

the

CANCER MANUAL

DRIVE HIM WILD WITH DESIRE

Zara Madden

The Cancer Manual

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INTRODUCTION

Hey there! First of all, I want to congratulate you on getting your hands on something that I've poured *countless* hours and time into, and needless to say, I'm pretty proud of.

I'm super stoked that you have chosen to embark on this journey with me. I have walked many women just like yourself, in similar situations through the exact steps that I am about you to also walk you through, and have seen amazing results over and over again.

Regardless of body type, age, or relationship history, every woman has the capability to captivate and entrance the Cancer man, just so long as they understand the psychology that powers him.

I don't care if you are a single 18-year-old or a 55-year-old who has been divorced three times. It doesn't matter what your body type or relationship history is. Literally none of this matters.

Because what you are about to learn in this manual will allow you to tap into a Cancer man's needs and desires in such deep and powerful way that it goes far beyond mere looks.

I have seen the techniques that you are about to learn, be successfully used by so many women from all over the world, of all ages and body types, so I'm certain that they can work for you too.

For years now I have been studying deeply the world of astrology and relationships and the intricate link between the two, and publishing my findings online.

I was quite frankly, sick and tired of seeing the same boring and generic horoscopes being posted online, and wanted to show people how a true, deep-dive astrological understanding could be used for so much more than just generic advice.

And in particular, I wanted to show women how these insights could be used to dramatically improve their relationships. Which is exactly what I intend to do in this very guide that you have in your possession right here.

So sit back, relax and get ready to learn everything that I know about attracting the Cancer man once and for all 😊

Zara Madden

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CHAPTER 1

THE POWER OF THE CANCER MAN'S SAVIOR INSTINCT

You wouldn't believe how many times I get women coming to me who have their sights set firmly on a Cancer guy but have been pursuing him in *all* the wrong ways.

They often come to me confused and upset, telling me about how the Cancer man is flipping from hot to cold at a moment's notice. They suddenly find themselves with a guy who is becoming more and more distant every day and can't seem to figure out where they went wrong along the way.

Then when I enquire about what they have tried so far, and begin to listen to their story, I almost *always* discover that the problem is exactly the same.

So often, as women, our first instinct when it comes to men, is to try to cater to their needs and please them.

But the truth about Cancer men, is putting too much focus on trying to cater to him, can *actually* lead to the exact opposite of what you are hoping for.

Because, although it might seem counterintuitive at first glance, what I've discovered after studying these men for years is this.

Every Cancer man has a deep-seated *primal* need that they crave more than anything else. More than money, status, love and yes, even more than sex.

In fact it's so powerful that it's practically the driving force behind *everything* that they think and do, all the way from the time that they wake up, right through to the time that they go to sleep.

And what I've discovered is that the absolute *best* way to instill an intense desire within these men, the type that leads to long-lasting attraction, is to tap into this very instinct, which is something that I've come to call his *Savior Instinct*.

The *Savior Instinct* is his urge to be a hero and a protector in the lives of those he loves. And this instinct is so deeply ingrained in his psyche that women who are able to trigger it, are exponentially more likely to have thriving and successful relationships these men.

On the other hand, if a Cancer guy does *not* feel like a woman is able to scratch this itch for him, he will almost always eventually start to feel disconnected from his partner. This can lead to feelings of frustration, resentment, and ultimately, a breakdown in the relationship.

Therefore, it is *essential* for women who are courting the Cancer man to understand the importance of the *Savior Instinct* and to find ways to tap into it.

You see, the last thing that Cancer guys want is a docile woman who submissively agrees to his every whim, waiting on him hand and foot. In fact, doing so is the fastest way to send him running a mile in the opposite direction.

Instead, you need to bring the focus on to your own needs and give him the opportunity to cater to *you*. Because it's only when you give him the opportunity to *unleash* his inner savior and take on the role of the hero and protector.

Let me give you an example of what I'm talking about.

Some time back, I was approached by a woman named Alice, who had recently been through a pretty messy breakup with her man. She had reached out to me on Facebook with a frantic message pleading with me to help her.

She told me that she had been dating this guy for a few months and during that time had felt like they had really hit things off.

He would take her out to fancy dinners, they would talk on the phone for hours and she was *sure* that they only had good things in store for their future.

But then out of nowhere, his attitude suddenly changed. He became distant and emotionally unavailable. She couldn't figure out for the life of her what she had done wrong.

She went from staying up late talking with him until the early hours of the morning to barely being able to get a text message response that was more than a few words long, and only after hours of waiting.

Then one day, he texted her out of the blue simply stating "*I don't think this is going to work*".

She was devastated.

But determined to try to help, I began to ask her question after question about the events that lead up to this moment. I wanted to know every detail about the dynamic in their relationship.

And sure enough, I discovered that there was something extremely important lacking. You see, rather than tapping into his *Savior Instinct*, she had actually been doing the complete opposite.

She had been working so hard on trying to cater to *his* needs, that she had neglected to reveal her *own* needs and had been depriving him of the opportunity to play the hero.

So, I came up with an idea. I would craft an extremely simple, but deliberate fourteen-word text message that was designed to tap into his *Savior Instinct* in a very subtle, but powerful way.

But before I reveal exactly what this message was, I need to first explain something, because it will make *all* the difference when it comes to how effectively you are able to implement the techniques that I am about to teach you throughout this program.

You see, some women, after having learned about Alice's story and how I helped to mend her relationship, will try to copy and paste this message word-for-word to their Cancer man, expecting *exactly* the same results.

But I strongly encourage you not to do this.

Because whilst the message that she sent turned out to be extremely effective, it was deliberately chosen for *her* specific situation.

Instead, before you go sending your Cancer man any spontaneous messages, you should read through this whole program first because throughout it you will get a much better understanding of all of the many ways that you can tap into this instinct.

This will not only help you to understand exactly how all of the pieces fit together, but will allow you to pick the perfect approach to use in your own personal situation.

I really want you to have success with this and doing things this way will help to ensure that you get the absolute *best* results possible.

Throughout this program, I'll be revealing dozens of powerful techniques that you can use, as well as detailed information on how they all work, so make sure that you take everything in before focusing *too* much on this one specific example.

What's more, this particular text wasn't the *only* message that Alice sent to her man to get him back (although it *was* the initial catalyst that got him talking to her again).

This was a multi-step process and later in the program I'll be revealing in detail, all of the steps that are involved to go from "*this just isn't working out*" to a devoted and committed relationship.

So now that that disclaimer is out of the way. Just what was the message that I told Alice to send that night?

The simple fourteen words were as follows:

"I could really use your advice on something if you have a free moment?"

It was a very innocent and innocuous sounding text, and to be honest, Alice couldn't see what the big deal about this message was at the time.

But having tried everything without success, she agreed to send it.

And sure enough, after he had been blowing her off for the last week, he replied to her messages just a few minutes later:

"Sure, what's the problem?" he responded.

Alice was *flabbergasted*.

How did such a simple message manage to get a response whilst all of her previous attempts had felt like trying to get blood out of a stone, just to get a response?

First of all, it worked because it didn't apply any pressure on him or present him with any kind of ultimatum. In fact, it had nothing to do with the relationship at *all*.

So often when women are in this situation, they will bombard the Cancer man with questions like "*do you not love me anymore?*" or "*I miss you, is there any chance we could give it another shot?*".

But doing so, will only put him on the defence, making him come up with more reasons in his mind, as to why the two of you can't work together.

Asking him a question like this though, which is totally unrelated to the relationship, acts as a kind of psychological shortcut, that bypasses his objections and doesn't put him into defensive mode.

Second, it ignited his curiosity. By leaving the question open ended and not fully revealing all the details, it created a powerful sense of curiosity in his mind and left him desperate to know the full story.

Rather than having that nagging feeling of uncertainty in his mind, where he would be wondering about it all day, it was far more comforting for him to respond and engage so that he could get the full story.

But third, and most importantly of all, it tapped into his hidden *Savior Instinct*, in a very subtle but effective way, which put him straight into "*protect and serve*" mode.

Asking him for advice in this way, sends him a subconscious signal to him that there is a "*damsel in distress*" who needs his help, making him instinctively want to step up to "*save the day*".

It also signals to him that you value and appreciate his advice and see him as someone who is worthy of looking up to. This in turn will further cement his feelings of being valuable and needed, which will only help to re-enforce positive feelings towards you.

In fact, that one initial message was so effective, that from there she was then able to transition it into a phone call, and then into an in person catch up, and then eventually into a full-blown re-unification where they grew closer together than they had ever been before.

And we'll be getting *much* deeper into exactly how she was able to this, along with so many more ways that you can trigger this powerful instinct in the Cancer man all throughout this program (as well as so much more!).

But for now, just know that tapping into a Cancer man's *Savior Instinct* really is the key to bring out the loyal and devoted lover that lays inside of every one of these men.



CHAPTER 2

WHY HE LOVES WOMEN WHO UNDERSTAND THIS INSTINCT

Often, when I teach women about the Cancer man's savior instinct for the first time and then show them how they can tap into it, they come back to me after taking on board my advice, and say something like *"Zara, that was unbelievable, but how in the world did that work so well?"*.

It's often surprising to these women that this whole time, these men had such a powerful and deeply rooted desire that they had no idea about. And what's even more shocking, is when they discover just how much of a dramatic difference it would make in their Cancer man when they simply acknowledge and feed into this deep-seated desire.

And I get it, when I first stumbled across this too for the first time, I initially thought perhaps it was just a fluke or that I was reading too much into things. *"Sure, it worked in a couple of Cancer guys, but it can't be the case for all Cancer men, right?"*

But over time, as I began to study more and more cases involving these men, I discovered that it wasn't just a one-off.

In fact, far from it.

Because what I discovered is that in *every* single case where I coached a woman who was dealing with a Cancer man, her ability to tap into this

desire was the single biggest predictor of how successful they would go onto be as a couple.

Conversely, if a Cancer man's savior instinct was *not* satisfied, it would almost *always* lead to feelings of inadequacy, frustration, and even resentment. When left unfulfilled this drive can create a disconnect between the two of you and I've seen it contribute to *many* relationship breakdowns.

But why exactly is the Cancer man so irresistibly drawn to women who can scratch this itch for them?

It validates his masculinity and identity as a leader.

One of the key reasons Cancer men are so attracted to women who can tap into their savior instinct is the validation of their masculinity. When a woman recognizes and appreciates these qualities in him, it reinforces his sense of self-worth and validates his role as a partner.

It fuels his desire to feel needed and irreplaceable.

The savior instinct is deeply tied to a Cancer man's desire to feel needed and valued in a relationship. When a woman taps into this instinct, it creates a sense of purpose and belonging for him. This feeling of being needed and appreciated fosters a strong emotional connection, which is essential for a lasting relationship.

It works to strengthen his emotional connection with you.

Women who trigger his savior instinct are able to create a much deeper emotional connections with the Cancer man. By making him feel appreciated and needed, you can build stronger bonds and enhance the overall quality of the relationship.

It releases powerful hormones and endorphins within his brain.

Moreover, this savior instinct is also linked to the release of hormones such as oxytocin, dopamine, and serotonin within the Cancer man, which are associated with feelings of reward, satisfaction, and bonding. As a result, when he is able to have this need fulfilled, he will experience a deep sense of fulfillment and connection with you.



CHAPTER 3

HOW TO FLIP ON HIS SAVIOR INSTINCT LIKE A SWITCH

Now that you understand the importance of triggering the Savior Instinct, it's time to get into some of the ways that you begin to tap into this instinct in a way that will drive him *wild* with desire.

The good news is this instinct actually isn't hard to trigger either. In fact, once you know how to do it, you'll be able to flip on his "Savior Instinct" like a switch, at a moment's notice.

And whilst this course is *full* of powerful ways that you can achieve this, in this chapter, I want to start by giving you some really quick and easy ways that you can begin to tap into this instinct right away.

These secret triggers are all extremely subtle but *crazy* effective. They can be used in a way that comes across as very natural, making them *super* easy to integrate into your conversations, without them having to feel "*forced*".

And whether you're looking to create an initial sense of attraction, develop an existing relationship to the next level, or mend a broken relationship that has been on the rocks, these triggers can be used in pretty much *any* situation.

So without further ado, *lets get started*.

1. Ask him for his advice.

When you ask a Cancer man for his advice on something, it shows him that you value his opinion highly and gives him an opportunity to play the “hero” in a small way.

Even if the advice that you are seeking is about something pretty minor, it will subconsciously make him feel important and relied upon, in a way that triggers his inner savior instinct.

For example, if you’ve just met a Cancer guy at your workplace who you would like to get to know better, you could ask him something like:

“Any chance I could ask you a few questions about how things work around here? You seem to know what you are doing. 😊”

Not only will he be intensely flattered that you chose to come to him over everyone else but it gives you the *perfect* excuse to spend some more time with him.

Or if you’ve got a date coming up with Mr. Cancer, you could text him something like:



“Red or black? Trying to pick an outfit for dinner tomorrow!”

(As a bonus this one also gives you the perfect excuse to show off a cute selfie!)

Asking him for advice related to his hobbies is also an extremely effective way to not only trigger his savior instinct but to get him talking about something that he is passionate about.

If he’s a massive bookworm, ask him something like:

“I’ve been looking for a new book to get stuck into. Do you have any authors that you think I might like?”

Obviously, these can be customized and made to suit just about any situation but the key point is this: asking him for simple pieces of advice is an extremely good way to subtly trigger his savior instinct whilst stroking his ego at the same time.

For extra points, you can also follow this up with a compliment:

“Thanks, you always have the best advice! 😊”

Trust me, this will make him *purr* like a kitten.

2. Ask him for his help with something.

In today's increasingly egalitarian society, the idea of asking for help from a man might seem like an antiquated concept. But when it comes to the Cancer man's psyche, it's an extremely effective way to trigger his savior instinct.

When he is asked to assist with something, he is given the opportunity to demonstrate his ability to protect and provide, which in turn satisfies this heroic drive, making him feel like a strong and valued man. Moreover, when these men feel needed, it leads to increased self-esteem, confidence, and overall happiness.

Asking for help also fosters a sense of partnership between the two of you and gets him to view you as a *"team"*, even if you're not yet in a committed relationship. Over time, this can also lead to a stronger emotional connection.

This works even if you're just asking for something extremely simple:

“Could you help me open this jar, it's stuck!”

“Okay you can't laugh... but there is a MASSIVE spider in my sink and it's freaking me out. Could you help a girl out? 😱”

But don't be afraid to ask him for help with bigger tasks too. Sometimes the bigger the job, the more it will play into his desire to *"save the day"*:

“Help! My car just started making this really odd sound. Could you take a look for me? 😊”

“I'm moving into a new place next weekend but some of these boxes are way too heavy for me. Any chance I bought borrow your muscles for a few hours? 🙏”

(Notice that this last one also gives you the chance to throw in a flirty compliment about his physique!)

Just be sure to pick a time when he is relaxed and not under a busy workload. This will increase the likelihood of a positive response and allow him to feel more comfortable stepping into his hero role.

3. Compliment him on his abilities.

It's no secret that Cancer men are proud creatures with rather healthy egos. And by complimenting him on his strengths we can not only stroke his ego in a big way, but can tap into his savior instinct at the same time.

The key is to make sure that your compliments are well thought-out and based on his *actual* strengths and achievements, as opposed to just vague and generic flattery.

For example, if he's really good at leading, then next time you see him work his magic, tell him:

“Wow, you really know how to make things happen, it's seriously impressive.”

Or if he's an athlete telling you about a marathon he has ran, tell him:

“It must take so much mental strength to be able to do that, it's seriously so attractive.”

Perhaps he is able to really make you laugh, in which case tell him:

“You're actually hysterical, nobody cracks me up like you do. 😊”

When you pay attention to his strengths and give him just the right compliment, he will be so flattered that he will practically be on cloud nine!

4. Let him know that he makes you feel safe when you are around him.

Few things will trigger a Cancer man's savior instinct quite like a woman that can make him feel like a protector.

So be sure to tell him just how safe that he makes you feel when he is around, because it will instantly make him feel heroic, strong and manly in a way that will instill a sense of desire within him.

Try telling him something like:

“I feel so safe and protected when I'm with you. It's seriously such a big turn-on 😊”

“I love how I know that you've always got my back.”

“You make me feel like nothing bad could ever happen to me.”

Letting him know that you trust him and feel comfortable in his presence will affirm his role as a protector and tap into his savior instinct in a powerful way.

You'll be surprised at just how much this can help to create a stronger and deeper bond between the two of you and it will make him want to look out for you even more.

5. Be vulnerable and allow him to take care of you.

Often, I talk to women who are dating a Cancer guy but are afraid to be vulnerable and let their guard down around him, for fear that he sees them as weak.

But what these women don't realize, is showing vulnerability is *actually* an extremely effective way to trigger a Cancer man's savior instinct and helps to strengthen your bond immeasurably.

So whatever is going on in your life, don't be afraid to let him in on it.

Whether it's your work life that's stressing you out, a family issues that is weighing on your mind or a concern that you have about the future, whatever it is, just pick an appropriate time and then tell him how you are feeling.

You might come to him and say something like:

“I'm feeling unfulfilled in my job and I don't know what my next step should be.”

“This situation with my parents is overwhelming me and I'm not sure what to do about it.”

“Sometimes I feel like no matter how much I succeed, that I still suffer from a sense of imposter syndrome.”

When these men see you being vulnerable, they naturally want to step in and provide support. And as a result, this creates a deeper sense of intimacy and trust.

It's important to note that showing vulnerability does *not* mean that you are being weak or helpless. It simply means being open and honest about your thoughts and feelings, and allowing him to see the real you.

6. Be his biggest cheerleader.

Cancer men are highly ambitious and driven beings and they absolutely *love* it when a woman notices this side of them and appreciates them for it.

When you show him just how much you admire his determination and go-getting nature, you'll trigger his savior instinct in way that fills him with confidence and self-belief.

If he recently got a promotion at work, try telling him something like:

“I can't stop bragging about your promotion to my friends, I'm so proud of you!”

He might try to play it cool but I promise you, deep down he'll be blushing like *crazy* and feeling a certain kind of way about you.

Show him that you can be his biggest cheerleader and encourage him at every step of the way as he moves ahead on his quest to conquer the world.

When he hits a roadblock, remind him of just how much you believe in him:

“You've got this babe. If anyone can do it, it's you.”

And you will make him feel so good about himself that he'll always want to have you by his side as his teammate.

He'll also start to see the potential that you two really could have for being a “*power couple*” who could accomplish anything together.

7. Show appreciation and admiration.

When the Cancer man has done something that you appreciate, sing his praises and let him know - because it will mean a LOT to him.

Even if it's just for something small.

If he goes out of his way to make you a home cooked dinner one night, then make sure he knows how much you enjoyed it:

“Thanks for cooking dinner last night. I had no idea you had such skills in the kitchen.”

If he sends a bouquet of flowers to your workplace, tell him:

“I'm still smiling over the flowers you sent me yesterday and have shown them off to all the girls at work.”

Or if he does you a favor at last minutes notice, let him know:

“Thanks for the ride yesterday. You really saved me from having to walk through that shower storm.”

Not only does this provide the type of positive re-enforcement that encourages him to continue making an effort, but it will make him feel like is needed in a way that he will find incredibly satisfying.



CHAPTER 4

THE "INSTANT ATTRACTION" TRIGGER

Picture this. You've just met a Cancer guy that you really like who seems to have a certain, something, about him. You try to stir up a conversation and think of something to say, but all you seem to be able to muster up is a simple *"hi, how's it going?"*.

You talk for a few moments asking each other seemingly generic questions in the hopes that one of you will escalate the conversation into something more exciting and passion filled. But alas, after a couple of minutes the chit chat inevitably fizzles out.

It happens to a lot of women that I talk to. And if you can't get some passion going in your conversations with the Cancer guy, then he'll likely come to the conclusion that the two of you don't have any chemistry together.

But the *"Instant Attraction"* triggers that I'm about to teach you in this chapter will help you to get around this problem once and for all. Because they are specifically designed to get him talking passionately and enthusiastically in a way where the conversation just seems to *flow* and he never wants to end it.

These triggers work by igniting his imagination by asking him questions about the future that will both intrigue and fascinate him. At the same time, they also subconsciously plant ideas in his mind about how fun and exciting it could be to get to know you on a deeper level.

For example, here are some “*Instant Attraction*” questions that you can ask the Cancer man to instantly spark his curiosity:

“If you could live anywhere, where would it be and why?”

“If money was no object, what would you do with your life?”

“What's something you've always wanted to try but haven't had the opportunity to do yet?”

You want your questions to be open-ended enough that he can take them in any direction that he likes. They should also be imaginative and the type of questions that he hasn't been asked a million times before.

By asking open-ended and imaginative questions, it not only provokes a conversation that's much more engaging, but it will also make him see *you* as more interesting for having asked the question in the first place.

And the icing on the cake? You can then subtly inject yourself into his answers, to get him envisioning a fun and exciting future in which you are a central part of.

For example, if he tells you that he's always dreamed of living in Costa Rica, you could reply:

“Oh yeah, I can see the appeal. We could drink coconuts all day!”

If he tells you that if money were no issue, he'd quit his job to pursue a career in music, tell him:

“Sounds fun! I'll keep you company on the tour bus when you're famous.”

If he tells you that he has always wanted to try some dancing classes, you could say something like:

“Oh me too! You could be my partner if you don't mind me stealing the limelight off of you with my skills! 😊”

This not only gets stirs up a fun and interesting conversation that he never wants to end, but it gets him thinking about all of the fun and exciting things that the two of you two could do together!



CHAPTER 5

HOW TO TAME A CANCER PLAYER

What should you do if you stumble across a Cancer man who seems far more interested in casual flings than ever settling down? These men may be charming and attractive, but they can leave a trail of broken hearts in their wake.

These men behave this way for a variety of reasons. They may have a fear of commitment and use casual dating as a way to avoid getting too close to anyone. Or he might just be addicted to validation and ego boost that comes from having so multiple partners.

It's important to understand that while these men may seem like they are just looking for a good time, they are often dealing with deeper emotional issues that cause them to act in this way. This is not to excuse their behavior, but it helps to approach the situation with a level of empathy and understanding.

Identifying a Player

Determining whether a Cancer guy is a player can be tricky, as they can be so charming that it can be difficult to get to the truth.

However, there are a few signs to look out for:

- He has a history of short-term relationships.
- He avoids any talk of commitment and always takes a *“let’s just go with the flow”* attitude.

- He love bombs you.
- He never makes plans about the future.
- He sweet talks you but then gaslights you.
- He's extremely active on social media but never mentions you.
- He doesn't respect your boundaries.
- He never introduces you to his friends or family.
- He avoids deep conversations.

If he displays one or more of these symptoms, then you may have a player on your hands.

You should ask yourself the following questions:

- Does he dedicate time to you and the relationship?
- Does he share meaningful moments with you, rather than just engaging in physical intimacy?
- Does he choose to stop dating other women in order to be with you?
- Does he genuinely contemplate a serious relationship with you?

If the answer to any of these is "no" and you suspect he is, in fact, a player, then read on, as we discuss the best way to approach the situation.

Setting Boundaries

One of the most important things that you need to do with a Cancer player is to set *clear* boundaries.

This means establishing what you are and are not comfortable with in the relationship, and putting your foot down if he tries to push things too far.

If he's getting too sexual too quickly then let him know that you don't roll that way:

"As cute as you are, that's a bit too quick for me."

By throwing in a lowkey compliment in this way, it's possible to be playful but firm at the same time.

Many women are afraid to lay down the law for fear of scaring a Cancer guy away. But the truth is, if you just let him have his way all of the time without ever having to commit to anything, then you risk falling into the "*booty call*" category and sabotage all chances at a meaningful relationship.

Communicating Your Expectations

In addition to setting boundaries, it's also important to communicate your expectations with the Cancer man.

This means being clear about the fact that you are not just looking for a “hookup”, but will require a level of commitment if wants to get close to you.

If you've hung out a few times but he still hasn't taken you out on a proper date, try telling him:

“So mister, are you going to ask me out already, or are we just going to ‘go with the flow’ forever?”

It's playful, but it's authoritative and stern at the same time, in a way that says to him “*it's time to get down to business*”.

If he's trying to convince you to come over to his house for some “*netflix and chill*” then just tell him:

“Your place sounds like trouble. You should take me out to dinner instead. 😊”

Again, this message is playful but firm.

It sends the clear message that you are attracted to him, but you aren't just looking for casual sex. It lets him know that he's going to have to step his game up in order to win you over, which is *essential* if you want to tame a Cancer player.

Make yourself a challenge to pursue.

In order to make him commit you will need to distinguish yourself from all the other women in his life.

And the best way to do this, is to put up a challenge and make him invest *serious* time and energy into chasing you.

You want him to employ all his tactics that he has in his arsenal, in an attempt to win you over, because the harder he has to work for it, the more likely he will be to commit.

This happens because of a concept known as the *valuation principle*, which basically means the more effort that he expends on something, the greater the appreciation he will have for the eventual outcome.

So, let him give his all for you and do NOT, under any circumstances, make it effortless for him.

Once a Cancer player feels that he has completely won you over and the challenge is gone, this can lead to him either stringing you along, or to stop seeing you altogether.

Never make it too easy for him or let on just how much you like him, because if he realizes that you are crazy about him, the chances of having a real relationship will diminish.

Don't make him the main priority in your life.

When it comes to dealing with a Cancer player, you need to let him know that he isn't your number one priority in life.

It can be tempting to drop everything at a moment's notice to accept his last-minute invitation to come over.

Perhaps he is exceptional in bed and gives you butterflies in your stomach.

However, be cautious: doing so hands over your power, and he'll know he can have your attention whenever he wants it.

Instead, follow these guidelines:

1. Meet up with him only when it suits you and your schedule (avoid late-night visits to his or your place).
2. Prioritize your passions and hobbies during the day; if you have time afterward, then consider seeing him.
3. Respond to his texts when you have time, rather than immediately.
4. Never cancel your plans just to be with him.

When he senses that he isn't your top priority, it will make him work ten times harder to prove himself to you.

Let him know that he's not the only man that has shown an interest.

A Cancer player is not likely to stop playing the field until he's in a serious relationship with you. But there's something that can help to significantly speed up the process of getting to that point.

Simply continue to hang around other men and drop hints that he is not the only guy who has shown an interest in you.

It may seem odd to tell him about other men that you have been talking to but remember, we are dealing with a player here, so normal rules do not always apply.

By doing this, he will feel compelled to choose between you and his bachelor lifestyle.

Why?

Because in general, a Cancer player will attempt to string you along for as long as possible.

But once you start having out with other men, two things occur:

1. You set yourself apart from all other women, which gives him the impression that you are unique.
2. He realizes that he can't keep stringing you along indefinitely, as those other men are also vying for your attention.

Consequently, the fear of losing you *strikes* him.

And if he genuinely likes you, he will suddenly do *everything* in his power to keep you.

Spend time with him doing "couple" activities.

To make yourself stand out from the other girls in his life, it's essential to do more than just see him at a bar late at night. Instead, you should be focused to trying to do activities with him that normal couples would do, such as going to a birthday party, holding hands while walking across the street, or introducing him to your friends.

You may feel hesitant about introducing him to your friends out of fear that the relationship may not last, but if you don't then he won't be able to get a sense of what it would be like to actually be your boyfriend.

Getting him to do activities that actual couples would do (as opposed to just late-night hookups!) will subconsciously plant the seeds of commitment in his mind, and is a powerful way to make him more open to a relationship.



CHAPTER 6

THE "INNER DECODER" SCRIPT

It's no secret that Cancer men can be tough to read sometimes. They can bottle up many of their deepest thoughts, and half the time they're not even conscious about what it is that *really* makes them happy in life.

This can make it extremely frustrating when you are trying to figure out where his *true* passions lie and what areas of interest you both have in common.

And if you don't know what it is that makes him feel *alive*, then it puts you at risk of never *really* having conversations that go beyond skin deep.

The good news however, is there are some very simple but revealing questions that you can ask your Cancer man, that will allow you to easily uncover all of his deepest passions and desires.

And they work in such a subtle way that he will never feel like you are probing him for information at all. In fact, they will come across as so natural that he'll be oblivious to the fact that you are even fishing for information in the first place.

I've come to call these questions "*Inner Decoder*" questions, and they work by tapping into his past memories to uncover his core values and passions.

They enable you to identify the things that make him the happiest and determine what it is that he *really* wants in life, even if he doesn't say it out loud.

Here are some examples of “*Inner Decoder*” questions:

“What was the best day of your life, and why was it so great?”

“What is your favorite memory from childhood?”

“What is the most meaningful gift you have ever received?”

“What was the last time you were having such a good time that you completely lost track of time?”

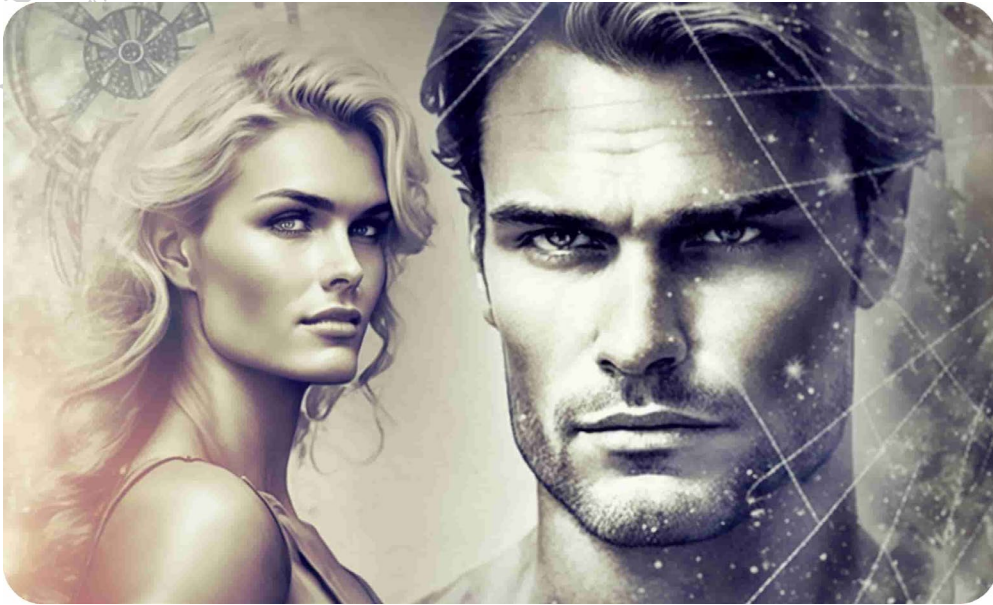
Typically, when you ask him these questions you will get an answer that hints at his core values and passions, whilst also revealing more about *exactly* what it is that he *really* wants.

The more that you dig into his answers, the faster you will begin to find all of the common ground that the two of you share, which you can then tap into to deepen your connection.

For example, if you have a love for travel and he tells you that one of the best moments in his life was when he was backpacking through Spain, then the topic of travel is something the two of you should explore further.

Come up with plans to travel together and discuss the various countries you'd love to visit. Because it's this kind of bonding over shared passions that will *really* strengthen and deepen your connection.

The more that you are able to find the areas of life that make him feel alive, the easier it will be to create an unbreakable bond between the two of you.



CHAPTER 7

HOW TO PULL A CANCER GUY BACK

When a Cancer man starts acting distant, it can be confusing and frustrating. It's natural to want to pull him back in and get things back to the way they were. However, it's important to approach the situation with a level head and not let emotions take over. There are several reasons why a Cancer guy might act distant, and understanding these reasons can help in figuring out the best way to pull him back in.

Some of the most common reasons a Cancer guy will suddenly act distant include:

- He might act distant because he is dealing with stress or other personal issues. This can cause him to withdraw and become less communicative. In this situation, it's important to give him space and not force him to talk (which can *actually* push him further away!). However, it's also important to let him know that you are there for him and support him.
- Another reason why he might act distant is because he is unsure about the relationship. He might be feeling uncertain about his feelings or about the future of the relationship. In this situation, it's important to have an open and honest conversation about where things stand. It's also important to avoid pressuring him or making him feel guilty for his feelings.
- He may be acting this way because he is uncertain about his emotions and isn't quite sure about how he really feels. He may

recognize that he is feeling differently, but hasn't yet figured out the cause or how to articulate it. In these cases, he needs some time to sort out his thoughts.

- There's something weighing on his mind but he doesn't know how to bring it up. He may be avoiding the discussion altogether because he is worried about it leading to problems or even an argument with you. He could be attempting to determine the best way to communicate with you.
- He might just need some space. It's important to remember that Cancer men are very independent and sometimes they just need time to themselves to recharge and process their thoughts and emotions. Giving him space doesn't mean that you're ignoring him or that you don't care. It means that you respect his need for personal space and are willing to give him the time and freedom to do what he needs to do.

Whatever the case, if your man is exhibiting symptoms of being distant then here are some strategies you can use to pull him back.

How To Initiate The Conversation

When a Cancer guy is acting distant, it can feel like communication is extremely difficult, and saying the wrong thing can just lead to pushing him even further away. This is why it's so important to approach the situation in the right way.

The first step in initiating communication is to start the conversation. This can be done in person, over the phone, or through text. It's important to choose a time and place where both parties feel comfortable and relaxed.

Here are some tips for starting the conversation:

- Be direct and honest about your feelings.
- Avoid blaming or accusatory language.
- Use "I" statements instead of "you" statements.
- Express empathy and understanding.

In other words, you need to approach him with empathy and in a way that he doesn't feel like he is being attacked.

For example, don't start a conversation like this:

“Why haven't you been paying enough attention to me lately?”

It comes off as accusatory and is likely to put him on the defence from the outset.

Instead, try something like this:

“I feel like we haven’t been vibing as well as we usually do lately and I miss when we connect.”

It’s much more non-threatening and doesn’t shower him in blame. And as a result, he’ll be far more likely to engage with the conversation and open up to you.

Active Listening

Once the conversation has started, it's important to actively listen to what he is saying. This means giving him your full attention and focusing on what he’s really saying, rather than planning your next response to him.

Here are some tips on how to effectively do this:

- Make eye contact and give nonverbal cues to show that you are listening.
- Repeat back what he has said to you to let him know that you have heard and understand him.
- Avoid interrupting or finishing his sentences.
- Ask clarifying questions to ensure you understand his perspective.

When the Cancer man feels as though you are really listening to him and understanding where he is coming from, he will be much more open to communication and much more likely to drift back to you as a result.

Recalling Happy Memories

Once you have the dialog going and he seems receptive, begin to reignite the spark by reminding him of all the good times that you've shared together.

Maybe it's the time you went on a romantic vacation together or the day that you first met. Whatever it is, bring up some of your favorite moments and remind him of them:

“Remember how great that band was when we went to that Jazz festival? That was one of my favorite days ever!”

This will get him thinking about the good times that you have spent together, rather than dwelling on any negativity. It will help him to remember what it was that made things so special in your relationship, and make him yearn to return back to that place.

Another way that you could do this is to send him a photo of a great time that you have had together or even put together a photo album and share it with him. This can be a fun and creative way to reminisce about your relationship and all the great memories that you have made together.

Create New Happy Memories

Finally, you want to begin creating new happy memories together to re-enforce just how much fun the two of you can have together. This can be anything from trying out a new restaurant to taking a dance class together. The key is to do something that you both enjoy and that will help to re-establish your connection.

It's also important to make time in this way for each other on a regular basis. It can be easy to fall into a pattern of too much routine and work. But having too much structure and not enough play is one of the fastest ways to lose your sense of closeness with a Cancer man.

It's crucial that you make regular time for fun activities like a weekly date night or even just taking a walk together after dinner. In the long run, it will work wonders to keep your relationship strong.



CHAPTER 8

THE "STEALTH ATTRACTION" SCRIPT

I often notice that many of the women who come to me for advice are hesitant to show vulnerability around the Cancer man, for fear that he will see it as a sign of weakness.

But here's a secret that every woman dealing with these men should know: showing just the right amount of vulnerability in your early interactions with a Cancer guy is an incredibly *powerful* way to trigger his savior instinct and instil an enormous amount of attraction.

What's more, this act of showing vulnerability can be done in *such* a subtle way that I consider it to be ultimate "*stealth attraction*" trigger. Because whilst it's extremely powerful, it's also so lowkey that he won't even realize that its happening.

It works by simply revealing your imperfections in a way that puts him into "protector" mode. It's not about admitting to being a mess, but rather acknowledging your flaws in a calm and relaxed way.

Trying to appear flawless can sometimes be off-putting, as it may make him feel disconnected and hesitant to share his own vulnerabilities with you. But when you show him that you are human, he will appreciate your authenticity.

One effective way to exhibit vulnerability is by sharing a fear or anxiety you have and how you're actively confronting it.

Here are a couple of examples of how you can do this:

“I've always wanted to learn how to dance, but the thought of joining a dance class seems intimidating. I'm excited to get started but a little bit nervous at the same time.”

“I feel like I'm a bit in over my head at work lately, I'm slowly trying to get on top of things but it's just really stressing me out.”

When you express vulnerabilities to him in this way, you will make him want to take care of you and re-assure you. This will also instinctively trigger his Savior Instinct and make him feel much closer to you as a result.

But also notice how in this example, you can express self-doubt while still maintaining a positive outlook and control over the situation?

By acknowledging a fear and demonstrating that you're working on it and won't be defeated by the challenge, you can show vulnerability and strength at the same time.

And that is a *seriously* powerful combination that very few Cancer men can resist!



CHAPTER 9

ESCALATING WITH THE CANCER MAN

Do you ever feel like your interactions with the Cancer man seem to be stuck in a kind of rut, as though they you're not making progress towards anything and are just repeating the same old routine?

I get messages all the time from women who are in one of three situations:

1. They've been talking to the Cancer man for a while but they just can't seem to progress to the "*dating*" stage.
2. They're stuck in the "*casual*" dating phase of the relationship but are struggling to turn it into something more serious.
3. They are in a long-term relationship that feels like it's fizzling out and are desperately trying to bring back the spark.

And what all three of these women have in common is they are struggling to actually *escalate* things with the Cancer man, and it's something that I see time and time again.

Which is why I set out to create a selection of scripts and messages that you can use to escalate your relationships with the Cancer man, no matter what stage you are currently at. This way you will never have to feel like you are destined to be stuck in limbo!

Most women see the most success by simply sending these to him through a text message but they could just as easily be applied to a Facebook message or even a phone call or in person conversation.

Escalating to a Date

Are you sick of waiting for Mr. Cancer to ask you out? Sometimes these men just need a little push to put them into “*chase*” mode.

A fun and flirty way to “*push*” him for a date is to send him a picture of something fun that you’d like to do with him:



“Bet whatever you’re doing right now isn’t as fun as this. You should join me next time 😊”

Messages like this make you come across as fun and flirty without making you seem overeager. It also appeals to his love for spontaneity and adventure, something these men can often not resist.

Alternatively, if you’re sick of making small talk then sometimes it pays to just outright call him out on it:

“So Mister, I was wondering if we’re going to do this text thing forever or if you’re going to ask me out already?”

Notice how it’s extremely direct and forthright whilst also being playful at the time. Cancer men appreciate directness in this way and love a woman who goes after what she wants, so this can be an extremely potent approach.

Escalating the Sexual Tension

Often women think that they have to be *overly* explicit in their messages in order to build sexual tension, but sometimes with the Cancer man it’s the complete opposite.

Here's a few examples of how you can escalate the sexual tension with a "less is more" type of approach.

One approach is to send him a picture of you in a cute outfit and simply ask him for his thoughts:



"New dress. Yay or nay?"

Cancer men are very visual creatures and also love to be asked for advice as it taps into their savior instinct. This simple combination works wonders for ramping up the tension in a subtle way.

Another approach is to make reference to a past time where you've gotten frisky together. For example, if you had sex one time, while listening to a *certain* record you could throwback to it like this:



"I'll never be able to listen to this record in the same way."

The genius of a message like this is you're able to plant all kinds of naughty ideas in his head without even saying anything sexual at all!

Another way you could do this is by saying something like this:

“I might or might not of had a dream about you last night that I can’t repeat 🙈”

Again, you’re not directly alluding to anything in particular, but you’ll set his imagination into overdrive trying to imagine what you may be referring to.

Escalating to Commitment

If you’ve been seeing each other but still haven’t quite escalated to the point of commitment, then here’s a tried and tested script that works basically every time with these men.

Simply tell him:

“So, I just realized that I have no idea what to tell guys now when they ask me out 😞”

The aim behind this message is to signal to him that you have other options and have other men that are interested in you.

This in turn, puts a kind of subtle time constraint on him by basically saying “*if you don’t commit soon, then someone else might beat you to it.*”

He’ll likely reply back with something along the lines of “*oh really, someone asked you out?*”

To which you can respond:

“Well, the point is I like you, but I need to know if this is going somewhere because I don’t want to ruin things.”

This will get him thinking *much* more seriously about committing to a real relationship rather than just “going with the flow”.

It might seem odd to bring up other men when you are trying to get closer to a Cancer guy, but if you’re struggling to get him to commit, sometimes it’s *exactly* the kind of push that he needs to make a decision once and for all.



CHAPTER 10

HOW TO GET A CANCER MAN BACK

Imagine being dumped by a Cancer guy just days before Valentine's day. This is precisely the situation one of my clients, Georgie, found herself in. She had been in a fulfilling relationship with her man for over three years, but unexpectedly, out of nowhere, he decided to break things off, right before Valentine's Day.

Georgie's heart shattered into countless fragments, and she was uncertain as to whether she could ever heal. The breakup blindsided her, and she couldn't comprehend how her former boyfriend could do this to her.

She was deeply in love with him and was desperate to get him back.

That's when she came to me seeing my guidance:

"How do I win him back, Zara?" she asked me.

I went about doing what I do best and proceeded to carefully analyse her situation and come up with a five-step plan that was specifically designed to get her man back once and for all.

It took time and willpower to implement.

But sure enough, as she began to follow the steps that I gave her, he began to remember all of the good things about the relationship, just as I knew he would.

It wasn't long before he began to miss her so much that he was messaging her throughout the day, just trying to get her attention.

And a month later? They were back together as if nothing had even happened.

And today, I'm going to teach you that exact same five step process so that you can use it too, should you ever find yourself in this unfortunate situation.

But you will have to follow these steps to the letter, or else all this work will be for nothing.

I completely understand how difficult it can be to go through a breakup, experiencing a loved one's rejection is one of the most agonizing experiences.

But I encourage you to remain focused and not allow your emotions to cloud your judgement. Otherwise, you may jeopardize all chances of reconciliation.

Avoid the temptation to:

- Bombard him with texts or calls.
- Show up at his place unannounced.
- Spam him on social media.
- Contact his family or friends.

Because spoiler alert: all of these actions will harm your chances of getting back together more than they will help.

Our goal is to make the Cancer man miss you miss you so much that he can't get you off of his mind.

And that simply won't happen if you don't give him space to miss you.

That's the key to winning him back – nothing more, nothing less.

In the following, I will share my step-by-step method to achieve this.

Step #1: Embrace the No Contact Rule

First, let's define the no contact rule.

The no contact rule entails cutting off all communication with the Cancer man for at *least* a few weeks.

This means:

- No texts.
- No calls.
- No replies to social media messages.
- No emails.
- No face-to-face meetings.

For now, he simply doesn't exist in your life.

You don't need to block him on social media since we may use it strategically to make him miss you later. However, if you're struggling to resist checking his Facebook or Instagram profiles, block the apps on your phone using a tool like Offtime.

The rationale behind the no contact rule and its effectiveness is this:

- It allows you to step back from the situation and evaluate the breakup objectively.
- It provides time for healing.
- It makes him miss you, a potent strategy for winning him back.
- It enables you to focus on other aspects of your life, fostering strength, independence, and enjoyment (all appealing traits) instead of appearing clingy, needy, and desperate – qualities that that will hurt your chances of getting back together.

By doing this, you will surprise him and make him question his choice.

When you break up and don't contact him, several thoughts cross the Cancer man's mind:

“I wonder how she's coping; she seems to be handling the breakup well.”

“She doesn't seem to need me for happiness anymore.”

“She's transformed into an attractive, driven woman – someone I'd like to be with.”

“Perhaps I made a mistake and failed to appreciate what I had.”

The fear of losing you, combined with how much he misses you, will likely lead him to reach out to you at some point.

That's why it's crucial to follow this plan precisely; otherwise, it won't work.

You want him to think about you constantly and miss your gentle touch, your smile, and laughter. He should remember the incredible woman he lost and now risks losing to someone else forever.

I understand the no-contact rule may be tough and take some willpower but breaking this rule will *severely* damage your chances of reconciliation.

Step #2: Accept the Breakup and Avoid Asking "Why?"

If you feel an overwhelming urge to confront your ex asking for explanations, then restrain yourself.

If you're relatively composed but still feel the need to discuss the situation, consider writing in a journal or confiding in a close friend rather than reaching out to him.

If you ask him:

"Can we please meet? I'd like to understand why. I need clarity to close this chapter."

He'll anticipate a challenging conversation.

That's the last thing he wants. The breakup itself was difficult enough, and there's likely not much more for him to say. He's probably already explained his reasons. So, in his mind, there's nothing to gain from that conversation.

He'll expect you to try to persuade him to reconcile, which will only prompt him to consider additional reasons for the breakup.

In his thoughts, he'll prepare various arguments to justify his decision and focus on the negatives of both you and the relationship.

To prevent this scenario...

Never ask him to clarify why he ended things

You must understand that if you want him back, discussing the breakup or attempting to convince him to reconcile *won't* help.

If you're genuinely curious about his reasons, try recalling what he said during the breakup.

Even if he didn't provide a clear explanation for ending the relationship, and you're desperate to know why, seeking clarity from him is not a good idea.

Step #3: Maintain a positive mind frame and work on yourself.

If you can't contact him, and you can't ask for explanations, then what *should* you be doing during this period of "no contact"?

Simple: you should be working on yourself. You should be trying to put yourself into the best possible mind frame that you can.

Try to spend your time focusing on positive outlets such as:

- Exercising and keeping a healthy routine.
- Developing your relationships with friends and loved ones.
- Working on your career and hobbies.

As tempting as it may be to just hole up inside with the curtains closed and a bucket of ice cream, it's extremely important that you spend this time making yourself the best version of yourself that you can possibly be.

This way, when you do inevitably have contact with the Cancer man again, he will be able to see how well you are doing, mentally, physically and emotionally, and will be much more receptive to the idea of getting back together.

Keep your head up, keep moving forward and maintain a sense of optimism.

Step #4: If he contacts you, play it cool.

The only valid reason to break the "*no contact*" rule is if he reaches out to you first. Under no circumstances should you be the first one to message him.

If he contacts you, it's likely to be in a subtle way, such as small talk, to reconnect with you. He may be curious about your well-being, recent activities, and current state of mind.

Examples of their outreach might include:

- *"How are you doing?"*
- *"What have you been up to lately?"*
- *"Have you seen my t-shirt?"*
- *"I saw your picture on Facebook."*
- *"I miss you."*

When this happens, it's essential to stay composed and not display any signs of desperation or neediness. Even if you're thrilled and doing a

happy dance in your head, remember that you're living a happy, fulfilling life without them.

To maintain a cool demeanour, take your time in responding and use the following texting tips:

- Allow at least 30 minutes before responding to his texts.
- Avoid excessive texting and limit yourself to a few times a day.
- Always be the one to end the conversation, whether it be due to work or other commitments.
- Maintain a positive and upbeat tone in your responses to avoid seeming glum. This will prevent negative emotions and remind him of the good times you shared, rather than the reasons for the breakup. Your goal should be to have him focus on the positive aspects of your relationship.

If he requests something of you, politely decline by saying you have other commitments, but propose rescheduling for a time that suits you. Do not agree to meet him at his place for a late-night hook-up, as this will ruin all of the hard work that we have done up until this point.

Keep in mind that it's not enough to just pretend to be busy; you should actively fill your life with exercise and other activities to keep yourself occupied during this time.

Step #5: Trigger his savior instinct.

After a few weeks have passed, it's time to make the first move.

But it is extremely important that you do this in the right way, otherwise all of the work that you have done up until this point will be for nothing.

You need to contact him, in a way that does three things:

1. Doesn't apply any pressure or present him with an ultimatum. In fact, it should have nothing to do with the relationship at all, or else this will instantly put him on the defense.
2. It needs to ignite his curiosity enough that he cannot resist getting into contact with you to see what it is that is going on.
3. It needs to tap into his savior instinct in a subtle but powerful way that will put him into "*protect and serve*" mode.

And the simplest way to do this is by simply asking him for some advice or help with something that has *nothing* to do with the relationship.

The text message that I have seen the most success with, for women who are in this situation goes something like this:

“I could really use your advice on something if you have a free moment?”

It’s simple, non-threatening, curiosity peaking and most importantly: it taps into his Savior Instinct.

Chances are, he will reply to this message asking you what the problem is.

To this, you can reply something like:

“Do you mind if I give you a call real quick to discuss it?”

Which will allow you to transition the conversation into a phone call.

During the call, remember all of the previous tips and focus on being positive, upbeat and under no circumstances pressing him for information about the breakup.

This will bypass all of the alarm bells that would normally go off during this point and make him much more receptive to the conversation.

And now that you have re-established communication with the Cancer man, you can then proceed to use all of the other techniques for triggering his Savior Instinct that are laid out in this program.

Choose the techniques that you feel best apply to your specific situation and begin to implement them via text, phone call or even in person (once you get to that point).

It might not happen right away, but when used with patience and willpower, this simple strategy is the most effective way that I’ve coming across for getting a Cancer man back once and for all.



CHAPTER 11

WHEN HE SAYS HE “NEEDS SPACE”

The phrases “I need some space” or “I just want some alone time” can be an all-too-common occurrence in a relationship with a Cancer guy.

When you first meet them, you want to get closer to him. But then you get closer and closer until eventually; he doesn’t feel like he has room to breathe.

But you shouldn’t necessarily worry when he says he needs space and some alone time. It doesn’t mean that things are over. Often, he just needs to feel like he is still an independent individual separate from you.

This “*room to breathe*” is important because it lets him experience a feeling of freedom, even if it does come with certain boundaries.

It gives him a chance to relax knowing that he can have some alone time and independence in the relationship, as well as a chance to miss you.

You need the Cancer man to *want* you and to *yearn* for you to keep the spark alive. And when he gets enough time away from you, he’ll yearn *more* for the time that he does get to spend with you.

The smart thing to do when he says he wants space is not only to give him that space, but to encourage him to have more time away from you as well.

Consider this for a second.

Your Cancer man comes to you saying that he wants to go out with his friends, and you say:

“So, I’m not invited? Well, I guess they come first... again...”

And then you grow cold and distant, and he reluctantly stays at home and resents you, or leaves and possibly complains about you to his friends.

What if instead, you would say:

“Sounds great! I’m very happy for you, you have been working hard, and you deserve some time away with the guys. Have fun!”

When you tell him *“have fun”* instead of *“don’t be late”*, it makes him think of you much more fondly while he’s away unlike he would if it was the other way around.

Or maybe he doesn’t even ask to go out with his friends. But maybe, you’ve noticed that he hasn’t been out with them in a while, in which case you should proactively encourage him to do so.

“You should go out with your friends this weekend. You haven’t seen each other in a while, and I’m sure they miss you. Plus, you could use some time to unwind after all the work.”

It’s that easy to turn into the *best* girlfriend in the world with these men. When you encourage him to go out, he doesn’t *need* to rebel and yearn for that time. In addition, this approach makes you seem confident and strong. If your Cancer guy goes out after this, I *guarantee* he’ll be missing you by the end of the night and excited to get back to you.

Here are some more examples of how you could react to his need for space:

“That sounds like fun, tell them you’ll go.”

“I’ll miss you, but I’m glad that you get to have time for your family and friends.”

“Honey, you should definitely go out with the guys tonight, there’s a game coming up, and you don’t want to miss it.”

“Fine, go and have fun, but promise me that we’ll make love when you come back 😊”

“I’m going out with my friends tonight, why don’t you check up on the guys, maybe they have made some plans too?”

But what about if it’s *not* going to be just “*him and the guys*”, but other women also?

It shouldn’t make a difference. You have to understand that you’re not giving him “*time with the guys*” anyway. You’re giving him alone time and time away from you.

When you give a Cancer guy time away from you here’s what’s going to happen:

- He’ll miss you.
- He’ll appreciate you giving him freedom.
- It will help him to feel more independent.
- It will leave a sense of mystery between you and keep the spark alive.
- It will increase trust and confidence.
- It will give you something to talk about when he gets back.

So, the next time you complain to him, when he asks you for some time away from you, stop and think. Are you doing what’s in *your* best interest?

To have a healthy relationship with a Cancer guy, you *have* to have a life outside of the relationship. Time apart won’t bring you apart – it will bring you closer together again. You have to be apart to get closer, and when you are his biggest supporter, he’ll always look forward to coming back to you.

So, the next time he wants to go out, say something like:

“Have a great time! We’ll have a date the next week.”

Even if it means that you don’t come first sometimes, let him have his freedom and time away from you. Don’t ask him to ditch his friends to be with you. Let him ditch you to be with his friends. In fact, *encourage* him to do so.



CHAPTER 12

HOW TO DEAL WITH OTHER WOMEN

It's probably safe to assume that your Cancer man is not a modern-day playboy with a mansion and bikini models parading around him. However, it might feel that way to you if he happens to have a lot of female friends.

Are they *just* friends? According to him, yes, but meeting them still makes you feel nervous. Even if you're the number one woman in his life right now, you can feel the other women he cares about sizing you up and judging you from the moment they first see you.

How are you supposed to handle all these women? Well, it's best to embrace the fact that Cancer men *often* have female friends. It shows that he's not a one-dimensional guy who only hangs out with men, and he probably knows a thing or two about women too. So, this could even turn out to be good for you.

Here is the *right* way to handle his female friends and acquaintances.

Don't be scared.

A lot of women make the mistake of trying to pull their Cancer man away from his female friends. This merely shows how scared they are of these women stealing their man. Their man will see this as a jealous and a petty move, and possibly lose respect for them.

So, don't get your man into a situation where he has to make sure that you and his friends aren't in the same room at the same time. Don't let it be awkward for everyone when you can do the exact opposite of this and befriend these girls.

Be interested.

These women aren't *just* his friends. They could potentially be *your* new friends too, so see it that way. Granted, you might not get along with all of them, but at least show interest in getting to know them better. Genuinely care about what they have to say and give them your full attention even if it means switching focus from your guy onto them. Don't be interested only in their relationship with your man. Be interested in truly getting to know them and genuinely care about them as separate individuals from him. Don't see them just as his friends, see them as women whose lives are rich with many other things and people besides your man. Learn more about them and try to befriend them. However, try not to overdo it.

If you seem overly interested it won't be seen as genuine, so they might think that you're playing some sort of a game with them. Don't. Treat them just like you would treat any other new people that you wish to get to know better and befriend.

Generously give out compliments.

If you notice anything nice about his female friends, bring it up and form it as a compliment. For instance, you could say.

“Wow, I love those shoes, where did you buy them?”

Or

“I really like your hairstyle, which salon do you go to?”

However, don't compliment them *only* on the things you notice. Show interest in their backstory with your man, and they will be more likely to show interest in your story with him in return.

“I love the story of how the two of you met, he told me all about it, and it always makes me laugh.”

You should also show some appreciation for the fact that they've known each other longer than the two of you. While you are the number one woman in his life now, these women probably know him better than you do, and for much longer than you have. So, show that

you are aware of that instead of bragging about how well you know him.

For instance, you could say:

“You’ve known each other for so long, you must know a lot of embarrassing stories about him. I’m all ears! 😊”

Encourage female solidarity.

Want to create some playful tension between you and your Cancer man? Playfully take his friends' side every now and then and have fun with it. Encourage female solidarity, and don't *always* take his side. For instance, maybe he'll say something totally sexist or just be a typical guy. Side with the girls by using “we” when you respond to him. For example, if he talks about how he should be allowed to leave the toilet seat up or how women are bad drivers, you could respond with something like:

“Look, we are aware that it’s difficult to be a man in a women’s world, but...”

Using “we” means that you are the ally to his friends, not an enemy. In addition, it makes the group feel like a community, a community you’re a part of too. Embrace that solidarity and defend the women if the opportunity asks for it. For instance, maybe one of his friends takes forever to get ready and always arrives late, so your man complains about how women are always like that. You could say:

“Hey, all girls want to look their best in case they run into a great guy. We have to make sure that our hair and makeup are in place just in case. I mean, I basically just got out of bed when I first met you, and if I had more time you’d have fallen in love with me in an instant, not a few days afterward!”

Secretly side with him when he’s being teased.

Show his friends that you’ll have their back and side with them every now and then. However, you can still secretly side with him, and it will just make things more amusing. For instance, maybe they’ll turn against him and tease him about something like his collection of action figures on display. When this happens, show him affection, and even though you enjoy the women teasing him, playfully whisper in your man’s ear something like:

“I find that adorable, I think it’s awesome!”

Maybe they instead tease him about playing video games or collecting comic books. Say something like:

“I didn’t know that about you! But don’t worry, I still think that you’re hot! You’re the sexiest man in this room!”

Not all of your affectionate words are meant to stay a secret, so remember to also openly admire your man while you’re with his friends.

Admire him in public.

You don’t have to cling to him or kiss him all night right in front of his friends for them to get the point. Actually, it’s best to avoid PDA since it makes some people uncomfortable to the point that they have to leave the room. But this doesn’t mean that you must keep your emotions a secret. Admire your Cancer man in public by praising him and talking about your feelings for him. You can do this while he is absent, or *even* better, in his presence.

Say something like:

“He is so generous.”

You could even compliment his friends at the same time you compliment him by saying something like:

“I think he is a great guy, and I’m assuming the people he surrounds himself with are just as great, so it’s a pleasure to meet you and share how badly I have fallen for him.”

Compliment him on some of the things that others might tease him about, for instance, by saying:

“I love that he gets all the nerdy stuff, he is so intelligent, I feel like I’m constantly learning new things from him, and I love his nerdy side.”

If he has met your friends, you could also bring this up as a form of a compliment. Knowing he left a good impression on your friends will make him feel good about himself and encourage him to keep making efforts with them.

Say something like:

“My friends loved him instantly when they met him. He is so kindhearted and charming... that’s what I love about him, he’s very welcoming, and people like him right away.”

Cancer men also love to be admired when it comes to their job or their hobby. Whatever he’s into, he wants to be great at it, and he wants to hear that he is. For example, you could say:

“I’m so impressed by his skills; I love to watch him work. It’s like he’s in the zone, being awesome at what he does. When he works, he’s entirely in control, and I admire how he handles business.”

You could also admire him by agreeing with what he just said and pointing out that he’s intelligent. Say:

“That’s very interesting, I never saw it that way, good point, hun.”

Don’t try to compete with them.

Don’t compete with his friends or think that you know him better than they do. While you might have been dating for a few months, his friends likely know him for much longer. Don’t brag about being an important part of his life now, respect the connection he has built with them over the years. He’s the one who should let them know how important you are to him, and they should see for themselves when you all hang out together. Always remind yourself that you’re going home with him in the end, not his friends. You shouldn’t feel the need to prove anything, and exaggerating how special your relationship is will just make you seem insecure. The point is that they should see you as a separate individual from your man, not as his keychain.

When you talk about how long you’ve known him, do so with some humility:

“We’ve only known each other for a few months, so there’s surely a lot that I still don’t know about him, but from what I can gather...”

Compliment the connection that he has with his friends by saying something like:

“It’s great that you know each other so well.”

You could also compliment them by asking for their opinion on what to do on a special occasion like his birthday.

“You know each other well, what do you think he’d like us to do for this special occasion?”

Share nice things he says about them.

When you spend some time alone with his friends, mention the nice things you've heard about them. For instance, you could say something like:

“I know how much your friendship means to him, he always speaks highly of you.”

You could also mention the times when they helped your man if you know of such an occasion.

Say something like:

“I can't stop hearing about that time when he asked for your advice. You really helped him out, and he and I both appreciate that. I'm glad he has a friend like you.”

Don't badmouth them to him.

Let's face it, we don't live in a perfect world. So, you're likely to think one or some of his female friends are shallow, dumb, bitchy, or whatnot. This *doesn't* mean that you should bring it up. When your man has female friends, it's when the rule *“if you can't think of anything nice to say, don't say anything at all!”* really applies.

What if, right after you meet his friend you scream on the way to the car:

“She was so annoying! I couldn't stand listening to her!”

He would probably think that you feel threatened by her or that he has bad taste when it comes to choosing friends.

You don't have to have an opinion of his friends, and you should try to focus on the positive sides. Don't turn it into an attack, even if he asks for your honest opinion.

On the other hand, maybe he brings it up first and mentions that his friend was annoying. This is your opportunity to remain classy which is the point of all this. Agree with him, but point out her good qualities by saying something like:

“Yeah, maybe, at least a little I guess, but she seems very kindhearted and generous, I would love to spend more time with her.”

Make it about you, not them.

Keep in mind that his friends are going to comment on you after you are gone, and you should try not to comment on them in a bad way. You don't have to become best friends with these girls, but stay classy no matter what. If his friends did something that bothers you, phrase it so that it's about you, not them.

“Is it me, or is she kind of mean? Maybe she had a bad day?”

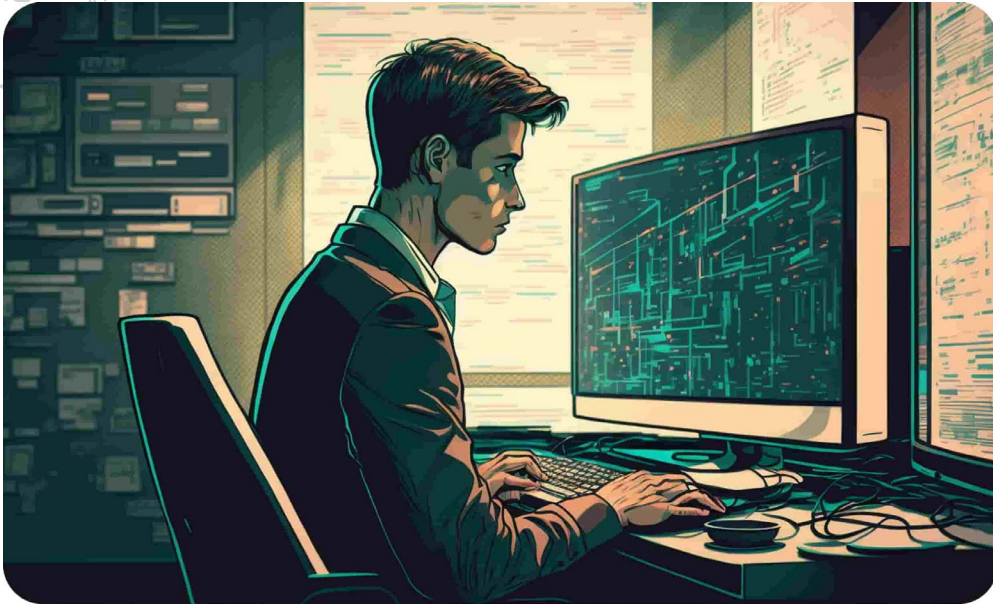
“I swear I'm not jealous, but your friends seem to be flirting with you, did you notice that? I'm just curious, do you know that they're into you? I mean, I get that, but still, did you notice it?”

“I don't want to create problems with you and your friends, but I really didn't appreciate it when...”

Always express your wish to keep things with his friends the way they are, and you can tell him anything that bothers you. Just don't make it seem like you are *trying* to pull him away from his female friends out of jealousy.

His friends don't matter anyway, it's him you're dating and it's his reactions that you should be on the lookout for when it comes to his friends.

Stay classy, you got this!



CHAPTER 13

GETTING HIM TO PAY ATTENTION WHEN HE'S "TOO BUSY"

I hear about it all the time. Women contact me telling me they have been seeing a Cancer guy, when out of the blue their man suddenly become too busy to see them. But is he *really* too busy?

Well, maybe he's really working hard, partying hard, or just having a hectic schedule, but he likely makes *some* time for people important to him. If he's always too busy, then you might be important to him, to some extent, but you are definitely not the top priority right now.

Why is that so? Well, again, it could be that he really *is* busy, or it could mean that he has other women in his life. But the reason doesn't really matter that much. What matters is how you react to all this.

And this is where I've seen so many women make a big mistake. When their guy becomes less available, they become more available, which is an *instant* attraction killer for these men and only pushes them further away.

Just because you're not his biggest priority right now, doesn't mean that that's how it's always going to be. You could become more important to him over time, especially if you only recently met. However, this highly depends on your responses to his busy schedule.

Are you going to wait by the phone and jump at the first window of opportunity, no matter how tiny it is?

You have to understand that you can end the attraction that way. You need to rise above it for him to see you as a high-value woman worth chasing. And it's *always* him that should do the chasing. When you chase him, he's going to run for the hills.

The problem is, most women I speak to respond to him becoming "*too busy*" by becoming needier, clingier, and even appearing desperate.

Let's say after it's been a while since you last heard from him and he randomly sends you a text: "*Can we meet later?*"

Most women will make the same mistakes of responding in one of two ways – passive or petty.

The Passive response:

One of the passive ways you could respond is by agreeing to see him instantly.

"Sure, just send me the time and the place."

By doing this, you are decreasing your chances with him. You are making yourself *too* available, which makes you seem too eager to see him. He might even start thinking that you have no plans or life of your own and only ask you out on last-minute dates. He *certainly* won't think highly of you if you instantly jump to the phone once it rings.

Petty response:

The opposite of the passive response is the petty response. This is when you feel the need to teach him a lesson because you want to save your pride.

"So, you're not too busy all of a sudden?"

"Hmm... I don't think I want that after you ditched me the last time."

"Surely there's another girl that you could ask, I'm currently too busy."

These responses might feel like the right thing to do in the heat of the moment, but rest assured that they will not help your situation. This is not the way to earn his respect and you will just appear angry and frustrated.

Perhaps you're thinking *"To hell with him and what he thinks, I'll say to him what I want"*, but then you've made up your mind about ending things with him.

If you, instead, like him and want to get his attention while he's allegedly too busy, you should think twice about your responses before sending anything. Show your standards and be *classy*.

The right response:

There are several ways to respond to this, and they are by being too busy, being cool, being clever or being funny. Here's how to respond correctly in all of these ways:

"I'm going out with my friend tonight, so I can't, sorry, but we should definitely catch up next week."

Show him that you *also* have a life. You're not just waiting around for his call, you have other plans. If he wants to make last-minute arrangements he will have to risk not getting to see you sometimes, and you're showing that. You've still kept it vague about next week, so if he wants to put effort into planning something special, that's an open window right there. Don't make the plans yourself, the ball is on his side of the field after you've sent the initial text.

"You love to plan ahead and give plenty of notice don't you!"

Call him out in a funny, casual way by keeping your cool about it all. Don't give him a yes or no answer, and he might even conclude that it's a no because it's so last-minute. That's exactly what you want him to think because you want to be a priority to him, not an option when there's nothing better to do.

Maybe he'll respond and say something like:

"I didn't know that I would be free tonight, so I thought we could hang out."

You could respond with:

"I hope to see you too. Just pick a time when you know that you'll be free and we'll plan something."

Remind yourself that he has to learn not to treat you as an option. You can't agree to his last-minute plans if you want him to think highly of you.

“I’m only available if we do what I say 😊”

If you do want to agree to see him, make sure to sound clever. If he is choosing the time, you choose the plan. You can go to the movies, dinner, drinks, whatever you want. If he doesn’t want to agree to that, it’s *his* loss.

“OMG, you got time? Lol. Well, let me check my schedule...”

There’s a thin line between being petty and being actually funny. You can call him out, just make sure that you sound casual and not angry. Basically, you can respond in one of the two ways:

“Okay, I’m free for a few hours after 7 tonight, what’s the plan?”

Or

“Actually, tonight doesn’t work for me, but if you’re free some time next week let me know ahead of time, and I’ll make it work.”

The point that you should get from all this is that you should make your texts sound busy, cool, clever, and funny, not petty or passive. If you do that, you might be surprised when you find out that a spot opened up in the Cancer man’s busy schedule, and he’s saving it just for you.

Should you sleep with him if you *do* see him?

You can’t give him the benefits of being in a serious relationship with you if you’re not a priority to him. Becoming his priority means consistency and planning things ahead of time. Don’t become his booty call. Just because you’ve slept with him already doesn’t mean that you should keep sleeping with him when he’s too busy for you.

Let’s say you agree to see him after those messages. You can flirt with him, and there’s no need to become too serious, but draw the line when it comes to having sex. Don’t fall into the “*hookup*” category just because you already slept with him. It doesn’t matter, you can still slow down the pace and establish boundaries, especially if you want a serious relationship with him.

You could say something like:

“I’m going to be honest with you, I like you, but maybe we should slow down with sleeping together. You seem to be too busy for this to work out, and I’m not interested in being just a hookup to someone just because I’m attracted to them.”

Alternatively, you could say something like:

“I think that we should slow things down a bit until we figure out whether this is going somewhere.”

Or

“You seem to be too busy at the moment, so we’re probably searching for different things. It’s fine, but we should stop sleeping together if this is not going anywhere.”

Send him a clear message – you *need* to be a priority to him to be with him. Don’t give him the benefits of a relationship without being in a relationship because that’s when he’ll keep you as a hookup. Demand respect, and his time, and trust that no one is too busy.

Sure, he might have a lot on his plate right now, but rest assured that he does see people he cares about. If you want to become one of those people you can’t jump as soon as he calls.

He wants to pursue you and win your affection. Don’t take all that away from him by making yourself too available. When he’s too busy to see you, you need to become too busy to see him. Don’t fake it, call your friends and make a night out of it! Show him that, while you are attracted to him, you have standards and you’re fine with it if you’re just too different. Be casual about all this and you will get him to chase you.



CHAPTER 14

HOW TO HAVE CONVERSATIONS THAT HE NEVER WANTS TO END

Have you ever had a conversation with Cancer guy that went a little something like this?

"Hi, how are you?"

"I'm fine, how are you?"

"I'm fine too..."

"So, what's up?"

"Nothing, you?"

"Not much..."

Here you have an example of an empty conversation where you didn't actually talk at all. This is just going back and forth without exchanging any valuable information. It's small talk, and it's not even good small talk, it's barely communicating at all.

To get a Cancer guy interested, and to keep him interested, you *need* to have some banter. This is not like in tennis where the ball just goes back and forth as fast as possible. It's more like basketball, where you do a thing or two with the ball before you pass it on to the other person. You move around, and maybe even pull a trick or two.

It's not easy to start a conversation with a Cancer guy you barely know. What's more, it's not easy to keep that conversation going and make it engaging and interesting enough for him not to want it to end. This is a skill, but, *thankfully*, it's not that hard to learn it.

For starters, you need to know that you can't be passive. When a Cancer guy starts a conversation with you, he will probably use a rather generic question, or you will use one with him, and he'll toss the ball back to you. Either way, you need to know how to answer the generic questions to have great conversations that he isn't going to want to end.

Answering The Generic Conversation Starters

The conversation between you and Mr. Cancer is likely to start with one of the following lines:

"How are you?"

"What's up?"

"How's it going?"

"What's been going on?"

If you don't know him well, this is the first thing he will ask you when starting a conversation with you. But when he asks these questions, he's not *really* looking for an answer, he's just expressing the desire to start a conversation. It gets things started and gives him time to think of something better to say.

When he throws in these generic questions, he is in the desperate hope that something interesting will eventually come up and turn this into a meaningful conversation. Something more interesting than what you had for lunch today or how stressful your job is.

"How are you?"

It's an annoying question that we often don't want to answer, so we just throw the ball back to the person and end up not communicating at all.

Don't do that, do this instead:

1. Don't just throw the ball back to him.

When he asks you *"how are you?"* don't simply respond with:

"I'm fine, thanks, how are you?"

You might find yourself responding like this because you aren't even thinking about the *real* answer to the question, you're just acknowledging the beginning of a conversation, and probably also hoping that something interesting will come up.

The big question is - why are you hoping for something that you can easily initiate yourself?

Don't throw the ball back to him. Use this opportunity to steer the conversation toward a more interesting topic. When someone throws you a ball in basketball, you don't immediately throw it back to them.

Do this instead:

2. Talk about the topic you like.

You probably have passions, dreams, interests, and plans, so why stick to the mundane aspects of your daily life when he starts a conversation with you?

Be bold and talk about whatever currently excites you. So, when he asks how you are, say something like:

"I'm awesome! I was talking to my friend about this music festival we went to a week ago. We listened to all the popular bands, and even Madonna showed up! Now I want to see Imagine Dragons. Have you ever been to a music festival? Which band would you like to hear live?"

Simply by answering "*how are you?*" you've given him a ton of possible topics to talk about. He can talk about the musicians you've mentioned or the ones he likes, and everybody likes *some* sort of music. You can do the same thing with movies.

3. Be playful and exaggerate.

You could also answer generic questions by being playful and exaggerating the experience that you're having.

For instance, you could say:

"I'm incredible. Just had the best cocktail in LA, so I'm feeling great."

This shows that you can be passionate about mundane things, which is a nice personality trait to show early on in a relationship. In addition, it gives him the opportunity to respond by saying:

“Best cocktail?! Where is that?”

4. Make an observation.

What is around you? Whether you're in his apartment, a coffee shop, or anywhere else, observe and make a statement about something you've noticed. For instance, maybe you notice a movie poster, and you say:

“I remember watching that movie when I was 12. I still remember the last sentence of the movie, isn't that insane?”

Maybe you'll see a picture of a family vacation:

“I went to Hawaii a few years back. The cocktails there are amazing, have you tried them?”

Maybe instead you see a medal for some sort of achievement in sports. You could comment on it by saying something like:

“I'm so jealous! I never won anything but I always wanted to get into sports.”

Simply paying attention to things around you could help you find tons of interesting topics.

5. Get his opinion.

Everyone likes to be asked for their opinion, and you can do this when being asked *“how are you?”*.

Simply respond by saying:

“I've been thinking today, isn't it strange when you're simply not interested in something that everyone else is crazy about? I have a confession to make – I've never seen a single episode of Game of Thrones. I'm not even tempted to watch it, even though everyone seems to think it's great... am I weird for not being interested in it?”

You can ask for his opinion on any topic, and it will help you get to know each other better, and faster, since you'll easily transition from generic topics to more interesting ones.

6. Get him to talk about the topic he likes.

Don't want to talk about things you're interested in? That's fine!

Get him to talk about things that he's interested in instead.

You could say something like:

“I’ve just been thinking about the Super Bowl lately, are you interested in that too? I’ve never been much of a sports fan, but I’d love to learn more about it and watch the game with someone experienced.”

8. Talk about the things you have in common.

You must have some things in common, so use this opportunity to discover them and talk about them.

“I was just thinking about going to a concert, are you a rock fan too?”

It could be as simple as that.

9. Tell a story.

You could also share an interesting story about yourself. Use this opportunity to share an anecdote from your childhood or teen years.

“I’m fine, but I just remembered a super embarrassing thing I did in high school, and I just want to disappear! 😞”

Rest assured that you will get a follow-up question when you say that!

10. Give him a compliment.

In the end, you could always pay him a compliment.

When he says *“What’s up with you?”* you could say something like:

“I’ve been lazy lately; not like you – hitting the gym and bringing in the big bucks – nice job, I wish I could learn from you!”

Whatever you do, don’t throw the ball back to him. Play with it before passing it on if you want this to be an interesting and meaningful conversation worth remembering. Play with the ball if you want to win the game.



CHAPTER 15

GETTING HIM TO OPEN UP

Despite the common belief, being a stoic doesn't come naturally to the Cancer man. He is not somehow *less* able to feel pain and embarrassment, or get his feelings hurt, compared to other people.

It's just that he's been taught all his life that these things are feminine. He might have been called a "wuss", a "girl" or a "cry-baby" just because he expressed his emotions as a child, a child that felt pain.

The problem is these men (and *all* men, for that matter) are generally taught to be embarrassed about sharing their feelings or being overly emotional to begin with. Though Cancer men have a tendency to internalize this to heightened degree. They are encouraged to be strong for others and bravely move forward in silence. They aren't taught to describe their feelings, or even fully experience them.

Ask him to describe how he's feeling when he's angry, and he probably won't have much to say. When you try to get something out of this grunting rhino, he will give you one-word responses.

So, what does this mean for your future with him? Will he forever be emotionally stunted, and is society doomed until it changes?

Not quite.

These men *are* actually capable of expressing their emotions. But some are better at this than others. There are some who possess high

emotional intelligence and pour their heart out and even occasionally cry on your shoulder. But these men tend to be the exception, not the rule.

So, let's assume that your Cancer man is the classic Grunting Rhino.

When you try to talk to him about feelings, he shuts down. He has a wall around him, and he silently endures life's troubles without talking about them too much. It feels like he's an iron safe that you can't possibly crack, and you're curious about what's going on there.

What is he feeling? How can you get him to share his feelings with you? What can you do?

Well, let's start from the beginning.

Rule #1 - Don't confront him to demand that he opens up to you.

Don't tell him something like:

“Just talk about your feelings! I want to know about your emotions! Tell me about all of them!”

He's not going to go through the day with you and list every single emotion he had like:

“Well, I'm feeling a bit thirsty, earlier I got hungry and felt a bit depressed, but I talked to Mike on the phone and got excited about our plans for the weekend, but then I got anxious about work because I need to talk to my boss before I leave...”

That's what he assumes you want to hear when you want him to share his feelings with you. He doesn't know what exactly you're looking for, and you have to understand that men are less emotionally evolved than girls when it comes to these things.

Talking in this way just doesn't usually come naturally to a Cancer man, and he doesn't give importance to each of the feelings he experienced during the day.

Asking him to tell you how he feels will get you nowhere. If you want more than one-word answers you'll need to do a *lot* more than simply ask him how he feels.

Rule #2 – Make him feel entirely safe to open up to you.

Pouring his heart out to you won't be easy for him. In fact, it will make him nervous. Why? Well, he likely thinks that you'll respond in one of the following ways:

- Mock him or make fun of him for what he says.
- Make him feel like it's not manly to share his feelings, or see him as less of a man for it.
- Make him feel pathetic and weak for opening up or being upset.
- Get upset and angry at him for not feeling the emotions that you want and expect him to feel.

If you can't let him express his emotions without responding in one of the above-listed ways, he's not going to open up to you, now or ever again.

So what should you do?

You will instead have to behave as a psychoanalyst would and get inside his *head* by asking clever questions. Stay neutral while he's talking, and give him enough room to express himself. You can always express your emotions and react to his after he has talked about them. For now, just listen and try to understand. Make him feel entirely safe to open up to you.

Rule 3 – Give him space, and don't be judgmental.

What can you say to a Cancer man to get him to talk about his feelings with you?

Well, let's first talk about WHEN you're going to have this conversation. You might instinctively want to sit him down at the kitchen table to have the talk while making intense eye contact. But this is the wrong approach and a classic mistake when dealing with these men.

Sitting down to talk at the kitchen table will just remind him of his mother when the TV would get banned so that he could have "*a proper conversation*" that's in no way fun for him. What's worse, they'd probably just end up sitting in silence while he feels guilty and unsure about what's expected of him. Don't put him into this position.

The silence happens because he closes up due to the pressure. He can't be creative under that kind of stress.

Good conversations don't work that way. They are, instead, about letting go and losing the pressure.

When you want to have a deep conversation with your man, do it while you're both occupied by other things. Talk to him while you're doing something else simultaneously.

Here are a few scenarios that could get him to open up to you:

- You're going to the coffee shop and walking side by side instead of staring into each other's eyes, so it's less intense and stressful.
- You're watching TV together, and he doesn't care too much about what's on, it's just time for relaxation and a great opportunity for a deep conversation.
- You're listening to chill music together and talking about your day.
- You're just laying down, being affectionate towards one another, and relaxed, so you're starting the conversation from a very positive place.
- You're walking around and sightseeing or looking at art, so your focus is external, and you have enough time to process your thoughts and think things through without pressure.

If you want to be understanding while he's in a bad mood, let him go through it. He'll open up to you when he feels ready, and all you need to do is remember:

(a) Make him feel completely safe.

(b) Show him that you won't have a bad reaction and that he won't be judged.

For instance, you could say:

“There are no wrong answers, or the right ones, I just want to know what's inside your head and what's been going on with you lately.”

(c) Start a conversation about it while you're both occupied doing something else and distracted by it.

If he is in a bad mood, it might be best to find something else to do in the meantime and say:

“You don't feel like talking about it right now, and I get that, and I respect it. I'll give you some time and space to think things through,

and that way we can talk about it as a team when I get back and find a solution together.”

Go and do your own thing after that, whether it's spending time with your friends or engaging in your favorite hobby. Give him time and space to be in a bad mood, but also reserve the right to do your own thing until he's ready to talk about it.

Try to be kind and calm when you talk to him. Maybe he's afraid of sharing his feelings with you because it makes him feel vulnerable. You could reassure him by saying something like:

“We're a team. I'm with you on this, whatever it is that you're going through. You can tell me anything, I love when we share things together.”

Or you could instead be a little playful and say something like:

“Do you want to tell me what's going on? I promise that I will always be on your side... 😊”

You could also say:

“Let's work as a team. I'm not asking so that I can fix the problem or force my advice onto you, it would just help me understand my man better... I want to know what you're going through, and to be there for you.”

Another option is:

“Are you afraid that I'm going to judge you if you open up to me? I'm asking because I care, and I would never judge you for being honest with me!”

You should keep in mind though that Cancer men often don't really respond to simply being asked about their feelings. They open up when the conversation starts and flows naturally.

You could ask him:

“How was dinner with your folks the other day? Was the conversation interesting?”

Ask him about the specifics, and you'll learn more from him.

For instance:

“Did it bother you when...?”

“Did it upset you when I...?”

“Do you think I overreacted when...?”

If all your man tells you is that he doesn't want to talk about it, you can respond with:

“I understand that you don't want to talk about it, and I know that it's sometimes uncomfortable to talk about these things... But how can we proceed without discussing it? I want us to move forward, and I can start if it will make it easier for you to proceed.”

Always remember the 3 most important rules: make him feel entirely safe without becoming emotional yourself or judging him, don't confront him, and have the talk when you're both engaged in something else rather than making him feel under pressure by sitting him down to have the talk. Follow these rules, and your guy is going to open up to you.



CHAPTER 16

MAKE A CANCER MAN MELT BY BRAGGING ABOUT HIM

If you've been hitting it off with Cancer guy and are really feeling the connection, then chances are you've caught yourself bragging about him to one or several friends at one point or another.

Perhaps you've been to a party and have said something along the lines of:

“He’s really special. He’s so handsome, but intelligent and funny too. And he goes the extra mile for me, so he’s kind of romantic too. He’s truly something.”

It's something that we naturally want to do when we find someone that we really like.

But what if the Cancer man could actually hear these words of praise, and discover that you have been bragging about him to your friends?

This can provide him with the type of intense ego boost that *all* Cancer man crave, whilst melting his heart at the same time.

Sliding these “brags” into a conversation with your Cancer man is as simple as saying something like:

“I was just telling Annie that that’s what’s so special about you. You always think about others, and you never complain while helping them. It’s really something. I really like that about you.”

When you tell him this, he’s going to be practically on cloud nine.

Here’s why this subtle bragging technique is so effective:

1. He gets a *huge* ego boost and feels good about himself, which in turn makes him appreciate you even more, and feel good about his relationship with you.
2. You are encouraging the behavior that you’re praising so he’ll be more inclined to treat you the way you described and live up to your expectations of him.
3. He is aware that you talk about him to your friends, which makes him feel special and closer to you.

Cancer men can’t resist hearing that someone is talking them up to others and they LOVE to be the positive topic of a conversation. When he hears that you haven’t just been complimenting him, but complimenting him to other people, it will mean the world to him.

It shows that you’re thinking about him when you’re apart and that you care about his reputation and want everyone to see him as an awesome guy like you do.

All this means more to him than you’ll ever know.

More Ways To “Brag to His Face”:

Here are some more simple but incredibly effective examples of things that you could say to the Cancer man to brag to his face.

“I had to mention how beautiful I think you are when you smile. Your smile lights up the room, and I had to tell my girlfriends about it. I was telling them that people are simply forced to smile too when they see your smile. It’s intoxicating.”

“I don’t do it on purpose, I just can’t help myself... I find myself talking to people about you, bragging about what an incredible man you are. I don’t even realize I’m doing it, it just comes out of my mouth every time your name gets mentioned in conversation.”

“I’m so proud of you, I love to talk about how special I feel with you, how you always make me laugh and know how to cheer me up when

“I’m feeling blue. I tell people you’re my Hero, my Superman, always ready to save the day.”

“My girlfriends were so jealous when I told them that you call me beautiful every day, you should have been there to see the looks on their faces...”

“I’m proud to be your girlfriend because you’re such an amazing man, and I always want to share that with people when we go somewhere together.”

Keep in mind that these work the best when they are coming from a confident, strong place. By bragging to his face in a self-assured way, you’re showing your strong side, along with your caring, gentle side, all at the same time. And this is the combination that drives Cancer men absolutely wild.

This doesn’t work if these phrases are being said in an overbearing, needy way, as if you are worshiping your guy, especially if you use them to justify such worship. However, use these phrases in the right way and at the right time and they’ll do wonders for your relationship.

Don’t forget that you can also brag about your man to others, right in front of him. Telling him about what you told other people is great, but letting him witness it himself is even better, especially if he didn’t anticipate it. Throw in a compliment for him in the conversation with other people while he’s able to hear you:

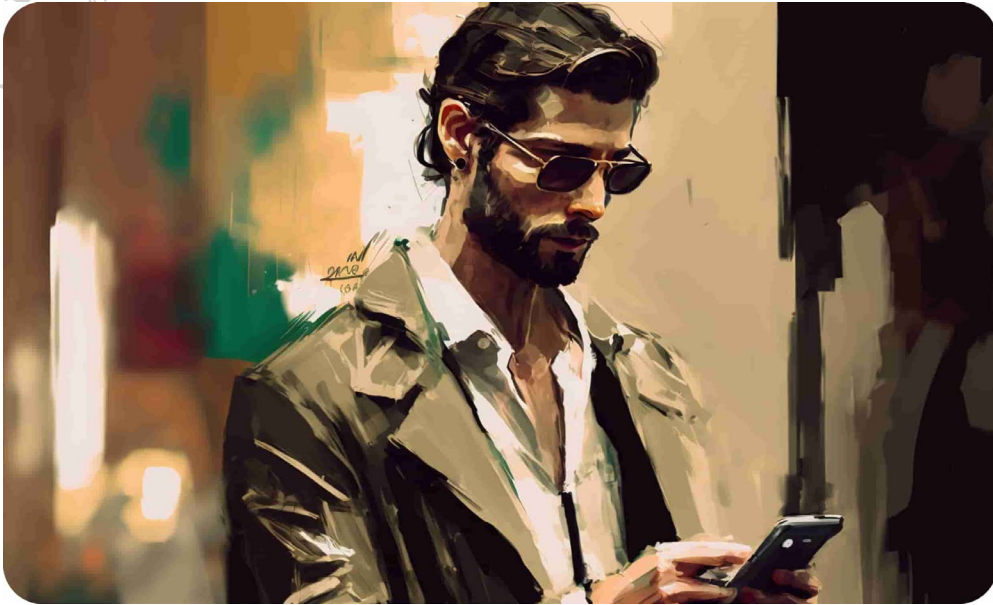
“That’s so kind of you! James is also a very kind man, I can’t believe how lucky I am to be with him, he made a similarly generous gesture just the other day...”

You could be talking to the same group of people or separate groups, but as long as he can hear you, he’ll be stoked to know that that’s what you think of him. Just make sure not to overdo it or exaggerate. Always be genuine and self-assured when you’re bragging about your Cancer guy.

You could also brag about him to his friends, not just yours. He doesn’t have to hear about this from you, the best part is that he’ll hear it from them. Just make sure to tell them how amazing you think he is, and they’ll pass the message across. Similarly, you could brag about him to his family members or co-workers.

It's great when your Cancer guy hears from you about how amazing he is, but when he hears it from other people as well, it just takes things to another level for him.

Just make sure not to overdo it, and keep in mind that your compliments need to be genuine. Don't try to stage this. Simply use an opportunity to talk nicely about your man, the way you would if he was around too.



CHAPTER 17

HOW TO RESPOND TO HIS “SEXTING” WHEN IT’S “TOO SOON”

Some Cancer guys like to turn up the heat very quickly upon meeting you. It wouldn't be the first time that one of these men has gotten too sexual a bit too quickly. You want to put out that fire, but don't want to pour cold water over it.

You want him to stay interested in you, you just want him to take it a bit slower and stop the sexy talk.

Maybe he sends you a message that goes something like this:

“I can't stop thinking about what it would be like if you were in my bed right now.”

While this might not have reached the point of “sexting” you can see how it could quickly lead there. You would just need to respond something along the lines of *“What would happen if I was?”* and you'll reach the point of sexting.

However, this conversation can take a different route. You can acknowledge his attempt and even take it as a compliment without letting it go any further.

What this means is that you don't have to put out the fire entirely in order to slow things down.

If he has sent you a message like the one above, don't shrug off the suggestive part of it; just gently turn him down in the following ways.

1. Be playful

Here are some examples of how you could respond to the message listed above, or any similar sexual texts from him:

For instance, you could say:

"I will not imagine that...*ahem* 😊"

What works in this message, is it implies that you are barely holding it together, even though you are determined to play nice. He's not making it so easy for you to stay proper, and you are acknowledging and even appreciating that fact.

Here are a few other examples of how you could respond:

"You are bad. You should go back to sleep 😊"

"Bad" is kind of a naughty word in this context, so it's a good way to create lust-building tension between you.

Another variation on this:

"You're trouble, aren't you? Go to sleep! 😊"

When it comes to sexual tension, "trouble" can have the same effect as "bad" when used in this situation.

What's best about these examples is that you're being authoritative. You're the one telling him what to do now. It's unexpected and at the same time pretty *hot!*

You can be playful like this in all sorts of ways.

For instance, you could say something like:

"Oh, but if I was in your bed, where would you sleep?! You can have your bed, I couldn't possibly steal it."

Playing innocent and pretending that you don't have a clue about what he's getting at can be very fun for both of you. It makes you look cheeky but at the same time helps you control the situation, which is a win-win game plan.

You'll keep him interested, and reject his sexting at the same time, without extinguishing all of the fire.

2. Laugh it off

What if he texted you something that's not similar to the example above? Maybe he sends you a more sexually explicit text like:

"I wish you were here so I could slide your panties off, not just imagine it..."

Sexting can be great when you are in a relationship. But when you're still getting there, you probably just want the Cancer guy to slow down a bit.

Starting sexting prior to the relationship can be popular on dating apps these days, so don't be too surprised by what he is texting you.

Just don't take it too seriously by texting something like:

"Are you joking? How dare you send me texts like that?"

You will be giving him too much power over the situation, and it won't help you keep him interested. If you want to keep his interest but slow things down, send something along the lines of:

"Are you always straightforward like this with women after just one date?"

You are sending the same message you initially wanted, just making it sound more elegant.

If he responds with "Yes" you could say something like:

"Well, it seems that you've been dating women a bit different than me, lol."

Your first instinct might be to have an aggressive approach, but if you play this cool and stay calm and collected, you can laugh it off instead of letting it end things between you.

Alternatively, after he texts "Yes" you could say:

"I can be just as naughty as anyone, but I tend to make it a rule to get to know a person better first 😊"

His response to this might be cheeky and persistent, so he'll text you something like:

"Well, I'm John, I'm 34, and I love football."

You could respond playfully by texting him something like:

“Nice try 😊”

Notice how you are constantly in control of the conversation, including his responses. You are making him dance to your tune to see if he qualifies, and he might even enjoy the dance even though it didn't turn out the way he hoped!

3. End the conversation

After the last message, you can sign off by sending him something similar to:

“Sweet dreams, muah x”

You're the one who's ending the conversation, and you still look feminine, cool, elegant, and in control. He will not manage to push you into sexting him, and you will not reject him to the point that he stops texting.

In the worst possible scenario, he will feel a bit silly about attempting to lure you into sexting, but he won't feel as embarrassed about being shut down as he would be if you took a more aggressive approach.

In the best possible scenario, he will be even more attracted to you now that he knows that you have standards that you still manage to hold to, despite being attracted to him and being tempted by his texts.

He might not have gotten the reaction he wished for, but he will respect the reaction he got.

You're not going to be accused of being a prude just because you turned him down. The subtext of your messages should always be:

“I can be sexual, exciting, and dangerous just like anyone; I'm just not going to do that with you yet.”



CHAPTER 18

HOW TO RESPOND TO HIS BOOTY CALLS IN A HIGH VALUE WAY

It's the middle of the night and your phone beeps. You got a message from a that certain Cancer guy and he's interested in hooking up with you right *now*.

Booty calls from a Cancer guy can frustrate a lot of women because they like the guy, but he fails to put any effort into pursuing them. He just escapes the meaningful connection by turning the whole thing into a booty call.

No one's here to judge the guy or the girl in the scenario. Some guys treat girls as booty calls because they're living the bachelor's life forever. Others do it because they find a girl hot and interesting but aren't sure if they want to pursue a deep relationship.

But there's also one more reason why a Cancer guy will try the booty call with you:

Simply because he thinks that he can.

Hey, looking to get laid and skedaddle doesn't mean he's a bad guy.

When a Cancer guy sleeps with a girl, there's often a secret part of him that's hoping that it can turn into a regular thing. He could just call her after work, watch something on TV, have kinky sex, stay the night, and leave in the morning. He could ring her up whenever he feels like

having this scenario. It might not be romantic, or it's a bit romantic, but it's pretty much how a lot of these men think.

Again, this way of thinking doesn't make him a bad guy.

How come?

Well, Cancer men will always adhere to the rules that you set. If you let him call you after 10 pm to come over and sleep with you, rest assured that he'll carry on with that. After all, for him, this is a pretty sweet deal!

It doesn't mean that he's scared of commitment or not interested in anything serious. It's just that he can easily separate the part of himself that wants sex with the part that wants an emotional attachment. It doesn't necessarily go together, as it often does when it comes to women.

Sex doesn't create an emotional attachment on its own, at least not for the Cancer man. If he already is attached to you then sex is an important part of expressing that affection. However, he isn't going to fall in love with you just because he got physical with you.

So, how do you respond to a Cancer guy who wants to treat you like a booty call?

What if you're into him, but you don't want him to think that you're just *"that girl"* that he can ring up when he wants to have a fun time?

The secret is: reject his booty call but don't reject him entirely.

For example, you get a text from him after 10 pm.

"Hey, you home right now? Wanna watch a movie and chill? I could come over right now."

Don't lie to yourself about what this is. It is a booty call and nothing more. He deliberately got in touch with you at a time when he knows that you were likely to be home, and he never planned to hang out or take you out. He is reaching out because he's choosing between watching porn at home or coming to your place to initiate sex.

Again, this is not to say that he's not interested in you. However, by texting at a such a late hour, he's choosing not to make an effort or invest in this relationship. He decided to try this and see how it goes.

So, how do you respond in a high-value way to a simple booty call?

The first time this happens, you should respond very casually with something like this:

“I’m almost asleep now. Maybe we could meet up and do something on Sunday afternoon.”

Notice how you used *“maybe”* – you’re just saying that you might be interested in hanging out if you happen to be available at the time.

This response does 2 very important things:

1. Rejects his offer in a kind way without rejecting him entirely – You’re basically telling him that booty calls are not an option with you, but that he can take you out sometime if he’s really interested in you.
2. Gives him an opportunity to try better next time – When a window of booty calls closes, the door to a relationship opens... If he wants to invest in a relationship with you he will spend quality time with you on Sunday afternoon and be ready to take you up on that offer. If he only wanted to spend time with you to get into your pants because he was horny that night, then you’ll be aware of it because he won’t pick you up on your offer, and won’t offer an alternative date – just the booty call.

This is the best and most elegant way to respond when a Cancer guy sends you a booty call text.

If he tries again another time, you can become firmer because he clearly didn’t get the message the first time. However, make sure to stay classy.

You could say something like:

“I’m not the kind of girl to respond to late-night meet-ups, I choose to get to know someone first. Just not my thing, hope you understand.”

Or a cuter way of doing this:

“As much as I’d like to see you (I would, lol) I made it a personal rule not to get together this late at night if I’m not in a relationship with the person, sorry.”

If he still persists after this message, just ignore him. The point is that there’s no negotiation when it comes to booty calls. There’s no way to agree to a booty call in a high-value way – only to reject it.

Again, no one here is being judged, but if you want this guy to see you as girlfriend material, you can't agree to be his booty call. Once you send him the message, just give it time and if he is really interested in you he'll ask you out on a normal date another time.



CHAPTER 19

SLOWING DOWN A CANCER MAN'S SEXUAL ADVANCES

Things got hot and heavy a bit too soon. After only a couple of dates, you ended up in bed with a Cancer guy, and you're both kissing and touching, so it becomes clear that things are leading to sex.

Here's how you can hit *pause*.

Firstly, don't postpone this until you're naked. When things start moving towards having sex, tell him:

"I find you incredibly hot, but it's too soon for us to have sex now."

We are assuming that you want to have sex with him at some point; you just don't want to have sex with him right now. It's important for him to understand that too because rejecting someone while things are already moving toward sex can make them feel rejected entirely. So, he might assume that you never want to have sex with him, not just right now.

The example above is exactly what you should say to help him understand that while you are into him, you also have rules that you don't want to break. You're setting boundaries, but it has nothing to do with him, just your rules.

Imagine if instead of the example above you said something like "Stop it right now! We are NOT having sex!". This sounds very dramatic and

aggressive. More importantly, it sounds like you don't EVER want to have sex with him, while you actually just don't want to have sex with him NOW.

Don't take this as something that discourages you from saying a straightforward "No!" to a guy who is making unwanted sexual advances. You can and should be explicit if a Cancer guy doesn't seem to get that you don't want sex with him. Your safety is more important than his ego.

However, let's assume that you're with a decent guy that you've been seeing lately, and things are getting hot and heavy between you, but you want to let him down without losing his interest. The best way to reject him is to show him that you're not ready to get sexual at this point in your relationship, but you still physically desire him.

Maybe he'll be a bit sexually frustrated, but that's okay. He will get over it. Most importantly, he won't mind if he has to wait. Just make sure that you make it clear that you do want to have sex with him eventually. He needs physical validation to feel wanted, and hearing something like that from you will help him understand that you want him and still think of him in a sexual way.

The fact that he can't have sex now won't mean much to him if he knows that he will have sex soon, so he'll even look forward to that future date.

More Ways To Reject His Sexual Advances While Keeping His Interest:

Another way to let him down gently whilst implying that you are not uninterested is to say something like this:

"I like you, but I'm a lady, and I have to get to know you better before we do this."

All he needs to hear is "before". It makes it clear that this is not a denial, just a delay. You're telling him "not yet" instead of "never".

Another variation is something like this:

"I can't do that yet, even for someone as charming as you."

This is a great example because it shows that you can even give him a compliment while you're rejecting him, which can really soften the blow.

Or you can try something playful like this:

“Oh God... You’re really making it difficult for me aren’t you? I really can’t do this right now, I have to learn more about you first. You got me all hot and heavy, shame on you, that’s not fair.”

This lets him know that he sexually excites you even though you want to wait for now and have sex on some future date.

If he’s decent, he is not going to mind waiting for you to be ready. Sure, it might be difficult for him to accept that what he thought was going to happen isn’t going to happen, but as long as he knows that it is going to happen eventually, he won’t feel like you’re rejecting him because of him, which is what he fears.

What if He is Very Persistent?

Sometimes a Cancer guy may become impatient, or even frustrated. If he seems too frustrated, you should take it as a huge red flag. It’s either a sign that the guy lacks chivalry or he is desperate to get sex now because he’s not planning to call you afterward.

If he persists and keeps trying to touch and kiss you in an attempt to take things further despite what you already said, take a step back and say something along the lines of:

“Listen, I really like you, but I wouldn’t have sex with someone just because I’m attracted to them. I’m not in this for casual sex or just having fun. When I get intimate with someone, it’s when things are going somewhere, when we’ve known each other for a bit longer. I know I might seem old-fashioned, but that’s just me. This isn’t easy for me to say since it’s clear that we have great chemistry, and it’s clear that things would be great between us, but you have to respect my boundaries.”

Turn this into a long conversation about where you are going in the relationship if you want, but if you have decided not to have sex with him yet, stick to it. Don’t tease him by doing something too sexual such as groping his groin while you’re kissing him. Sure, kiss him and express your sexuality but make him aware of the fact that you are drawing the line at acts that might suggest you are ready for his sexual attempts. You don’t want him to try to initiate sex with you right now, and he should be very aware of that.

Have a talk with him where you explain your stand on this, and once he cools down a bit you can kiss him thus giving him the physical validation that he’d like in order not to feel rejected. This means that you show

him that you still want him, you just don't want to have sex yet, and you want to get to know him better. He will respect that, and if he doesn't respect it after all of this, you're probably not dealing with a decent guy, and it's time for the clear "No!", no to the sex, and no to the guy.

In conclusion,

You have to understand that when you stop something that seemed to be leading to sex, the Cancer guy is going to feel like you've said:

"No! Of course, I don't want to have sex with you! I never will because I'm not attracted to you!"

When you say something that doesn't indicate that you're still attracted to him, he is going to feel like you've rejected him entirely. If he's being a jerk and disrespecting your boundaries, you can and should be straightforward and maybe even say all that.

However, the Cancer guy is likely to get the message and stop groping you if you put it nicely. If you use some of the examples mentioned, he isn't going to feel like you're rejecting him and won't mind waiting for you to be ready.

Again, if he doesn't act that way and keeps persisting instead, take it as a major red flag and give him a clear rejection.



CHAPTER 20

HOW TO REIGNITE HIS INTEREST AFTER HE DISAPPEARS

Don't blow up his phone if the Cancer guy goes missing for a while. A much better choice would be to send him a single message, but an enticing one that reminds him of what he could be doing right now.

It doesn't really matter why he disappeared on you. Maybe he is really busy, or he has family affairs to sort out. For all we know, he might have gone traveling. The point is, don't instantly assume that he bailed on you for good when you don't hear from him in a while. Sure, you shouldn't give yourself false hope, but you shouldn't assume you know his intentions or jump to conclusions without getting his feedback.

Sending him thousands of messages to ask where he has been and why he isn't reaching out to you could just make you seem needy. For all you know, he might not even be aware of how much time it passed since he last talked to you.

Don't make him feel pressured, especially if what the two of you have is not that serious yet. Sure, maybe he got chicken feet, but that's exactly why the best choice is to remind him of what he's missing out on.

Maybe you are currently having a great time that he would love to be a part of, or you remember a time when the two of you had a blast

before. Either of these things could help you write a killer message that will get his attention even if he planned to bail on you entirely.

Technique #1: Refresh his memory.

Do you remember the time when he tried to cook you dinner but failed miserably, and you can now both laugh about it? Maybe he tried to make lasagna, and it ended up being a catastrophe, but you ate it anyway. Send him something like this:

“They have great lasagna at this place I’m at. But it only makes me miss your crazy lasagna.”

Maybe he forgot something at your place that you could now mention. This doesn’t have to be an item that he needs, it could be something that’s left of the mess from the last time he’s been there:

“Just discovered another piece of that glass you broke under my table. I just can’t seem to get rid of you.”

Or you could pick a memory from any romantic date you had with him and send him a short message to remind him of that day:

“I’m at that whiskey bar where we went on our third date... Jazz music just isn’t as sexy when you’re not there.”

You get the point. You need to make him remember a fond memory that he shared with you. He doesn’t have to agree to meet you now, you just want him to think back to a fun event and trigger his thoughts about having more fun times with you.

Technique #2: Make him wish he was there.

What fun thing could you be doing that would make him want to be there even if he can’t make it?

For instance:

“Got together with my friends to see that cool movie we talked about. Shouldn’t you be here with us?”

“Out at the new art gallery in town, the one you told me about. Why aren’t you with me?”

This is a very cool approach because you’re not inviting him to join you, you’re just letting him know that you are somewhere he likely wants to go, and pointing out that he’s not there. You’re not risking anything because you don’t sound needy, you’re just stating facts. Plus, what

you're doing sounds like you're having an awesome time without him, and he will want to be a part of that.

You're creating a hook and giving him something that he could easily respond to. You're making it easy, simple, and fun to reconnect with you instead of creating drama or turning into a detective. There's no pressure and no questions, just an awesome time ahead of him if he chooses to spend it with you.

Don't send any more messages after this one unless he responds in a positive way. He might suggest that you do something another time or simply acknowledge that he wishes he was there with you too.

Even if doesn't respond right away, keep your cool and wait for him to suggest meeting up. When you send one of these two types of messages you've done all you could. Now it's his turn to decide if he's interested in the fun time that you're reminding him of or enjoying without him.



CHAPTER 21

KEEPING THE SEXUAL SPARK ALIVE

Women often get insecure because they fear that their Cancer man will get the wondering eye, lust for other women, or even cheat on them.

There's no secret mind control method to get a Cancer guy to stop cheating on you if he already made up his mind about it. Whether he will cheat or not highly depends on his own ethics and insecurity. Frankly, you would be better off with someone who has a tendency to cheat but shows it early on in the relationship so that you can end things and move on than with someone who prolongs all this until you're in a long-term relationship.

However, this method has nothing to do with controlling the cheaters. What we're discussing is his psychology generally speaking.

A lot of alpha-type Cancer guys (who are the ones that women usually want) are actually commitment-phobes because they fear relying on one woman for their sexual self-esteem. When he makes a commitment in the sense of a serious relationship, he knows that he's trusting a woman to fulfill all of his needs including the need for sexual validation. The Cancer man is often dependent on his woman and her feelings of desire for him.

A lot of confident Cancer guys who are in long-term relationships eventually experience the lack of sex, and that is when they start to freak out, not knowing where to turn.

In single life, these man, can always move on to a new woman if his current sexual partner no longer wants to sleep with him, and he knows this. If you would ask most Cancer guys what they're most scared of when it comes to marriage and children, you'd find that most of the guys, or at least the ones that are being honest, fear losing their partner's sexual attention after spending a long time together.

You might be tempted to be one of the people who say, "Well, it happens, move on and get over it." There are some that would react this way, but they're usually not the best team player in their relationships. Instead of saying this and shrugging it off as not a big deal, invest in maintaining the flames of passion in the relationship.

Make each other feel sexually desirable and special despite being together for a long time. Obviously, this is a much better choice than thinking that your partner's sexual self-esteem is not a big deal or your responsibility.

It's very important that your man continues to feel that you physically desire him, both when a relationship is starting and when you're together for a long time.

You have to understand that the sexual part of his brain yearns to know that you still find him desirable as a man. Here are some practical ways that can help you communicate to this side of your partner's brain.

1. Let him know when you want passion and sex whenever you feel these urges like this:

"Ohhh, please kiss me that way again..."

2. Text him when you have naughty thoughts like this:

"I keep thinking about last night and the way you made me feel..."

3. Tell him when you find something he did, said, or wore incredibly hot, and make sure to use the word "sexy" or "hot":

"I keep thinking about the way you looked this morning when you left and can't wait to see you looking that hot on your way back."

4. Tell him that you fantasize about him:

“Whenever I see you wet in the shower all I can think about is how wet you’re making me.”

5. Tell him stories about when you’ve let your friends know how attracted you were to him for the first time:

“When I first told my friends about you, I told them that, to me, you look like a Greek God. I still feel that way.”

6. Spontaneously grab him and kiss him passionately every now and then.

7. Touch him in public by kissing him, massaging his neck, or touching his arm.

More Things That You Can Say to Make Him Feel Amazing Around You

Here are more phrases that you could use in daily interactions with your Cancer man to make him feel incredible in your presence:

“I’m trying to focus on your story, but your lips are tempting me, and I can’t help but stare at them.”

“When you ordered lunch, it literally turned me on just now. I love how you take charge, whether it’s with lunch or with ME 😊”

“I can’t help but stare into your eyes, I love them so much.”

“I feel safe and turned on at the same time when you wrap your arms around me like that. I love how strong your arms are...”

“The rest of the world is going to get jealous when they see how hot you look today.”

These things will build your man’s sexual self-esteem, and that’s always a good thing, for you, for him, and for your relationship.

He will associate this sexual charisma of his with how YOU see him, instead of how the rest of the world sees him, so it will make you and your relationship special to him.

All in all, it’s not easy for a Cancer man to leave or even be away from a woman who can make him feel this way.

Even though it’s not your sole responsibility to take care of his sexual self-esteem, denying the importance of your attraction and validation to him will only cause you problems.

What kind of problems?

- He will be less confident as a man.
- He will fear rejection, so he will hesitate to try new things in bed to please you.
- He will be unhappy with the level of intimacy you have in your relationship, and it will affect other areas of that relationship.

Those who have an always perfect sex life are rare, especially when it comes to couples who have been together for a very long time. However, if you and your Cancer man become a real team when it comes to nurturing your sexual egos, you will be rewarded, and it will be worth it.

Taking care of your sexual self-worth should be a part of being in a relationship, whether it's just starting out or you've been together for a very long time. This simple hack can drastically improve your sex life and even help prevent some problems, such as wandering eyes and being tempted to see other people. When you make your man feel super confident in his sexual charisma, he'll want to be around you as much as possible and treasure that special chemistry that he has with you.



CHAPTER 22

EXPRESSING FRUSTRATIONS WITH THE CANCER MAN

You feel frustrated, and your Cancer man is not helping, so you say something like this:

"We never do anything romantic anymore."

"I want to do more fun things together."

"Everything sucks right now."

"I'm so tired of everything, I feel fed up."

"I'm super bored right now."

"I have to go someplace else, I'm tired of this place."

Sentences like these could easily come to you when you're in a bad mood, and you might be saying them in the hope that he will rescue you.

But there's some bad news about that. These sentences do nothing to get him to take action.

The problem is, when you say these things, the message that he gets is likely entirely different than the one you want to send.

For instance, if you say *“I’d like to do something romantic”* what he will hear is *“You aren’t romantic, and all the boyfriends of my friends are. Why can’t you turn into someone more romantic?”*

Believe it or not, Cancer men actually hear your dissatisfaction, whether it’s a big deal or something only temporary. But all he hears is a pretty simple message: You failed at making me happy.

When a Cancer man feels like he has heard this, he will respond either with apathy, resentment, or insecurity.

What he’s thinking is:

“What’s even the point, I never make her happy.” (Apathy)

“What about the romantic trip I took her on last week? Did that mean nothing?” (Resentment)

“She must be thinking about some other guy who was romantic when they dated, or she heard more stories about the boyfriends of her friends. I’m not good enough for her.” (Insecurity)

The point is, he will think that he can’t please you, and he will stop trying.

The Solution

1. Be direct, as much as possible.

Don’t sugarcoat it when you want something from a Cancer man.

If you’re not as direct as possible, he is going to get a different message than you want him to get.

If you’d like more romance in your life, you need to tell him:

“We’ve been working hard lately, I’d like a day where we’ll just spend quality time as a couple and do something romantic. Remember when we went on that trip last week? Romantic days like last week make me so happy, could we do something similar this week?”

When you want a Cancer man to meet your needs don’t use hints or riddles. Don’t make him guess what you want because he’ll assume that he failed at making you happy. Tell him what would make you happy and do so in a loving way. This way, you’re not going to fight about him making you unhappy, you’re simply going to get what you want.

2. Mention something positive.

If you would say something along the lines of *"I'm so bored, we're constantly working, it's basically all we ever do"* it's just going to make him upset for being called boring.

You could instead say something like:

"Babe, you've been working so hard lately, I'm so proud of you for getting so much done. But I'd like us to do something fun this weekend. How about a date on Friday, okay?"

By saying it like that, you're flirting with him, not just making a demand, and it will make him even more excited to actually take you on that date! You will get what you want and make both of you happy simply by rephrasing what you wanted to say.

3. Be specific when it comes to your wants, not cryptic.

When you tell him something, use as much detail as needed for you to actually be heard. Don't say something like *"I feel annoyed, I'm so frustrated today!"*.

This tells him nothing about what's really bothering you and nothing about how he could help you and take care of your needs.

Instead of this, you could say something along the lines of:

"I need a hug, and I'd really like you to take care of me now."

Or

"I really need us to spend time together tonight, I want to feel close to you."

Most Cancer guys will gladly come to the rescue if they know what they need to do to help.

Talk to him about your needs and help him understand how he could meet them and take care of you in the best way.

You might be tempted to hint at things and make him guess what you want, but this way, you're not going to get what you want. Moreover, you're likely to end up in a fight where he complains about not making you happy.

You have to understand that a Cancer man wants to make you happy, and when you're unhappy, he will do whatever it takes to fix things for

you. But he can't do that if he's not sure what you really want, which can lead to a disaster that could have been easily prevented.

Be direct and specific about your wants, and your needs will be taken care of, so avoid sugarcoating, no matter how frustrated you are. If he wasn't the one who made you frustrated, don't let him think that he was.



CHAPTER 23

HOW TO ARGUE WITH A CANCER MAN

Things are heating up, but not in a good way. You and your Cancer man are fighting.

You can't even remember who started the fight or why, but things get so heated that you both resort to attacking each other's personality, hitting below the belt and basically tearing each other down in anger.

This doesn't sound good.

Don't get me wrong. Arguments are an essential part of every relationship. When you need to have a talk, it's bad to let it sit there and build up resentment until you can't hold it in anymore.

However, what you definitely shouldn't do is use name-calling:

"You're a spoilt brat; of course you can't deal with this.."

"You're a total narcissist. Making a compromise with you is impossible."

"I never wanted to visit your family. I only did that to avoid your moodiness and nagging."

"Don't be a baby! Can't you man up for once?"

Ouch.

Labels like these might seem like some angry feelings that you need to let out, however, remember that everything you say at these angry moments can potentially stick with your Cancer man for much longer. It will even impact his perception of you long after the argument is over.

If you tell him that you can't stand visiting his family or you say that he's a spoiled brat, even if you later say that you didn't mean it, it will be very difficult for him to shake the idea that this is the way you really perceive him. It could easily turn into fuel for some future insecurities, and, in the end, you will suffer the consequences if your man can't shake off those insecurities.

While you can possibly make up for the damage with love and reassurance later on, he's going to trust you less than before. He will be worried that, at any future point in your relationship, you could turn on him and destroy his self-esteem.

It's important that you both feel loved and safe even when you're fighting.

4 Ways to Argue And Still Feel Loved and Safe in the Relationship

Letting each other know that both of you are safe and loved in the relationship means:

1. Not making vicious threats about ending the relationship.

Don't ever say something along the lines of:

"I'm done. I can't deal with this anymore. I should find a man who will know how to take care of me."

Threatening the relationship makes permanent damage to the relationship. Unless you are sure that you want to end things with him, don't threaten to end things, no matter how angry you get.

2. Not insulting on a personal level.

The point of an argument should be addressing the consequence of the issue and searching for solutions.

Don't say something like:

"You don't do anything for me because you're a self-centered, uncaring, and cold person."

Do say:

“I feel less loved when you don’t spend a lot of time with me. Would you like us to spend more time together? I need us to want the same thing.”

If you have to criticize something he has done, make sure that you label the action, not the person. So, you would say “you DID something selfish” instead of saying “you ARE selfish”. If you already believe that he IS a selfish person, he has no incentive to try to change, while he has the incentive to work on changing if you believe that he just did a selfish thing and is otherwise a caring person. He’ll want to reinforce that positive perception of himself.

3. Not getting competitive.

Don’t say:

“I’ve got men lining up to date me; I don’t have to deal with your shit.”

Don’t talk about other men that you could or are seeing. This means hitting below the belt, and it’s not allowed in fair fights.

In addition, you shouldn’t make this a competition where you fight about who cares less. You should still show that you care about each other, even during a heated argument.

4. Not giving up on resolving the problem.

Don’t say:

“You can’t be reasoned with, you’re absolutely impossible, and you’ll never try working on this, so it’s useless to even talk to you about it.”

Don’t sound like you’re giving up on dealing with the issue by saying something like that.

Let’s look at this sentence a bit closer.

Don’t get me wrong, I’m not claiming that you’re wrong if you think that your Cancer man can’t be reasoned with and is absolutely impossible. It’s entirely possible that you’re with a Cancer guy who, even though you’ve talked to him a lot about it, would never make any effort to improve himself and work on his shortcomings and flaws.

If that is the case, the guy you’re with is probably not right for you, especially if you’re thinking about things in the long run. When he isn’t

able to accept flaws, deal with problems, and/or apologize, take it as a major red flag when it comes to any potential future.

However, is this really the case with the man you're with? Be completely honest with yourself when you answer the following questions:

- Has he ever shown true remorse and apologized when he crossed the line or after an angry outburst that he had during a fight?
- He made a mistake, but did he do everything to make you feel protected and loved afterward?
- Is he self-critical enough to be willing to accept his flaws, and work on them?
- Has he ever genuinely changed his behavior, and/or personality in a positive way that only improved your relationship, after you've pointed out a request or a complaint that you have?
- Is he generally committed to resolving problems and making your relationship better and stronger?

If you've answered these questions with "Yes" then you are dealing with a Cancer man who has long-term potential, and you should avoid calling him *"impossible"* and *"useless"*.

If you choose to use these words to describe him, he won't see the point in improving the relationship, even if he's a great guy. This is because he'll feel like you're calling him and seeing him as *"useless"* no matter what he does and how much he tries.

Keep in mind that you can use arguments as your opportunity to fix things and even build better, more solid foundations.

You should always remember a few things about fighting, and these are:

- Slow down.
- Breathe.
- Think before saying anything.
- Don't be quick with saying harsh words, and remember that they are slow to fade no matter how quick it is to say them.
- Don't snap, retaliate or seek to do damage.
- Maintain your personal standards of restraint, kindness, and integrity.

- Be measured even if he is being disproportionate with his words or negative energy because you don't have to meet him there.

All couples fight, and that much is true, but it's how they fight that makes all the difference. A fight could tear you apart, or it can bring you closer together. When you're fighting, you should be focused on finding the solution and dealing with the problem instead of attacking each other. If you work on this as a team it could even improve your relationship.

The things you say to him during a fight could get him to snap out of it and work on his behavior, but pick your words wisely. You could encourage him to improve, but you could also tear down his self-esteem if you resort to nasty words and name-calling.

Always remember that you care for each other, and if you have this in mind even while you're fighting, you won't say something that you'll regret later. Words can hurt too, especially when they're coming from someone you love.

When he hears you say mean things to him, it probably hurts long after the argument is over, and apologizing can't heal these wounds. They will create doubts and insecurities in his mind, and it will be hard for him to trust you when you say nice things in the future.

Don't underestimate the power of words and use them only to improve your relationship, not to create additional problems or blow things out of proportion. Speak with kindness, and don't attack him even when you need to shine a light on some of his shortcomings. There is a nice way to point out his flaws without making them who he is.



CHAPTER 24

OPENING UP ABOUT YOUR PAST

Are you worried that you're sharing the story about your parents' messy divorce way too soon after meeting a Cancer guy? Maybe it's instead a story about a traumatic breakup that happened in your past, or it's a difficult secret that only your friends know about. When is the right time to say these things to the Cancer man?

A lot of women want to fast-forward things in new relationships and become intimate with the Cancer man on a deep level soon after hooking up.

It might feel good to have him completely understand and accept all aspects of your past and the person you have become, but this is unlikely to happen right away. The truth is that, more often than not, you are going to scare him off if you share too much too soon in a relationship.

This is not because Cancer men are judgmental. It's just that letting him in on all your troubles and insecurities too quickly makes him feel uneasy. It's like you're handing him all of your baggage and asking him to deal with it before he even has the chance to fall for you.

So, when is it a safe time to open up about your past in a new relationship? Here are some general principles that can guide you:

1. Real intimacy comes first.

Imagine if you had a causal lunch with a new friend that you met a week ago, and they suddenly got upset and emotional after telling you that they've had an abortion in their teenage years.

Although you'd probably sympathize with them, you would probably also feel like they're letting you in way too soon, since it is a level of intimacy that isn't earned yet.

The same thing happens if you open up to the Cancer man in this way.

You probably have some private moments that were painful, and sharing and trading stories like these are important in a relationship because it makes it stronger. However, if you bring up these things too soon in a relationship, you'll scare him off. You need to spend a couple of months getting closer before you can let him in on everything you want to tell him now.

He should feel like you're showing him the world that nobody else can see. If you let him in on all that too soon, he might think that you share your sad stories with anyone who's willing to listen to them, instead of seeing it as something you do because you feel like you and him have a close, meaningful relationship.

Before opening up to a Cancer guy, always ask yourself: has the relationship with him earned that level of intimacy? Even if you would be willing to share your stories with anyone who is willing to listen, you shouldn't share them with those you don't know that well. You need time to see if you have the kind of respect and trust in this new relationship that you need for that level of intimacy.

Most importantly, don't open up to him just to get his sympathy or attention – only let him in when you want it to bring you closer together and it's the right time.

2. Open up little by little.

A little bit of mystery is good at the beginning of a relationship. The Cancer man doesn't have to hear about all the issues that your parents have when you've been dating just for a couple of weeks. In these early stages of dating, you should only focus on building good feelings and having a fun time.

Wait until there's trust in your relationship, and then open up gradually. You can let him in on these sad stories one night when

you're just laying in bed and chatting and let that conversation go afterward.

It's important to show him that, even when you do open up to him, you don't feel the need to dwell on this past. You can and should talk about these things without allowing them to affect you the day after.

Always remind yourself that your baggage isn't his baggage. Don't treat him like he's a luggage carousel, ready and willing to take on any bag of troubles and worries that you need to unload.

3. Open up when it's relevant.

Don't open up to him just because that is what you think you should be doing. Wait until there's a relevant moment and a conversation.

If you want him to know about your parents' divorce, wait until you're having a conversation about difficult moments in your life and you're alone together. Don't blindside him by telling him all that in the middle of a very happy moment when you're just having fun. Wait for an appropriate moment for that kind of talk, when you're both in that mental place.

Share your past when you're both talking about the past and the difficult times, not when you're enjoying a happy, fun moment.

4. Own the way the story ends.

After opening up about a bad past experience, an insecurity, or a painful moment, make sure to own the way the story ends. Those bad past experiences didn't defeat you, and you're strong enough to proceed with positivity despite your past. It's important to make that clear to him too.

This helps him understand that you are letting him in on these stories because you want to share your past with him, not because you need to vent about things that you still haven't moved on from.

Whatever your story may be, make sure to own it. When you talk about it, do so from a positive perspective, not as if you are waving a sign that says "welcome to all my baggage".

When you open up too soon, he might conclude that you're an over-sharer and the kind of person that spills secrets too easily. When you open up at appropriate moments, these bad past experiences help you build closeness and intimacy.

As they say, there's a time and place for everything. So, wait for the appropriate time before pouring out your heart and soul to him. Yes, this can bring you closer together, but only when you have already established a certain level of intimacy. Opening up only weeks after meeting each other won't make it look like you're craving intimacy; it will make it seem like you open up to anyone.



CHAPTER 25

APPROACHING SERIOUS TOPICS WITH THE CANCER MAN

Sometimes a Cancer man will not give you what you want or won't meet your standards, and this is when you'll need to address serious subjects in a new or a potential relationship. Maintaining your composure is crucial once you're having these conversations, and showing that you can stay in control gives you a lot of power.

A lot of times, women will threaten a Cancer guy or lose their temper, and it will only show him that they're not in control.

When a Cancer guy that you've been dating suddenly starts to get flakey with you, you can handle it in an effective and a non-effective way.

The less effective, non-productive way to handle this would be to say something like:

"Why are you so flakey all of the sudden? Waiting for you has ruined my day."

The effective way to handle the same situations would be to say something along the lines of:

"Jeez, you have been flakey lately!"

He will likely respond by saying something like: “No, I am not” and make up excuses to explain why he’s not flakey. He might even say that you’re crazy for thinking that he’s being flakey.

Respond with something like:

“It’s okay, don’t worry, I just might have met up with my friends if I had known, and I was eager to see you. But we’re good, it’s okay, we can arrange something for another time.”

This achieves “*The Bliss Point*” which is exactly what you want when you’re having a serious conversation with him.

“*The Bliss Point*” is a term often used by food manufacturers, and it describes the optimal level of sweetness and saltiness in a food that doesn’t make you feel sated, and makes you want more instead. Master communicators can achieve a similar thing to “*The Bliss Point*” when talking to others.

This means that they can strike the correct balance of “sweet and salty” when choosing their words and it lets them seem endearing while at the same time communicating their standards.

This potent combination of “*sweet and salty*” lets you get your needs met without him thinking that you’re too high maintenance for him or a nag.

In the example above, you’re doing 3 things at the same time:

1. You’re telling him that you don’t like that he hasn’t honored the date with you and aren’t happy about what he has done.
2. You’re showing value by mentioning that you have other options and could have gone with your friends.
3. You’re showing vulnerability and being sweet by letting him know that you were eager to see him.

So, what you are combining are the 3 essential keys to having a serious conversation with a Cancer guy without coming off as threatening.

So the formula is:

Standards + value + vulnerability = a potent combination (“*The Bliss Point*”)

When he asks you out after this you can always playfully respond by saying something like:

“You intend to show up this time? 😊”

If he's a no-show again, don't give him the opportunity to do it the third time.

However, if you have shown that you have standards while shining some light on a problem, then he is likely to listen to you. So, he won't repeat his mistake.

When you also show that you have a good sense of humor in addition to showing standards, value, and vulnerability, it makes you look attractive. It makes it seem like you don't really take him (or even life) too seriously, and that makes you seem attractive.

You can also apply this strategy to any other situation, and it's much better than sounding passive-aggressive and losing control over the conversation.

For instance, if he has been ignoring you lately, call him out by mentioning it, and once he denies it, say something like:

“No worries, I just could have arranged something else if you hadn't been ignoring my texts, and I was hoping to hear from you. But it's okay, we can talk when you have more free time.”

Again, you are showing standards, value, and vulnerability. When you talk next time, use your sense of humor by saying something along the lines of:

“Are you going to respond this time? 😊”

As you can see, the method works the same way for any problem. The important thing is not to nag him about it or get passive-aggressive or even downright aggressive.

Stay classy and reach *“The Bliss Point”* by making a potent combination of your standards and qualities. Use your sense of humor and tease him when the situation repeats, but make sure not to be too sarcastic because it might make you sound bitter. Just try to sound like you're not taking anything too seriously and it will make you seem more attractive in the process.

When a Cancer guy acts in a way that he knows you'd disprove of, he's expecting you to be mad about it and call him out in an aggressive or passive-aggressive way. When you instead show standards, value, vulnerability, and a great sense of humor, you're giving him a pleasant

surprise that makes him want to work harder to keep you. So, you are getting your needs met while at the same time making yourself seem more attractive.