



A Man's Guide to  
Relationships,  
Romance, Sex,  
and More

**ROLANDO  
GOMEZ**

Contributions  
by David Pruett PhD

# TAMING THE TROUSER SNAKE

Recommended and Enjoyed by Women too

ROLANDO GOMEZ

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**By Rolando Gomez**

**Contributions by David Pruett, PhD**

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## Introduction



It is often said that a man thinks with his penis, the “trouser snake” that seems to control all of his thoughts and actions. While we can argue that this is not true with every man, it is certainly often true. It begins when boys reach puberty and their bodies are flooded with hormones that bring the trouser snake to life and turn formerly “creepy” girls into objects of desire. Some men never grow out of that trouser snake mentality, while others largely do. However, even the oldest and frailest men often have flashbacks to a time when satisfying the trouser snake was the most important thing in life.

I wrote this book mainly to help men of all ages set that trouser snake mindset aside and be more like a real man, with their ladies — a gentleman, not a Trouser Snake Teenager.

Men aren’t burdened with all of the societal and physical pressures women have to bear. Male anatomy and biochemistry is simpler and more easily satisfied than a woman’s. We don’t have menstrual cycles, hormonal shifts and hot flashes. Nor do we bring life into this planet through a small orifice. Men are stereotyped as tougher and stronger than women, but I doubt many men would be

able to handle the pain of giving birth to a baby the size of a small watermelon.

There is a single, undisputable fact behind all of the advice in this book: women bring life into this world and more often than not provide most of the nurturing we all need when growing up. Because of this, they deserve to be treated — all of them, regardless of age, ethnicity, size, looks, social status or religion — like ladies. It is an old-fashioned notion, I know, and perhaps not even politically correct today, but I still firmly believe it is the truth.

I will not deny that women can provide pleasure to our trouser snake and we can use our trouser snake to give them pleasure. As important as that can be in a relationship, there is much more than snake skills to demonstrate being a real man and a gentleman. This book will help you to learn the skills you might not have, or forgot about, and to polish the manly skills you already have. It is designed to help you know how to treat your lady like an angel, like the queen that she deserves to be, so you can help her deal with, perhaps even eliminate, some of the cultural pressures she has to endure every day. If you can do that, your trouser snake will be well rewarded.

Throughout history, society has applied cultural pressures that mold us from birth and continue to influence us throughout our lives. These pressures affect the way we think of ourselves, of others and of the world around us. The way society shapes our perceptions about other people or groups of people inevitably leads to

stereotyping. In some countries, gender can determine power – or lack of it.

Different cultures stereotype people in different ways, based variously on place of birth, religion, profession, age, gender, or other factors. One of the most universal stereotypes is the way the sexes think about each other. While the stereotype varies from culture to culture, it is hard to find a society where there are not some things that “everybody knows” about men and other things that “everybody knows” about women.

For example, I grew up in the hurricane-prone region of Southern Coastal Texas. During my youthful years the myth, often taught by my elders, was that Atlantic hurricanes were named after women because, “women were unpredictable.” This perception stayed with me for over twenty years.

During that period of time I never learned the true history of naming hurricanes because our society had a “false perception” about Atlantic hurricanes, which was passed on for generations. However, I now know history through actual records that the use of women’s names for hurricanes wasn’t officially adopted until 1953 by the National Hurricane Center for Atlantic storms. Prior to that, the United States used the longitude and latitude of the point where the storm originated to name hurricanes.

The old naming convention often led to errors and caused communication difficulties. In fact, the use of women’s names for hurricanes originated during World War II when military meteorologists from the Pacific



adopted the idea. Hundreds of years before that, people in the Caribbean named Atlantic storms after saints, based on the Roman Catholic liturgical calendar for the day on which the storm occurred.

Isn't this ironic? For centuries hurricanes were named after worshiped saints. When we began naming them after women, society belittled women by teaching that hurricanes were named after women because both were so unpredictable. Thankfully, and for many reasons, women got a bit of justice in 1978 when we began using men's names for Pacific storms and a bit more in 1979 when the convention was changed for Atlantic storms. This was eight years after a U.S. Court of Appeals ruled, in *Schultz v. Wheaton Glass*, that jobs held by men and women were "substantially equal."

My point here is that, as a society, we often joke that women are hard to understand. More specifically, men, and even many women, have passed this on to their sons, daughters, friends and other family members. We hear it even in songs, like Billy Currington's top hit, "Must Be Doin' Somethin' Right," in which the first lyrics are,

"A woman is a mystery  
A man just can't understand...."

This is the *perception* that society has put in our heads since the day we were born.

While the perception that women are unpredictable and hard to understand is a stereotype, my upbringing, the societies I have lived and traveled in, and my own personal

experiences show that there is some truth to the stereotype. It is true that in general, it is hard for men to understand women and it is equally true that in general, it is hard for women to understand men. It is perhaps not politically correct to say so these days, but there are differences between men and women. It is not a question of superiority, but one of understanding the real differences and un-learning false stereotypes.

I have written this book to help men understand women better. You might ask, "What makes Rolando such an expert in this field?" Or say, "This is a man's point of view. How can that help?" I will simply state that my life hasn't been that of a typical man. Nor could I have written this book 30 years ago. I have the perspective of an older man with four daughters, who grew up, as we all do, in my generation. Unlike most men, however, for almost four decades I've been constantly exposed to each new female generation by virtue of my profession as a photographer of women.

I have photographed women all my life. When I was younger, I photographed girls my age and, as I became older, I still photographed women of that same age group, though of a different generation. It's almost as I've been stuck in a world where women never age but their mentality has constantly evolved. I've watched, worked with, taught and befriended virtually the same age group of women for almost 40 years, while still maintaining and creating friendships and relationships with women of my generation.

Most of us adapt our vocabulary and mannerisms depending on where we are and whom we are with. We speak and behave differently at work, at a football game, in church or at a bar. Consider a father talking to a child one moment, talking to his teenage daughter the next moment, then ending the evening talking with his wife. People speak and behave differently depending on whom they are talking to at the time. We are not “faking it;” we are all complex people with different sides that come out in different circumstances.

This lifetime of experiences and observations is what my book is based on. It’s designed to teach the “older guy” (or a savvy “younger guy”) how to communicate better, both verbally and non-verbally (mannerisms, body language, etc.) with women. I want to help men who really care for women and want to win them over for the right reasons — as friends, colleagues, *mutual* lovers and maybe even a potential spouse. You will not be reading about a con game. I am not trying to make you superior to women (if you think you are or can be, there is little hope for you until you change that attitude). My purpose is to help you truly understand a woman and to know how to treat her right so both of you are happy in whatever relationship you may have.

Whether it’s understanding that men are like *light switches* and women are more like *dimmer switches*, or just understanding things women like to see in their men, my goal is to make things better for you, so you can make things better for her. It’s about understanding that no matter how equal and independent your woman feels, in

the end, she is woman, and women are, in fact, different than men – not better, not worse, but different. It's about treating her right, like the lady that she is, while showing respect for one another.

Yes, you are a man, but be a man who understands what a woman thinks a man should be; that's often very different from what a man thinks a man should be. If you want to win her over, then learn to understand her — don't force her to understand you.

In the end, if you just master one point from this book and it makes you more appealing to that woman in your life, you've taken a step in the right direction. That first step will naturally lead you to use other points from this book. We have made great progress in reducing blatant sexism in Western society, but men still have a lot to learn about women. This book was written to help that process.

*“Try not to become a man of success, but try rather to become a man of value.” — Albert Einstein*





## Communication

It is often said that communication — or the lack of communication — is the root of most problems between men and women. Unfortunately, the very idea of communication is often misunderstood. Communication comes in many forms, not just the spoken language. Before we move on to the next chapters of this book, it's imperative that we truly understand, as men, the ways we communicate with women, both directly and indirectly.

Whether it's the grocery store clerk, our female family members, girlfriends or spouses, we've all had at least one misunderstanding with a woman in our lives. I'm also sure, at least once (probably often), we've all played back in our heads, "What did I do? What did I say? Why did this happen?" Before we can understand how our words and actions lead to the misunderstanding, we have to understand the communication model first, then our thought process, and then how a woman's thought process is different.

So, first I'll cover a little communication theory, then follow with how the "other side" might perceive

things, so bear with me, as this first part may be a bit dry, but it gets better, I promise.

Let's look first at what is known as the "mother of all models," Claude Shannon and Warren Weaver's 1949 communication model. This model is composed of the following elements: a sender (information source), a message, a transmission, a channel, a receiver and a destination. In this mix you also have the concept of noise, or interference.

While I've written about this before for photographers working with models, this explanation is about men communicating with women in general, so you can enjoy happiness and mutual respect with each other.

It works like this: you, the man is the sender, the *information source* that has a goal of providing happiness and respect (the message) through visual and verbal (the transmitter) actions (the channel) to your woman's (the receiver) mind (the destination).

It all starts with some form of visual and/or verbal communication. This is the *transmitter outlet*, and like all transmitters, if that outlet fails, the message will not be heard as it was intended, and the result may be a negative impact on your woman's thoughts about you. Remember: positive thoughts result in progress and negative thoughts result in stagnation or destruction of any relationship.

Women in general will study, sometimes subconsciously, signals from body language. These signals impact her perception of you and your abilities as a man.

Women also take notice, again, sometimes subconsciously, of everything from the tone and pitch of a man's voice to the clothes he's wearing. Of course, the same thing can be said about men studying women, but women, in general, notice much more subtle distinctions than do men.

Personal hygiene is another form of communication that women react to strongly. I don't mean just major problems, like the fact that you forgot to take a shower and brush your teeth this month, but subtle variations in the types and amounts of scents you give off, be they natural pheromones, or the cologne, soap, toothpaste and shaving cream you used last. I'll discuss these issues in depth later, but, for now, the point to understand is that communication isn't just what you say or what you post as your Facebook status; you also communicate with women in many non-verbal ways.

The *channel* is the how you act around her. If she experiences noise, or distractions, such as a lack of attention or confidence from you, the intended message suffers. Everything from being a gentleman to being humble falls into the action category. This, too, we'll break down in some detail throughout this book.

*Action* isn't just how you behave physically around her, but how you are around her in every form, whether it's a smile, a touch, the tone in your voice or even if you're humble enough to admit your mistakes. There is more to action than being a gentleman or a tough guy.

She is the *receiver*. If she, the receiver, does not accept or understand how you act around her, you will



experience *interference* or *noise*, and your relationship with her will suffer. Much like a radio receiver, if you attempt to communicate with a woman on the wrong frequency the message will be garbled and may not be received at all. You must be able to understand what *she is*, how *she feels*, and how *she interprets* what you say and do. The better your communication skills, the more often she will receive the message you intended.

A man with great communication skills is a man a woman wants. Once again, communication isn't just the words you say or write; it's the sum of all the signals, verbal and non-verbal, that you send to a woman. Sometimes the most powerful message is as simple as a touch of her hand at the right moment.

The *destination* is the intended result. Do you want a relationship, or just a fling? Do you want her to respect you? Do you want her to understand that you understand her? Do you want to make her happy? Do you want her to feel like a queen around you?

The idea is simple: if you understand the parts of the Shannon-Weaver communication model and how it works when communicating with women, you will both arrive happily at the same destination if — and this is a big *if* — you both agree on the same destination. Somewhere in the process of meeting a woman and showing interest for each other you both will have to determine what the end goal is or isn't.

This is where it gets tricky, as not all women and men who meet, want to have some kind of relationship or the same end goal. If you are looking for a friend and she wants a husband, things will not go well. If she is looking for a buddy and you want to start a family, there will be trouble.

To complicate things further, the goals in a relationship often change over time. You may start out as friends and end up as lovers — or vice-versa. A professional colleague can become a friend, then a lover, then a professional colleague again — or a lifelong personal and professional enemy. This is where you have to identify and decide. Do you both have the same type of relationship in mind? Is this really the woman you want to please with true happiness and respect? Is this a mutual goal obtainable by both of you? Is she worth your efforts and are you worthy of hers? If the answer is “absolutely yes” to all those questions, then read on, if it’s not, move on to a lady with whom you are a better match, then read on.

*"You can never cross the ocean until you have the courage to  
lose sight of the shore." — Christopher Columbus*





## Intimacy

Once a man has an understanding of the Shannon-Weaver communication model, the next important concept is to understand the word “intimacy.”

I’ve photographed women — hundreds of women — wearing very little, and often nothing at all, for over 30 years. Most men do not realize that posing nude or nearly nude is a very intimate act for a woman. A professional male photographer will often never get closer than several feet from a female model, but it is nevertheless a deeply intimate experience for a female.

Think about it. Even women who are quite “comfortable in their own skin” and have no particular issues with nudity don’t jump out of their clothes and pose for a man with a camera on a whim. Many a wife is quite shy about standing naked in front of a husband with whom she has had a happy and intimate relationship for years.

Not only have I been intimately exposed to hundreds of models, but I have also been married, raised four daughters and been in my share of relationships over my lifetime. It is safe to say that I have been in more intimate relationships than most men and their fathers

and sons together. Based on that experience, I can tell you that most men have no idea what intimacy is to women.

Men have a tendency to confuse intimacy with sex. That's quite natural, because as soon as we get close to a woman our trouser snakes wake up and want to take over. However, while sex will always involve at least physical intimacy, some very deep forms of intimacy do not involve sex or even physical contact. In fact, if you understand what intimacy truly is and know how to provide this to your woman, it will lead to *making love*, not just having sex. If the woman is a friend or colleague, understanding intimacy will lead to a much deeper friendship or a more productive working relationship. Women know this, most men don't.

Psychologists recognize four types of intimacy: *physical, emotional, cognitive* and *experiential*. It is important to understand each type and what role they play in defining the type of relationship (destination) a man has with a woman.

Physical intimacy occurs any time you get inside someone's personal space. Simply sitting very close to someone you care for and quietly enjoying each other's company can be a very intimate experience. Physical intimacy also includes any sort of touching — kissing, hugging, holding hands or sexual activity. In general, men are much more focused on physical intimacy than other forms.

Emotional intimacy can come before, during, and/or after physical intimacy, often preceded by a rush of

hormones (“falling in lust”) followed by deeper feelings. True emotional intimacy needs time to develop and is often far more important than physical intimacy for women.

Cognitive intimacy is intellectual intimacy. It is the ability to share thoughts and ideas even when you do not agree on a particular subject. When you finish each other’s sentences and know your partners likes and dislikes, you have reached a high level of cognitive intimacy.

Experiential intimacy is the ability to work together while saying very little, yet each person does his or her part reliably and on time. Picture yourself playing on a basketball team with one of the guys you grew up with. You don’t have to say much to each other — you just know where the other guy is going to be, when you should pass the ball and who should take the shot. Or you may be working with your best lady to make dinner in a small kitchen. You know just how to dance around each other without getting in each other’s way and you know just when to help each other out, often with little or nothing being said. That’s experiential intimacy and it grows in a relationship with time.

So, a truly intimate relationship will involve physical, emotional, intellectual and experiential closeness and compatibility. Having sex is technically a form of intimacy, but it is far from what most women will perceive as true intimacy. That’s fine if you and the lady you are with care for little more than a one-night stand, but that’s not what this book is about. My objective is to help you

develop strong relationships, at whatever level is mutually satisfying for you and your lady.

Intimacy is an important part of the channel (actions) piece of the communication model. We men think of action like the opening sequence of a James Bond movie — we jump from skis to a helicopter to a speedboat to a racecar, all the while shooting and beating up the bad guys. A woman will certainly notice a man who can do all that (if any exist outside the special effects department), but the relationship will not last unless that man can provide the physical, emotional, cognitive and experiential intimacy the woman needs.

A man must be aware of what kind of intimacy a woman needs and wants at any given time — and that's not easy, especially since men and women generally want quite different things. There is an old joke that has been circulating in various forms on the Internet for years:

**How to Please a Woman:**

1. Call her.
2. Send her flowers.
3. Call her again.
4. Show up on time.
5. Serve the wine.
6. Light the candles.
7. Play beautiful music.
8. Make her dinner.
9. Do the dishes.

10. Draw her bath.
11. Massage her back.
12. Hold her tenderly as she falls asleep.

**How to Please a Man:**

1. Bring beer.
2. Get naked.

This is a caricature, of course, but it is based on real differences. Sex is not a requirement of intimacy, although it can be a very important part. Intimacy can't develop unless you are attractive to a member of the opposite sex. For men, that attraction is often physical first and foremost; it's just how we're wired. For women, however, attraction is often based on how well you understand her needs for the various forms of intimacy along with intelligence, confidence, chivalry and more, all of which I'll discuss in later chapters.

Let's look at one form of intimate behavior: dancing. Most women love to dance, and most men don't know how and don't want to learn. The lesson here, especially if you don't know how to dance, is to take dancing lessons. In fact, take those dancing lessons together, as that action (channel) of togetherness will provide not only fun, but also an intimate feeling for you both.

As we have discussed, society molds us with perceptions and one of those perceptions is that, men that can dance, especially good, graceful dancers are great lovers. In fact, if you are a single man, regardless of your



looks and age, showing off your dancing skills at a local dance hotspot or club, might make it easier for you to meet women.

This is what happens to me as an “older guy” at the local country dancing hotspot. I’ve always been a top, two-stepping dancer. Back in my younger years I even competed a bit. With the right dancer, I’m considered one of the top, male country dancers in clubs I frequent. So with that background in mind, picture this: me, at the age of 50, salt and pepper beard, five-foot eight-inches tall (add about two inches with boots), nice *Roar* embroidered dress shirt, tucked out, walking into a top country dance bar. I walk around asking the young ladies to dance — guaranteed rejection rate of 99.99 percent.

It’s true. Who wants to dance with an old, short man, especially if I wear my glasses and not my contact lenses? First impressions tell the young girls, I’m the daddy and not the sugar daddy type. Sure, my clothes might be fashionable, though still age-appropriate, and my manners impeccable, but I can assure you, if I ask a young girl to dance, it’s followed by a, “No thank you sir.” I was an enlisted man in the U.S. Army and “sir” was reserved for the commissioned officers — outside the Army, it’s one of those words that can age a man on the spot.

Things change dramatically when my dancing partner arrives. She is a young, 25-year old model standing five-foot eight going on six feet with heels and she is beautiful. She grabs me, and we go out on the dance floor,

dancing to specially requested songs from the DJ (I always tip him well to get the songs I'm best at dancing).

She and I burn up the floor with graceful, smooth, floating on air, fluid movements of our feet and legs. Her skirt rises with each twirl, slightly revealing her cute dancing drawers. Hand exchanges galore, but to the beat of the music, we go around the dance floor, twirling, spinning, smoothly moving our feet, never taking our feet off the floor while we maintain the rhythm of the music. People's mouths drop, people point at us, and when we finally walk off the dance floor, people come out and compliment our dancing.

That is a true story — it happens to me all the time. Before my dance partner arrives, no one will give the “old man” a second look, let alone a “yes,” when I ask them to dance. Once she arrives, and we dance a few songs, it's a different world. The other girls, most of them bored, leaning against the bar rail or on bar stools, take notice of us both having fun. While some may envy her looks and grace, others begin to wonder about me. Some of that wonder is based on their perceptions. This is one perception I enjoy that society has molded into many women's minds. Those same girls now ask my partner all about me and will sometimes even ask me for a dance.

The moral of the story is simple: any average looking guy, even an older man, is not interesting to women until he proves his potential to do something *they like or love*. Even better, once you start sharing the love of something together, it often leads to loving each other.

Besides, a woman likes to go out with her man and she hates to sit and watch other people having fun while she is bored to death on her barstool.

Great dancing doesn't just come from dancing lessons. It involves getting out on that dance floor on a regular basis and it gets better with time. Like perfecting anything in life, you've got to practice, practice, practice. If you can't make it out to a public dance floor, practice at home, which is intimate for you and yours. Besides, dancing is cardiovascular and helps build endurance. It's an exercise that helps keep you young at heart and physically fit. It burns calories and when it comes to women, dancing dictates!

Another form of intimacy is flora in the form of flowers. Women love flowers — look at it this way, *it's a girl thing*. While there are plenty of men who can appreciate that flowers are beautiful, few of us think of them as “intimate.” Most women perceive them very differently, however. They can read things into a gift of flowers that most men never think of. A dozen tulips send a “let's be friends” message while a dozen roses is more “I love you.” Colors matter too. Red roses are a strong statement of love, mixed colors less so, and white might make her think of a funeral. Send black roses to a woman who is not a practicing Goth and you have just ended the relationship! Whole books have been written on the meaning of various flowers and plants sent as gifts, so talk to your florist if you are unsure.

It isn't always about the flowers themselves as it's about the act of giving them (the channel) and that is where many men go wrong. They tend to think flowers are only for anniversaries, Valentines Day, special occasions or after an argument. While women expect flowers on those occasions, they shouldn't be the only reason for this action.

A man will score more points with a woman by sending her flowers when she least expects them. Pick a random day, preferably a day when everything is going well, but not necessarily great, and send her flowers. Do this without establishing a routine where she'll soon expect them on a regular basis. Don't make it a habit to send her flowers the same day of the week, the same week of the month, or the same month of the year. Keep it spontaneous. In this form of intimacy, surprise works in your favor. Do it randomly, year-round.

This is one way to give a woman ongoing *reassurance* that she means that much to you — that *you're always thinking of her*. Reassurance is an important part of maintaining a truly intimate relationship with a woman. This is another of those "men are from Mars, women are from Venus" differences. You can have a best male friend for 40 years and never give him a gift for any reason, but you'll still be best friends. Don't try that with your Best Female Friend. Gifts, at expected times or unexpected times, flowers or something else, are an important form of reassurance that you are thinking of her.

The "thinking of her" bit is important. Most women love to receive flowers. (Bonus hint: send them to her

office if she has one.) Sending her Victoria's Secret lingerie will often be perceived as more for you than for her (and definitely don't send that to her office!), but if she makes it clear that is the sort of thing she wants, go for it! Pay attention to what your lady likes. Does she like dogs or cats or birds? Don't send her a new pet, instead send something that reflects that interest. Show her you are paying attention. Maybe she is into stuffed Teddy bears or penguins or emus — doesn't matter, just send her one. Even if she does not like the one you picked out, she will love the fact that you picked it for *her* — it was not just a generic gift.

A bottle of wine can be a great gift, but only if she likes wine *and* you know what kind of wine is her favorite. The same goes with candy or any other food. Make sure you pick something she likes, even if it is something you don't. Reassure her it is for her — not you!

Dance lessons, concert tickets, day spa passes — the list is endless. The more you listen to her, the more you build physical, emotional, cognitive and experiential intimacy between you both. This gives you more to build on and provides you with more ways to surprise her with gifts — small or large, inexpensive or costly — these gifts increase, rather than destroy, intimacy.

Whatever the gift, it never hurts to add a small card. Be subtle in what you write on that card; don't be overbearing. The idea is to let your gal know that *you have noticed her*, not for her to notice you. Cards are cool and that brings me to the next intimacy tip, don't just send her

cards, *hand her* a card, again, when she least expects it, like during a nice romantic dinner.

Cards can communicate sometimes what we can't ourselves. My favorite cards are those with beautiful poems. Blue Mountain Cards made some of the most beautiful cards back in the day, and probably still do; do your research. Often, we run out of words to write or speak, but you can indirectly get help by just visiting your local greeting card shop, like Hallmark Cards, and browse the greeting cards themselves. These cards contain not only well written thoughts but are run through top editors before being printed. These editors truly understand the intended audience. "Thinking of You" cards are often the best for finding some great sayings.

Both Blue Mountain and Hallmark have electronic versions now ([bluemountain.com](http://bluemountain.com) and [hallmark.com](http://hallmark.com)), and Jacquie Lawson ([jacquielawson.com](http://jacquielawson.com)) produces some magnificent e-cards. E-cards should *not* replace physical cards, they should add another way to send an "I'm thinking of you" surprise at unexpected times.

If you are talented enough to make your own cards and write your own verse, that's wonderful, but don't hesitate to buy a nice card, add a few words of your own, and send it or deliver it in person — no flowers needed.

One last intimacy tip before we move on: place your hand gently on the small of her back for a few seconds — trust me, she'll take notice to this little touch even if you don't get an immediate response from her. Touching her arm, the back of her hand or a shoulder is good, too. A

light, brief touch is important: most women don't like domination or attempts to control them. The exception is when you are dancing. A good male dancer has a strong frame, which includes having a hand at the right place on his partner's back, supporting her and leading her around the dance floor. So why haven't you signed up for those dance lessons yet

