

"Simple yet powerful insights on how to connect
– and what it means to connect – in today's
disconnected world.

A must read!"

LARRY KING

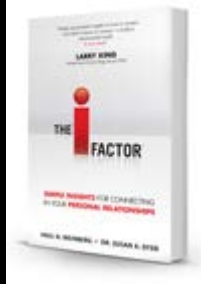
Former host of *Larry King Live* on CNN



THE
FACTOR[™]

SIMPLE INSIGHTS FOR CONNECTING
IN YOUR **PERSONAL RELATIONSHIPS**

PAUL N. WEINBERG • DR. SUSAN A. DYER



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This excerpt includes *The Fundamentals*, the first of nine sections of *The I Factor*™

“A book of bite-sized insights that often run deep...”
MARIANNE WILLIAMSON
Best-selling author of *A Return to Love*

What is The I Factor?

The I Factor™ is our new book about intimacy and how to connect in personal relationships. **Jack Canfield**, creator of *Chicken Soup for the Soul*, calls it “**genius in its simplicity.**” **Larry King** calls it “**a must read.**”

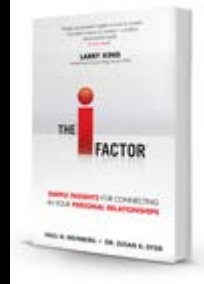
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INTRODUCTION

We live in an age of unprecedented 24/7 connection, in which Facebook, email, text messaging and other forms of electronic communication have us instantly connected to anyone and everyone around us.

And yet, despite being more connected than ever, many of us are also experiencing a profound and pervasive sense of isolation and disconnectedness. We skate along the surface of our relationships, having swapped quantity for quality and frequency for depth.

The explanation for this seeming contradiction of isolation and disconnectedness in a massively interconnected world is that most of us have never learned – or seem to have forgotten – how to connect or even what it means to connect on a fundamental level.

Connection in the age of social media is even more challenging when electronic communication – including not only emails and texts but also posts, comments, likes and impromptu online chats – seduce us into believing that we are connecting more deeply than we really are. While these forms of communication certainly broaden our *opportunities* to connect, they can also crowd out the more human, meaningful and multi-dimensional ways of interacting, and even create the illusion of intimacy when in fact we are still emotionally disconnected.

And with online connections offering an unprecedented view into other people's lives – but none of the sustenance of deeper, more meaningful relationships – many of us feel even worse that our lives are empty by comparison and simply don't measure up.

The I Factor gets back to basics on what's been missing from our personal relationships all along. Specifically, this book is about *intimacy*, a fresh take on a very old subject and a new way of looking at a forgotten idea.



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Because old-fashioned intimacy is really just the deeper level of *connection* that most of us talk about wanting in our personal relationships, but struggle to find in our modern-day lives.

This uniquely approachable book focuses exclusively on intimacy and our universal need for connection with a collection of concise insights that are well-suited for today's fast-paced lifestyle – a book for the wired world of Twitter, sound bites, and short attention spans.

The I Factor breaks a complex topic into straightforward, two-page “chapters,” each of which encapsulates just a single text-message-size insight about intimacy plus an email-size nugget of wisdom about each insight.

Unlike many of the best-selling relationship books over the last twenty years, this book emphasizes the similarities rather than the differences between the sexes. And unlike those books, which consider only sexual relationships between romantic partners, this book addresses all of your adult personal relationships, including those with friends and with family members – and most importantly, the one you have with yourself.

Clear and direct, with a bit of humor and a “back-to-basics” approach, this book will increase your awareness of what intimacy is and isn't, and provide a framework for cultivating more authentic and meaningful connections so that your close personal relationships can be more loving, harmonious and satisfying.

Many of us have some fear associated with the word *intimacy*. And yet, the vast majority of us do want more connection in our lives even if we are scared, confused, don't know where to start, or can't quite figure out what's missing from our relationships.

So whatever you call it – the I factor... intimacy... connection – this book will enhance and sustain your personal relationships, facilitate your own personal growth, and contribute to your overall sense of connectedness, serenity and well-being.



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The challenge of intimacy is by no means limited to the subject of men, marriage, or romantic encounters, although some of us may equate “intimacy” with images of blissful heterosexual pairings. A primary commitment to a man reflects only one opportunity for intimacy in a world that is rich with possibilities for connectedness and attachment.

Harriet Goldhor Lerner, Ph.D.
The Dance of Intimacy



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The Fundamentals



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When love is accompanied with deep intimacy, it raises us to the highest level of human experience. In this exalted space, we can surrender our egos, become vulnerable and know levels of joy and well-being unique among life experiences.

Leo Buscaglia
Born For Love



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Love is not intimacy.

Emotional intimacy and love often go together, but love in a relationship does not guarantee intimacy. Specifically, you can have the caring, attachment, and emotional support of love without the emotional availability, openness and vulnerability of intimacy.

Love is just one part of the larger landscape of connection in personal relationships. And it is intimacy rather than love that brings emotional depth to the connection and permits a deeper knowing of yourself and your partner.



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BARNES & NOBLE



Among men, sex sometimes results in intimacy;
among women, intimacy sometimes results in sex.

Barbara Cartland



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Sex is not intimacy.

You can have sex without intimacy and intimacy without sex. And although a sexual relationship may lead to an emotionally intimate one, becoming sexual too early in a new relationship may actually interfere with – or be a way to avoid – the development of emotional intimacy.

This may feel like a cold slap in the face if sex is important to you, or you view it as the most important part of a romantic relationship.

But sex without an emotional connection is simply a physical connection. The two can be confused if you haven't learned to differentiate between your physical needs and your emotional needs, or if you've learned to get your needs for connection and closeness met – at least temporarily – through sex.

The connection of emotional intimacy in a romantic relationship not only enhances the physical and sexual connection, it is also more enduring.



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My wife and I were happy for twenty years.
Then we met.

Rodney Dangerfield



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Intimacy is not a feeling.

Intimacy is an enduring state of being within a relationship whereby you and your partner together create the conditions through which deep personal connection can grow. These conditions include trust, openness, vulnerability, safety, empathy and honesty.

By contrast, feelings – happy, sad, angry, afraid, hopeful, helpless, calm, proud, disappointed – are transient states that exist independently *within* you rather than *between* you and your partner.

And while intimacy is not a feeling, it does support the mutual *expression* of feelings, and provides the foundation for enduring connection in all of your personal relationships.



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We are so accustomed to disguising ourselves to others
that in the end we become disguised to ourselves.

Francois de La Rochefoucauld



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Intimacy is the emotional connection between you and your partner.

Rather than simply an attachment or a physical connection, intimacy is about connecting and being connected on an emotional level to your partner.

It is the sharing of your innermost thoughts and feelings, coupled with all the ways of being together – a glance, a touch, a silent moment, a laugh, or just being present and attentive – that provide the foundation for an emotional connection in a personal relationship.

It is also about the emotional connection you have with yourself, without which you cannot have an emotional connection with someone else.

To be connected to yourself means to be able to locate, identify and accept your feelings without self-judgment, to know what you want and need, to be aware of your limits and boundaries, to trust yourself, and to have clarity around what you are willing to accept and tolerate in your relationships.



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Intimacy is seeing and being seen by your partner.

Infatuation, lust and the early romantic stages of love are all phases of a relationship that can blind us to the reality of our partner, during which we may project onto them a fantasy that has little or nothing to do with who they are.

By contrast, intimacy is about seeing each other clearly and completely and with as little distortion as possible. This means having a balanced view of your partner by recognizing their weaknesses as well as their strengths. And it starts by having a balanced view of yourself.

In other words, love may be blind but intimacy has 20/20 vision.



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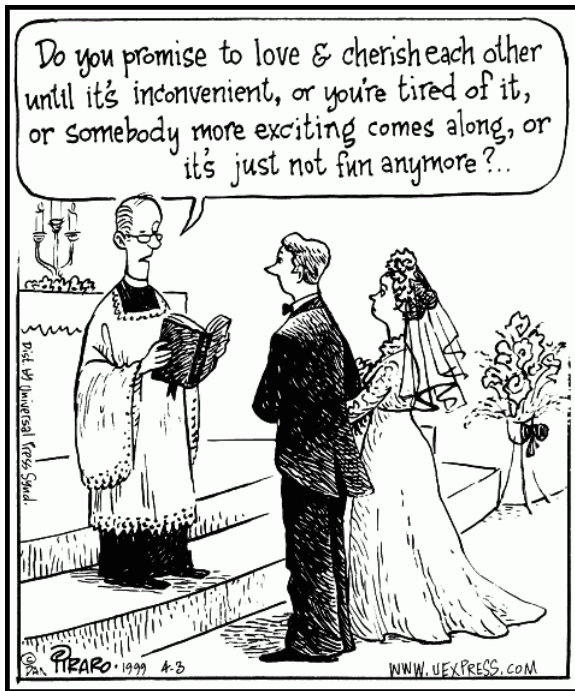
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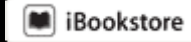


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Intimacy involves commitment.

Commitment in an intimate relationship has less to do with exclusivity and more to do with a mutual agreement that neither of you is going to flee or abandon the other when conflicts or differences arise.

Even seemingly innocuous statements – or thoughts – can suggest that you already have one foot out the door, aren't fully invested in the relationship, or are not willing to work through conflict.

Uncommitted:

- What do you want me to do about it?
- Why are we together if you feel this way?
- I don't need this.
- I give up.

Committed:

- We can work through this.
- It's okay that we don't agree.
- Let's keep working on it.
- We're in this together.



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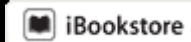


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You cannot have intimacy with everyone.

Being emotionally honest and available invites your partner to do the same, but simply spilling your guts and indiscriminately revealing everything to everyone will not create intimacy.

Intimacy involves a certain amount of exclusivity, and you are more likely to create it if you are discerning about to whom, how, when, and in what context you choose to reveal yourself.

In fact, not everyone in all places or circumstances will want to have an intimate connection with you, nor will it always be appropriate for you to attempt to establish one.

As you venture forward into any relationship, consider the context, pay close attention to the other person's willingness to connect with you, tune into your feelings, and be aware that you may be chasing after someone or something that doesn't really exist.



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It is when we stay in a relationship over time – whether by necessity or choice – that our capacity for intimacy is truly put to the test. It is only in long-term relationships that we are called upon to navigate that delicate balance between separateness and connectedness and that we confront the challenge of sustaining both – without losing either when the going gets rough.

Harriet Goldhor Lerner, Ph.D.
The Dance of Intimacy



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Intimacy takes time to develop.

Intimacy does not happen immediately. It develops and builds slowly over time through progressive disclosure and a self-reinforcing cycle of trust, safety, and willingness to reveal deeper and deeper layers of yourself.

Genuine intimacy:

- Requires time, effort and patience.
- Starts with small disclosures.
- Considers your partner's willingness to share.
- Pays attention to verbal and nonverbal cues.
- Trust is earned.

False sense of intimacy:

- Assumes you've found your soul mate.
- Reveals everything early on.
- Lacks awareness of your partner.
- Overrides your instincts and intuition.
- Trust is assumed.



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My friends tell me I have an intimacy problem.
But they don't really know me.

Garry Shandling



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Without intimacy, a relationship – and the world – can be a very lonely place.

A relationship may provide physical companionship and comfort, but you can still feel very lonely even in the presence of your partner without the emotional connection provided by intimacy.

By contrast, intimacy provides you with a sense of belonging, acceptance and connection that helps you feel less alone in the world even when you are physically alone.

Finally, don't confuse being alone with feeling lonely. If you cannot tolerate being alone, you will always be in search of someone else to fill the hole, which only you can do for yourself.



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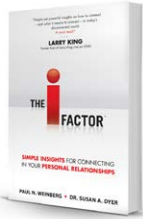
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You've just read the first nine chapters of *The I Factor*™. There are over 100 more.

“An inspiring read for every ‘modern’ man and woman... Picked it up and couldn’t put it down.”

SOFIA VERGARA
Star of Modern Family



“Simple yet powerful insights on how to connect – and what it means to connect – in today’s disconnected world. A must read!”

Larry King

Former host of *Larry King Live* on CNN

“A book of bite-sized insights that often run deep...”

Marianne Williamson

Best-selling author of *A Return to Love*

“Genius in its simplicity, this book captures the very essence of what we all want and aspire to in our close personal relationships.”

Jack Canfield

Creator of the *Chicken Soup for the Soul* series

“Terrific read that conveys powerful insights. I look forward to incorporating it into my life.”

Scott Flanders

CEO of *Playboy*

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