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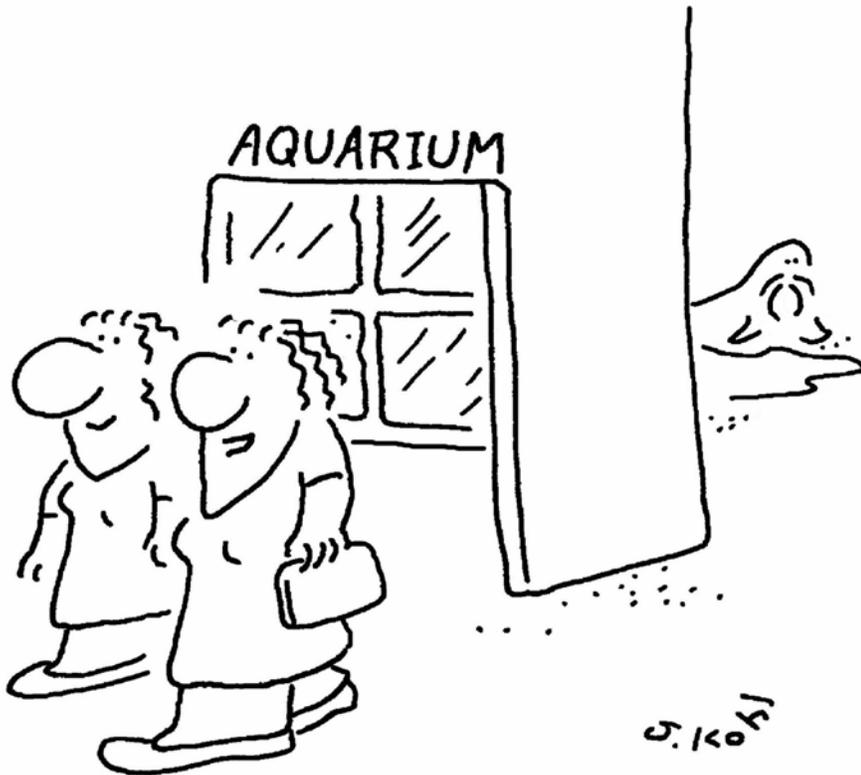
**BOB BERKOWITZ**

**By**

**Steve Nakamoto**

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"Crabs, sharks, octopi, jellyfish, shrimp...  
Reminds me of some of my dates."

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# STEVE NAKAMOTO

Author, Speaker, Life Coach, Surfer & Scottie Dog Lover

## Author's Biography

Steve Nakamoto is a former human relationships/communications instructor for Dale Carnegie & Associates and a Mastery University personal development trainer (7 years) for world-renowned motivational and peak performance expert Anthony Robbins.

His ten years in the travel industry as a professional international tour director has also provided countless opportunities (34 cruises, 30 Club Med Villages, and over 200 motorcoach sightseeing tours) to closely observe social interactions between married and single women and men of various ages, backgrounds, and cultures.

Mr. Nakamoto's thirteen-year experience in the retail florist business (FTD Top 500 Ranked Retail Store) also gives him a unique perspective on how people express their love with flowers, cards, and gifts.

His first book, *Men Are Like Fish: What Every Woman Needs to Know About Catching a Man* received Honorable Mention recognition in the *Writer's Digest 2000 National Self-Published Non-Fiction Book Awards*. That book went on to sell foreign translation rights to Taiwan, Spain, Korea, Japan, Israel, Romania, Russia, Thailand, Estonia, and the Czech Republic.

On September 23, 2004, *Men Are Like Fish* reached bestseller status by climbing to the #43 position on Amazon.com's National Sales Ranks. For the last 3 years, it has been a perennial Top 5 Dating book on Amazon.com's daily ranking system.

Mr. Nakamoto is a lively and entertaining public speaker who has also appeared on over 220 radio and television talk shows including *NBC's* daytime talk show, "*The Other Half*" starring Dick Clark, Mario Lopez, Dorian Gregory, and Danny Bonaduce.

Currently, Steve serves as the dating/relationship expert on *iVillage.com's* popular "Ask Mr. Answer Man" message boards where he advises women of all ages from around the world on everyday love challenges. 2008 marks the 5<sup>th</sup> consecutive year that *iVillage.com* has had Steve on their advisor staff.

Steve's book titled, *Dating Rocks! The 21 Smartest Moves Women Make For Love*, is the result of new distinctions learned from the many years of service as *iVillage.com's* Mr. Answer Man. This book won a *Writer's Digest* International Book award in 2006 as well as being a *USABookNews.com* Book Award finalist in 2007.

The newest book from Steve is titled, *Talk Like A Winner! 21 Simple Rules For Achieving Everyday Communication Success*. It was released in May of 2008.

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Love relationships are not always easy. Anyone who wishes to succeed must expect to invest a lot of time and effort without any guarantee of success.

Every effort has been made to make this special report as complete and accurate as possible. However there may be mistakes, both in typography and in content. Therefore this text should be used only as a general guide and not as the ultimate source of relationship or psychological information.

The purpose of this special report is to educate, enlighten, and entertain. The author and publisher shall have neither liability nor responsibility to any person or entity with respect to any loss or damage caused or alleged to be caused directly or indirectly by the information in this report.

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"...but enough about me."

## CAN MEN HANDLE A WOMAN WHO IS MORE SUCCESSFUL THAN HE IS?

1. **IF YOU MAKE THIS A BIG ISSUE, THEN EXPECT IT TO TAKE THE FOCUS AWAY FROM DEVELOPING TRUE ROMANTIC CHEMISTRY.** Not all men can make the adjustment. A smart woman will recognize this and do her best to gauge how much of an issue this is for the man. If his male ego gets in the way of his true love for a woman, then an intelligent female has to move on.
2. **DON'T STEAL HIS THUNDER IN THE BEGINNING.** In the courtship stage, it's important that a man show his interest in winning her over by doing romantic things. These things usually require him to spend money. So let him do this and adjust to a more reasonable budget and some shared expenses latter on.
3. **THE MAN IS RESPONSIBLE FOR BEING SECURE IN HIMSELF.** As long as he sees himself as being successful in his own world, the woman's success shouldn't be much of a problem. It's only a problem if he thinks less of himself or becomes too macho about an outdated or inappropriate role as the warrior, protector, and provider. He should be thinking that the woman who chooses to be with him is not after his money or for him to pay her way. She's looking for a man who treats her with kindness, thoughtfulness, and respect. This is a good thing for an enlightened man.
4. **BE PREPARED TO SHARE EXPENSES EVENLY OR IN PROPORTION TO YOUR RESPECTIVE INCOMES AS THE RELATIONSHIP DEVELOPS.** This is a more emotionally mature and logical way of handling the topic of money. Do this for non-romantic items and leave some play for those things that are either fun, romantic, or insignificant in their cost.
5. **TOO MUCH OF A GAP IN INCOME MAY SIGNAL AN EQUALLY LARGE GAP IN VALUES AND LIFESTYLES.** Sometimes opposites attract initial. It can be very interesting in the beginning of a relationship. But over time, commonality and compatibility are necessary for growth. Sometimes differences in success are the result of differences in education. If that is the case, then a woman would be more suited for a man who is closer to her equal.
6. **A MEGA-SUCCESSFUL WOMAN WON'T HAVE THE TIME TO ATTEND TO MANY TRADITIONAL CHORES. A MAN MUST WELCOME THE ADJUSTMENT.** A successful woman will usually have to work longer hours because of her greater responsibilities in the workplace. A man may have to provide some support by cooking dinner, buying groceries, or cleaning the house periodically. He will usually get compensated by her sincere appreciation and understanding. Helping out with these kinds of chores and not a big deal about will help the chances of this type of relationship. A man who is firmly stuck in the traditional male and female roles will not work well in this situation.
7. **A SUCCESSFUL WOMAN WILL NOT TOLERATE A LAZY MAN FOR VERY LONG.** A man doesn't have to make a ton of money in his chosen profession, but he should be doing his best, have passion for his work, and display some sort of ambition. Otherwise, this kind of relationship will build up the kind of resentment that truly tests the quality of the attachment.

### THE BOTTOM LINE

Income and status isn't an issue unless a couple makes it that way. Succeeding in a relationship in this environment requires both participants to adjust their roles, rules, and responsibilities so that the focus is on the bigger issue....love.

# QUOTATIONS FOR PERSEVERANCE

“The sluggard craves and gets nothing, but the desires of the diligent are fully satisfied.”  
Proverbs 13:4

“If at first you don’t succeed, you’re running about average.”  
M.H. Alderson

“Inspiration without perspiration leads to frustration and stagnation.”  
Bill Bright

“The secret of success is consistency of purpose.”  
Benjamin Disraeli

“A quitter never wins and a winner never quits.”  
American proverb

“Perseverance is the most overrated of traits if it is unaccompanied by talent; beating your head against a wall is more likely to produce a concussion in the head than a hole in the wall.”  
Sydney Harris

“The difference between perseverance and obstinacy is that one often comes from a strong will, and the other from a strong won’t.”  
Henry Ward Beecher

“What shall we do when hope is gone? The words leapt like a leaping sword: Sail on! Sail on! Sail on! And on!”  
Joaquin Miller

“Failures are made only by those who fail to dare....not by those who dare to fail.”  
Binstock

“If you’re not failing, you are not growing.”  
Stanley Judd

“One who fears failure limits his or her activities. Failure is only the opportunity to more intelligently begin again.”  
Henry Ford

## WHAT TURNS MEN OFF INSTANTLY TO WOMEN THEY MEET?

1. **A MAN-HATER.** This is perhaps the biggest turn-off for men. It is conveyed through cynicism and sarcasm in its more subtle forms. But generally it's the impression that the woman just doesn't like men. Of course, this woman's references are going to be personal and possibly extensive. But a man who gets this impression of a woman will simply avoid her and in the case of sarcasm, not respond well to that negative form of humor.
2. **A MAJOR COMPLAINER.** Another big negative is someone who complains excessively, criticizes unfairly, or condemns others by making them wrong. A little bit of this is normal, but excessive, inappropriate and intentional acts of meanness or negativity are real turn-offs for men. As a rule of thumb, be 80% positive to neutral and only 20% negative if at all. In the same regard, be positive first before showing any form of negativity.
3. **PUBLIC RUDENESS.** I've been out with a woman on a first date when something goes wrong at the dinner table and she immediately gets rude with the waiter or waitress. While I did notice her nice gestures to me as her date, I was more affected by her rudeness. Other things that would affect me greatly would be: bad manners, foul language, and emotional outbursts in public.
4. **NO SENSE OF HUMOR.** If a woman doesn't smile, seem to enjoy herself around me, is too serious, or doesn't laugh naturally, then I get the impression that she doesn't have a sense of humor. Maybe in her defense, she not at ease in the beginning. But a woman may not get a second chance unless she shows that she possesses a tasteful sense of humor (not sarcasm or being silly). It's hard to have a good time with someone who obviously isn't.
5. **NO SELF-CONFIDENCE OR PAINFULLY SHY:** A certain amount of shyness can be a cute quality to some men. And a complete extrovert may not be appealing to other men. But a woman who is painfully shy or lacking any kind of self-confidence is hard to be around very much. She might get a second chance to get comfortable and lower her guard, but a man quickly moves on if the woman is not enjoyable to be around much.
6. **NO ENERGY OR ENTHUSIASM.** If a woman has no energy and no enthusiasm, it's not much fun to be around her. Being physically tired is something that we all experience from time-to-time, but chronic fatigue and a lack of positive spirit are things that are going to turn off the majority of men.
7. **DOESN'T TAKE CARE OF HERSELF.** This is a woman who might have poor hygiene, be a sloppy dresser, or doesn't present herself well in public. A man will get the general impression that she doesn't care enough about herself to make the effort to impress. A man will leave this woman alone rather than try to change her.

### THE BOTTOM LINE

Instant turn-offs and turn-ons apply to both men and women when it comes to dating. The best that we can do is get honest and accurate feedback on the major things that may be scaring off potential love partners. If we can just take care of these major flaws, then the right person will come along and accept us for those minor qualities that make us unique.

# QUOTATIONS ON PREPARATION

“Chance favors the prepared mind.”

Anonymous

“Luck is a matter of preparation meeting opportunity.”

Oprah Winfrey

“There is no road too long to the man or woman who advances deliberately and without undue haste; there are no honors too distant to the man or woman who prepares themselves with patience.”

Jean de la Bruyere

“Only those who have the patience to do the simple things perfectly ever acquire the skill to do the difficult things easily.”

Helen Hart

“Success is merely a matter of luck. Ask any failure.”

Anonymous

“We can’t cross that bridge until we come to it; but I always like to lay down a pontoon ahead of time.”

Bernard M. Baruch

“The method of the enterprising is to plan with audacity and execute with vigor.

Christian Bovee

“The one who is prepared has their battle half fought.”

Miguel De Cervantes

“By failing to prepare you are preparing to fail.”

Benjamin Franklin

“The will to win is worthless if you do not have the will to prepare.”

Thane Yost

## WHAT DO MEN FIND SEXY IN A WOMAN?

While looks or physical appearance are a major factor in the sexiness equation, there are still many ways for a more average looking women to do well in this department. Here are 7 ways of note:

1. **SELF-CONFIDENCE IS SEXY.** You have to have a strong belief in yourself or else people will wonder if there is something wrong with you. Your attitude about yourself, men, dating, and love will have the strongest influence on any behavior or strategy that you have. It's really not so much about what you were given the looks department. It's more about how you use it. You have to have the confidence to use what you have and what you are with total freedom.
8. **SEXY BODY LANGUAGE DOES THE TALKING.** How you stand, posture, gesture, use your eyes, and display your smile will communicate what kind of person you are inside. So using your body in a feminine, confidence, playful, and sensuous way is how men will gauge your sexiness.
9. **HEALTH, FITNESS & VITALITY IS SEXY.** How you use your body language can only be maximized or optimal zed by being in the best physical condition. When your energy level comes from the true inner strength of health, fitness, and vitality as opposed to hype, you will have a tremendous underlying advantage over your competition for male attention.
10. **BEING FEMININE IS SEXY.** Men generally don't desire masculine features in a woman as much as they do feminine ones. So walking or standing like a guy is not a good way to score attraction points. Neither is being too competitive, controlling, loud, or obnoxious. Men are more attracted to the softness of a woman not just physically, but in her manner.
11. **HOW YOU DRESS CONVEYS SEXINESS.** Your choice of colors, styles, and fabrics can convey your sexiness and femininity. It can highlight your strengths and also conceal your weaknesses. The good taste that you use in this department will help you maximize your effect on men.
12. **YOUR VOICE TONES CAN BE SEXY.** While women seem to be more focused on how men "see" them as sexual partners, it is also wise to know that the other senses can be just as powerful and at the same time, more subtle. A sexy sounding voice, laugh, or sigh can be sexy to a man. And as a side note, remember that there is a feminine scent that can either attract or repel a man in a most powerful way. So choose your perfume and the proper amount to apply with great care.
13. **DON'T CONFUSE SEXINESS WITH SLEAZINESS.** While it's important to attract men with your good looks and sexiness, remember that there comes a point where what you gain in sexiness, you lose in respect points. With this in mind, always be more reserved in public and save more of your sexiness for private. That kind of contrast will work in your favor with men.

### THE BOTTOM LINE

Being sexy is an important part in raising a man's romantic chemistry with you. An enlightened woman can be sexy at any age and therefore be able to hold a man's attention in this important department for a lifetime.

# QUOTATIONS FOR COURAGE

“With courage a human being is safe enough. And without it --- he is never for one instant safe.”  
Phyllis Bottome

“Life shrinks or expands in proportion to one’s courage.”  
Anais Nin

“Courage is the ladder on which all of the other virtues mount.”  
Clare Boothe Luce

“You become courageous by doing courageous acts. Courage is a habit.”  
Mary Daly

“Courage conquers all things; it even gives strength to the body.”  
Anonymous

“One person with courage is a majority.”  
Andrew Jackson

“Courage is doing what you’re afraid to do. There can be no courage unless you’re scared.”  
Eddie Rickenbacker

“It is easy to be brave from a safe distance.”  
Aesop

“Like love, courage is no joking matter. If it yields once, it will have to yield again, and again. The same difficulty will have to be conquered later on, and it would have been better to get it over with.”  
Baltasar Gracian

“Courage, it would seem, is nothing less than the power to overcome danger, misfortune, fear, injustice, while continuing to affirm that life with all its sorrows is good; that everything is meaningful even if in a sense beyond our understanding; and that there is always tomorrow.”  
Dorothy Thompson

## **WHAT DO MEN WANT ON A FIRST DATE?**

Over the last year I've read a lot of women's stories on iVillage.com's "Ask Mr. Answer Man" message board that I serve as the guest expert advisor. It is common for me to hear about how men can be such big disappointments when it comes to simple dating courtesies. But the other side of the matter is for women to determine what it is that men want on a first date.

The following list includes some of the things that men (more emotionally mature and highly moral) say that they would like to have on a first date:

- A woman who is warm and friendly.
- A woman who listens and is receptive.
- A woman who responds well to the man.
- A woman who is interesting and has something good to say.
- A woman who is open and not too judgmental.
- A woman who enjoys herself on a first date.
- A woman who can relax and be herself.
- A woman who is easy to please.
- A woman who pays attention to the man and isn't easily distracted.
- A woman who doesn't complain or criticize much at all.
- A woman who says thank you at the end of the date.
- A woman who is well-mannered.

### **THE BOTTOM LINE**

Sometimes it's a good reminder to know what things that men want on a first date.

While this list may vary from man-to-man based on their emotional maturity and moral character, it can be useful for women who have already sorted out the bad ones.

## **WHAT DO WOMEN WANT ON A FIRST DATE?**

Over the last year I've read a lot of women's stories on iVillage.com's "Ask Mr. Answer Man" message board that I serve as the guest expert advisor. It is common for me to hear about how men can be such big disappointments when it comes to simple dating courtesies. While some things are just because the men in questions don't care enough, there are also other items that men are just blind to.

The following list includes some of the things that women say that they would like to have on a first date:

- A man who plans the date.
- A man who calls to confirm the time and type of activity so that the woman knows how much time it will require for her to get ready and plan her day.
- A man who discusses the type of activity with enough lead-time so that the woman can suggest an alternative activity if the one he chooses at first is definitely not to her liking. (Like a vegetarian going to a steakhouse or going to a dance club for a woman who absolutely hates that environment)
- A man who is genuinely interested in the woman and demonstrates it by listening, asking questions, makes eye contact, and paying full attention to her.
- A man who makes it clear that he is paying for everything because it's a real date and the woman is a love interest and not a buddy.
- A man who asks for another date before the end of the date if he is truly interested.
- A man who is not interested who respectfully states that he was glad to have met her or that he had a good time. (As opposed to a man who acts likes he's interested but is clearly not and lies about it.)
- A man who can carry on a good conversation, shows interest, is fun to be around, and is relaxed and enjoying himself.
- She doesn't want a man who doesn't plan anything and expects sex or getting too physical on the first date.
- A man who begins the date by coming to the door instead of honking the horn and staying in his car. And also a man who will open the car door for her because some car doors are not that easy to figure out the first time.
- A man with good language and proper table manners.

### **THE BOTTOM LINE**

Sometimes it's a good reminder to know what things will make you enjoy or dislike a first date. This list should serve as a minimum standard are dating so that people can at least have an enjoyable experience while going through the numbers game looking for the "one." That way, even if the man you meet isn't the one you'll have a good time and possible refer him to one of your friends who is better suited.

# QUOTATIONS ON ATTITUDE

“Any fact facing us is not as important as our attitude toward it, for that determines our success or failure.”

Norman Vincent Peale

“Enthusiasm raises the artist above himself...in an ordinary mood one would not have been able to accomplish many of the things for which enthusiasm lends one everything, energy, fire.”

Clara Schumann

“No one on earth can hurt you, unless you accept the hurt in your own mind....The problem is not other people; it is your reaction.”

Vernon Howard

“No one can make you feel inferior without your consent.”

Eleanor Roosevelt

“Things turn out best for the people who make the best of the way things turn out.”

John Wooden

“There is nothing either good or bad, but thinking makes it so.”

William Shakespeare

“Enthusiasm is the divine particle in our composition: with it we are great, generous, and true; without it, we are little, false, and mean.”

Bernard M. Baruch

“Experience is not what happens to a man; it is what a man does with what happen to him.”

Aldous Huxley

“Your living is determined not so much by what life brings to you as by the attitude you bring to life; not so much by what happens to you as by the way your mind looks at what happens..”

John Homer Miller

## WHY DO MEN LIE TO WOMEN?

1. **SOME MEN DON'T SEE ANYTHING WRONG WITH LYING:** This means that some guys are just liars and that's what they do best. Evidently, these men don't see how a lack of trust will undermine any love relationship. But since they've never examined the issue, they will continue to lie because it has helped them achieve their short-term objectives in the past.
2. **WHAT THEY LIE ABOUT IS NOT IMPORTANT:** Sometimes, a guy will slip and say something that isn't totally true because it is not very important to them. If the thing they are lying about is of little consequence to them, then what's the big deal? It's part of the freedom of doing and saying whatever they want, whenever they want.
3. **SHE WOULDN'T UNDERSTAND AND WOULD MOST LIKELY MAKE IT WORSE:** This is probably the biggest reason why men lie. By telling the truth, their fear is that the woman will evaluate solely from her point-of-view and not consider his side of the story. Rather than deal with this situation, a guy will often tell what he sees as a "little white lie" in order to avoid setting off a chain-reaction of other unwanted emotions in the woman. However, this also becomes a convenient "excuse" for men that justifies their negative actions and minimizes the "wrong" of lying.
4. **SHE REALLY CAN'T HANDLE THE TELL THE TRUTH.** Along the same lines, the man may have a conviction that the woman cannot manage her upsets. If he lives with that woman, then it makes life at home totally miserable. If the relationship is already unstable, this added upset may lead to complete chaos.
5. **IT'S BETTER TO NOT SAY ANYTHING AT ALL.** A lot of men see that lying by omission is a less offensive way of avoiding the truth. If the subject is not brought up at all or stonewalled immediately, then maybe the issue will go away or be dealt with when the reference is outdated and emotions have simmered down.
6. **MEN WILL LIE NOW AND HOPE THAT THINGS WILL CHANGE LATER.** Lying is often a short-term solution to avoiding confrontation. Some men feel that a little bit of lying now will avoid that confrontation and that maybe things will change in the future and this will all become a non-issue to the woman. In addition, lying is a selfish way to protecting the liar without considering the other person's best interests.
7. **SOME GUYS LIE BECAUSE THE TRUTH ISN'T GOOD ENOUGH.** In the effort to impress a woman and show a proud front, a man will often exaggerate, distort, or delete certain truths. That's because the truth about them may not be good enough in the man's opinion to hold the attention/affection of the woman in a competitive dating world. Once this pattern is established, a man may continue until his lies are discovered.

### THE BOTTOM LINE

Lying destroys trust in a relationship. And a lack of trust can ruin even the most promising love affairs. The best you can do is make trust the higher priority and demonstrate that honesty and caring can go together when both men and women approach their challenges with emotional maturity.