

# Why Relationships Really Fail

By Don Jackson



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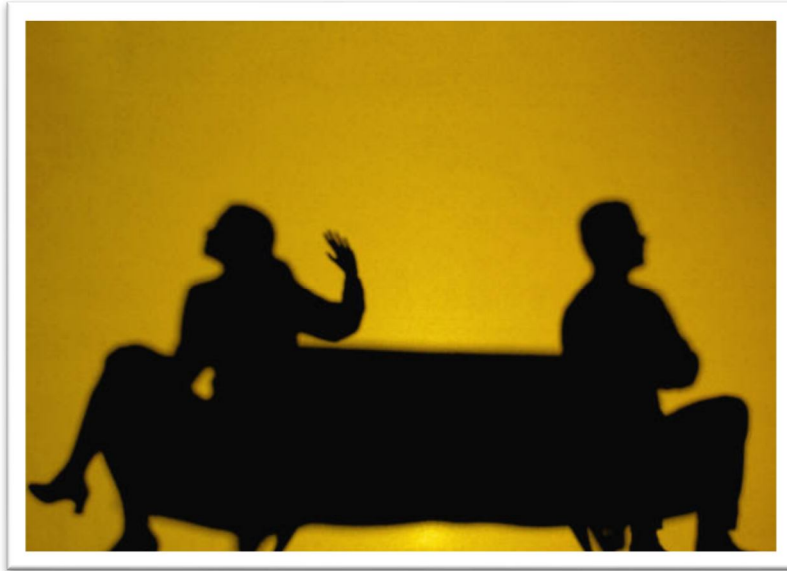
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## Introduction: Falling Out of Love and Into the Fire

In my twenty years as a relationship counselor, I have heard countless stories of couples falling out of love with one another. And no matter the age of the couple, the nationality or social status, both parties are always deeply confused as to how they got to where they found themselves: sitting apart from one another on the humble sofa in my office.

How do couples fall out of love with each other? The falling in love part is so monumental, and generally a person can tell you the instant they fell in love with their partner. They can tell you what they were wearing, what song was playing, everything about that special moment and the dizzying moments that followed.

But falling out of love doesn't happen in an instant, it is generally a process that happens over time. It's like a relationship cancer; you are both going about your business, trying as best you can to pretend that everything is okay, until one day you

both realize the relationship is very sick, it has cancer. How did it happen, how long has it been going on, this process of falling out of love, and what are the reasons it happened?

## Anger and Resentment

One of the things I hear couples struggling with so often is a sense of resentment towards each other, and this resentment, over time, and if not articulated, builds and builds until both parties become filled with anger. Once the anger sets in, it becomes almost impossible to communicate effectively with each other.

What causes this resentment in the first place? How do two people who are madly in love with each other and have committed themselves to building a life together become so resentful?

Every couple is unique so the specifics of the how, when and where may differ, but generally speaking, people become resentful when they feel they are not being heard. You can tell me you resent your husband because he doesn't say "I love you" enough – or ever anymore; or you resent your wife because she nags you constantly, but in the end, you resent your partner because you and your feelings and your needs are not being validated.

In order for a transformation to begin taking place in the relationship, both parties have to understand the importance of listening to their partner. Even if you don't like what you hear.



## Disrespect

Recently I was in a session with clients of mine, a couple in their late thirties who had been experiencing bouts of real anger towards each other. Week after week I listened to them tell stories of the heated arguments they would have at home, or in public places for that matter. These stories generally ended with one or both of them doing something intentionally to show the other how angry they were.

For instance, the wife once admitted to me that her husband had made her so angry she threw out his favorite T-shirt he'd had since college. When he couldn't find it she kept her mouth shut and felt a secret glee inside.

The husband once admitted he had lied to his wife's friend and told her his wife had something slanderous about her that she actually had not. This caused a big rift between the two women which he secretly enjoyed.

I would define disrespect as: Negative actions taken as a result of negative feelings. You have a right to feel angry or hurt, but you do not have a right to act out

because of those feelings in ways that destroy property or other relationships. This is crossing a line and where many couples reach their breaking points.

## Fear

Fear is the creator of all evil in the world. It is certainly the creator of many problems in relationships, and it is the mother of all jealousy. The fear of losing your partner to another is one of the most common issues I hear about in my counseling practice. This fear is generally unfounded and usually caused by an incident in childhood.

You may have heard that, generally speaking, you will most likely grow up and find a husband who is just like your father, or a wife who is just like your mother. Although this idea makes a lot of people uncomfortable, it actually is based on childhood emotional injuries you suffered, not from a Freudian attraction you have.

Your childhood made you the person you are today; the person who is in a relationship that is struggling. Any past trauma you suffered or any issues you have as a result of a lack of something in childhood, you take with you into adulthood and into your relationships.

In fact, most people's earliest adult, romantic relationships, are for one purpose only, and that is to heal yourself from past wounds; break the cycle of dysfunction you experienced as a child and become enough for yourself, so you no longer have to fill your emptiness with another human being.

This includes the fear of abandonment that so many people deal with, unknowingly on a daily basis. In my practice, I help adults deal with this issue once and

for all, so they can stop repeating the vicious cycle of fear and jealousy and anger in their marriage.

## Lack of Understanding

By now we have all heard the saying, "Men are from Mars, Women are from Venus." In my experience, that saying is actually an understatement. I like to say, "Men are from Mars, Women are from a place that doesn't know Mars exists."

Having spent my career helping men and women try and understand each other better and communicate from that place of understanding, it is shocking to me that men and women ever fall in love in the first place. We are so very different from one another.

It's false to say that only women feel emotions or, only men shut down emotionally, both do each of these. But in my experience it is accurate to say that men and women, in general, have vastly different ways of thinking, hearing, interpreting, acting out and communicating.

Underneath all of the anger and resentment and disrespect and fear is, ultimately, a complete and utter lack of understanding your partner. If everything they do and say is foreign to you, or seems false to you, then sustaining any kind of real connection or intimacy is unrealistic and impossible.

The truth is, it's never going to be easy for most men and women to relate to one another. But understanding can come if both parties are willing to put the time in to learn how the other one works.





## There Is Hope

Now that you know the reasons relationships fail, you have the knowledge and the choice to save yours. You're reading this today because you love your partner and wish to reconnect with them. Having that desire is the first step to achieving real love and understanding.

I have helped thousands of couples in crisis save their relationship, and I can help you as well. In my course **Adventures in Marriage - Finding True Intimacy** I give you the tools you need to recognize and change the destructive behaviors in your relationship. Here just some of what's in the course:

- **Learn to Identify Your Partner's Trigger Points**
- **7 Relationship Patterns to Avoid Like the Plague**

- **12 Common Misconceptions About Men and Women**
- **What to NEVER Say To Your Husband**
- **What To NEVER Say To Your Wife**
- **Why Men Really Cheat**
- **The 5 Essential tools to reignite Your Passion For Each Other**

And much, much more. This home course is the result of twenty years of helping couples, just like you, work through their emotional clutter and find true intimacy and meaning in their union. You owe it to yourself and each other to do the work and find the love that once was there. Get your copy of [Adventures in Marriage - Finding True Intimacy](#) today.

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Sample Follow-up Email Campaign Included Below

## Email #1

Hi {First Name},

I hope by now you've had a chance to download your free report and read it. I think it will give you some insight into the problems you're having in your relationship.

I want to take this opportunity to tell you a little bit more about myself and why I know in my heart I can help you save your marriage. Before I became a relationship counselor – actually the whole REASON I became a counselor - was because at age 32, I found myself suddenly in a loveless, and at times, hostile, marriage.

We had been high school sweethearts, went to the same college in order to continue to grow our budding relationship, and just after graduation, got married and bought a little house back in our hometown. Two years later our first daughter was born. It was the most amazing day of my life – to hold my precious wife and my precious daughter in my arms at the same time.

During the next few years I was studying to become a child psychologist, something I had always wanted to do. The hours at school and working on my dissertation were at times grueling, but I knew some day all the hours and hard work would pay off.

My wife was having a hard time being a new mother. She experienced quite a depression after Natalie was born. She needed a lot of help and unfortunately I wasn't at home very much to give her that help, or even really see what kind of emotional pain she was in. My wife needed me and I totally missed the clues.

It wasn't long until I suspected she was being unfaithful. Looking back I don't really blame her, to be honest. But at the time I was completely blindsided by the events that

occurred and the truth that was suddenly staring me in the face. How had I not seen this coming, and how did I suddenly find myself in a broken marriage, unable to connect with the only woman I had ever really loved? The woman who had meant the world to me since I had met her in tenth grade?

It was the most painful time of my life but I learned so much from that experience, and my wife and I were able to reconnect and build an even stronger union than before. I knew then that I needed to switch my focus from child psychology to couple's counseling, and the rest, as they say, is history.

I believe in my heart I can help you. Not only have I been in your shoes, I've taken what I've learned and already helped thousands of people save their relationships. Take control over your life and your love and get a copy of my course [Adventures in Marriage - Finding True Intimacy.](#)

My Very Best,

Don Jackson

## Email #2

Hi {First Name},

It's Don Jackson, and I wanted to write you a quick note to give you a communication tip you may want to try with your partner. This is just one of the communication tips I include in my relationship repair course [Adventures in Marriage - Finding True Intimacy.](#)

When all communication has seemingly broken down, my wife and I like to do what we call the 'Time Warp Tip.' It's called Time Warp, because we essentially go back to the old days when loved ones wrote letters. Not emails or abbreviated text messages, but actual thought-out letters.

This works for a couple of reasons:

- When speaking with one another, things can get very heated very quickly and things can be said in the moment that should never have been said, and can never be taken back.
- When people write like in the old days, with an actual pen (although if you have a quill and want to use it, by all means) and paper, the mind slows down. We become much more thoughtful creatures. And that is what is lacking in our communication with our significant others – thoughtfulness.

Try it. You'd be surprised how well it works.

If you'd like to learn about more effective communication techniques, you can find a plethora in my course [Adventures in Marriage - Finding True Intimacy.](#)

My Very Best,

Don Jackson

## Email #3

Hi {First Name},

I wanted to share a case study with you and see if any of it sounds familiar.

This particular couple, we'll call them Mark and Diane, came to me on the brink of divorce. Mark had actually already filed for divorce, but Diane pleaded with him to go to couple's therapy and give it one more chance. He reluctantly agreed, more so because of their children's devastated faces at the news mommy and daddy were getting divorced.

When they first came in my office that dreary Wednesday morning, Diane had clearly been crying, and Mark looked very angry. They both tried their best to appear like everything was fine, but as soon as I reminded them the jig was up – they were in my office which meant things were far from fine – Diane started crying again and Mark started in about how she does that on purpose to make him feel guilty.

I listened to the both of them for quite a while and when they'd finished the accusations and finger pointing, I asked if they would try one simple exercise. They agreed, although Mark made a fair share of sarcastic remarks before finally acquiescing.

When they went home, I asked that they not speak to each other for an entire week. They both looked at me like I had just asked them to rob a drug store. I told them that I knew what I was doing, and would they agree to it? Explain to the children mommy and daddy had a homework assignment. If they absolutely needed to tell the other something, it was to be done by email, fax, text, whatever, but nothing verbal until they were in my office the next week. And off they went with puzzled expressions.

The next week they showed up for their appointment in drastically different moods. Diane looked happy. And quite frankly so did Mark. And once I lifted the rules and allowed them to speak again, they started laughing and telling me and each other all the

things they had wanted to for an entire week. In essence what I heard and pointed out to the two of them was, they had missed each other.

After years of getting mired down in marital gunk, they had felt an old feeling of missing the other, wondering how they were and what they were thinking. Now, did this little odd exercise cure them? Certainly not. They had a lot of work ahead of them. But what it showed me, and more importantly, what it showed them, was that they still very much loved the other and missed each other on a very deep level. That was enough to have them work for weeks and weeks in my office and on their own time, and ultimately find a truer connection and real intimacy.

I'd love to help you and your loved one as well. I would in fact feel privileged if you'd give me the opportunity to teach you what I know for a FACT works. I urge you to take control of your life and future together and get a copy of my course [Adventures in Marriage - Finding True Intimacy](#).

My Very Best,

Don Jackson

## Email #4

Hi {First Name},

I thought I'd give you a break from my own thoughts today and share the thoughts of some rather famous people who had their own opinions on love and marriage. Enjoy!

"I think men who have a pierced ear are better prepared for marriage. They've experienced pain and bought jewelry."

**Rita Rudner**

"To keep your marriage brimming,  
With love in the loving cup,

Whenever you're wrong admit it;  
Whenever you're right shut up."

**Ogden Nash**

"What greater thing is there for two human souls, than to feel that they are joined for life - to strengthen each other in all labour, to rest on each other in all sorrow, to minister to each other in all pain, to be one with each other in silent unspeakable memories at the moment of the last parting?"

**George Eliot**

"All married couples should learn the art of battle as they should learn the art of making love. Good battle is objective and honest--never vicious or cruel. Good battle is healthy and constructive, and brings to a marriage the principle of equal partnership."

**Ann Landers**

"Marriage is our last, best chance to grow up."

**Joseph Barth**

"It is not a lack of love, but a lack of friendship that makes unhappy marriages."

**Friedrich Nietzsche**

Some food for thought.

My Very Best,

Don Jackson

## Email #6

Hi {First Name},

Since releasing my course **Adventures in Marriage - Finding True Intimacy** five years ago, I have received hundreds of letters of thanks from couples who have had great success with it, and I wanted to share one of the letters with you today.



Dear Don,

My name is Lydia and I wanted to share how much your course has meant to both my husband and I. If I hadn't lived the past year I wouldn't believe it myself, because so much has changed.

Fred and I have been married for fourteen years and the last five or so have been absolutely awful. As you point out in your course, there was no major shift or event that occurred; we just sort of grew apart. Little by little we seemed to go from growing apart to growing to hate each other. We were both miserable and we were making each other, and our entire family, miserable. At times I think we really hated each other.

I found you somehow, I don't even really remember now how I found your site, but I remember sitting there reading your words and something about what you said or how you said it seemed different. We had tried couple's therapy and that did nothing but maybe make things even worse somehow. But something about your personal story made me feel hope for the first time in a long time.

I purchased your course on March 11<sup>th</sup>, 2010 and that was the best decision of my life. I followed the techniques you set out and read and reread the sections where you were speaking to all of us wives out there. Within a week, I started noticing that, well, I'm not sure how else to say it except I felt like my heart had gotten a little softer, and I guess my husband noticed the change in me because he seemed to act a little kinder toward me. Nothing huge, just little small things we did. I got up the nerve to tell him about your course and asked if he would do it with me. I was very surprised (and so happy!) when he agreed to, and we faithfully read your book and listened to you recordings every night.

A year later, and I feel a lump in my throat as I type this, but a year later I am more in love with my husband now than I was on our wedding day, and he feels, and acts, the same.

Words cannot express our thanks and gratitude to you for sharing your personal story and all you learned with us.

Much love,

Lydia and Fred Tallaugh

{First Name}, I love getting letters like these. I would love to get one from you one day telling me you and your spouse are living a beautiful life together with a true connection and real intimacy.

You have the power to save your own marriage. Make a commitment today.

### **Adventures in Marriage - Finding True Intimacy**

My Very Best,

Don Jackson