

[Email #1]

Subject Line: <Name>, time to give up on your marriage?

Subject Line: <Name>, is this happening in your marriage?

Subject Line: <Name>, how much more heartache can you take?

[Body]

Is it finally time to walk away from your marriage?

Dear <Name>,

Are you ready to throw in the towel? To give up on your marriage? Because to keep torturing one another the way you've been doing is just too frustrating *and painful*.

After all, you've tried talking to your partner about your marital problems—the difficulties, the stress and all the minor *and major* annoyances.

In fact, you've confronted your partner time and time again, and told them everything they're doing, *and not doing*, that bothers you. You gave specific examples of all their transgressions, misdeeds, irksome habits, large and small.

But all you got back in return was a steely-eyed stare, a defensive or attacking rebuttal... and then another knock down, drag out fight.

So then, maybe you tried not talking to your partner, hoping that they'll get the message and apologize, or at least recognize what they're doing wrong and how bothered and angry you are.

In fact, you've tried everything you can think of doing to save your relationship.

But nothing has worked.

So now you're thinking... it's time to finally call it quits

And yet, when push comes to shove, you really don't want to give up. You want to fix your marriage.

You'd like to feel that same comfort, passion and desire you experienced when your relationship was new and fresh.

In fact, you can still remember how the two of you would hold hands, walk arm and arm, snuggle, laugh, talk endlessly over dinner and then go home and make wonderful love.

You even remember how much fun it was to just be around each other; how you couldn't wait to be with each other even if there were no plans to do anything in particular.

You just wanted to be with each other. You were friends, and you were lovers.

So don't give up on your relationship...

Give up on what's not working!

When you first fell in love with your partner it happened easily, effortlessly and naturally.

It was practically an involuntary reflex.

But then it became something else... it became work. And it became difficult.

I want to help you go back to those easier, loving times. I want to help you and your partner go *back to your future together*.

And all it requires is that you learn and apply a certain set of skills, which will enable you to love, understand and respect one another, again.

These are skills YOU can master in the comfort of your home

And while you may think right now your relationship with your partner is at an end or the problems and difficulties you're struggling with are irresolvable—*with these skills you can quickly begin to recapture the love and harmony you once knew and shared with your partner*.

These are the skills I want to teach you—and demonstrate for you—in The **US Factor**.

The **US Factor** shows you how to step back from your current difficulties—to view your relationship with your partner from above—as if you were a bird—so you can clearly see what is truly happening between the both of you—*which is typically not what you think is happening when you're standing in the middle of it, at ground zero*.

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If you want to restore your marriage, to bring the love back...

If you want to live together again in harmony and comfort with your partner...

Please take full advantage of my offer.

Let me send you *The US Factor* for 30 risk-free days

Experience it at home, watch the DVDs with your partner, or even by yourself—and if after 30 days you haven't begun to recapture the love and happiness you once had with your partner, send it back, and with no questions asked I'll return every penny of the purchase price.

I'm positive once the *US Factor* shows you how to breathe life and fresh air back into your relationship you'll join the legions of happy couples who are enthusiastic about their marriages again.

Trista and Buck Almost Got Divorced!

"With that first DVD, and the first section of the workbook, and the first activities, we were able to recognize immediately where our problems were. The Us Factor is our miracle because it saved us. It meant everything to our marriage; it meant everything to our life. I can't thank you guys enough. It's been a lifesaver. Literally."

--Trista S., State

Carol had an Affair!

"The Us Factor is bringing us back to the beginning—why we fell in love in the first place. It's helping us try to get those feelings back and bring love back into our relationship. I wish I'd gotten this program a year ago before my affair, when I felt my marriage was over. It would have saved a lot of pain on both ends."

-- Carol B., Wisconsin

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-- Angie M., Tennessee

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[Email #2]

Subject Line: <Name>, do NOT buy her flowers

Subject Line: <Name>, stop barking up the wrong tree

Subject Line: <Name>, do NOT say "I love you"

[Body]

Can the "Insanity Defense" fix your marriage?

Dear <Name>,

If you watch enough crime-drama TV shows you know defense attorneys often keep their clients out of prison by employing the "insanity defense".

But I bet you didn't know that in almost every troubled marriage, one or both partners is also employing the insanity defense.

You see, one of the most popular definitions of insanity is for someone to continue to do the same exact thing over and over again—and each time expect to see a totally different result.

For example... when you and your spouse have a fight over who is to blame for your failing marriage—and you have this same exact fight—and *you're each throwing the same accusations and the same "reason why" excuses back and forth at each other...*

And this fight has been going on for weeks, months, if not years... why believe...

One more fight will fix the problem!

Similarly, if your spouse complains that you don't love them anymore, or love them enough...

Why say, "*But, honey, I do love you,*" and repeat it every time you hear the complaint—*if each time you say it your spouse gives you a look that could burn a hole through solid steel!*

Furthermore... if sex is a lamentably infrequent occurrence in your marriage... why believe...

Buying her a dozen red roses will help you get lucky tonight!

And if roses don't work—neither the first time, or the second time—*why believe tulips will do the trick?*

And when tulips, daffodils and forget-me-nots don't work... will you ultimately conclude the source of the problem lies not with you—or the choice of flowers—but with your wife? In other words, she's at fault—medically, mentally, or emotionally.

My friend, if you find yourself in these or similar situations let me show you....

How to cure "marital insanity"

First off, **STOP** offering the same solution to the same problem—over-and-over-again!

If it didn't work the first or tenth time—**STOP and THINK!**

When you're in a never ending cycle of arguments and recriminations—and your same old answers and attempts at fixing the problem haven't worked—**you've got to think outside of the box!**

You've got to do something different!

But first you must understand *why* whatever it is you've been doing hasn't worked!

And that of course requires you to identify the "real" root of your problem. Because only then will "the proper and true fix" become obvious to you!

And that's exactly how The *Us Factor* helps you!

The ***Us Factor*** gives you the skills to see and understand why whatever it is you're doing or not doing—*isn't working!*

You see, in simple terms, more often than not the "medicine" you're providing is not the "correct" medicine to treat the illness in your marriage.

The ***Us Factor***, on the other hand, supplies you with the "correct medicine" to fix your marriage—and, *vividly demonstrates how to administer it!*

It puts you and your spouse back on a loving *and healthy* track again.

And best of all...

YOU can do it in the comfort of your home

The ***US Factor*** shows you how to step back from your current difficulties—to view your relationship with your partner from above—as if you were a bird—so you can clearly see what is truly happening between the both of you—*which is typically not what you think is happening when you're standing in the middle of it, at ground zero.*

And then it shows you not only what to do to put the love, understanding and tenderness back in your relationship—it shows you exactly how to do it.

Right now you may think your relationship with your partner is at an end or the problems and difficulties you're struggling with are irresolvable.

But by merely watching The ***Us Factor*** DVDs—you'll develop the skills you'll need to recapture the love and harmony you once knew and shared with your partner.

Married 25 years and in trouble—Not Anymore!

"I think for me the most helpful thing was that it's all about learning new skills. I was surprised how much it helped just watching just a couple DVDs. It enables you to focus on what you need to do. It was exactly what we needed."

--Marilyn W., State

Now they talk honestly and openly with one another!

"The Us Factor has helped me with communication and techniques to get my husband to open up to me. I now understand him better and how he communicates. We talk more openly and easily now."

-- Sue W., Kentucky

Simply Amazed in Texas!

"The Us Factor has helped us realize that when we communicate well, we can reconnect as a couple. We've just been amazed."

-- Stephanie G., Texas

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[Email #3]

Subject Line: <Name>, do you want more and better sex?

Subject Line: <Name>, this is how you unlock the bedroom door

Subject Line: <Name>, first comes romance then comes...

=====
[Body]

How to build a fire in bed

Dear <Name>,

Is your marriage boring?

Is the blush off the rose as they say?

And the sex?

Has the sex become a once monthly, or a once yearly *obligation*?

Is it more akin to a limp handshake than a loving and passionate embrace?

Don't be discouraged.

This happens to many couples who've been together for a long time—whether for one year or twenty—and *who've allowed romance to slip out of their relationship.*

You see when romance leaves a relationship... the relationship inevitably becomes stale.

And it becomes stale because the life you share with your partner has become too routine, too comfortable, and too predictable.

How to put the fire... the love, the excitement and the passion back into a sleep-walking marriage

If you and your partner truly want to re-capture the passion and the romance you once experienced—*don't try to shortcut the process with sudden big fixes.*

Big "band-aid" solutions only mask the underlying problem.

For example...

You'll probably be disappointed if after weeks or months of no love-making—of not even sharing a kiss or a hug...

You suddenly think you can "set the stage" by lowering the lights, buying flowers, drawing a warm bath, lighting a few scented candles and playing romantic music... *and that you're partner will then just melt in your arms...*

Well, it just doesn't happen that way.

To build a blazing fire or to re-ignite a smoldering one—you need to gently stoke the coals over time!

A quick poke of the coals with a skinny stick just won't do

You need to nurture love's fire.

And if you think talking about "the business of marriage"—the paying of bills, assigning chores, arranging work schedules, making retirement plans—is a great way to show and prove your love, and be romantic...

You'll be disappointed, again.

Romance needs other things—kinder, gentler *and smaller things*.

In fact, most of the time all that's needed to rekindle a romance and keep it alive is to just take the time to notice each other—to look, really look, into each other's eyes—often, and without embarrassment...

And, to touch your partner, longingly—to caress their hand, their cheek, their hair...

To tell them you love them—and why... and why you appreciate them... and why you want to make love to them.

It's these little things—the little sparks—that builds a fire and keeps it burning—not the big burst of wind that comes out of nowhere.

Don't try and hit a homerun—just get on base

The ***Us Factor*** helps you to do that. It helps you get back in the game!

It helps you get over that initial hesitation, the worry, the embarrassment, the fear—*and the lack of practice!*

The ***Us Factor*** also helps you to experiment—to do things you've never done or ever thought of doing with your spouse.

By watching real life demonstrations on DVD The ***Us Factor*** shows you how to do all these things and many more—all of which will help you bring romance back into your marriage.

Four kids later and "reconnecting"!

"The US Factor is helping us to really realize that in a small amount of time we can reconnect as a couple. I just love Dr. Melnick. He's so calm, he teaches us how to have the skills of maintaining a relationship through all the things that happen in life. And he's wonderful at doing that."

-- Name (*Wiggers*), State

No more "same 'ol, same 'ol" for Mitch!

"The Us Factor can be used over time to tune up a relationship and keep it on the road before it has time to run into the ditch."

-- Mitchell S., Florida

Carol's falling in love all over again!

"The Us Factor is bringing us back to the beginning—why we fell in love in the first place. It's helping us try to get those feelings back and bring love back into our relationship."

-- Carol B., Wisconsin

If you want to rekindle the fire...

If you want to embrace your partner—and hold them close and tight with passion and desire...

If you want to bring romance and excitement back into your marriage...

Please take full advantage of my offer.

Let me send you The *US Factor* for 30 risk-free days

Watch the DVDs with your partner, or even by yourself—and if after 30 days you haven't begun to recapture the love and happiness—and *the romance*—you once had with your partner, send it back, and with no questions asked I'll return every penny of the purchase price.

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[Email #4]

Subject Line: <Name>, why familiarity breeds contempt

Subject Line: <Name>, the problem is... love is NOT blind

Subject Line: <Name>, STOP "type-casting" your partner

[Body]

Do you really know who's sleeping in your bed?

Dear <Name>,

How would you characterize your partner?

Are they impulsive... slow to take action... quick to anger... sloppy... too analytical... lazy... self-absorbed... selfish... stingy... sex-crazed... financially irresponsible... absent-minded?

Think about it for a minute...

And then... however you characterize them... list all the things your partner has ever done which has led you to believe your partner is indeed that type of person.

Then, think about all the arguments... and fights... you've had because your partner is exactly that way.

Think too about the resentments, the anger and frustration you've felt because your partner is that way—and how you believe if your partner wasn't that way you might be happy together, again.

Okay, so now that you think you've "pigeon-holed" your partner—and you know exactly the type of person they are... and why you're having problems with them...

I've got a bit of news that could rock your world... for the better.

You're fooling yourself!

Your partner might not be who you think they are.

Yes, on the one hand, you absolutely did not marry an angel. Your partner is full of faults.

But on the other hand...

What you *now* call faults... could be what you found so attractive, endearing (possibly adorable) about your partner when you first met and began dating... and maybe even into the first years of your marriage.

But now... after life's twists and turns have taken your relationship into often scary, unnerving and uncharted territory... your partner's irreverence, or their sarcastic humor, their friskiness, their impulsive adventurism, or their live-and-let-live, devil-may-care attitude... is a source of irritation, friction and frustration.

So I'd like you to consider the following...

Is it possible that your frustration with your partner is not entirely their fault?

Could it be that you're not allowing yourself to see your partner in any light—other than the light you've cast them in—*out of habit!*

Could it even be that when they're not being the irritating, frustrating, annoying person you're used to—*you still see them that way!*

Give your partner a second chance by opening YOUR eyes!

See them as they really are.

See them in the present—not in the past. See them for whom they are now—not who they once were.

It may not be easy. Because you've created—in your mind's eye—this annoying image of your partner. And this annoying image—this one-dimensional cartoon-like character—is blinding your vision, and closing your heart.

And yet, just as you're doing this to your partner—not seeing them for who they really are—*your partner could be doing the same thing to you!*

So how do you bring these clouded views of one another back into focus?

How do you see your "actual" partner and not your "cartoon" partner?

How do you look at each other with open eyes and an open heart?

How do you treat each other fairly and honestly?

The answers to these questions and many more are all found in The **US Factor**.

It's why I created it.

The **US Factor** gives you the skills you need to tear away the veil of lies blinding your eyes and your heart.

These are skills that will allow you and your partner to truly see each other as you both really are.

Skills YOU can master in the comfort of your home

With these "eye-opening" skills you can quickly begin to recapture the love and harmony you once knew and shared with your partner.

*These are the skills The **US Factor** gives you!*

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--*Trista S., State*

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-- *Carol B., Wisconsin*

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[Email #5]

Subject Line: <Name>, here's how to be happy again

Subject Line: <Name>, do this exercise to save your marriage

Subject Line: <Name>, stop your misery with "Imagineering"

[Body]

Here's how to put happiness back into your marriage

Dear <Name>,

I know it's difficult for you to imagine what it could be like to be happy in your marriage again—*especially when your marriage is crumbling before your eyes.*

After all, you feel lost, hurt, betrayed and utterly miserable.

In fact, in a failing marriage all you see are reasons *to be miserable.*

And as your misery continues it actually becomes easier and more comfortable *to remain miserable.* Because once you begin to focus on all that's wrong in your marriage—that's all you want to focus on!

Unhappiness feeds on itself

You see, the more you focus on your unhappiness the unhappier you become.

Indeed, your unhappiness becomes all-consuming.

It keeps you up at night and it haunts you during your day.

Your job suffers, your friends suffer, and if you have children they suffer, too.

Which makes you unhappier still.

It's an unending downward spiral—a tornado of unrelenting unhappiness.

How to break the spiral of marital unhappiness

What I'm about to disclose is an effective way to break the "marital misery cycle"—but understand it's only one way—one possible solution. There are many other approaches you can also take.

Of course which approach will prove the most effective "fix" for *your* marriage will depend on *your* specific situation—on the specific problems you're experiencing.

Accordingly, The ***US Factor*** provides you, indeed visually demonstrates for you, many effective marriage-healing solutions you can use.

In fact, when you watch the DVDs and read the accompanying workbook, I'm certain you'll immediately find *the perfect solution* for repairing your marriage.

Okay, what follows now is an overview of just one way—out of many—that has worked virtual miracles for many couples in distress.

So let's begin...

Take a deep breath

Then close your eyes... and go back in time—to a time when you and your partner shared happiness together.

Remember one memorable day...a day you didn't want to end. I'm sure there were many days like that—when you were happy together and completely in love with another.

It could've been a day at the beach, at a picnic, on a cruise...

So just pick one day... and try to remember all the things that happened on that day, all the things that brought a smile to your face, gladdened your heart and made your spirits soar.

Then... remind your spouse of that memorable day.

Sit down together, face to face, and share all the things you loved about that day—and not just the grand sweep of the day—but the little things, too—*most importantly the little things—the little things about your partner that made you love them so.*

And then ask your partner to do the same.

Let them pick their most memorable day—and share with you all the things that happened on that day—that made their heart sing.

Your goal is to rediscover together the happiness you once shared. To relive it vividly *and to recapture it again.*

To go back to those happier, loving times.

This exercise and others—all of which build relationship-healing skills—will enable you to love, understand and respect one another, again.

**These are skills you can acquire and exercises you can both do—
in the comfort of your home!**

And though you may think right now your relationship with your partner is at an end or the problems and difficulties you're struggling with are irresolvable—*with these skills, and others, you can quickly begin to recapture the love and harmony you once knew and shared with your partner.*

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