

# 4 STEPS TO UNLOCK CONFIDENCE, CLARITY & SEX IN YOUR RELATIONSHIP

The ultimate guide  
to understanding  
her better



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## **Welcome!**

You're probably here because you're struggling with your relationship.

**If you feel frustrated, confused or stuck, you are not alone.**

Many of my clients come to me after years of feeling 'off' in their relationship.

Many of them try hoping that things will get better, blaming their partner for everything that's wrong, reading a bunch of relationship stuff online, yet never get lasting results.

I can relate. I spent years doing this.

Eventually, relationship challenges begin to take their toll on all important areas of your life.

If you're noticing that you wake up tired and unhappy, your productivity at work is way down, or that you're more drill sergeant than parent to your kids, it's time to change this starting NOW.

You are not meant to suffer!

Without your relationship in good shape, it's impossible to feel truly fulfilled and happy in life.

The truth is, without the right perspectives and tools, most relationships naturally get worse over time.

Unfortunately, most of us weren't raised with great examples of how to create and sustain an amazing long term relationship.

You're here because you are ready to take control and get not only your relationship on track, but also wake up everyday feeling confident that you can deal with anything that life brings your way.

You know that putting this off, or continuing to do what you've been doing, is NOT the solution.

**What you're about to learn is a proven path to a better relationship.**

The approach that I offer is designed to treat the root cause of your relationship concerns, not just put another bandaid on your symptoms.

Not only does this approach help to improve your relationship; it often leads to many unexpected benefits.

My clients typically report they feel more confident and happier. They sleep better and wake up feeling refreshed.

**And yes, they have more satisfying sex.**

Their confidence and peace of mind is restored. They are able to handle stress and the ups and downs of life without feeling overwhelmed or drained.

Can I guarantee a specific result for you?  
No.

But what I CAN promise you is that if you commit to the actions in this guide and make your relationship a top priority in your life, you will notice an improvement in your relationship life.

What I'm sharing with you in this Ultimate Guide has been road-tested by me and many others.

There are things I use in this from this guide in my daily life, and I'm years into the best relationship in my life, with incredible relationships with both of my kids.

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The clients who get the incredible outcomes described above are the ones who take responsibility for how they show up in their relationship, value the suggestions and guidance, and commit to trying something different.

**Let's jump in and look at four common situations that derail relationships, and four solutions you can implement right now to get your relationship back on track.**

Be sure to give this information your full attention! Take notes and, most important, take ACTION!

## **The Midday Call** **AKA “Seriously, now?”**

You know the one, you're bang in the middle of your work, highly focused, in your zone.

Your phone rings (or if you're working from home, imagine that she's tapping on your door to get your attention). You glance at your phone. It's your woman.

Your stomach tenses, you're frustrated.

You focus back on your work. Then back to the phone, it's your woman after all. You pick up the phone even though you don't really want to.

She starts telling you about something-or-other.

You're listening, kinda, you don't REALLY want to be having this conversation.

It's not urgent or even that important. You're still tapping away at your keyboard and at this point you're not doing either thing that well - your work or connecting with your woman.

The call ends on a note that doesn't feel great. You feel disrespected and frustrated by her interruption, and she's upset that you won't give her your full attention.

But at least now you get back into your work zone. Success?

Not really.

What's going on here?

Get this. She's not calling you about the thing she's calling you about.

Then why is she calling you?

**She wants to CONNECT with you.**

More precisely, she wants to FEEL connected to you. The thing she's calling about is an excuse (in the best possible way) to hear your voice and feel your presence.

That's flattering, right?

So, knowing this, how do you feel about the midday call?

It was a revelation for me when I realized this. She might not actually be aware of the reason herself.

Do I want my woman to feel connected to me?

Yes I do. It's flattering. It feels good. She's taking time out of her day because she wants to *feel* me.

But do I resent getting interrupted when I'm in my zone?

Yes I do. So, how can we make this work for both of us?... Read on for the solution.

## **SOLUTION**

First of all, make sure you're on the same page.

*It might sound like this... "I'm realizing that when you call at work, what's more important than what you're telling me, is that you want to feel connected. Is that right?"*

Based on her response, below are some options to explore together.

**Keep in mind, you're seeking ways to connect during the day that's a win-win - you both get what you want.**

Once you've discussed these options, pick what works best for you (or come up with a new solution).

Don't fret, this conversation will probably only take 5 minutes, not the rest of your life.

And she's going to be really excited that you're taking leadership in the relationship (she's going to feel your presence and your care about her and relationship).

Don't be surprised if she gets touchy-feely after this conversation).

Here are the options to discuss:

1. She always texts first to check if it's a good time to call
2. You agree in advance on a set time every day to call

3. You set a time limit on the duration of the call

4. You call her when you have a window of time

If you both know that the purpose of the call is to connect with each other, it's gonna change the content and feel of the call.

The call now has the opportunity to become a source of fuel for the relationship rather than frustration.

Have fun!

Let's move on the next situation...



## **The Man Flu**

It's a bit of a thing that when we men get sick we go down hard (I have a theory about this, but that's a whole other story).

When you're wrapped up in the covers, feeling like shit, do you get called out by your woman 'for being a baby' or notice that she's keeping her distance from you?

Although she might say it's because she's worried about getting sick, it might not be.

It might be because she's freaked out by seeing you so vulnerable.

It's true, this happens.

Your vulnerability makes her feel unsafe because she's bought into the idea that you have to protect her all the time. That you have to be strong and invincible (except when you're arguing with her).

The truth is that's simply not possible. Sometimes we get sick. And it feels shitty when the one person we hope is going to offer sympathy and comfort is backing out of the room or demeaning us.

So what can you do? 'Man up'? Anyone else hate the term?

Try this instead...

## **SOLUTION**

If you're sick, be sick. Don't tough it out. Your body is telling you to rest.

Pick a time, preferably when you're not sick, and lovingly call it out:

*"Babe, I've noticed you get a bit freaked out when I'm sick. I know it unnerves you when I'm knocked out. I feel guilty enough when I can't help out. It's really important that I rest. I'll be back to full strength really soon. And that'll happen sooner if you can find a way to look after me a bit."*

You're gently reframing the situation by providing a perspective that's different from the belief she had (that if you're sick you're weak).

## **BONUS TIP**

Curiosity is an incredible connector. What could happen if you got curious about her reaction?

Try including something like this in the conversation: *“I’m curious about what comes up for you when I get sick?”*

Just listen to what she says, stay curious instead of getting defensive. There’s a good chance you’re going to get some incredible insight and clarity.

OK, we’re going to take a deeper step here... Are you ready?

## **Everything You Do Is Wrong AKA Walking On Eggshells**

Most of us men know this situation. It's crazy-making, because the solution would appear to do everything 'right'. Wrong.

She's constantly hot and bothered about something. Raising her voice, giving you side-eye, using \*that\* tone, picking at you over every. little. thing.

You're racking your brain, 'did I say something wrong?...did I do something wrong?'

You don't want to make it worse.

You've tried a few different approaches.

And I want to bring some relief to you right now.

## **It's impossible to be doing everything wrong.**

As much as her reactions are encouraging you to believe you are, you are not. Take a breath. You're doing the best you can.

Here's what's happening.

Most of us men weren't raised to be in touch with our emotions.

That doesn't mean we don't have emotions, it means we learned (from the schoolyard and in classrooms, from our dads and brothers) that when we were really young to stuff them down.

It was literally dangerous to show our emotions - we might get teased or verbally and even physically bullied.

But the more we stuff our emotions, the more we're uncomfortable not only with feeling those emotions in ourselves but also experiencing them in others.

This is why we get so stone-faced and frozen when our women are raging or crying.

**This is what gets us labelled by our women as 'not there', 'shut down' and 'emotionally unavailable'.**

Life gets difficult sometimes. Things happen that are sad, tragic, stressful, confusing.

Maybe there was a crisis at work, a fight with your dad, your finances are heading into the toilet, the two of you have had a fight but you're not actually expressing how you feel...

Life can also be funny and joyful and exciting in all the best ways. Maybe something worth celebrating is happening like a windfall, a promotion, or your mother's cancer has gone into remission...

But it can be really hard for our women to know any of this by looking at us.



So why does our impassive unemotionality bother them?

If they can't feel us, they don't know what's happening for us, and they can't connect to us.

It's that simple.

Our women want to feel connected to us (just like with the midday call).

Without that connection, they feel alone and isolated and uncertain - NOT the reasons why they're in a relationship with you.

But you're not expressing it because you're so unfamiliar with your emotions you don't know how to truly FEEL and express them.

When you stand there dumb-faced like you want the ground to swallow up, she feels alone and abandoned.

Because your woman has a closer relationship with her emotions, she's going to express this anger/grief/joy for you.

She might not realise this is what she's doing which adds a layer of confusion to the situation.

It sounds weird but this HAPPENS: you're burying your feelings so deep but she SENSES it.

She's more used to letting her emotions flow.

Women have a finely-tuned antennae for emotions, theirs and ours.

You know the electricity you can feel in the air when a storm is approaching?

Imagine the storm never breaking. The tension just hanging their in the air. This is what it's like being with you when you're keeping it all inside.

Your woman is acting as a conductor. She's going to ground that shit. So out of the blue she's yelling or crying. She's intuitively pushing and pulling and prodding at you until you feel something enough to express it.

If she's missing the connection too much, at least your anger at her will be proof that you're not a robot. If you're fighting, at least you're connecting. It's fucked up but it's true.

Once you connect to your feelings, she can feel you too.

So, what can you do...?

Time to roll up your sleeves and get really committed, because these are the steps that will change how you show up in your relationship, and change the very nature of your relationship.

SCREENSHOT THE NEXT 2 PAGES ON  
YOUR PHONE OR PRINT IT AND STICK IT  
ON YOUR FRIDGE

When you're feeling activated -  
frustrated, angry, sad, happy:

NUMBER: Rate yourself on a scale from 1-10. 1 = totally chill. 10 = about to go crazy, yell, smash something, dissolve into a puddle, shutdown.

EMOTION: Name the emotion you're experiencing to yourself. If you're not sure, pick the closest one that fits: angry, sad, happy, shame. When I say name it, literally say to yourself "I'm feeling [fill in the blank]".

SENSATION: Quickly scan your body for a sensation you're experiencing that might be connected to the emotion e.g. when I'm angry my jaw gets tight, and so does my belly and shoulders.

Connect to the sensation more fully by either placing a hand on the part of your body where it's occurring, or breathe into that place in your body. Or both.

THOUGHTS: What are you getting activated about. Name it as simply as possible e.g. relationship. Or in other situations it could be 'work', 'money', 'friends'

STORY: What's the story about yourself that's running through your head? 'This is so unfair', 'I deserve better than this', 'I feel so dumb'. Make it about yourself, not her. So, if the initial thought is 'she's being a bitch', translate it to 'I feel picked on'.

This is what connecting with your emotions feels like. As you do this, you're creating a map of your emotional landscape.

The more familiar you become with your landscape, the more present you are to your emotions and your life.

**The more you're connected with yourself, the more you can connect with another.**

The more deeply you connect, the more and better sex you'll have.

There, I said it. That's what we're here for, right?

**‘Being there’ for our woman isn’t just about having a job, putting up shelves and opening jars. It’s about being present in you life**

You want her to feel safe?

It’s not just about being the one who gets up and checks the door when you hear a bump in the night.

It’s about not flinching or shutting down or telling her she’s too much or too emotional when she gets upset.

She wants to feel safe to be her full self with you.



‘When you can provide that safety for her, your relationship will deepen.

You’ll have fewer fights, and the fights you do have you’ll move through quickly and cleanly.

You’ll have sex that will be wilder and more passionate than ever.

You want to take another step?

## **Fixing (Stop It Right Now!)**

Oh we love to fix. We can be really good at it.

When our woman comes to us brimming over with a situation from work or with a friend our minds and our mouths go into fix-it mode.

‘I got this - have you tried this/that/the other?’

You know what happens next...

The situation spirals into a tense stand-off, maybe a fight. You were just trying to help!

So what happened?

She wasn't looking for a solution, she was looking to be seen in her experience.

Think of it this way. Imagine you get a parking ticket. It's \$100. You're fucking furious. \$100 gone. Vanished. You tell your woman about it.

Which of these responses from her feels better:

1. Well you were an idiot for parking there.
2. Where did you park? If you were parking outside the laundromat you were asking for it. You should have turned down the next street....

3. Oh babe that sucks. \$100! That's outrageous. Of course you're mad! I'd be mad too.

Number 3 right? Right?

Why does it feel better?

Because our experience of being pissed off is being validated.

Feeling validated is powerful. It means our experience is not only understood by the person listening, but also empathised with.

This is what our women wants from us....

## **BONUS TIP**

When she comes to you with a complaint or concern, get curious.

- Don't contradict her.
- Don't offer logic (unless you want something thrown at your head).
- Don't try to find a solution.

Your goal here is to understand her experience. And to let her know that you understand her experience.

**Validating her can sound as simple as saying 'that makes sense'.**

If you're listening to her and it doesn't make sense yet, stay curious and ask the question that will help you get clarity.

Your mission is understand her world, PUT YOURSELF IN HER SHOES.

It could sound like this:

*"Tell me more... I can't believe she said that... I totally get why you're mad...yep, I'd be mad too".*

If she's angry, instead of shying away, instead of standing there dumb-faced like you want the ground to swallow up, try saying a variation of this:

*"I can see how angry you are"* (Validation)

*"What part of this is pissing you off the most?"* (Curiosity)

*"That would really piss me off too. I totally get why you're angry"* (Validation again)

Put aside any impulse to offer suggestions. See what happens.

Learning to listen this way will change your relationship. Doing it badly is probably better than what you're doing now, but doing it well has the power to transform your relationship from the inside out.

Few fights, more sex.

It will deepen your connections in every aspect of your life. With family, your kids, colleagues, friends, clients.

Learning this skill alone is possible, but having guidance and the opportunity to practice will accelerate your progress 10x.

It's a skill we learn and practice in AWAKE, my online men's group.

AWAKE is a community of men dedicated to personal growth and healthy relationships.

It's a space of authenticity, safety, and connection.

This deep support and accountability creates meaningful life shifts in all areas of life: career, relationship, health, wealth, sex, friendships and family.

The group is open to men from all professions, backgrounds, and beliefs.

AWAKE is designed to get you in the driving seat of your life.



Imagine walking into the most challenging situations in your home and having some rock solid skills and support to navigate them.

Showing up with this kind of capacity creates trust and builds a strong foundation in your relationship and your home and your work.

Every other week we meet for 1.5 hours to connect.

On alternate weeks we have a 30 minute accountability check-in to stay on top of our goals.

Through attending consistently, men are breaking lifelong limiting patterns and belief systems

They are showing up bigger in their own lives, in their relationships and with their kids.

They are becoming the men they know they are.

They are creating deep bonds with other men.

Go through life feeling supported and courageous.

Here's the experience of a couple of men from the group (names have been changed to protect confidentiality)...

## **ANDY**

When Andy joined the group he was feeling stuck as a parent and husband. His kids were running amok and it was causing chaos in his relationship. He was feeling inadequate as a partner, lacking in confidence and a vision for his life.

After three months in the group he's consistently setting boundaries with his kids, working as a team with his partner.

In addition to the support and connection in the group, he set goals around boundary setting with his kids and furthering his career, and the group help him accountability.

Now he's enrolling in further education to change his career, an ambition he's had for a long time.

He's feeling confident and excited about his life. He's stepping into leadership in his life, and he and his wife are functioning as a team once again.

## **ALI**

Ali had just gone through a break-up. He was burdened by grief and a lot of shame about his behaviour that had caused the relationship to fail.

He was depressed and shutting himself off from life in his condo.

After a few months in the group he was able to work through his grief and shame.

He found connection and support from the other men in the group. He set goals to journal and exercise and, when he was ready, to make new connections in his community.

He's happier and optimistic about this life and discovering new opportunities. He has a new lease on life.

## **FAQs**

### **What happens in men's group?**

Stays in men's group! More than just a cheesy joke, confidentiality is key to men feeling confident to open up and share about their life.

The group is a space where men are encouraged to share about their challenges and frustrations, their hopes.

It's a place to be heard and to listen, and to set goals to create the life you want, and get supported.

Men are encouraged to connect with their feelings, practice listening skills and to use them in their relationships.

The group explores discussion themes to help them understand their patterns and their choices better, and support them in living fuller lives.

## **Isn't it weird, all this talking about feelings and stuff?**

Only in the sense that many men aren't used to spending time with other men who talk openly about their feelings and their challenges.

Men aren't used to being present to another man's challenges without jumping to fix them (which is also a great way of avoiding feeling stuff).

True story - after attending for just 15 minutes, a new man to the group spoke up to thank the men for their honesty and vulnerability. He'd never heard men talk this way and felt immediately trusting.

This is a common reaction.

## **Will attending the group actually make a difference in my life?**

If you show up and lean in, yes.

As you read about Andrew and Ali, significant changes are experienced by men attending the group.

It's common for men to arrive at a meeting feeling anxious and tired. After every meeting, most men say they're feeling more relaxed and happier, having had the opportunity to connect with other men.

There's a minimum commitment of three months to encourage you to give it time to work its magic.



## **I've been looking around at various men's groups, why should I choose this one?**

Follow your instincts. Each group will have its own flavour.

I've been involved in men's groups since 2006, and I'm an experienced facilitator. I co-founded my first group in 2018 which is still running today.

I'm also an experienced relationship coach, and as such, some of our meetings have a focus on developing skills and practicing tools to enhance your relationships.

So, if you're looking for support in your relationship life, AWAKE will likely be a good fit.

## **Am I good fit for the group?**

If you're feeling stuck, lost, confused, lacking focus, or you're looking for a deeper experience of life and support in setting and meeting your goals, AWAKE might be the place for you.

Schedule a quick chat with me and discuss if the group is for you.

## **What's the financial commitment?**

\$43US/\$60CAD per month (initial commitment of 3 months, opt out any time after). I've priced it to be accessible for most budgets.

If you coach with me one-on-one, you get free access to AWAKE for the period we're working together.

Most men who do this find it really accelerates their progress.

### **When does the group meet?**

The group currently meets on Zoom for 90 mins every other Wednesday at 7-8.30pm ET.

On alternate Wednesdays (on the weeks when we don't have the evening call) we meet at noon ET also on Zoom - this is a powerful 30-min accountability check-in to keep on track with our goals

The group also a whatsapp group to connect, maintain momentum, ask for and provide support, and receive growth-focused prompts.

**This sounds good, but I'm going to think about it, or wait and see what happens.**

I get it, and if you're feeling an urge to make changes in your life (all of it or just a small part of it), I strongly encourage you to take action, whether it's with this group, another group, or another form of support.

At various times in my life I've tried the wait-and-see approach and nothing changed.

It delayed the change I was seeking. It was only when I took concrete steps to change that my life began to change in the ways I hoped.

Take action and schedule a call.

Worst case scenario: you can cross AWAKE off your list.

Best case scenario: you join AWAKE and experience a supportive, growth-focused group of men, and you create a life of fulfillment, ease and confidence.

**Click here to schedule a call**  
**with me today to see if**  
**AWAKE is a fit for you**

or go to this link

<https://relationshipsthatwork.as.me/AWAKE>

## **A Bit About Me**

I'm a Relationship Coach certified by the Relationship School in Boulder, Colorado, with additional training in Relational Life Therapy with Terry Real and at the Couples Institute.

I'm a veteran of Toronto's men's group community. I served on the board of The ManKind Project Ontario, and I'm co-founder and co-facilitator of a long-running men's group.

In addition to coaching individuals and couples, I facilitate workshops on healthy relationships.

My writing has been featured at Elephant Journal, The Men's List and The Good Man Project.

I've been interviewed on various podcasts about relationships, men and intimacy, and parenting.



## **Useful Links**

AWAKE MEN'S GROUP:

[www.mattcoach.com/awake](http://www.mattcoach.com/awake)

SCHEDULE A CALL:

<https://relationshipswork.as.me/AWAKE>

WEBSITE:

[www.mattcoach.com](http://www.mattcoach.com)