

THIS MAN SAYS ...

A mail order charm school
for men? Only in California

by Karen Feld

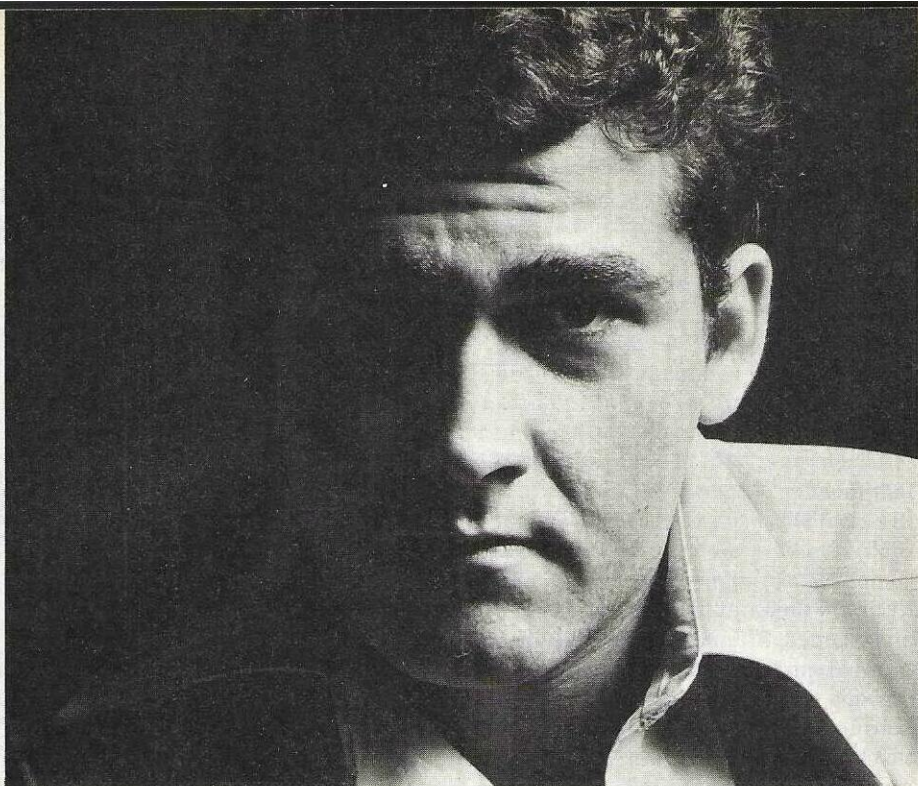


Photo: Jim Cornfield

CAN \$35 and a correspondence course save your marriage, help you find the love of your life, improve your job? Dan Martino and some 10,000 of his graduates say they can.

"If there was a course that could prevent a man from being lonely, it would be the next best thing to marketing sex," according to Dan Martino. It was with this in mind that he formed the Dan Martino School for Men in the Los Angeles suburb of Sherman Oaks in 1972. The school offers a self-improvement curriculum that starts where Dale Carnegie ends and stops where Masters and Johnson begin.

Martino, who has taught thousands of men between the ages of twenty and seventy to deal successfully with women, calls himself a consultant who specializes in communicative behavior—in changing the image of a person or a company. He fiercely argues he is for real and that he is dedicated to understanding women.

After studying law, psychology, and economics for three and a half years at UCLA, attempting unsuccessfully to launch a career in modeling and acting, and dabbling profitably as an amateur in the stock market, Dan decided to capitalize on what he knew best—men; and to find out about what he was most interested in—women. He is adamant in his belief that there is no reason for any man or woman to be lonely. This notion spurred the idea for the school.

The theme is as old as Adam and Eve. In implementing a modern-day approach, Martino conducted a four-year research study on which to base his curriculum. He

and his employees, who now number four hundred, interviewed women of all ages and from all walks of life to find out what qualities they look for in men, how they want to be treated by men, and what they like and don't like in dating relationships. Utilizing the information he gathered, he put together a curriculum based on a woman's point of view rather than a man's.

He found that a woman, regardless of how liberated she claims to be, wants to be treated as a lady. "We found that reassurance is important to a woman," said Martino; he feels that if a man picks up a woman for a date and doesn't give her a compliment, something's wrong. "Little things are important to a woman; caring is important," he explained. "Love is a learning process; good relationships take time. It takes time to build honest communication. What we do essentially in our course is teach a man how to save time."

The four-part course is geared to helping a man enhance a relationship with a woman or break the ice so one can begin. It teaches men to relate more effectively to women on a social level and on a business level. "The man/woman relationship affects the economy of this country," Martino mused. "If a man or woman has a problem relating to a spouse or lover, it will affect his or her work. If we can eliminate that, it will enhance the economy."

The introductory lesson deals with understanding the psychology of dress in relation to attracting women. The individual's physical characteristics—height, weight, build, facial features, hair, skin

HE CAN MAKE YOU A HIT WITH WOMEN

tone—are analyzed to determine which colors and styles in clothing will best complement them.

Lesson two, essentially a methods course based on the psychology of females, provides the man with a better understanding of women and teaches him to recognize and then to fulfill a woman's immediate needs and wants. On the basis of verbal and nonverbal communicative behavior, the man's "type" of woman is determined, and he is taught how to attract such women. He also learns to compliment honestly and effectively.

The third lesson teaches the man how to secure the kind of date he wants and how to open the doors to a meaningful relationship. Even the most minute details of preparation for a date are discussed.

In the final lesson, the man learns beneficial ways to enhance a relationship, how to apply the tips he's learned in lessons one, two, and three, and how to end a relationship with minimal hurt.

In this decade of increased sexual freedom, X-rated films, oral contraceptives, and legalized abortion, it is surprising that the subject of sex is taboo in Martino's school. But Martino believes this policy merely reflects his own social conscience and harkens back to his upbringing.

"I was brought up, like most Italians, to give to a woman and to please her—to put her first," he explained. "This course would not have been accepted ten years ago. Both men and women are more liberated today. There is more open-mindedness in a relationship.

"I'm not a male chauvinist. I'm in favor of 'women's lib.' No man should feel threatened by it. Women need men, just as men need women. No matter how independent a woman may be, love is still a dominant factor in her life."

Still a bachelor at 33, Martino has not yet found a woman who is all he is looking for. He has dated women throughout the world, but has never been on a blind date because, "I don't have the time." He dislikes singles bars, and prefers to meet women at cosmetics counters in better department stores on Saturday afternoons.

What does Dan Martino look for in a woman?

"Most important is intellect. She must be able to communicate and give me feedback. I like a little bit of a provocative nature in a relationship. I'm a fighter. I don't want a woman to always agree with me. She must be independent. I don't want her waiting at home for me. She must have her own life." He went on to list femininity, beauty (which he cautiously added must be in the eyes of the beholder), honesty, and trust.

Calling himself old-fashioned, Martino

describes his ideal date as a pleasant drive in the country, or a picnic with Mother Nature and his kind of woman. He suggests a restaurant for a first date to enable two people to learn as much as possible about each other in a short time.

For men who have not enrolled in his course, Martino offers the following advice on how to succeed with women:

Look your best. Dress in a way that best compliments you and expresses your masculinity.

Understand the importance of body language and what the mannerisms imply.

Break down a woman's defense mechanisms, to make her feel at ease with you, by sharing personal experiences.

Use your voice tone to gain a woman's attention.

Never compete in a relationship; work as a team.

Reassure your woman by complimenting often and by reinforcing those compliments.

Don't put a woman on a pedestal, and don't treat her as an object.

Intertwine confidence, aggressiveness, sincerity, warmth, and honesty.

Don't take a woman or a relationship for granted.

Learn salesmanship and the ability to communicate effectively.

Make a woman feel desirable, loved, and comfortable with you and she will continue an intimate situation.

Accept yourself the way you are.

If you meet a woman you really like, put her first. Put your business aside. You can always make a buck.

Martino insists that the course is not a course for "losers," but rather a course for "men who strike out." Most of the students have never been married, but many also are widowed, divorced, or presently married. Originally presented as a series of four lectures, the course is offered now only by correspondence. Many of the students have been referred by employers, course alumni, girl friends, wives, and even psychiatrists. Most have been professionals—physicians, attorneys—or high-level executives, because of the steep cost of the course. However, the standard \$275 rate has been suspended in favor of a special \$35 fee, giving an opportunity to almost anyone who wishes to enroll. Plans are under way for the course to be translated into Spanish, French, and Italian next year, so that men throughout the world can benefit.

For the women reading this article, if you are stumped at Christmas time for a unique and useful gift, why not send the correspondence course to your favorite man? It might help him—or you—or the two of you. **HW**