## MICHAEL FIORE'S

















### Text Your Ex Back: A Step-by-Step Guide and Implementation Manual

**Michael Fiore** 



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## Introduction

### (a.k.a. why this guide exists and how it's going to help you)

OK, deep breath.

If you're reading this guide, you're probably hurting right now. Heck, you probably feel like your heart got ripped out and stomped on, and that the pain you're feeling will never go away.

The good news is that I'm here to help. In this program I'm going to lay out a step-by-step process that will show you how to use simple text messages from your cell phone to rekindle the romance with your ex, open him or her up to the idea of being with you again, and get things off on the right foot as you start dating each other.

Am I GUARANTEEING that you'll be able to get your ex back using this guide? Nope. It's totally possible that after reading through this material and starting to put it into action you'll decide you don't WANT to be with your ex anymore, and that the sneaky tricks and relationship hacks I teach you here will be better used with someone else in the future.

But what I WILL guarantee is that after you go through this training you'll have a much deeper understanding of why your relationship ended, how the romantic and sexual mind of your ex actually works, and how you can consciously create the relationship you've always dreamt of by "tuning" the way you think about love, sex, and romance, all while tapping out a few simple messages with your thumbs.

Sounds whacky, I know. But you're going to be blown away when you see how well it works.

#### Who The Heck Am I And Why Should You Listen To Me?

My name is Michael Fiore (you can call me Mike), and for the last couple of years I've been carving out a weird little niche celebrity teaching average people just like you to use text messages and other modern technology to improve their relationships. (I also teach stuff that has nothing to do with texting, but the "push button" nature of texting is so cool that I can't stop talking about it.)

# Who This Course Is For (And Who It's Not For)

Just to spell this out ...

This course **is** for you if you legitimately miss and appreciate your ex, feel like you've got a real connection, and feel like the reasons you broke up are things you can resolve, accept, or move past.

This course is **not** for you if ... well, let's just be blunt about this ...

This course **isn't** for you if the only reason you want your ex back is for your own vanity and ego.

As you go through this material you'll figure out that some of what I teach you is pretty manipulative. I use a lot of human psychology to re-awaken your ex's attraction and help him or her "decide" they want to give you another shot. It's powerful stuff, and I want you to use it for good.

If you want to use it for evil, I'd really prefer you delete this guide from your hard drive and we not have anything to do with each other again. If you're abusive (emotionally or physically), a serial cheater who can't be honest (if you want to sleep with multiple people, own up to it), or, well, an asshole ... I'd rather you go the hell away and leave your ex in peace. If your ex was abusive, either emotionally or physically, that's also a different story. In that case you should NOT be trying to get back together with them in any way, and you should find a qualified counselor or therapist to help you put the pieces of your self esteem back together properly. I'm totally serious here.

Got it?

#### OK, let's move on ...

Sit back and read through this WHOLE thing (I worked hard to keep it as short and action-focused as possible) before you start to work the program.

This will take some time. I'm sorry to say it, but there's no "magic bullet" here. There's no one text that I can give you that will change your ex's mind in ten minutes and have you back in romantic la-la land.

But if you go through this program and **do what it says**, you'll learn a ton. You will come to terms with your own emotions around your ex, and you will have a REALLY good shot at getting the romance and connection you miss back in your life.

I'd love to hear from you about your experiences with this material. If you have a testimonial, a question, or suggestions for something else you'd like to see in the Text Your Ex Back program, shoot an email to feedback@textyourexback.com.

Congratulations on making the decision to invest in this program and in your relationship. I can't wait to hear about your results.

Yours,

Michael From





## The Magic of Texting (The Secret Path To Your Ex's Subconscious Mind)

First things first.

When you heard "Text Your Ex Back," you probably guffawed a little bit, or choked on your soup, and said "yeah, right. I've tried EVERYTHING to get my ex back already. How can TEXT MESSAGES do the trick?"

But the fact is that these days TEXTING is the most direct and personal method we have for intimately communicating with each other.

Your average teenager sends **300 or more texts PER DAY** (and has giant, swollen thumbs that can crush an average man's skull). Even adults say that their actual "talking time" on the phone has radically declined since unlimited texting became standard on mobile plans.

Most people these days are ADDICTED to their cell phones, trust their phones more than they trust their friends, and would rather bathe in battery acid than go through a week (or a day . . . or 20 minutes) without being able to check their mobile.

Since your ex likely suffers a horrible panic attack if she or he leaves the house without their cell phone, they open up a huge window for you to seduce them back into your life, one text at a time.

### Why Is Texting So Effective At Helping You Get Your Ex Back?

Bullet point time ...

- **Texting is PRIVATE and INTIMATE.** As I teach in my *Text the Romance Back* (www.texttheromanceback.com) and *Text Your Wife into Bed* (www.textyourwifeintobed.com) programs, texting is the perfect way to create a private and intimate world between you and the man or woman in your life. For women in particular, texting can end up being a fun "game" where they can do or say anything (even things they would NEVER do in the "real" world).
- **Texting is NONCONFRONTATIONAL.** Odds are your relationship ended on a heated note. I don't know WHY you and your ex broke up, but there was probably at least one (if not a few dozen) big fights. Done properly (the way I'm going to teach you), texting is simple and subtle. You can slowly feed your ex tested and proven messages and ideas without the risk of either one of you flying off the handle, falling back into old and destructive patterns, or throwing plates at each other.
- Texting lets you build intimacy, attraction, and desire ON YOUR OWN TIME and by "remote control." You and your ex are both busy people (especially if you have careers, dogs, kids, video game addictions ... you know, important stuff to deal with). With texting, you can reestablish attraction and create your new relationship on your own time frame. (And you are creating a NEW relationship. I'll talk about that more in a bit.)
- Texting lets you CONTROL THE TONE and establish what kind of conversation you want to have. This is probably the most important part. With texting, you can STOP and THINK about what you want to say to your ex at each step of the way. Instead of reacting emotionally, you can take your time, figure out the right thing to say (I'll give you most of it), and be strategic with your ex without saying something that you'll regret.

#### Remember, we're taking Baby Steps here.

Your goal isn't to have "one more night" with your ex, or to trick your ex into getting back with you only to have the whole thing blow up in your face **again** because nothing has changed and you still have the same problems and arguments as before. Your goal is to slowly wear away the reasons you and your ex broke up, address the objections he or she may have to getting back together with you, remind them of the profound attraction that brought you together in the first place, and forge a powerful new base for your relationship ... all at the push of a few buttons. It takes some time, but the results are VERY worth it.

Let's get cranking.



## Before You Text: Why Did You Break Up And What's Your Ultimate Goal?

Before you start laying the groundwork for getting your ex BACK, you need to do a little prep to make sure you really understand **why** you broke up in the first place and **what** you're ultimately trying to accomplish.

FILL THIS SECTION OUT AS COMPLETELY AS POSSIBLE. We'll use the material later.

It's important that you're as honest as possible here. If you lie to yourself about why you and your ex broke up, what the "deal-breakers" in your relationship were, or what your real goals are in getting back together, then you're going to be VERY disappointed when you pull the trigger and send your first couple of texts.

#### OK?

In this section we'll talk about why you and your ex broke up and what the "conversation" in your ex's mind is about you. You will get the "fuel" you need to put your plan into action, using simple text messages to seduce her or him back into your life, and ideally have them think it was their own idea. We'll also cover some important CORE CONCEPTS and INNER GAME stuff that will make the whole "Text Your Ex Back" process go much, much smoother.

### Why Did You And Your Ex Really Break Up?

Let's play a little "choose your own adventure" here. Pick the option that fits your relationship, read through it, and then do the exercise at the end of the section.

Option 1: Your Ex Broke Up With You.

Ah, you got dumped. Sorry to hear it, but all is not lost.

The first thing is to figure out WHY your ex broke up with you. I don't mean the reason they SAY they broke up with you, but the **actual** reason why. That's going to require some painful honesty and some self analysis, but it's worth it.

Your ex may have lied about the actual reason he or she broke up with you. If they did, it was probably because they didn't want to be "mean" or hurt your feelings. We all lie to each other a little bit in relationships. (You shouldn't lie about the big stuff, but brutal honesty on a day-today basis can really mess up a good relationship. Your spouse doesn't really need to know what goes through your head when you eye the cute waiter or waitress.)

Here are some typical reasons your ex may have given you why they broke things off. If I don't cover the EXACT reason you and YOUR ex broke up, fill in the form below with the correct information.

- "It's not you, it's me." This is a "white lie" softener that your ex used to dull the pain when he or she broke things off with you. There probably wasn't any maliciousness in it. If your ex gave you this line or some other vague reason for breaking things off, it probably means they simply weren't feeling attracted to you anymore (we'll address that later), were bored in the relationship, or weren't getting their sexual or emotional needs met (sexual incompatibility can send even a great relationship to an early graveyard). They possibly don't even know themselves why they broke things off. ("It just doesn't feel right.")
- **The relationship is not moving "forward."** It's stereotypical, but you'll hear this one most often from women (especially women in their early- to mid-thirties who have the "biological clock" ticking

like crazy in the back of their heads). If your ex got to the point where they broke things off because you weren't moving forward together, it can actually be **good** news. It means they're still attracted to you and see potential in you, but are frustrated by a certain level of Peter Pan's "child who won't grow up" that they see going on. Your job is going to be to convince your ex that you're ready to bring things to the "next level," whatever that might be, or to convince them that it's not time to go to that level yet.

- Feeling "nagged" or unappreciated/Can't "relax" in the relationship. I certainly see this one a lot. Dr. John Gottman (who's an AMAZING relationship researcher at the University of Washington) says that **contempt** is the number one indicator of whether or not a relationship will stand the test of time. And one of the biggest ways men and women show contempt for each other is by constantly nagging and criticizing. If in the past you were constantly criticizing your ex, measuring them against an unattainable ideal, or focusing more on their flaws than on their positives, you're going to have to learn to accept your ex for who they are and rebuild a lot of trust and self esteem. I recommend you read Dr. Gottman's work and take it to heart. You can learn more at
- "I met someone else." The grass is always greener, huh? Finding out the person you love is with someone else can feel like getting stabbed in the gut (believe me, I know). It's also completely possible that once they "settle in" with a new person, they'll realize what a good thing they left behind. Your job here will be to put your best face forward, be as unbothered by what's happened as possible, and slowly open the door to reconciliation.
- **Betrayal/Cheating.** I get a lot of emails about this one. If your ex broke up with you because of cheating, it's PROBABLY because you cheated on him or her (though sometimes someone will cheat, realize they cheated because they wanted out of their existing relationship, and then pull the trigger).

Actually, this is as good a spot as any to talk about WHY people cheat in the first place, and some basics about human psychology and evolution.

When a guy cheats it almost never has anything to do with his wife or girlfriend. This is hard for women to get their heads around, but when a man cheats it often is for basic, unemotional reasons. He cheats because his testosterone is driving him towards that woman like a freight train and he thinks that he can't help himself. I'm not saying guys SHOULD cheat (I firmly believe we should keep the promises we make), but if you're a woman who's been cheated on, as much as it hurts, realize it probably had nothing to do with you. If the cheating was an isolated incident in an otherwise good relationship, it's not an indicator that a relationship is doomed. (Tangentially, "open" or "semi-open" relationships can be very successful. But that's another topic for another manual.)

**Women usually cheat for emotional reasons.** When a woman cheats, it's usually because she's craving something she's not getting in her relationship and life. A woman will cheat as revenge ("he cheated on me; I'm going to cheat on him"), because she's mad at her man ("he never pays attention to me"), because the man she cheated with gave her attention she's not getting from her husband or boyfriend, and sometimes, out of plain old-fashioned lust.

There are exceptions to both rules. Sometimes women cheat "just because they can" and sometimes men cheat for deeply emotional reasons.

**Despite what you may have been told, humans are NOT evolved to be monogamous.** This one can get me in trouble with readers, but most reputable science shows us that humans are NOT evolved to be with just one person sexually for our entire lives. If anything, we're like Bonobo apes who have wild orgies at the drop of a hat. Now I'm NOT saying that YOU should be out there whoring it up, and I'm not condoning cheating. Personally, I'm in a very happy monogamous relationship. I am saying that damning your partner to hell for cheating is a lot like getting angry at them for breathing, eating food or sleeping. Humans are ALWAYS going to want and CRAVE sexual variety. The fact that we have brains and can choose not to indulge in that variety is what makes us human. But you'll have a much happier relationship with your man or woman if you admit that (just like you) they're human, make mistakes, and have desires and cravings they can't always control.

If your ex is (or you are) a serial cheater, however, all bets are off ... that behavior brings up issues of honesty and respect, and most likely isn't going to change. Take a long, hard look at what you really want out of a relationship.

• "We don't communicate." Again, this is a common reason for a woman to break up with a man. I hear from women all the time who say "I just don't know what's going on in his head," or "He never TALKS to me." Later in this manual you're going to learn some techniques to make "speaking your heart" to your ex a much simpler and less frightening experience. If you're a woman, it's also going to make it easier for you to speak in languages your man actually responds to.

• **Stonewalling/ No reason given.** Finally, your ex may not have given you ANY REASON AT ALL for breaking things off (man, that drives us crazy, huh?) Personally, I think that's pretty immature on their part. In this case you're going to have to do some internal detective work.

With that in mind, answer these questions as honestly as possible:

1. What reason did your ex give you for breaking things off?

**2. What's the REAL reason you think the relationship ended?** (Be honest here. What was at the real core of the end of the relationship? Ask yourself the question, dig deep, and the answer will come.)

**3.** Are you willing or able to address the real reason the relationship ended? (If you don't want kids and your ex does, or vice-versa, that's a pretty big deal breaker.) What actions are you willing to take in the relationship to address these problems?

Once you've answered these questions, move on to the next section. And if you were the one to break up with your ex, keep reading. Your questions are coming.

#### Option 2: You Broke Up With Your Ex And Now Want Them Back.

Uh oh, you messed up. This actually happened to a friend of mine recently. He broke up with his girlfriend of two years because of his own fear of commitment. He dipped his toe briefly back into the world of being single, realized he was a fool, and then came to me begging for advice on how to get his woman back. She was licking her wounds, bitter and more than a little angry for the hell he'd put her through, so he had to work the system pretty hard.

Again, it's totally possible that the reason you told your ex you broke up

with them and the REAL reason you broke up with them have about as much in common as peanut butter and nuclear weapons.

That's OK. Remember, we're dealing with reality here. Just like we did for the readers who were broken up with, we need to create a nice, honest "map" of what happened at the end of your relationship and establish what's going through your ex's mind when they think of you.

### Here are some typical reasons you may have broken up with your ex but now want them back ...

- You thought you could do better (and now realize you're wrong. Sucks, huh?)
- You thought they betrayed you (but they didn't. Jealousy can be ugly).
- You just weren't attracted to them anymore (but now are).
- Heat of the moment/result of a big fight.
- You cheated, or he/she cheated. (See the section on cheating a few pages back.)

If you broke up with your ex and now want them back, answer the following questions as HONESTLY as you can.

1. Why did you break up with your ex? (The real reason. It might take some soul searching.)

2. What reason did you TELL your ex you broke up with them for? If it's actually the REAL reason, that's awesome. Hopefully you didn't stonewall.

3. Is the reason you broke up with your ex something that you think can be addressed? Is it still a deal breaker, or is it something you can move past? If you can't forgive your ex for being who they are, you'll never be successful.

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