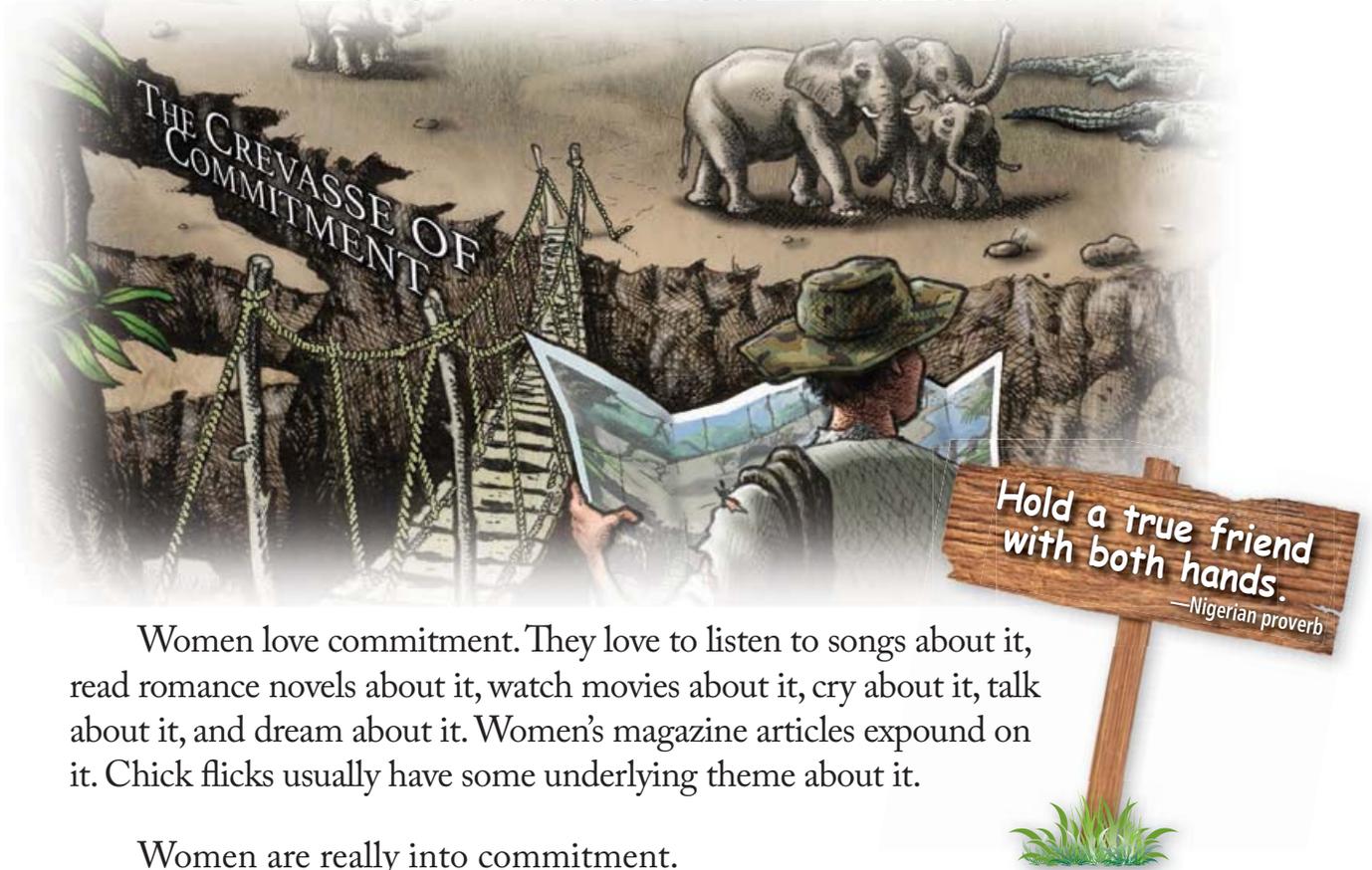


Chapter 2

The Crevasse of Commitment



Women love commitment. They love to listen to songs about it, read romance novels about it, watch movies about it, cry about it, talk about it, and dream about it. Women's magazine articles expound on it. Chick flicks usually have some underlying theme about it.

Women are really into commitment.

What is this thing women love so much? I looked up the definition of commitment in Webster's Dictionary and the first definition reads:

Commitment: An official consignment of a person to a prison or an institution for the mentally ill.

Oooh! Maybe that's not the kind of commitment women have in mind. Let me try again. Webster's second definition gets closer:

Commitment: A financial liability undertaken.

That too falls short of what women are really looking for in commitment. How about this:

Commitment: A pledge or a promise.

Now we've hit a responsive chord. But if you reverse the order and attach these definitions to a family chronology, it all makes sense:

I got married "A pledge or a promise"

I got kids "A financial liability undertaken"

I've got teenagers. . . . "An official consignment of a person to a prison or an institution for the mentally ill"

What is this "commitment" that women crave?

A woman wants to feel that she is number one in a man's life and that he is faithful to her and devoted to her no matter what.

When you live this way, you're speaking a woman's language. Whether it is standing up to a mother-in-law, an insensitive boss, a pushy landlord—she needs to know you will go to bat for her, and go to bat *to win*. She needs to feel special, valued and cherished—as though there is no other woman quite like her in your eyes. This touches the deepest recesses of her heart.

Welcome to ground zero.

For women, commitment is not optional—it's essential. Commitment opens the door to *intimacy—the deepest desire of a woman*. That feeling of being emotionally close, special, and safe. Now, when men think of intimacy, they may think of ESPN SportsCenter on Monday morning, hunting season, sex, or a NASCAR race and a hot dog. Most women spell intimacy differently.

Intimacy = "Into-Me-You-See"