



FOCUS Coaching

Feminine Energy, Optimistic, Confident, Understanding, Self-Aware

Overcoming Negativity

FOCUS Coaching Schedule

Our next FOCUS call is on
**Tuesday, October 25th, at
5pm Pacific / 8pm
Eastern.**

The topic for this call is:

Phone/Email/Texting

In the meantime, log into
your FOCUS Community
at:

<http://community.evanmarckatz.com>

Take notes on your weekly
progress on the Journal
page.

Post your photo and profile
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Ask relationship questions
and get support from
hundreds of other smart,
strong, successful women.

Take advantage of
everything that FOCUS
Coaching has to offer!

Thanks again for your participation in this month's FOCUS Coaching Call. We had some incredible questions that covered the gamut of why you feel negatively about dating. Here's a recap of the Top 4 ways that negativity can permeate your love life, along with the way you can instantly reframe it.

1. Negativity is fed because you don't understand men. Through your filter, you may label a man as a "jerk", a "loser", a "player", but a) that's not the entire story about that guy and b) that's not the entire story about men. Once you know how to choose good men, your perspective and attitude about dating will change and open up your world for the right guy to walk in.

You don't need to get to know me well to be in this coaching program, but I'll be honest: a huge part of my coaching comes from passing your questions through my own filter. In other words, when you tell me the stories about what men do, I ask myself "Would I do that?" If the answer is yes, I can tell you definitively that there are other good men who do the same thing. Because I am kind and moral and ethical and loyal and consider myself a good husband and father. But that doesn't mean I'm perfect and it doesn't mean that I was always entirely consistent. So you can't expect any other man to be either.

Since it's hard for you to put yourself in a man's shoes, that's my job. And perhaps the most important thing I've ever written to help you understand men in dating is that men look for sex and find love. Which means that a man could sincerely want to fall in love and start a family, but that doesn't mean that he wants to necessarily do it with you and it doesn't necessarily mean that he wants to do it right now.

Instead of bristling at that fact, I would encourage you to digest it and pass it through your own smell test. Is this consistent with the behavior you've seen from men? Do men very often get physical with women regardless of whether they're emotionally available or even interested? Yes. So without judging those men, at least you can now understand them. Now you have a paradigm with which you can observe how men behave, and their behavior will no longer surprise you.

Understand, men who hit on you first and figure out if they like you later aren't bad men. They're men. Real men. Good men. Men who want relationships. If there weren't any commitment-oriented guys out there, there wouldn't be 50 million married men in America.

Your job is to be able to distinguish between the good ones and the bad ones sooner rather than later and stop placing blame on men for being men.

Once you realize that our primary problem is that we are doing what feels best to us at the time, not doing what's best for you or for the long-term relationship, you can make better decisions in love.

And it wouldn't hurt to be a little more sympathetic to men, either. We're not the enemy. We're also struggling to figure out who will be the best long-term fit in our life as well. And, like you, we've made a lot of mistakes. But it's not like we're not trying.

We're the ones who approach you. We're the ones who ask you out. We're the ones who plan the dates. We're the ones who pay for the date. We're the ones who have to make the first move. We're the ones who have to follow up the next day. And we're just as vulnerable to being hurt as you are.

So get past the idea that men who don't want to marry you are "bad" or "wrong".

We're trying to figure out what makes us happy. And while we love to make you happy, we're not responsible for your happiness, no more than you're responsible for ours. Pay attention to his actions, not just your feelings and you will minimize the possibility of getting hurt.

2. Negativity comes from not understanding how you have ultimate control of your relationships.

First of all, it's important to remember that there are dozens of things that can derail a burgeoning relationship. He may be amazing, but he's unemployed and in career transition. He's wildly successful but, he's too busy to make you feel special. He's charming, but he never makes you feel safe. He's in love with you, but he's just out of a divorce and doesn't want the responsibility of a commitment.

In all of those instances, you're banking on two things: your attraction to him and his potential. Yet neither of those are the determining factors as to whether he's a good long-term partner for you. You know what does determine that? Whether he's emotionally available, whether he treats you well, and whether he's ready for a commitment. If he doesn't pass all three of those tests, it doesn't matter what you do. You've got an unviable partner.

The good news is that you don't have to invest a ton of time in figuring out what kind of man you have on your hands.

Just observe his efforts.

If you don't like the way you're being treated by a man, you have one failsafe option: dump him to find a guy you like better. That gives you a ton of power.

Believe me, I hear it all the time that men have the power in the relationship.

It's not true. Not remotely. But if you feel it, that's because you've given away your power and are accepting unacceptable relationships.

No wonder you feel resentful.

All you're responsible for is being the best girlfriend possible and making sure your boyfriend is aligned with your long-term vision of life. If you do those two things, you literally can't fail.

But if he takes you for granted, if he doesn't make an effort to see you, if he isn't intensifying the relationship to lead towards commitment, you have all the leverage in the world. Get out and find a man who does give you the feeling that he wants a long-term commitment.

It's not your job to control him, it's your job to let go of control and observe him, just like you would observe a friend's relationship.



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Of the millions of single men out there, it’s inconceivable that there’s not one for you. If you haven’t found him yet, just take a deep breath and realize that this is all part of a process.”

And while you don't always know if a guy is relationship material on date 1 or 2, you can usually tell within 6-8 weeks or so. If he's not your boyfriend by then, he's probably not going to be. That's all the information you need.

3. Negativity comes from judging yourself because you're still single. Don't. It's unfair to you and it doesn't serve any positive purpose.

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Rome was not built in a day and you don't completely change years of bad-decision making with one phone call.

The good news is that you can start fresh right away.

You don't have to repeat any of the mistakes in your past.

You can date online with confidence and detachment.

You can choose different men.

You can choose not to get prematurely emotionally invested.

You can choose to break up with a man who has potential but makes no effort.

If you're doing everything right, there's no reason to beat yourself up when a guy doesn't pan out. Now you can just brush it off easily and get back out there.

Truly, if you can look in the mirror and say that you're feminine, optimistic, confident, understanding and self-aware, you're doing your part to make your boyfriend feel good when he's around you.

From there, it's just a matter of time.

Date consistently, date effectively, and the right man WILL find you.

My job is to show you best practices for success.

Give it time and it will come. But you can't judge your love life on a day by day or week by week basis. You'll only get yourself unnecessarily agitated.

4. Negativity comes from fear. Fear of rejection. Fear of falling in love. Fear of getting dumped. To protect yourself from further pain, apathy sets in and a firm determination that the same efforts will yield the same results. However, if you put in different efforts thru FOCUS Coaching, you will achieve yield different results.

Fear is a normal, but irrational emotion, especially when it comes to relationships.

It suggests that you have no control of your own love life and that there's nothing to learn from any of your past experience. You should fear earthquakes and tornados, because there's nothing you can do about them.

If you like what you're learning in FOCUS Coaching and want to be a part of a more intimate support group of like-minded women, and get more exclusive access to me, check out my other group coaching offer - the Inner Circle.

Visit my homepage and click on Coaching, and select Group Coaching from the menu to find out more.

www.evanmarckatz.com

To fear men? To fear first dates? To fear sex? To fear intimacy?

That just means you're bringing your past into every new relationship.

This, as you can see, is unhealthy.

I've said it before and I'll say it again: The next guy has nothing to do with the last guy. Each man is an independent roll of the dice. Just because one guy was an alcoholic doesn't mean the next guy will be. Just because one man was a commitmentphobe doesn't mean the next guy will be.

You MUST stop your belief that bad things are going to happen to you, because codifying those beliefs only perpetuates them.

Mark Twain gave the best quote ever about fear: "He said, Courage isn't the absence of fear, it's acting in spite of your fear."

If you've been rejected online, get back online.

If you've struggled with your confidence, date more to get more confidence.

If you've been hurt in a previous relationship, leave yourself open and vulnerable to a new relationship.

And if all that sounds scary, let me present your alternative.

Give up on dating. Give up on men. Let fear run your life. And all but guarantee that you never find the fun, nurturing, supportive relationship that you know is possible.

So as we step forward into the breach and take a chance on the unknown, I'd like you to look back on your previous relationships – and ask yourself the following questions.

Did you learn something from your previous relationship?

Was it a step forward in terms of the quality partner you one day hope to be with?

Was there a revelation or liberation from breaking up with a bad relationship and realizing that this man was NOT a good long-term fit for you?

Write down the defining negative characteristics of your previous boyfriends and see if there's a pattern. Because if there's a pattern, you can break that pattern.

But you can't let fear and apathy be the determining factors in your future.

Fearful people aren't happy self-expressed people. And if you're going to overcome negativity, that seems to be a great place to start – break through your fear to see what greatness lies on the other side.