

Finding My 20%

Often the most profound results come from the simplest things. The Pareto Principle or the 80/20 rule states that 80% of your results are going to come from 20% of your efforts.

The 20% is self-evident when you really stop and get mindful about it. Below is a condensed list of some of the most powerful concepts in the book *Cracking the Code to Marital Bliss*. Circle the ideas and tips that you *know* will make a difference to the quality of love, connection, sex and passion in your relationship. Don't leave anything on the table.

Next, narrow the list down further to the 20% that will have the *most* profound impact (rather than the easiest to do) on the love and affection you currently have with your mate, the attraction you currently have for each other, and the quality and frequency of sex you're having. In other words, identify those things that will give you the most bang for your buck. For example, if you initially circled 10 concepts, narrow it down to 2, if you circled 30, then pick the 6 that you just know in your gut will have immediate and rewarding results.

At the end of the list is a place for you to take a profound step forward. This is where you will turn each of your "20%" concepts into an actionable statement or affirmation. For example, if you chose concept #4 "Extraordinary marriages happen when we create an environment that encourages, fosters and promotes them.", you might turn that idea into an affirmation by stating, "I am going to create an environment in my marriage that makes it extraordinary." You would then follow that up by describing what that environment would look like, and steps you can take to create it.

The secret to making the 20% profound is in making everything you do really count, giving it 100% of your focus, and putting all your intention into it. Because that which you are looking for, you probably already have. You just need fresh eyes.

Love/Connection

1. If you want LOVE (the noun, thing), you've got to learn how to LOVE (the verb, the action). Developing the capacity to love (the verb) without condition or limit is the essence of human growth and spiritual development.
2. Learning to love without condition is a prerequisite to a passionate life-long love affair – a life-long process of graduating to higher grades as you master each lesson.
3. If you want to manifest the husband or wife of your dreams, then be the person that the husband or wife of your dreams would be attracted to.
4. Extraordinary marriages happen when we create an environment that encourages, fosters and promotes them.
5. Resourceful people get what they want from life (be it money, career, peak health or amazing relationships) because they have a powerful reason that motivates them and are willing to do whatever it takes to achieve their objective. What is your reason?
6. Being able to control your emotional state of mind is one of the biggest, if not *the* biggest, determining factor for achieving what you want in life.

7. Explicit vows are the promises you made in the words that you spoke and/or agreed to when you got married.
8. Implicit vows are the implied promises – where your partner presumed you would meet their needs faithfully without question, fight, controversy or delay. In the context of implied vows, being faithful is more encompassing than just sexual fidelity. It means loving your mate without conditions, limitations and prerequisites, offering your best self, physically and emotionally. Are you faithfully keeping your vows?
9. All humans have the same core needs. They're just rarely ranked in the same order. Meeting your mate's core needs are a fulfillment of your promises at the altar. They are: certainty, uncertainty, significance, love and connection, autonomy, growth, and contribution.
10. We often assign a meaning to an event that is inaccurate, biased or disempowering to the relationship. Change the meaning, change the experience. By refusing to do this you refuse yourself the opportunity to grow, change or expand yourself – one of marriage's great opportunities.
11. One of the secrets to a great marriage is first understanding that your mate is physiologically and biochemically NOT you, and doesn't think like you and then, honoring and embracing this difference.
12. People 'love' to the level of their personal growth, i.e., in whatever way is easy and comfortable for us, ignoring other attributes of love that make us uncomfortable and confront us with personal reckoning and growth.
13. If you have less than a happy, meaningful, rewarding and passionate marriage, it is because you have yet to develop your capacity to love in all its facets, without condition or limitation.
14. In love, there is never anything to forgive. We all make mistakes, get over it! It's easy to keep score, anyone can do that, but it's much more empowering to let go of bad memories and mistakes that you and your mate made.
15. True love is offering your mate the freedom to be authentic, and make mistakes without fear of being judged, rejected or condescended to. We give them the space to grow and discover.
16. Whatever we focus on we make significant, important, and enjoy at a higher level. With focus, the beauty and significance of your marriage will amplify.
17. I challenge you to start seeing and appreciating the adventure, mystery and hilarity in your marriage – find the grand purpose and meaning in the 'challenges' you face.
18. Treat your mate like a lover treats a lover.

Polarity and Passion

19. The reality is that men and women are different. Your inherent Yin and Yang differences attract and often frustrate you, yet how different does it feel to look at these with honor and appreciation? If you were both the same, one of you wouldn't be needed. It takes both of you, with your differing points of view, to paint a more colorful and complete picture of the world.
20. A good marriage is often good right up to the point when it's not. "Good" may not be good enough to keep a couple together in the long haul. If a marriage isn't 'passionate' or 'outstanding', that implies that something is missing and that some need, or needs, are not being met.

21. Desire is born from the 'space' between you and your mate's polar differences. When those differences get blurred, polarity is lost and desire wanes.
22. Healthy uncertainty in a love affair is a natural byproduct of men and women living true to their masculine and feminine energies. It's crucial that we support these core essences in ourselves and in each other.
23. Masculine energy is analytical, focused and problem solving. Its immovable strength and integrity make the feminine feel safe and secure. A masculine man craves a feminine woman.
24. Feminine energy is fluid, deep and powerful, seeing everything as a connected whole and full of possibilities. A feminine woman is magnetized to masculine man.
25. Men and women must be true to their natures. Our personal power comes from being authentic; true to the essences of who we naturally are.
26. Femininity does not equate to weakness, nor does masculinity necessarily equate to insensitivity. A woman is defeminized when she must diminish her core essence and nurture her masculine side to be effective. The same applies to men who must diminish their masculine essence.
27. The depolarization of married couples is largely responsible for breakups today. When you lose your attraction and desire for someone, and are not regularly connecting with them sexually, disconnection happens, tempers get short, and needs stop being met, if they ever were. You both need to regularly engage in activities that accentuate your sexual and polar differences.
28. Honor and nurture your differences. Focus on the differences that attract you to your mate but de-focus on the differences that make you want to hang yourself. Put those rose-colored glasses back on and start seeing your mate as they really are – wonderfully and beautifully made.
29. Stop thinking you have to understand your mate. You won't always, or may never understand them. Just embrace it – a little bit of crazy will polarize you together.
30. If you are a man, start cultivating your masculinity. Take responsibility for things in a way that allows her to relax into her femininity. Show her you are unshakeable.
31. If you're a woman, honor, embrace and embody your femininity.
32. In the beginning we pursued our mate because we believed they were worth pursuing. But unless we continue to treat them as a worthy pursuit, their value to us will diminish with time.
33. Marriage is about security and certainty, however romance and passion are about uncertainty, variety and excitement. A life-long love affair has both certainty and variety, security and excitement.

Polarity and Sex

34. Nothing exemplifies, supports and reinforces the polarity in a marriage more than playful, passionate sex.
35. If your sexual experiences with your partner don't consistently leave you wondering why you don't do it more often, you may have disempowering beliefs about sex; you may not realize the profound importance of sex in your marriage; or there's an outside chance you may not know what you're doing.
36. To deprive or deny your spouse of sexual fulfillment is a breach of your marriage contract.

37. Great sex within a committed relationship is an *experience* that begins long before the act, and perpetuates long after – an alchemic interplay of love, romance and sex.
38. The secret to desire is not intimacy, but rather maintaining your mystery, intrigue, and sense of self through personal development.
39. One of the most destructive and sabotaging beliefs is that you both need to ‘be in the mood’ to have sex. Modern marriages are fraught with pressures, challenges and depolarization that generations before haven’t had to deal with.
40. Most people don’t have ‘golden’ sex until their golden years. It often takes decades of personal growth to get to the place where one has the maturity and authenticity to have truly intimate sex.
41. The physical intimacy of sex uniquely connects you to your mate. Maybe, just maybe, if couples had more sex they would feel more connected instead of waiting to feel more connected to have more sex.
42. Sex is an active demonstration of commitment and surrender to each other. It’s a gift of love to our mate and to ourselves.
43. Sex is fun, or at least it should be. Couples that have fun together stay together.
44. Sex is an opportunity for individuals to take off the mask they wear in public and express the side of themselves that they suppress because of social norms. We all have many facets to our personalities. For every need to be in control, we have the opposite need to be wild, for spontaneity.
45. A happy marriage and a prolonged sex life are key to longevity. People in love have higher levels of endorphins, release oxytocin known to reduce blood pressure, and have lower levels of destructive lactic acid and cortisol.
46. Sex is a huge stress reliever and can factor significantly in the prevention of heart disease. The axiom ‘use it or lose it’ holds true because of the significant impact of sex on the bodies of both males and females.
47. Sexual connection and exploration is a wonderful way to add and maintain variety in your relationship and your life.

Personal Development

48. We think that ‘excellence’ is the birthright of a select chosen few who are born with the right genetics or into the right family. The truth is that we are often unaware of what we are capable of, we don’t honor our potential, and we succumb to sheer laziness because we don’t grasp the benefits of pursuing our own excellence.
49. Don’t succumb to the ‘That’s just the way I am’ syndrome. Paradoxically, the areas that are most uncomfortable or us to improve on, are the areas that often most need our attention and will dramatically improve the quality of our lives.
50. Are you being complacent or are you optimizing your time and skills to live your best life in your career, physical fitness, personal interests, taking pride in your physical appearance and evolving sexually, emotionally and spiritually?
51. Growing apart happens when you fail to collaborate on your life together.
52. Collaboration is an implicit promise to create a meaningful and fulfilling life. Now all we need to do is to start collaborating with intention – refusing to settle for mediocrity.
53. Collaboration at a higher level is choosing to grow together and build your relationship toolbox. It becomes easier to relate and have fun together, and you always have something to talk about when you are spending quality time together

collaboratively improving your health, adding exercise to your daily routine, enhancing your sex life, increasing the passion in your life, or taking your earning capacity up a notch.

54. It's not always about doing what you *both* want to do. It's often more about expanding yourself by stepping outside your own boundaries and collaboratively exploring something that juices your mate.
55. The 'problems' you think you have are actually blessings in disguise.
56. Differentiation is the process of growing up, maintaining and growing yourself and your sense of self, while simultaneously connecting and bonding with others.
57. Differentiation is the ability to honor and respect beliefs, perspectives and preferences of another without feeling like you are dishonoring or compromising your own.
58. A highly differentiated person meets their mate's needs at a high level because they do it by choice and desire to support rather than from a place of deference or abdication.
59. A highly *reflected sense of self* is the opposite of differentiation. Your mate's beliefs and behaviors become a reflection of who and what you are, so it irks you when they have a different opinion to you, or their behavior embarrasses you, or you adopt their preferences to be loved, accepted and to avoid conflict.
60. Integration is the process of intimately connecting your separate 'self' with others in a meaningful way. It can be summed up by the statement "What's important to you is important to me because it's important to you."
61. A well differentiated and integrated couple collaborate on a meaningful life together while supporting and loving themselves in the individual loves and pursuits of the other.
62. A passionate marriage happens when you love what you know and see in your mate, yet are allured and intrigued by what you don't see. Differentiation allows for this push and pull when you discover, grow and honor the 'you' in you and your mate.
63. Marriage is the perfect environment for personal growth because it challenges your beliefs about who you are, about what is possible, and your self-imposed limitations.
64. The first step to personal growth is recognizing that the conflicts and upsets you have with your mate aren't really about them or even your marriage, they're usually about you and your own lack of differentiation.
65. Acknowledging and using each difficulty in your marriage as an opportunity to do a self-assessment, helps you evolve, and your expansion is inevitable.
66. The next step to personal growth is you exercising your power of choice – you choose your love for your mate over your need to be right; your marriage over your friends; laughter over anger, choose to focus on the meaningful and defocus on the meaningless minutia – you choose to behave differently.
67. The secret to realizing whatever you want in your life is to desire something so strongly that you get crystal clear on what you want.
68. Without a vision your marriage will probably 'work' and most likely be mediocre. However, to have a marriage that is exciting, deeply meaningful and passionate requires you to approach it with mindfulness, purpose and intention.
69. Creating your vision is the first step in harnessing the power of this desire. The next step is to develop compelling and powerful reasons *WHY* realizing your vision is a must and not an option.

70. A passionate marriage is falling in love over and over with the same person, albeit a new version of that person.
71. To keep our mate magnetized, engaged and intrigued there are two things we need to do for the expansion of our self. We first need to expand ourselves by familiarizing and investing ourselves in our mate's desires, and collaborating with them in fulfilling their desires. We then need to get out of our heads, stop focusing on ourselves, the past and future, and start acting for the greater good of the relationship.
72. Flow is a way to transcend your present reality, whatever that is, and move forward with the best version of yourself. Because when you are in Flow you are the best version of yourself.
73. Flow is experienced when you push yourself beyond your comfort zones, tinker with your own human potential, controlling your inner experience to create a bliss factor that challenges you, tightens your focus, and leaves you wanting more.
74. When you learn to get really present with your mate and begin to view them with new eyes, their beauty magnifies, and their attributes that complement and attract you to them become highlighted. This mindfulness airbrushes your world with the ethereal glow of rose-tinted glasses.
75. Love like crazy, play like crazy (with each other) and grow like crazy.

Realizing your 20%

- 1. Affirmation: _____
Action steps: _____
- 2. Affirmation: _____
Action steps: _____
- 3. Affirmation: _____
Action steps: _____
- 4. Affirmation: _____
Action steps: _____
- 5. Affirmation: _____
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- 7. Affirmation: _____
Action steps: _____
- 8. Affirmation: _____
Action steps: _____
- 9. Affirmation: _____

Action steps: _____

10. Affirmation: _____

Action steps: _____