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Don't play

thing and wasn't sure how it would go. ... She didn't take it the way I said it — she took it the way I meant it."

And she continues to learn, to help her clients, with Eric's help.

"She's come to me and asked things to help her understand men better," he said. "I give my opinion, and she takes it and runs with it."

Rules of the game

Understanding how men and women think is key to Snell's ideas about dating. It explains why dating is a game, and the reasoning behind the rules.

One of the rules is that men should take the lead. It sounds old-fashioned, but Snell says it's important.

"A lot of women are asking men out, taking the lead in a relationship, and I don't believe that that's good for the male psychology or for the female psychology," she said.

It's not just old-fashioned thinking, but primitive, according to Baldwin.

"Men like the challenge of the hunt," Baldwin said, explaining that it's hard-wired from cave-man days. "That doesn't mean a girl shouldn't do anything ... girls can step up after two or three encounters to show they're interested."

However — here's another old-fashioned theory from Snell — women need to play a little hard to get.

"One of the problems that holds guys back is that they're overthinking the process early on," she said. "And if a woman acts too into the guy in the first three weeks, it really triggers him to wonder, 'Am I going to hurt this girl? ... It's better to hurt her now than to hurt her later, so I'll just break up with her now.'"

In addition to scaring men, women who do too much take away a man's need to make a difference.

"But if I stand back, and I let a void exist in the relationship, he'll step into it, and he'll be more passionate about the relationship because he's more involved," Snell said.

The harder he has to work, the more his love grows, she says.

That's why dating is so impor-



tant to men. Dating gives men an opportunity to sacrifice and invest in the relationship.

For women, seeing a man make sacrifices for her during the dating process provides a much-needed sense of safety and security.

"A man who sacrifices deeply, and invests a lot in the relationship, will not likely abandon it, either, and if I can watch that kind of pattern over six to eight months, I can feel much more secure in the fact that he's not going to abandon me and my needs once we're married," said Snell.

Winning ways

The proof of good coaching is in how players improve their game.

Louise Purdy says she was avoiding places where there might be single men so she wouldn't have to flirt or look at a man.

"I was afraid of basically everything a relationship would mean," said the South Ogden woman. "She knocked it down to little tiny goals, and they are a lot



more attainable."

Lisa Eggli of North Ogden says Snell has helped her weed out the wrong kind of men, and stop inadvertently sabotaging the