



# THE 3 A'S OF EFFORTLESS ATTRACTION



AMY WATERMAN

**Copyright © 2023 Life Modification LLC**

**All rights reserved.**

No part of this ebook shall be reproduced, stored in a retrieval system, or transmitted by any means, electronic, mechanical, photocopying, recording, or otherwise, without written permission from the publisher.

**WARNING AND DISCLAIMER**

Every effort has been made to make this ebook as complete and as accurate as possible, but no warranty is implied. The information provided is on an “as is” basis. The author and the publisher shall have neither liability nor responsibility to any person or entity with respect to any loss or damages arising from the information contained in this ebook.

Nothing in this ebook constitutes, or is meant to constitute, professional advice of any kind. If you require advice in relation to any legal, financial, psychological, or medical matter, you should consult an appropriate professional.

### **Dana was amazing.**

She was in her 40s, single, and turned heads wherever she went.

She couldn't explain why.

She told me, "I've got gray hairs sprouting up everywhere. Eye cream can't touch my crow's feet. By rights I should be a pariah. Men don't pay attention to older women, right? But it hasn't worked that way."

She smiled, and just then I saw it. Magic happened before my eyes.

She shifted her gaze behind me. A man who was taking his drink to a table caught her glance quite by accident. He stopped in his tracks. He didn't seem to know what to do. Then he stood up straighter ... and smiled right back.

Dana winked at him and turned back to me. "Who knows what it is?"

I had a clue.

I had *more* than a clue.

### **A Feeling You Can't Put Into Words**

Tell a guy you love him, and watch him squirm.

He doesn't know what to say, he's not sure how he feels, he's worried you want more than he does.

It's all too messy...

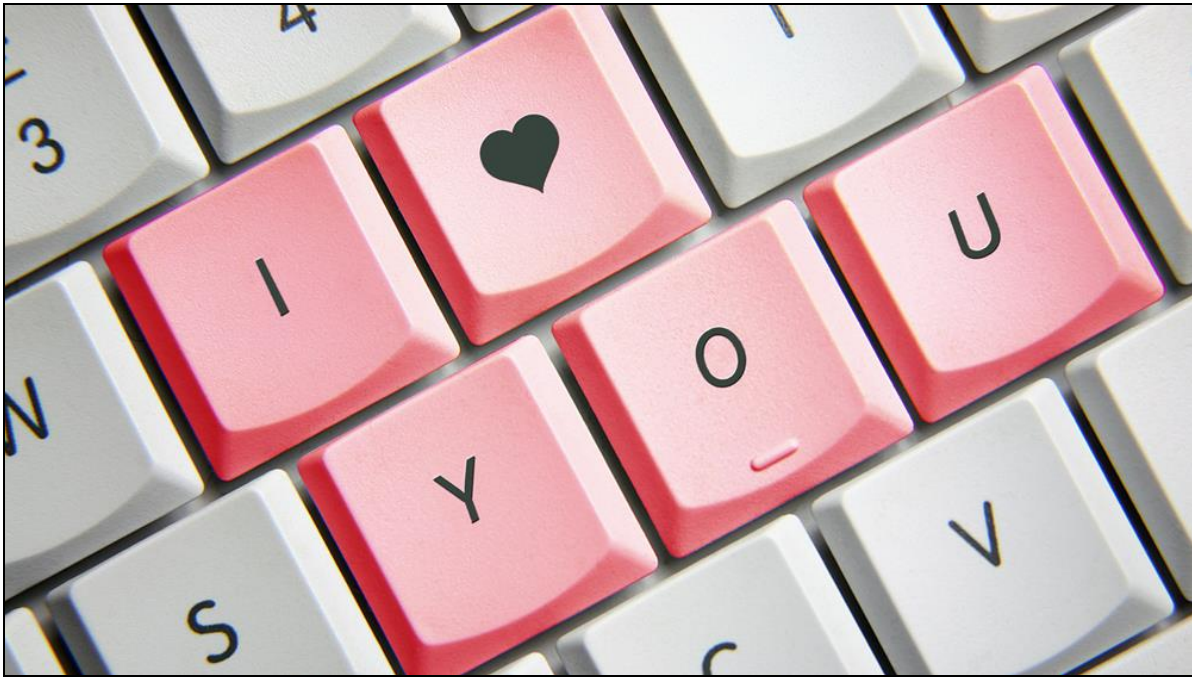
And he doesn't like messy.

So, instead of accepting your love, he pushes you away.

You blew it...

All because you told him those 3 little words.

Words that *should* have made him happy.



**You can't make a man feel loved by telling him how *you* feel.**

You're just giving him words. They enter his ears but don't reach his heart.

And what he feels *inside* is what counts.

It's not words or gestures but rather a special mixture of feelings that tells you you're loved.

Warmth. Contentment. Happiness.

Feeling accepted for who you are. Feeling special and irreplaceable. Trusting that this person will always have your back.

**If you could find a way to bottle those feelings up and give them to a man, he'd be your slave for life.**

But you can't give him love if he's not willing to accept it.

And what if you've just met one another? Love isn't appropriate if you don't even know if you like each other yet!

It's easier to stick to safe pleasures: going out for drinks, or Netflix and chilling. The pleasures of love are too risky.



Luckily, there's a tool you can use.

You can use it from the moment you meet a man.

It never loses its effectiveness. It won't sabotage you.

And it will help him fall in love with you faster than the wittiest banter or sexiest dress.

It's *the 3 A's*.

By the way, what you're reading now is just a sample of the life-changing insights you can get in my full program, ***The Pleasure Principle***.

If at any time you want to download the full book you can grab your copy by [clicking this link](#).

### The 3 A's in Action

Dana was a master of the 3 A's.

She didn't even realize it. She did it naturally.

Every time she was willing to catch a man's eye and smile at him in a friendly, uncomplicated way, she was winning hearts.

Dana was the type of person who found everyone interesting.

She asked the greatest questions. She knew how to sit back and listen.

She gave you the kind of attention that made you feel like you were the only person in the room.

You always felt as if your thoughts and feelings mattered to her.

She never pulled back if you said something she didn't like. She was willing to consider your point of view, even if it didn't match hers.

She poured attention, affection, and acceptance on everyone she met. Everyone became her friend. Young or old, male or female, married or single.

People felt *loved* around her.

They wouldn't have described it that way, of course. It was just a really great feeling.

If you've ever been around anyone like Dana, you know how that is.

When someone is listening to you carefully, smiling at appropriate moments, and radiating warmth, you relax into the conversation.

You lose your self-consciousness. You start to shine.

It's incredibly flattering. You bask in the feeling of being heard, appreciated, and enjoyed.

***Attention, affection and acceptance make people feel awesome.***

They produce the same good feelings we associated with being loved.

Even just giving someone your undivided attention can make a huge difference.

We all know that children associate attention with love, but we don't always realize that adults do, too.

## Rate Yourself



When you talk with someone, do you look into their eyes?

Do you pay attention to what they're saying? Or are you busy reacting or planning your response in your mind?

Do you feel as if you have to give your own opinion, or do you ask follow-up questions?

Maybe you could be better at listening, but you *are* affectionate.

You smile warmly at the people you encounter during your day. You're the queen of back rubs. You genuinely enjoy people.

Or maybe you're reserved, but you do accept other people for who they are.

You don't judge or shame people. You have a diverse group of friends. You try to be as inclusive as you can. Your friends know they can come to you with anything.

Each trait alone is powerful, but put them all together?

**That's love in a bottle.**

## **“Love Is All Around”**

When I asked Dana how she learned to make people feel so good, she told me that she hadn't always been like that.

“When I was in my 20s,” she confessed, “I was so self-conscious. I thought everyone was paying attention to me and judging me. I didn't think men would have the slightest interest in me. I probably missed a lot of nice guys who were giving me the right signals, you know?”

I smiled, thinking of the way she'd just made eye contact with a stranger. She didn't have that problem anymore!

She continued, “I wanted to be the cool, hip girl who didn't need anyone. That's how I'd attract all the cool, hip guys. I had it all figured out. But it wasn't honest. I wanted to pretend I didn't need guys ... so I could get guys. I was being someone I wasn't.”

“Sounds familiar!” I agreed. “Anything to be popular.”

She nodded. “So what I did was realize that love comes from everywhere. Not just guys. If a relationship happened, great. But in the meantime there were a lot of lovely people around me. It wasn't fair to treat their love as if it were worth less than some random guy's love.”

She smiled. “So I love a lot more now. I love my friends. I love where I live. I love my dog. I feel loved, and I look for things to love. And I find them!”

Dana had happened on an incredible insight:

**Love isn't so scary when it's something you share often.**



## You Don't Need Permission to Love



We all know that guys can react really badly to an offer of love.

They've got a lot of messy thoughts and beliefs around it.

They're cautious about accepting something that may have strings attached.

But a guy won't be as freaked out by your love when he sees you loving your friends and pets and random strangers, too.

It's part of your personality.

It's not something special you're doing for him, in the hope he'll love you back.

It's a benefit that *everyone* who comes into your life enjoys.

Once he sees this, he can relax and bask in your attention, affection and acceptance, knowing that you don't want anything else from him.

Unlike your friends, though...

The pleasure he feels in your company does something else to him.

*It stirs something inside.*

**Warmth, affection, and attention are feelings he associates with relationships.**

They're feelings he associates with being loved!

That confuses him. You're giving him love, even though he didn't "earn" it by asking you out?

So he concludes the only thing he can conclude under the situation:

*He must be falling for you.*

Try it.

Just don't be surprised by the reaction you get!

**It's Not About You – It's About Him**

Thinking about Dana's story, I realized that most of us have it wrong.

We focus on what *he's* thinking of *us*.

We focus on our performance: looking attractive for him, saying the right things, coming across as desirable and interesting.

He's used to that. Women try that tactic on him all the time.

But what he's not used to is being accepted.

He's not used to women paying genuine attention to him.

He's only used to women paying attention to him when they want something from him, i.e., a relationship.

He's used to being judged by women based on whether he's boyfriend material.

He's used to getting the cold shoulder when a woman isn't interested.

That's why he likes women who are "just one of the boys" so much. They don't play games, and they're not performing.

But he doesn't want to date one of the boys. He wants to date a woman.

A woman who gets him.

A woman who knows that everyone has a little bad mixed with the good.

A woman who isn't afraid of a little affection.

Are you up to the challenge?



### Putting the 3 A's into Practice

The 3 A's can completely transform how you interact with other people.

You may find yourself taking on more of a leadership role at work. Being noticed more. Being asked to more functions.

You may also find yourself enjoying those interactions more. Nothing feels better than knowing you made someone's day.

So start practicing today.

Practice with work colleagues, friends and family members.

It may take time for your new perspective to become automatic.

The more you apply the 3 A's effortlessly, without thinking about what you're doing, the more successful you'll be.

Here are 3 tips on how to start.

### 1. Pay more attention.

When someone talks to you, don't think about what you'll say next. Pay attention. Ask questions.

Be willing to sit in silence, mulling over what they've said.

Notice whether you're making eye contact.

See if you can read the subtle messages of their body language.

Don't worry about contributing anything. Just focus on becoming a better listener.

### 2. Show more affection.

If you're not demonstrative with your feelings, showing affection can feel awkward.

But being openly affectionate is one of the quickest shortcuts to a man's heart.

Start simple by saying "thank you" more often.

Let your friends and family know how much you appreciate them and the things they do for you. Gratitude is one of the easiest ways to show affection.

Look at your body language.

Do you hold back, or are you physically affectionate?

Being physically affectionate can be as non-threatening as touching someone's arm, rubbing a friend's back, or relaxing into a hug.

Notice how far away you stand from someone you're talking to. See if you can close that gap a little.

Make "love" part of your everyday vocabulary. Talk about the things you love or the people you love.

Get used to saying the word until there's no awkwardness attached to it.

### 3. Give more acceptance.

Notice when judgmental thoughts cross your mind.

We often judge people as a way of making ourselves feel better. We might get into a habit of being sarcastic or gossiping.

But those tactics create a wedge between you and others.

If he hears you judging someone—even if he agrees with you—he realizes that you could just as easily judge him.

And nothing makes a man pricklier than being judged.

Although you could dismiss it as male pride, a man's sensitivity to criticism is a result of life experience.

Men often feel as if women are evaluating them.

They feel judged based on how they look, whether they're single or married, and whether they make enough money. They believe that women just care about whether they're boyfriend material.

So it's a breath of fresh air for a man to meet a woman who's not interested in summing him up.

She doesn't look at his hand to see if he's wearing a ring.

She doesn't ask leading questions about where he works or what kind of car he drives.

She's willing to simply sit and let him reveal himself to her in his own good time.

**Less pressure, more pleasure.**



## Pleasure is a 2-Way Street

But what about you?

We've been talking a lot about *his* pleasure.

What about *your* pleasure?

That question is at the crux of **The Pleasure Principle**.

If you are so focused on pleasing him that you block his every attempt to return the favor, you'll short-circuit your budding relationship.

**Pleasure needs a *giver* and a *receiver*.**

In the happiest relationships, those roles switch frequently.

You give him pleasure, and he receives it with gratitude.

He gives you pleasure, and you receive it with gratitude.

He might not be as good with the 3 A's as you are—men who've mastered attention, affection and acceptance are *dangerously* irresistible—but he can offer pleasure in other ways.

Men feel most confident giving a woman sensual pleasures. Dining out, fragrant flowers, or concert tickets are guaranteed hits.

But there are other ways to make a woman smile.

He may try to make you laugh, or introduce you to something new, or wear his best shirt for you. Your visible enjoyment gives him the confidence to continue.

When a man gives to a woman, he pays attention to how she responds. *Her* pleasure gives *him* pleasure.

If she deflects his gifts, he assumes she's not interested.

How do *you* respond when a man tries to make you smile, give you a compliment, or do something nice for you?

## Are You Better at Giving Pleasure or Receiving It?

Pleasure is a complicated subject for most of us.

We feel guilty if we enjoy ourselves too much. We worry we'll have to pay for it later.

We wonder if there are any unspoken expectations attached.

We're not sure how to respond.

Respond too enthusiastically, and you scare him off. Fail to respond enthusiastically enough, and you let him down.

No wonder we'd rather give than receive. It's less complicated.

But here's why you shouldn't give up:

**Mastering the art of receiving pleasure from a man catapults you beyond most women he's ever known.**

Why do some men stay with selfish women who twine them around their little finger?

Because making her happy gives him such a high.

He gets more pleasure out of her pleasure than his own.

But most of us can't do that.

We don't want to be selfish. We worry about inconveniencing him or not doing enough in return.

We tell him, *"You didn't have to do that,"* or *"You shouldn't have,"* or *"I appreciate the gesture, but..."*

**That cuts off the flow of pleasure.**

If you're going to give pleasure to man, you have to be willing to receive it.

*And* you have to stop keeping score.

Pleasure isn't something to hoard and dole out in equal measures.

The more pleasure you receive, the more you have to give.

So give attention, affection, and acceptance to those around you ... but receive what they have to give you, too.

**Honor their gifts in the same way you'd hope they'd honor yours.**

### **More Pleasure = More Fun**

So the mystery is solved.

How do you make a man fall in love with you?

**You load up on the pleasure.**

You enjoy yourself.

You respond to his gifts with genuine enjoyment.

You bestow equally valuable gifts on him, those of attention, affection, and acceptance.

That's the *hedonistic theory of attraction*, and it works every time.

As Cyndi Lauper sang, "*Girls just want to have fun.*" Guys do, too!

And the most fun of all is the pleasure of connection.

**Want to activate the rest of the relationship benefits  
you can get with the Pleasure Principle?**

Great! Because I have a lot more to share with you.

My full program teaches you how to **follow your pleasure to a life of love and happiness.**

You'll discover your **Inner Bad Girl**, your "alter ego" who knows your secret desires and is daring enough to go after them.

You'll learn how to **map out your own unique Pleasure Profile** and put it to use right away.

You will learn **how pleasure creates chemistry in your relationships** and keeps love strong when things get rocky.

You will have the opportunity to **practice and integrate what you've learned** through exercises, quizzes, and social media challenges...

With the expectation that **this is just the beginning of your BRILLIANT new pleasure-filled life.**

**[Click here](#)** to get the full course and unleash the full power of The Pleasure Principle in your life and relationships!



## About the Author



Amy Waterman, M.A., is the host of **Your Brilliance**.

Her advice has been featured in over a dozen ebooks and online courses.

She's been writing for women since 2005 on topics such as health, beauty, anti-aging, dating and relationships.

Her flagship course **The Pleasure Principle** shows women how to unleash their #InnerBadGirl and follow their pleasure towards more health, happiness, and love.



- **Want to join the Pleasure Revolution?** You are invited to join Amy's posse of #BrilliantBabes. Discover how to harness your pleasure to attract SO many good things into your life. **Grab your free ticket and join the movement.**

On **Your Brilliance TV** Amy shares personal advice and brings in top experts in women's health, wellness, careers and more to talk about important issues affecting women today.

Her courses include:

- **Effortlessly Likable: The Simple Steps to Unlock Your Natural Charisma**
- **Unleash Your Pleasure Power: Turn Intimacy from 'Meh' to Mindblowing**
- **The Pleasure Diet: The Last 'Diet' You'll Ever Need.**