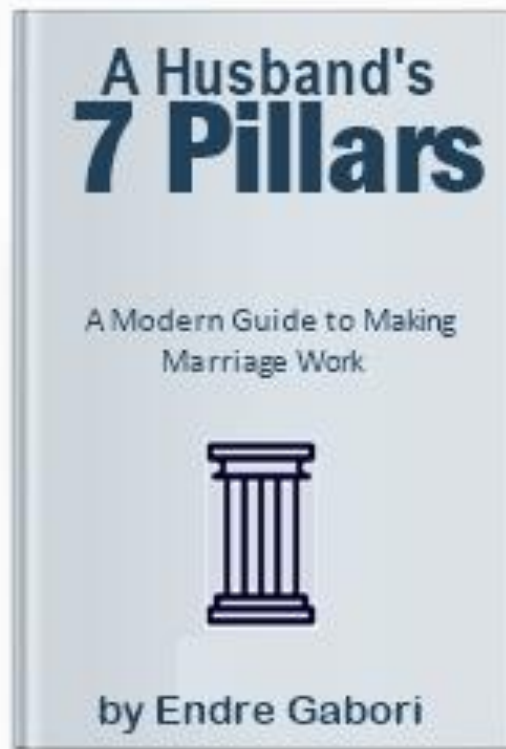


A Husband's 7 Pillars

A Modern Guide to Making Marriage Work

by Endre Gabori



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Preface

The purpose of this document is to empower men to start their journey to becoming the husband they've always wanted to be, by adoring their partner and being clear on what they need to do in order to be a rock in the relationship.

There are a number of fundamental differences between men and women. One of the results of this is that men like things simple while women typically (there's always exceptions) are more problem oriented and end up with more complicated situations.

This fact is one of the drivers behind "A Husband's 7 Pillars". Being in a long-term committed relationship under the same roof already has its complication regardless of how compatible you are with your partner. It's just the simple fact that cohabitation requires agility, flexibility and tolerance towards one another - but more importantly sacrifice (in the right places).

Our team created this reference document (yes, I do call it that for a reason) so that you are able to simply ... refer to it. These pillars are the very basics of making a relationship work - from the man's perspective - representing the actions that if you take, the probability of success in your relationship will skyrocket and shoot through the roof.

Implemented. Tested. Approved. Period.

Note:

*Everything described here would apply to non-heterosexual couples as well given that typically one partner is more masculine and the other more feminine in the relationship, however, the knowledge is derived from heterosexual experiences.

Pillar 1 | Ownership

Short version:

You must have 1 but no more than 2 areas in your life that you “own”.

Expanded version:

“Own” here does not mean physically but from the responsibility perspective. A good example that comes to mind is my home office. That is my cave. That is my turf. It doesn’t matter that my wife puts the laundry in there, I simply grab it and put it where it belongs without saying a word. You don’t need to argue about it, it’s your spot; you communicate this through your action not words. Trust me, she will challenge you with it. My wife always does and I just keep at it.

Truth is, even though I own the house, I am a guest in it. I am my wife’s guest. Yes, it sounds depressing at first but think about it; all the fights you’ve had over the years on territory and where things belong.

Now for some of you, this area that you “own” might be your car, mowing the lawn, ensuring the garage is taken care of or perhaps the basement. Whatever it is, be responsible for it and communicate with your actions that it is your turf.

Why? Because everything else is hers. If she understands what’s hers and yours because of clear communication, then there is no reason for argument. If she asks you to clean the kitchen you do it because it’s her turf (assuming that is not your chosen area of ownership). But if you have a messy office, then it’s your turf. Period.

However, ownership comes in around taking responsibility for your turf by showing example. The cleaning lady at my home never, ever cleans my home office. No one goes in there for any reason (of course my wife can use it for working at home if she wants to but she doesn’t disturb the space). It is my responsibility to clean it and show that I am taking care of my area of ownership.

Remember, your wife needs to know what you are owning through your actions - this “space” is his and he has it handled.

Pillar 2 | Listening

Short version:

Ask her what she wants then do as she asks.

Expanded version:

This is such an obvious one, right? Yet, we always mess it up. As mentioned above women are problem oriented, they love delving into problems, finding new ones etc. Men are the total opposite, we are solution oriented. We always want to solve stuff. Give us a problem and we'll figure it out.

That is why we can't shut up. Women bring up a problem and they just want us to listen and sympathize. We automatically go to our "toolkit" to give our best possible ideas and turn our creative problem solving mode on.

Well, how has it been working for you? I've turn this off. And I've made it very simple to do so. Every time my wife starts sharing with me, I ask her:

"Babe, do you just want me to hear you out or would you like my opinion on it as well?"

Works beautifully. She will tell me right then and there. If she wants me to hear her out, I just listen and "hmmm" and "haaa" to sympathize with her. On the other hand, if she wants me to solve something for her, then I present it as "my opinion". This is great because she needs to make the ultimate decision so that if the advice is not right (which happens) then she doesn't blame you - because it was just your opinion but she made the decision to go with it.

Pillar 3 | Impeccability

Short version:

Everything you do should be impeccable and done to the best of your ability.

Expanded version:

Do not half ass things that you engage in. Whatever you start, do it with integrity and impeccability. It's a measure of your quality as a man and she will judge you based on that.

Now, there will be some things that you are an expert in (i.e.: maybe your career as a salesman or engineer) and she knows that, however, it should apply to all other areas of your life where she sees the quality of the end result in whatever it is that you do.

It allows her to know that she can count on you to always do your best in whatever task you do.

As men, we are lazy; it's a fact. We need to keep ourselves in a cage to ensure things get done. I am no different. I do this by surrounding myself with other men, disciplines and various systems, by understanding how the future me will behave.

Try it on and envision yourself in various situations based on how you know yourself. Look at how laziness and procrastination hunts and hurts you; then build systems around your future self to ensure it doesn't happen. These will keep you in check.

Pillar 4 | Action

Short version:

Communicate with your partner through actions and not words.

Expanded version:

Women are a master of wordsmith because that is their mode of communication. No matter what you do, they will always have a counter argument and will twist your mind. I adore this personally in my wife and all women because it can be very useful in many situations.

Keeping your word by following up with actions is a fundamental measure of a man. Not only will your partner measure you by your actions, but also other men – respect is attributed to how a man can keep his word through his actions.

To be solid rock in your relationship, always follow through with what you say you will do and communicate to her by having integrity around your word.

The less you talk and the more you do the higher the probability of success in your relationship and the absence of argument.

Pillar 5 | Terms

Short version:

Terms define who you are as a man.

Expanded version:

Do you recall when your partner challenges you and you get the goosebumps? The shiver down the back of your neck while thinking “in no way can I do what she is asking” or “there is no chance she will go through with this idea”. Maybe she simply did something which in itself just causes you to “snap”.

That’s the place to look at. Each man – whether they are aware of it or not – have 2-3 very strong terms that define who they are.

YOU CAN NEVER COMPROMISE THOSE TERMS!

That’s right. I have a 90/10% rule with my wife. 90% is her way and 10% is my way. That 10% represents my terms. She will always test them and it will always be non-negotiable.

My terms are:

1. I am a man that makes a difference
2. I am a man that takes care of his family’s security

Anything that my wife wants to do that goes against these two things will not happen. I will not argue about it, it will just simply not happen.

An good example is, I send money home to my mother (she lives in Hungary, where I am from) to support her. If my wife wants to go on a spending spree and I know it will impact us sending money to my mother, then I will not allow it.

Another example is my career. I noticed that I would move jobs early in my career quite often. I started to notice a trend. I moved because I wasn’t making a difference. Even though I was well over 6 figures it was not motivating me.

That is why I created the Bulletproof Husband – I make a difference here which I am proud of and it helps other men achieve success. When I started, it wasn’t money that was motivating me but the difference I saw that it was making.

Pillar 6 | Innovation

Short version:

Never settle to find new ways to show appreciation.

Expanded version:

Women are all about appreciation and hearing a lot of it. This is one of the only times when being creative with your words can add value. Actions must be the same – creative, but words can go a long way here to remind her how much she is appreciated.

It's all about positive affirmations to boost her self-confidence both around her physical appearance and emotional health.

Even when you are angry or disappointed at her, try it on. Give her some love with positive affirmations like:

“I know you did this, but you are still and always will be the best thing in my life.”

“I can't believe you said that to me, but I must admit you looked sexy saying it.”

It will catch her off-guard and totally turn the conversation around in most cases. It is a much more effective way of being than to pursue an argument. What will also happen is that she starts to reciprocate it to you through showing unconditional love regardless of the mistakes you make.

Very powerful. Be innovative and creative in making her happy and you will significantly reduce the number of battles you find yourself in (unless it's compromising your terms – but then it's not a battle, it's just the way it is).

Pillar 7 | Pursuit

Short version:

You are still a stallion on an indefinite pursuit of your uncatchable prey.

Expanded version:

It is biologically proven that the heated love as we know it prior to cohabitation ceases to exist after usually 2 years on the go. It's a fact.

Men's biggest internal battle often times is lack of variety. We are designed to seek variety in our life and from early age we show this in many different ways. One of them is through the pursuit of women throughout our youth prior to marriage.

You can be religious, or have strong principles not to do certain things, but when that fine lady walks down the street, you will take a peak. Whether it's done the obvious way or more the chivalrous method, it doesn't matter, the urge is still there.

When you get married or are in a long-term committed relationship, this becomes a challenge. Not so much if you already had strong principles and disciplines in place prior but still a fundamental challenge even for pleasing the eyes.

Here is the catch:

"THE PURSUIT NEVER STOPS"

You must always pursue your partner throughout your relationship. If you don't, the relationship will get stale and desire will go down the drain. She needs to know that she is still wanted and desired.

And you wonder why she doesn't want to have sex with you...

Conclusion

A few things to note about the 7 Pillars.

- You do these 7 things on a regular basis, you will drastically reduce the risk of divorce and increase the chance of a happy, long-lasting, fulfilled marriage
- It is the consistency that creates results and being relentless in living your life around them
- All of the Pillars can be implemented right away without excuse
- OLIATIP is the acronym for the 7 Pillars to help you remember them (first letter of each Pillar)
- Each Pillar can be measured as to how you are performing (this is also further discussed in the Bulletproof Husband webinar)

Thanks for reading and good luck implementing.

PS: if you want to easily implement, measure and better understand the purpose of the 7 Pillars, you can schedule a call to see if you qualify for [The Bulletproof Husband Virtual Bootcamp](#) so that you can be on your way to success in your marriage.