

**STEVE HORSMON**

# **THE HARD TO SWALLOW SECRET TO SAVING YOUR MARRIAGE**



**GOODGUYS & GREATMEN<sup>®</sup>**  
TRANSFORM YOUR RELATIONSHIPS - BECOME THE MAN YOU WERE MEANT TO BE!

# Can a Man Really Save His Marriage? You Must Answer THIS Question FIRST!

## **What Are You Looking to Save?**

I'm wondering how you arrived here. Can we talk about that to start with?

I'm wondering what it is exactly you're trying to "save."

If you do an internet search on "saving your marriage," you will have endless choices of things to read.

And most of them are a complete waste of time.

Why?

Because most of the discussions you will find about saving your marriage focus on two assumptions that are badly flawed.

**Assumption #1: Your marriage used to be great and what you really want is exactly how it was before now.**

**Assumption #2: The ONLY way to get what you want is through a process of equal participation, equal effort, equal communication and equal responsibility.**



**These assumptions are complete rubbish.**



First, I have yet to meet a man who REALLY wants everything the way it used to be.

The brutal truth is that there is usually a LOT about your marriage you've always wished was a little better. Although going back in time may feel a little

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better than you feel right now, it's not REALLY what you want – and it's definitely not what you want to “save.”

Second, the best way to NEVER get what you want is to start by placing rules, conditions and expectations on *other people* – especially your wife.

Is she a critical part of improving your marriage? Of course, she is. She will have some important choices to make.

**But if you want a loving, passionate relationship with ANY woman, from this point on you must accept responsibility for the things directly within YOUR control.** These are the things that will make a woman WANT you – not just tolerate you.

Most men in your shoes have felt like a roommate for years. Suddenly, things seem to be getting even worse. They panic. They want to “save it” by getting back to AT LEAST roommate status.

Why?

Because going back to roommate status means going back to your comfort zone. Even if that place wasn't everything you ever wanted in your marriage, at least it was familiar.

It felt stable and predictable. And THAT is better than what you feel now.

But, I'm guessing what you REALLY want isn't just the familiar, stable and predictable marriage you had.

That's not really what you want to “save” – is it?

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**I'm guessing that you are quietly yearning for  
a marriage with deeper levels of respect, honesty,  
trust, appreciation and intimacy.**



I'm pretty sure you wouldn't mind getting out of your comfort zone and experiencing a marriage with much more mutual acceptance, approval, lightness, fun, sensuality and passion.

Guess what?

**You will never have those things if all you want to do is "Save Your Marriage".**

You will need to CREATE those things. And those things lie outside your current comfort zone.

You will need to find the door to get outside that zone.

I can show you where the door is and why you've been having trouble finding it.

Are you ready to go a little deeper?

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## **Hello, Brother. Let's Dig a Little Deeper**

Yes, I called you brother.

I've come to discover that us guys are all brothers-in-arms when it comes to helping each other figure this stuff out.

What stuff?

**I'm talking about man stuff.**

- What does it MEAN to be a man?
- What does "stepping up" really mean?
- Why do women challenge us so?
- Are we good enough?
- What do we do with this knot of anger, anxiety and angst in our gut?
- Will we ever have the life, love and intimacy we want in our relationship?
- How can we take charge and create the life we REALLY desire?

That kind of stuff.



**One thing I know is that you are in VERY GOOD COMPANY with  
millions of men with the exact same questions.**



And they are your brothers.

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Some are a step ahead of you. Some are a step behind you. All of them have helped me (and continue to do so) become the man I want to be. Now I'm here to help you - brother.

I want to help you see and FEEL the light of masculine clarity, calmness, confidence and courage.

I want to help you see more clearly what gifts you've brought to the world and your relationship. You may be a little confused about how much VALUE and POWER you really have inside you.

**I want to help you "flip the switch" that EVERY MAN tells me about when he finally gets it.**

This is the point where the clouds part, fear is conquered, calmness sweeps over you...and you find yourself chuckling at the "old you" and the things the used to bother you.

This is the point where your life permanently changes for the better.

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## **Before I Waste Your Time**

Permanently change your life for the better?

Sounds like a pretty lofty claim, doesn't it?

It's not.

But I know it can feel that way when your head is in the wrong place.

**If your head is thinking that you've done all the changing and growing a man can do, you will waste your time reading the rest of this ebook.**

You must WANT to experience change in yourself. You must admit that you're not as good as you can be. The idea of "personal growth" doesn't make your eyes roll.

You're ready to take control of your own thoughts, words and actions. You don't give a crap about what the rest of the world, *especially your wife*, thinks about it.

You see, the ONE QUESTION I'm going to ask you is relevant only for the man who is interested in feeling MAJOR changes within himself and experiencing MAJOR improvements in his romantic relationship.

It's a SERIOUS question designed to help a man understand what is keeping him from thinking, saying and doing the things he must do to create the life he wants.

This man must be willing to get clear and bold about what he WANTS.

**He has come to the point where he is convinced that living another 20–30 years as he is right now is NOT going to happen. It is no longer an option. Period.**

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Many times when I ask a man what he *really wants*, he answers with a list of things he DOESN'T want.

They sound like:

- No matter what, I don't want a divorce.
- I don't want my kids to be a victim of divorce and split time between two parents.
- I don't want to be just "roommates" anymore.
- I don't want the rollercoaster of emotions anymore.
- I don't want to keep feeling unappreciated, belittled and emasculated.
- I don't want to fight and argue with her anymore.
- I don't want to have an affair or push her into one.



**The problem with this list is that it says  
nothing about what he DOES want.**



A man whose list is full of what he doesn't want will continue get exactly that.

Why?

Because whenever you focus on what you don't want, you can't stop looking at it! You're asking for it. You subconsciously create the perfect conditions to get everything you DON'T want.

Every race car driver knows this simple rule, which is why they NEVER look at the wall. When you look at what you don't want, you'll hit it every time.



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When you're focused on what you don't want, you are on your heels and in a defensive mode. You're waiting for the next shoe to drop. You're simply reacting...and usually not very well.

This means you're **not doing anything proactive** to get what you *really want*.

When I ask men what they REALLY want, they hesitate. They are almost embarrassed to say it out loud.

They aren't sure it's possible or realistic.

They aren't sure it's very "manly" to tell me what they want.

So I help them.

*"Do you want to be in a long term, committed, romantic relationship with a woman who shares your values for trust, respect, honesty, affection, appreciation and acceptance?"*

He says, "Yes".

*"Do you want this relationship to have a foundation of mutual admiration and support of each other's dreams and desire to live a full life of achievement, growth and contribution?"*

He says, "Yes".

*"Do you want this relationship to be playful, fun, adventurous, flirtatious and full of intimacy and passion for each other?"*

He says, "Hell yes!"

I ask him, *"How can you ever have those things in your life when all you've been worrying about is what you DON'T want?"*

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His answer:

**“Because if I start telling her that’s what I want,  
I’m afraid she might leave me.”**

Think about that for a second.

That statement has so much wrong with it. And I know it’s hard for you to see it right now.

**Think about how illogical it is to be scared of telling your one and only romantic life partner that you want to share things like love, romance, connection, respect and intimacy.**

Think about how THIS relationship is currently the *only possible place* for you to have those things.

Consider the obvious outcome if you choose to stay in this relationship and never make your desires and expectations clear.

I know how terribly sad it feels to think about stating what you want, and then discovering your woman is both unwilling and incapable of sharing your dream for the healthy, loving and intimate bond you want.

I know how the fear of sadness can keep you from saying or doing anything bold and lock you into a continual downward spiral of negativity and distance.

I know how the **fear of loss, fear of failure and fear of being alone** can keep you quietly hoping that “things will just work out” someday.

But they won’t. And it’s irrational to think they will.

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Demanding change in yourself and change for your relationship is your only option.

Your guiding thought and principle must be, **“I WILL be the man I want to be and I WILL have the relationship I want.”**

At this point, the idea of being scared of losing someone in your life who doesn't want what you want sounds a little weird. Doesn't it?

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## **The ONE QUESTION You Must Answer**

This is the question I always ask a man who is clear about what he wants but is afraid to ask for it.

*On a scale of 1 to 10 – with 10 being the most terrifying, dreadful, miserable thing imaginable – how scared are you of getting a divorce from your wife?*

I have yet to hear an answer lower than EIGHT.

This is the root of his problem. And he doesn't know it.

It is this fear that keeps him constantly complaining about what he doesn't want.

It is this fear that makes him avoid asking for what he really wants.

And when I ask a follow-up question, it's always interesting.

*On a scale of 1 to 10 – with 10 being extremely probable – what are the chances of you living another 20–30 years as you are right now?*

I have yet to hear an answer higher than TWO.

What does this mean?

It means that while men are absolutely certain they will not be able to live on as they are right now, **they are terrified to make any moves toward changing anything.**

Their fear of divorce is stopping them dead in their tracks.

They are stuck.

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One foot is on the brake. One foot is on the gas.

**FEAR is the brake. FRUSTRATION is the gas.**

**Fear** of taking any positive action is what **STOPS** you from doing anything that can actually **HELP** you.

**Frustration** about your situation is what **STARTS** you doing many things that actually **HURT** you.

Do you feel stuck like this?

Do you find yourself holding back from doing or saying what you really want?

And do you find yourself thinking or saying things you *know* are sabotaging any chance at improving your marriage?

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## **Fear of Divorce and the Mediocre Marriage**

*“Only two things can bring change into your life. Something new comes into it, or something new comes out of you.” ~ Brendan Burchard*

You cannot create the change you want in your relationship if you fear the possible negative consequences of taking action.

And not taking any action will ALWAYS result in you getting the same things you have always gotten. Unless, of course, someone else takes action for you or against you first.

If you have been living a life dedicated to keeping the peace, not rocking the boat and settling for a little less than what you REALLY want, you may be feeling like this is as good as it gets.

In fact, this is the most common chronic condition of the “good guy”:

### **Mediocrity.**

This is a relationship in which the cruise control is permanently set on “good enough.”

You’re playing it safe. Taking the path of least resistance.

You may be walking on a few eggshells, but it seems better than pissing her off.

Do you want to know something that will blow your mind? Do you want to know what women tell me?

They say things like:

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*“What REALLY pisses me off is that he is walking on eggshells and is afraid of pissing me off!”*

*“I’m angry that he seems oblivious to what’s happening right in front of our faces. I want him to be as concerned as I am.”*

*“I’m afraid that he is okay living exactly the way we are and doesn’t want or know how to step up.”*

*“I want HIM to lead the way.”*

You are not the only one in this mediocre marriage. She is too.

More than anything, your wife can’t stand the idea of her man being okay with that. She is angry and fearful that “cruise control” is all she will ever have.

And she is angry and fearful that you are more comfortable in keeping things exactly the way they are than you are in facing and admitting what you BOTH know to be true.



**Your fear of divorce is not doing your marriage any favors.  
In fact, it has begun to paint a picture of futility for your wife.  
She doesn’t want mediocrity either.**



And she may be in the process of giving up. She might believe you are more likely to keep living in mediocrity than you are to begin taking a leadership role in changing things.

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Uh oh. There's that word: "leadership." It makes people nervous when I say it. It smacks of superiority, control and dominance.

Relax. I'm not talking about you being HER leader. I'm talking about you being a leader of yourself and of the relationship you want.

Taking a leadership role to her means that you are willing make changes in yourself and your marriage that are scary.

A leadership role to her means you're willing to push the edge of your comfort zone and take the risk of demanding more for (and from) each of you.

A leadership role to her means that you REALLY want to see, hear and understand her concerns.

The best thing you can do at this point is to decide to be bold. Be direct. Be proactive.

**Be fearless...even if it might mean getting a divorce.**



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## How to Be Fearless and Play Your Best Hand

I understand the fear of divorce first hand.

I remember doing the “what if” game many times during my 28-year marriage.

Most men will ask “What if I get divorced and...”

- *I'm all alone and don't meet anyone else?*
- *I look and feel like a failure around friends and family?*
- *I lose at least half of EVERYTHING I've worked for?*
- *I have to pay to alimony or child support?*
- *I see my kids only half of the time - or worse?*
- *I throw away what might have been a great marriage?*

These are legitimate concerns. Any one or all of them could happen to you.

Current divorce statistics tell the story. Lots of marriages fail!

Why in the world would you do anything that might stir the pot and increase the odds?



**The fact is that all relationships are a gamble to start with.  
You must play your BEST HAND possible – starting now.**



The good news is that your “hand” isn’t set in stone. You don’t have to play the same hand you had on your wedding day. You don’t have to play the same hand you’re playing right now.

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You get to decide how YOU are going to play your hand at any given moment. These are decisions about how you will **think, speak and act toward your wife and marriage.**

Each decision will either decrease or increase your odds of “winning”.

You have 100% control over the decisions you make.



**If you are playing with fear,  
your decisions will be mostly bad ones.**



A married man who carries himself with the fear of divorce is usually tentative, uncertain, wishy-washy in his commitment and unfocused in his relationship.

He struggles with confidence in making decisions because he is unclear about what he wants and what he values. He believes his wife is happier making most of the decisions anyway and usually defers to her wishes in matters of any importance. That is an example of a bad decision.

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## Playing Without Fear

How do you ignore the fear of the negative consequences of a divorce?

How can you see the marriage statistics and still think, speak, and act like a man who knows he's playing a winning hand?



**This is possible only when you stop looking at what might go wrong, and start looking at what WILL go right.**



You are the “race car driver” of your marriage.

You can't look at the wall. You must look down the track. That's where all the good stuff is.

If you're not consistently looking for it and going for it, you can't see it and you won't get it.

Your new question is, “What if I stay married and...?”

- *I reaffirm my values and put both feet firmly in the relationship?*
- *I start taking better care of myself and my marriage?*
- *I create more balance between my work and family?*
- *I become more consistent in how I show my love, patience, and acceptance?*
- *I become more transparent with my feelings and be more present with my wife?*
- *I become more proactive in planning and decision making?*

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- *I create a healthier, more respectful, playful and affectionate environment?*
- *I follow my passion and stop asking for approval or permission to do things I love?*
- *I quit walking on eggshells and worrying about pissing her off?*

You are now looking down the track. You not only WANT this for yourself and your marriage, you fully EXPECT you will have it. By keeping your eye on the things you want, you no longer worry about the things you don't want.

You're simply too busy focusing on creating the good stuff.

Your wife breathes easier. She trusts that you are engaged and connected to her. She steps up her game too.

There is more openness, honesty and trust. You become more attentive lovers to each other.

Will your wife just magically transform into the perfect partner?

No. And neither will you.

The magic is in your intention to grow together. The magic is in the fact you're committed to looking down the track and you expect to create what you want.

You're no longer a spectator.

The magic is that you are fearlessly and intentionally loving your wife and nurturing your marriage the way you want to. You are living according to your values. You WILL have what you desire.

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You are a tremendous man of value who deserves the marriage and life he wants.

Your desire and expectation for that life far outweigh any fear of divorce.

You no longer see divorce as something so terribly negative.

Divorce becomes your improbable last resort in the unlikely event your wife decides she doesn't want the life you want.

But the odds are against that.

Are you ready to step up to the plate?



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## **Working with Steve**

When I was in your shoes and started my own self-help quest to save my marriage, reading ebooks like this really got me going!

A powerful sense of courage and optimism would wash over me.

Then it would fade. And I would read the ebook again – or something just like it.

I was addicted to the IDEA of becoming a new man and achieving the goals I had for my life and relationship.

But pursuing an IDEA got me nowhere.

I wanted the real deal. REAL change. REAL confidence. REAL attraction. REAL love.

Where did I find it?

**With other men.**

As I developed deep and meaningful relationships with other men – *strangers* who somehow KNEW me and my dreams – things changed very quickly.



**I recognized that my lifelong lack of connection  
and encouragement from strong male role models  
was the missing link.**



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For the first time, I clearly saw I had been playing it safe most of my life. This was the cause of my mediocrity. I was just scraping the surface of my true ability to learn, love, and grow. My masculine gifts of vulnerability and strength were unknown to me. And I certainly didn't know how to share them with women.

I was faking it because I was surrounded by other men who were also faking it.

Are you tired of faking it?

Do you think and feel DEEPER than most of the people you know and hang out with?

Have you been living your life and relationship scraping the surface of the love, trust and affection you REALLY desire?

There is NO BETTER FEELING than choosing to dig deeper.

How?

Simple.

Make your decision now to engage with men who have been through the initiation. Choose to learn from them and begin your own transformation.

Let down your guard and fearlessly release the man inside you – the one you are meant to be.

Are you stuck in neutral and walking through each month like a zombie? Then it's time to change.

Are you quietly stewing and blaming your wife for the state of your marriage? Then it's time to change.

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Are you allowing anger and resentment to beat you down? It's time to step up and take action before it's too late.

You stand no chance at saving your marriage until you save yourself.

Are you going to wait for something new to change your life? Or are you going to MAKE something new come out of you?

Let me help you find the new you – the REAL you. Let's set him free for good.

*Go to [Work With Steve](#) to learn more about working with me and my community of men who share your dreams and have learned how to make them happen.*

Then send me your application for a personal phone call.

Let me listen to your story, understand your fears, and support you in making your dreams happen.

With much love and respect,

– Steve



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