointment and irritation—that separate Real Love from every counterfeit. The moment I become irritated at you, I'm saying:

- “Look what you did to **me**.”
- “Look at what you should have done for **me**.”
- “How dare you have inconvenienced the true center of the universe—**me**?”

We could replace the word “angry” with “ME-ME-ME”—anger is astonishingly arrogant—and while I'm standing over you screaming “ME-ME-ME,” is there any way in the world that you could feel my unconditional concern for *you*? No, not the remotest possibility.

In Real Love, there is no disappointment or anger. With that understanding, we begin to realize that few of us have experienced much Real Love. Consider the experiences that almost all of us had as children. When we were quiet, clean, obedient, and cooperative, our parents, teachers, and others smiled at us. They spoke kind words and patted us tenderly on the head. We loved that, and we were willing to do almost anything to get those signs of acceptance and affection.

We also saw, however, that whenever we were loud, messy, and uncooperative, the smiles instantly disappeared. The tone of voice and choice of words changed dramatically. Although it was unintentional, from these behaviors we learned this powerful message: When you're good, I love you, but when you're not, I don't. There was no other way we could have interpreted how differently people treated us when we misbehaved.

When someone is genuinely concerned about our happiness, we feel a profound connection to that person. We feel included in his or her life, and in that instant we are *no longer alone*, the condition most painful to us. Each moment of unconditional acceptance creates a living thread to the person who accepts us, and these threads weave a powerful bond that fills us with a genuine and lasting happiness. Nothing but Real Love can do that. In addition, when we know that even one person loves us unconditionally, we feel a connection to everyone else. We feel included in the family of all mankind, of which that one person is a part.

But most of us saw that people accepted us based on our behavior, which is the essence of conditional love. Although it is given unintentionally, conditional acceptance has an unspeakably disastrous effect, because it fails to form the bonds of human connection created by Real Love. As a result, no matter how much conditional love we receive, we still feel empty, alone, and miserable, and without the foundation of Real Love, we cannot have healthy relationships.

Most of us spend a lifetime fussing with the doors and windows of life, completely unaware that our foundation is fatally flawed. If you've had difficulty finding and sustaining great relationships, it will not help you to focus on changing the individual characteristics—appearance, interests, habits—of your partner. If you're unhappy, your partner is not the cause.

You're unhappy because *you* don't feel unconditionally loved yourself and because you're not sufficiently unconditionally loving toward others. Both conditions have existed for a long time, usually from early childhood. You need to learn how to build a foundation of Real Love, after which all the other pieces fall together with relative ease.

## THE CRIPPLING EFFECTS OF CONDITIONAL LOVE

Real Love is “I care how **you** feel.” Conditional love is “I like how you make **me** feel.” Conditional love is what people give to us when we do what they want, and it's the only kind of love most of us have ever known. People have liked us more when we made them feel good, or at least when we did nothing to inconvenience them. In other words, with our behavior we've had to buy conditional love from the people around us.

It's critical that we be able to distinguish between Real Love and conditional love. When we can't do that, we tend to settle for giving and receiving conditional love, which leaves us empty, unhappy, and frustrated. Fortunately, we have the two reliable signs—mentioned earlier—that distinguish Real Love from love that is not genuine: *disappointment* and *anger*. Every time we frown, sigh with disappointment, speak harshly, or in any way express our anger at other people, we're communicating that we're not getting what **we** want. At least in that moment, we are not caring for our partner's happiness—only for our own. Our partner then senses our selfishness and feels disconnected from us and alone, no matter what we say or do.

If you can't distinguish between Real and conditional love, it won't matter how much effort you put into dating. You will almost certainly follow the path that has been blazed by the great masses before you, the path of giving and receiving the conditional love that can lead only to misery in relationships.

## SECTION TWO

### THE SECRETS OF FALLING IN LOVE The Real Reasons We Do, and Why It Doesn't Last

If we don't have enough Real Love in our lives, the resulting emptiness is unbearable. We then compulsively try to fill our emptiness with whatever feels good in the moment—money, anger, sex, alcohol, drugs, violence, and the conditional approval of others. Anything we use as a substitute for Real Love becomes a form of Imitation Love, and they all fall into one or more of four categories: praise, power, pleasure, and safety. Let's discuss how we use these forms of Imitation they affect our individual happiness and our ability to participate in relationships.

#### PRAISE

In the absence of sufficient Real Love, praise feels pretty good. From the time we were small children, we all experienced the exhilaration of hearing, "Good boy," or "Good girl," or "Nice job" when we behaved in the ways other people liked, and most of us have devoted the remainder of our lives to duplicating that feeling.

The pursuit of praise is so widespread that it's accepted as normal, even desirable. We've all heard, for example, the expressions "Put your best foot forward" and "Always make a good first impression." Without realizing it, our parents, teachers, and others taught us that earning praise was a good thing, and we accepted their counsel.

Two people on a first date are engaging in a "best foot festival," with each party diligently putting on a show of his or her best characteristics. On the surface, that might appear commendable, but look at the eventual consequences of this approach. Each person believes that the other person's best foot accurately represents who that person really is, and that's where the problems begin.

After two people successfully establish a relationship based on their best foot, they eventually discover that their partner is a lot more than his or her best foot—that, metaphorically, there is also the other foot, bad breath, and numerous other imperfections—and the resultant disappointment can be overwhelming. Both partners feel deceived, cheated, and betrayed, and it's understandable that they vent their frustration on their partner. "After all," they reason—silently and aloud—"I used to be happy in this relationship, but now I'm not, so you must be withholding the happiness you once gave me."

When a relationship goes bad, our natural conclusion is that *our partner* has failed us in some way, breaking the unspoken contract we'd made together. But the real reason relationships fail is that from the beginning we established the relationship on something less than the complete truth about ourselves. Expectations were created, and when those were not met—when the truth came out about who we were, and who our partners were—we felt as though our dreams had been crushed.

Relationships fail because we create them on a foundation lacking the one ingredient—Real Love—most essential to happiness and fulfilling relationships. Without sufficient Real Love, neither partner has the tools to create a healthy and mutually rewarding relationship. Without enough Real Love, the foundation of any relationship will be fatally flawed, and no amount of time, effort, and worry spent on the windows, doors, and carpets will ever create a healthy relationship. *With Real Love, nothing else matters; without it, nothing else is enough.*

Tragically, although Real Love is essential to happiness, most of us have never had consistent experiences with it. In our emptiness and pain, we're only too eager to reach out for anything that makes us feel better, however superficial and fleeting that relief might be. We use Imitation Love—praise being just one form—because it *does* feel good for a moment, even though it never really fills our emptiness. To use a metaphor, what we'd really like is cookies that are warm and fresh out of the oven, with that unforgettable smell, taste, and texture. If we can't have freshly baked cookies, however, we'll take stale cookies over nothing at all.

Our obsession with praise as a form of Imitation Love can be illustrated by a study recently done at a major university. Of the incoming freshmen women that year, 65% were found to have a significant eating disorder—mostly bulimia and anorexia. These women were so eager to be praised for their appearance that they were willing to starve themselves or induce vomiting after meals. They were willing to physically injure themselves because all women know that physically beautiful women—translation: sexually attractive women—are treated quite differently from those who are not considered attractive. To demonstrate this, a group of social scientists studied the reactions of a group of people to two women placed at opposite ends of the room—one woman a model, the other considerably less attractive by most standards. To the surprise of no one, the “unattractive” woman was treated virtually like a leper, while the model received a great deal of attention. This differential treatment was observed not only among the men at the gathering, but among the women as well.

Unintentionally, we teach our children from a young age—even in their bedtime stories—that it’s very important to be praised for one’s appearance. As a child, did you hear the fairy tale about the princess who was rather average looking? No, I didn’t either. In our bedtime stories, we use the terms beautifulprincess and handsomeprince as though they were each one word. Without meaning to, we’re teaching our children that they must be beautiful or handsome in order to earn the praise—and, by implication, the affection—of others.

As we vigorously engage in the pursuit of praise, however, we come to the terrible realization that the satisfaction it provides never lasts for any significant period. After you’ve worked for an hour, or a day, or a week, for example, to complete a project at work or elsewhere, it’s quite satisfying to hear the approving words, “Nice job,” but that feeling soon wears off, and then you have to work all over again to get another dose of it. The effects of praise are always short-lived, leaving us empty and desperate for more.

People who consistently use addictive drugs soon discover that the effect becomes increasingly brief, and more of the drug is required in order to achieve the same outcome. All the forms of Imitation Love are like addictive drugs. Despite all the effort required to earn Imitation Love, the beneficial effects of praise, power, money, and sex become increasingly brief. We also have to work harder to get the desired effect, and eventually we

become exhausted and frustrated. Moreover, no matter how successful we are in obtaining Imitation Love, we never get the feeling of connection to other people that comes with Real Love, so we're still painfully alone.

Not only is the effect of praise brief, but somehow we also sense that the praise isn't really about *us*. When people praise us, they're usually telling us that we've done something to make *them* feel better. When the boss praises you, is he saying that he's happy for *you*, happy that *you* have derived a sense of satisfaction and accomplishment from your performance? No, he's almost always saying that you've made *his* job easier, and he wants you to continue doing that for *his* benefit.

To provide another example, when a man tells a woman that she's beautiful, is he really talking about *her*? Usually, what he's really saying is that *he* enjoys the physical pleasure of looking at her. He enjoys the praise he receives from others as he is seen with a beautiful woman. He also enjoys the excitement of fantasizing about her, and if he persists in praising her beauty, he increases the chance that he might score an even greater physical pleasure with her. Without realizing it, when he says, "You are so beautiful," he's really saying, "I like how you make *me* feel."

## **POWER**

When we don't have enough Real Love, we feel empty, alone, helpless, weak, and afraid. We get some measure of relief from these intolerable feelings, however, when we can control the behavior of other people. That sense of power feels much better than the helplessness we often endure. As we control people—as we convince them to agree with us, or to do what we want—we also get a sensation of connection to them, which relieves our loneliness.

In the absence of sufficient Real Love, power can be quite satisfying, and we get it in so many ways: with money, authority, physical and verbal intimidation, anger, violence, and sex. The following example will illustrate one common use of power.

Most young girls have little power over the people around them. They can't control their parents, teachers, friends, or even their own bedtimes. Without enough Real Love, this sense of helplessness is painful. When girls get older, however, and develop sexually, they can't help but discover that they have gained considerable influence over the boys and men around them. Sexually attractive girls tend to receive more attention—and they get away with more mistakes—than do girls who are less attractive. With their sexuality, young women learn to exercise power over others, and it's mostly unconscious. It's understandable that they would do this—we all naturally use whatever form of Imitation Love that will dull the pain of not feeling loved unconditionally.

## **PLEASURE**

When we don't feel loved unconditionally, we use physical and emotional pleasures—sex, food, alcohol, drugs, shopping, gambling, driving fast, and so on—as welcome distractions, and we often pursue them with great devotion. The enjoyable effects of pleasure, however, are fleeting, and they can never make us genuinely happy in the absence of Real Love. If pleasure could produce the kind of happiness we all want, sex addicts, for example, would be the happiest people on the planet—but they're not. As with all the forms of Imitation Love, pleasure wears off, and eventually no amount of it will give us even a brief relief from our emptiness and pain.

## **SAFETY**

Without Real Love, we're already in the worst kind of pain, and we'll go to great lengths to keep ourselves safe from experiencing more pain. If we can't have genuine acceptance, we can at least do everything in our power to avoid more disapproval. Toward that end, we avoid doing anything unfamiliar. We stay in the same boring, dead-end jobs, attempt to learn nothing new, and continue in stagnant, unrewarding—but predictable—relationships. If we've been hurt consistently by all our past relationships, but finally we're with someone who simply hurts us less, we can confuse that relative safety with love. Or we might avoid dating and relationships altogether.

## FALLING IN LOVE—THE NATURE AND EFFECT OF IMITATION LOVE

Even though Imitation Love cannot give us genuine, lasting happiness, it *does feel good*, and if Real Love is either unknown to us or unavailable, we'll go to great lengths to get enough Imitation Love to feel good temporarily. Again, stale cookies are better than nothing at all. In the absence of sufficient Real Love, we're strongly attracted to anyone who gives us Imitation Love, and it is therefore the pursuit of Imitation Love that governs how most relationships begin and end.

We've all observed that if we give enough praise, power, pleasure, and safety to another person, he or she will be more likely to return some of the same to us. In order to get the Imitation Love that can feel so good, therefore, we *buy* it from others with whatever forms of Imitation Love we have to offer. We trade Imitation Love with those around us. If I praise you enough, for example, you will be more likely to say something kind to me in return, or to do something else I want.

Without thinking about it, almost all of us tend to establish relationships based on the trading of Imitation Love. Let's arbitrarily measure Imitation Love in dollars, and we'll suppose that when you give a dollar of Imitation Love to someone, that person gives you twenty cents in return. To a second person you also give a dollar, but this time you receive fifty cents in return. Without being aware of the reason, you naturally prefer the company of the person who gives you a fifty percent return on your investment—it's that better rate of return that determines why we "like" some people more than others.

Eventually, you give a dollar's worth of Imitation Love to someone who gives you a full dollar in return. Excited about this dramatic improvement in the return on your investment, you give him or her two dollars, then three, then more, and to your delight, you are rewarded equally each time. This is so exciting that you are now "in love."

Falling in love is rarely anything more than the relatively equal and abundant exchange of Imitation Love. That may not be romantic, but it's nonetheless true. When a guy sees a girl across a crowded room and says to his friends, "I think I'm in love," is there anyone on the planet who believe that his true meaning is, "I've fallen into a sudden unconditional concern

for her happiness”? No, he’s expressing a belief that he’ll get more Imitation Love from her than he would from anyone else he can think of. We tend to start our relationships on the basis of how much Imitation Love we anticipate we’ll receive from that partner, and that’s a disastrous foundation for a relationship. We can see the effects of Imitation Love in the following account of the relationship between Michael and Susan.

Michael had said complimentary things to other people all his life, but when he gave them a dollar’s worth of praise, he rarely got a dollar of praise, power, pleasure, or safety in return. Then he met Susan. When he gave her a dollar of praise—verbal and non-verbal—she immediately responded by accepting him (praise), expressing a willingness to do what he wanted (power), and physically touching him (pleasure)—at least a dollar’s worth all together. So he gave her even more Imitation Love—the best he had to offer—and when she responded generously, he was so thrilled with the exchange that he called the feeling “falling in love.”

Susan was attracted to Michael because he was good-looking, funny, smart, and kind to her, and because he had a good job—all of which gave her a sense of praise, pleasure, and safety. They fell in love because the exchange of Imitation Love was abundant and relatively equal.

Susan and Michael began their relationship because they found in their partner the qualities that would entertain them, make them feel worthwhile, and give them safety, not because they unconditionally loved one another. Most of us pick our partners for the same reasons—we look for someone who has qualities that will temporarily make *us* feel good, and in return we’re quite willing to do the same for that person.

As I’ve said before, however, the effect of Imitation Love always fades, as Michael and Susan discovered. They really enjoyed the initial exchange of Imitation Love, but it wasn’t long before that level of praise, power, and pleasure wasn’t as rewarding as it once had been. When people say the “excitement has worn off” in a relationship, they’re just describing the fleeting effects of Imitation Love. As we experience less “happiness” with Imitation Love, we naturally turn to the people closest to us to supply what we’re missing, and understandably our partners feel resentful of our increased demands. Most of our relationships begin based on an unspoken understanding of how much Imitation Love our partners will give us, and

how much we'll give them in return, and when we change the rules—when we give less or demand more—our partners don't like that one bit.

As couples discover the transient effect of Imitation Love, they also invariably find that the exchange of Imitation Love becomes unfair. We can roughly quantify the trading—and fading—of Imitation Love over the course of Michael and Susan's relationship. In the beginning, they exchanged Imitation Love as summarized below:

<u>Type of Imitation Love</u>	Imitation Love (in dollars) Received in the Relationship by	
	<u>Michael</u>	<u>Susan</u>
Praise	5	5
Power	5	5
Pleasure	6	2
<u>Safety</u>	<u>1</u>	<u>5</u>
<u>Total Imitation Love</u>	<u>17</u>	<u>17</u>

In the beginning of their relationship, they both received five dollars of praise as each of them complimented the other for a variety of qualities, including sexual desirability. They were equally successful in getting the other to do the things they wanted (five dollars of power each). Michael got more physical pleasure from the relationship (mostly from sex) than Susan (six dollars versus two), but Susan got a greater sense of security (safety) from the relationship than Michael did (five dollars versus one). Because they experienced more Imitation Love from one another than with anyone else they had known, they were in love. After several months, however, the trading had changed:

<u>Type of Imitation Love</u>	Dollars Received in the Relationship by	
	<u>Michael</u>	<u>Susan</u>
Praise	1	1
Power	3	1
Pleasure	4	1

Safety	<u>0</u>	<u>1</u>
Total Imitation Love	8	4

They both discovered that the effects of flattery had quickly worn off, and that constantly earning it was exhausting, so neither of them was willing to continue their initial efforts to praise one another (down from five dollars to a dollar apiece). Susan discovered she could hardly get Michael to do anything she wanted (one dollar of power vs. the five dollars she got in the beginning of their relationship), so she tended to reward him with nagging instead of praise. Without sufficient praise and appreciation, Michael had even less motivation to keep doing what Susan wanted. Susan, however, still did errands and other acts of kindness for Michael, so he got three dollars of power from getting her to do what he wanted (compared to the five dollars he once got). He still got four dollars of pleasure from the relationship (mostly from sex), while she got only one dollar (virtually nothing from sex but some from other forms of entertainment they enjoyed together). Susan's sense of safety had been reduced to a single dollar, because he often criticized her (attacking) and because she wasn't sure of his fidelity when he looked at other women. Michael felt no safety at all as Susan nagged him about everything.

What a miserable state of affairs. When they first met, what Michael and Susan both needed was Real Love, but neither of them had ever felt much unconditional love, so there was *no way* they could have loved one another as they needed. We simply can't give what we don't have. In the absence of Real Love, they offered one another what they did have—Imitation Love in its various forms—and they gave all they had. Imitation Love does feel good, and because they were both giving it with all their hearts, they were satisfied with their relationship in the beginning. When the effects wore off, however, and they each gave one another less of the various forms of Imitation Love, they felt like the rules of exchange had been violated. They were both faced with the horror that they were not going to get the happiness they'd hoped for all their lives.

Later in their relationship, Susan experienced more disappointment than Michael did. Not only was she disillusioned with the decline in her overall happiness (four dollars of Imitation Love versus seventeen in the begin-

ning), but she sensed that their relationship was unfair (four dollars for her versus eight for Michael). It's common for one partner to believe the relationship is worse than the other partner does, because although both partners are far from genuinely happy, one of them—in this case, Michael—is getting more Imitation Love than the other. In addition, although Michael wasn't ecstatic about their relationship, he was relatively satisfied, because even though his total was down from seventeen dollars to eight, it was still better than what he enjoyed before finding Susan.

## THE REAL REASON RELATIONSHIPS FAIL

I have counseled with thousands of couples, most of them married. Remember that people usually get married only after they have sifted through many potential partners, finally choosing the one they believe will provide them with the fulfillment of their dreams. Ideally, marriages should be the cream of all relationships, the best of the best.

And yet 60% of those dream relationships end in divorce, and the vast majority of those who remain married are settling for far less than they had once hoped for. When troubled couples come to me for counseling, invariably they ask some variation on the question, "What happened?" Both partners are absolutely befuddled, wondering how they could possibly have moved from being soulmates to being combatants.

In their attempts to understand what happened, it's unavoidable that each partner would blame the other. After all, they reason, their partner once "made them happy," and now that happiness is gone. The inescapable conclusion is that their partner has somehow failed them, somehow withdrawn the joy they once magically dispensed at the beginning of the relationship.

After reading this Special Report to this point, however, you now understand the real reason relationships fail. When two people enter into a relationship without sufficient Real Love, their relationship is virtually doomed from the beginning. Most relationships are guaranteed to fail from the word "Hello"—no matter how wonderfully they get along in the beginning—because both parties lack the one ingredient most essential to genuine happiness and fulfilling relationships. In the beginning of their association they achieve the *illusion* of happiness only because they give one another enough Imitation Love. It's better than anything they've had before, so it

seems real. Then, when the effects of Imitation Love begin to wear off—as they always do—they’re left with the horrifying realization that their dreams have turned into so much dust.

Relationships fail not because of what each partner does or does not do. Relationships fail because they are not built on a foundation of Real Love, but instead are based on a counterfeit currency—Imitation Love—that can never buy happiness.

### “I LOVE YOU BECAUSE . . .”

When someone says, “I love you because . . .” that person really commands our attention. We’re eager to hear what follows: “. . . because you’re smart, beautiful, handsome, responsible, clever, witty, whatever.” We absolutely adore hearing these flattering descriptions of ourselves. What we don’t realize is that these seductive words also constitute the seeds of destruction in our relationships.

When someone tells you *why* he or she loves you, that person is describing the qualities you must have in order for him or her to *continue* loving you. You’re now obligated to continue filling the expectations of that person.

When we don’t have enough Real Love, we’re eager to fill our emptiness with Imitation Love, and when we find someone who gives us an adequate supply, we’re naturally drawn to that source. We must understand that when we say, “I love you,” what we usually mean is, “I *need* you.” When we don’t feel unconditionally loved, and we tell someone we love him or her, we’re expressing only a selfish wish for that person to keep making *us* feel good. When we say, “I love you,” however, our partner hears us promise that we’ll make *him* or *her* happy. These conflicting expectations cause the failure of most relationships.

When I discuss this subject in seminars, someone often asks, “So you’re saying that if we had sufficient Real Love in our lives, we could love *everyone*?” When I reply in the affirmative, he or she continues, “But you’re not saying that we should *date* or *marry* just anyone, are you? Isn’t it all right that we look for certain qualities we like in a future spouse, for example? Isn’t it all right to want to marry someone *because* they possess certain qualities I like? That’s not necessarily selfish, is it?”

As we find sufficient Real Love in our lives, our emptiness and fear disappear. Then we're no longer driven by what we need from people, or by what we fear from them, and in that condition we then gain the ability to accept all people and care about their happiness without their doing anything for us—the definition of Real Love. That does not mean, however, that we won't find some people more *enjoyable* to be around.

## THE REPEATING PATTERN

Our pursuit of Imitation Love explains not only how relationships begin and end but also how we tend to attract the same kind of partner over and over. How many times have you known someone who has broken up with a partner, and then, only a few weeks or months later, he or she has found the same partner but with a different name and face? Somehow we seem to find the same personality type over and over, as though we were magnets for that particular kind of person. Why do we keep repeating these same patterns of attraction and failure?

Without enough Real Love, we're desperately looking for those people who will give us a "good deal" in the exchange of Imitation Love. It's as though we have a flashing billboard on our foreheads, which states, "Looking to trade." We advertise to potential partners that we're willing to give Imitation Love in exchange for receiving it.

Over a lifetime, we have also learned to offer a certain combination of the different forms of Imitation Love. We've all noticed, for example, that some of us are more likely to offer flattery to attract people, while others of us tend to offer power or pleasure. When we find someone who is attracted to our particular combination—say, for the sake of example, five parts praise, four parts power, two parts pleasure, and three parts safety—and when we in turn like the combination he or she offers us, everything "just clicks," and we're certain we've found the love of our life.

When everything "just clicks," however, it almost always means that we've just found a great exchange of Imitation Love, and that will never make us happy. The initial excitement, though, is enormously seductive, and we tend to fall for it over and over. Until we recognize what's happening, we're doomed to repeat this unhappy pattern.

## FREEDOM

As you come to understand Imitation Love, you may feel some sense of discouragement. You might think, “I can’t believe it. I’ve wasted my whole life trying to find happiness with Imitation Love.”

You’re not alone. Most of us have unwittingly placed our faith in the utterly futile pursuit of the happiness that Imitation Love can never produce. Once we recognize this pattern, however, we can begin to take the steps that will lead to the Real Love, genuine happiness, and great relationships we’ve always wanted.

Most of us move from partner to partner, hoping that the next one will provide us the happiness we’re looking for. If we bring to each relationship, however, the same inadequate tools—specifically a lack of Real Love—and a belief that Imitation love will bring us happiness, we will keep experiencing the same disappointing results, just as the woman who created a garbage dump wherever she went.

We must recognize our dependence on Imitation Love. Once we do that, we can begin to take the steps to find the Real Love we need.

[Real Love in Dating](#)

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**There’s more...**

## SECTION THREE

### THE KISS OF DEATH

#### The Eight Things You Don't Realize You're Doing To Guarantee Disastrous Dates and Lousy Relationships

Without sufficient Real Love, we're consumed by two feelings: emptiness and fear. We feel empty because we don't have enough of the one ingredient most essential to genuine happiness, and in that condition we're also afraid that as we interact with other people, they will add to our pain.

In order to get the Imitation Love that will briefly fill our emptiness, we use Getting Behaviors—lying, attacking, acting like victims, and clinging. To minimize our fear, we use Protecting Behaviors—lying, attacking, acting like victims, and running. Let's discuss how we use these eight behaviors, and how they destroy any possibility of achieving the kind of dates and relationships we really want.

#### 1. LYING AS A GETTING BEHAVIOR AND 2. LYING AS A PROTECTING BEHAVIOR

To illustrate why we lie, let's observe an interaction between a four-year-old child, Andrew, and his mother, Suzanne.

Earlier in the day, Andrew had spilled red punch on the couch in the living room. An hour or so later, Suzanne stomped into the room where Andrew was playing, and in a harsh tone asked, "Who spilled something red all over my couch?"

When you're four years old, how big is your mother? She's King Kong, and when she's angry, that can be a fearsome sight, as it was for Andrew. On this particular occasion, Andrew unconsciously decided to follow the examples he'd seen of his older brother dealing with similar circumstances, and he responded, "I don't know."

Suzanne stomped out of the room muttering something under her breath about how it *had* to be somebody. On this and other occasions, Andrew

learned that when he lied, he tended to avoid getting into trouble. More accurately, Andrew *lied to keep his mother from withdrawing her love*, and that's the principal reason we continue to lie as adults. We hide the truth about our mistakes, flaws, fears, and foolishness because we've learned that people are then less likely to withdraw their approval—their “love”—from us.

## How We Lie on Dates and in Relationships

Most of us lie a great deal more than we realize, which is quite understandable in light of the negative experiences we've had in the past when we've let people see our flaws. In order to get people to like us, we project an image as positive as we can possibly create. We “put our best foot forward,” as we discussed in **Section Two**. As we do so—using lying as a Getting Behavior—we're rewarded with Imitation Love in the forms of praise, power, and pleasure. We also lie to protect ourselves from the withdrawal of the approval we so badly desire.

Any time you do anything at all to earn the approval of another person—with how you look, what you say, what you do—you're lying. That sounds harsh, but think about it: when you look or behave a certain way in order to win the approval of someone, do you ever actually say to that person, “I'm doing this to impress you”? No, of course not, so you're not being honest. Yes, I know that almost *everyone* does this—they try to impress the people around them—but the fact that everyone is doing it doesn't make it honest or right.

Following are some examples of how you might lie—usually unconsciously—to your date.

- She asks you what kind of movies you like to watch, and you say, “*Sleepless in Seattle* and *You've Got Mail*,” (a couple of real chick flicks for those of you who haven't seen them), even though you nearly threw up during those movies, and you saw them only because you were trying to impress your dates.
- Politically, he's a passionate liberal/conservative, and you agree with the positions he describes, even though you really disagree with him, or you couldn't care less about the issues.

- He says, “The Super Bowl was unbelievable last night, wasn’t it?” Even though you don’t care the first thing about football, and know absolutely nothing about it, you did hear your kid brother say that the final score was 28-24. Instead of admitting that you didn’t see it—and that you don’t like football—you say, “Yes, it was a really close game, wasn’t it?”
- You’re late arriving at her house on a Saturday night, and you say, “Sorry I’m late. I was working out at the gym,” even though the last time you visited the gym was two belt notches ago.
- He’s wild about heavy metal music, but you don’t tell him that the only music you listen to is classical.
- You tell her you’re not married, when the truth is, you’re only *separated* from your wife, not divorced.
- You pick a dress that gives him a cleavage demo, something you never do at work or home. You give the message that you’re offering sex, even though you have no intention of having sex that night.
- You say you’re 5’10”. Sure, in three inch lifts—and if you count your hair.
- You invite her to a really fancy restaurant for a first date, much nicer than you would ever go to on your own. That may not seem like a lie, but it’s not who you really are, is it?
- You say you’re twenty-nine, which would be true only if you’d graduated from high school at age four.
- You act very interested in every word she says, and you have fascinating intellectual discussions with her, when all you really want is to get laid.
- Your partner obviously drinks, so you have a drink with her—just to be sociable—even though you don’t normally drink.
- When your date asks if it’s all right if he smokes, you say “Sure,” even though you really don’t like smoking.
- Your date asks if you like children—she has two at home—and you say you love them, even though you look at children as an infinitesimal step above rodents.

- He asks if you're involved with anyone. You respond, "Not really," even though the whole reason you're out on this date is to infuriate your boyfriend.
- You say, "I'm too tired (or drunk) to drive myself home, can I sleep on your couch tonight? I promise not to be a bother," when you're really hoping to score an intimate encounter.
- You say, "I had a great time," when you don't mean it.
- You say, "I'll call you," when you don't mean it.
- Through your words and behavior, you put out the message that you're a real fan of casual sex, while the truth is that when you have sex with a man, you have enormous romantic expectations.
- She asks if you like sushi, and you respond enthusiastically that you love to try new things, even though you haven't eaten anything but hamburgers, fries, and tater tots for the past decade.
- Your date expresses an opinion against drinking, so you refrain from drinking during the date, even though you would normally get as sloshed as possible.
- You say you quit smoking, even though you quit only five minutes ago.
- You smile excessively throughout the date, even though you can't wait for the experience to end.
- You go on a "quick diet" before the date.
- You let your answering machine pick up when you're home.
- You wear a push-up or padded bra, or control-top pantyhose.

In order to get the Imitation Love that will briefly fill our emptiness, we use Getting Behaviors—lying, attacking, acting like victims, and clinging. To minimize our fear, we use Protecting Behaviors—lying, attacking, acting like victims, and running. Let's discuss how we use these eight behaviors, and how they destroy any possibility of achieving the kind of dates and relationships we really want.

- In the car with your date, you listen to music you think would impress him or her, instead of the trash you really like.
- You take relatively neutral positions on just about everything to avoid conflict and the possibility that he or she might not like you.
- You spend money much more lavishly with him or her than you normally would, hoping to create the appearance of success.
- You wear cologne or a necktie when you can't stand either.
- You insist on paying for your own dinner, with the explanation that you just like to share the expense, when the real reason is that you don't want to feel bad later if you ignore his calls.
- You say you'd "love to go" to the opera or some other cultural event, when you'd rather have your foot run over by a truck.
- You exaggerate your income or position at work.
- You name important people you know, and you exaggerate your connection to them.
- You ask frivolous or meaningless questions, not because you're really interested in the answers but because you're uncomfortable with those moments of silence that invariably occur on a date.
- You say, "I've always wanted to do that" when your partner discusses her hobbies, when the truth is, you couldn't care less about clogging or making pottery.
- You post an old picture of yourself on a singles website to create the appearance that you're much younger than you are.
- You talk about how helpful you are to your elderly neighbor, when all you did was shovel his driveway once, two winters ago.
- You exaggerate the success in your career so she'll think you're an important man at work.
- You minimize your faults and maximize the faults of your ex-partners, blaming them for everything that was wrong with the relationship.
- You drive a new Beamer even though you can only afford a Ford.
- You say, "Most guys start pushing for sex by the second date, but I'm not like that." Then on the second date you invite her to your place, and you start pouring the daiquiris.

Almost all these lies are told unconsciously. In the absence of sufficient Real Love, we simply cannot tolerate being without the Imitation Love that temporarily makes us feel better, and our lies help us to gain—and keep from losing—these substitutes for Real Love.

## The Problem with Lying

So what is so terribly wrong with these unconscious lies we tell as we try to create a good impression and avoid the disapproval of others?

What we want most is to feel the unconditional love of others, to know that they care about our happiness regardless of our mistakes, flaws, and fears. Before you can feel my unconditional concern for your happiness (Real Love), however, you first must feel that I unconditionally accept you for who you really are. You can't feel loved until you first feel accepted, which we can illustrate with the following brief diagram:

Accepted → Loved

Similarly, you can't feel that I accept who you really are until you're certain that I actually see who you really are:

Seen → Accepted → Loved

And you can't be certain that I see who you really are until you tell me the truth about yourself:

Truth → Seen → Accepted → Loved

The process of feeling unconditionally loved can begin only when you tell the truth about yourself. The tragedy of lying, therefore, is that when we lie, we simply can't feel loved.

Dating highlights the problems of lying. Almost invariably, when we go out on a first date, we're working very hard to create a great impression. The entire goal of dating for most of us is to get our partners to like us. That might seem like a reasonable goal, but what happens if we actually succeed? What happens if we put all that effort into creating a favorable

impression, and our partners actually do indicate that they like what they see? Now we're trapped. Now we have to continue creating great impressions all the time, because we're afraid that if our partners see who we really are, they won't like us. The effort of constantly projecting a positive image is exhausting.

Whenever you do anything at all to get someone to like you, it's as though you're putting up a false image of yourself—a cardboard cutout of you looking your best. And then *you* are not really there at all. You're not even present in the relationship. No matter what affection you earn from your partners, their relationship is with your image, not with you, and that deception can only lead to disaster down the road.

In the materials mentioned below, we'll talk about how to break out of this pattern of lying, and how to establish relationships based on the truth and Real Love.

There's hope...

## LEARN MORE

In this brief report, we have already discussed a great deal about human behavior and relationships. These principles are indispensable in the pursuit of personal happiness and fulfilling dating, as proven by countless thousands of people all over the world.

It simply is not possible in a report of this size to describe everything about how to date in a way that you'll find what you really want. For that reason, I invite you to learn much more, both about additional principles and about application of the ones we have discussed.

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