



THE RE-ATTRACTION FORMULA



Very Important - PLEASE READ If You're A Woman Who Wants Her Man Back: The Re-Attraction Formula in its original form was created by Dean Cortez and later passed to Samantha Sanderson (so that it would apply to females) who is also from Ex Back Experts.

We have included the Re-Attraction Formula in it's original form to ensure that you get the information in it's most complete form. Please note however Dean Cortez is teaching a man how to get his girlfriend back. The principles are applicable to women also and was proven to be effective for both sexes. Samantha Sanderson has used this exact formula to help women rekindle the romance with their boyfriends and husbands.



Hey, this is your wingman, Dean Cortez...

Some of you may know me already. You might have purchased one of my books or dating programs for men, or read about me on the Internet while searching for solutions to your current relationship situation.

I know you're here to learn how to get your ex back, and don't worry, I'm going to help you handle it—but first, I want to properly introduce myself.

I'm the guy who created Mack Tactics, which is one of the most popular (and proven) systems for attracting and seducing women.

I've taught thousands of guys around the world—from Boston to Brazil, from Los Angeles to London—how to get the girls they want. I've been responsible for a ton of guys getting laid (including more than one 40-year-old virgin).

In other cases, I coached guys on how to meet and marry the woman of their dreams. (I always felt particularly proud when that happened.)

As for *own* dating life, I used to be a dynamo. I laughed at the notion of “settling down” and waking up next to the same woman every day for the rest of my life. (I thought, “why would I want to do that, when I've got the skills to pick up a new girl every night?”)

But then, one one day...

I got shot.

By Cupid's arrow.

I fell head over heels for a girl named Michelle. She rocked my world. Before I knew what hit me, I was in love.

And then one day, after two years of being together...

She dumped me.





Over email!

I figured she was just going through some emotional drama, and we would work things out. We'd had temporary break-ups before.

But this time, she didn't seem interested in making up. She acted totally cold towards me. When I texted her, I'd receive a two-word reply (an hour or two later). When I called her, she wouldn't answer her phone.

So I went to her work place and confronted her, and she told me, "I just don't have the same feelings for you anymore. You're a great guy, but I think it's probably best if we're just friends from now on."

Now, I'll admit, I hadn't been the "perfect guy."

I'd made mistakes. We'd had our arguments. It happens with all couples. We were always able to work things out (and the make-up sex was always the best...)

But now, I couldn't believe that she was actually DUMPING me!

And she meant it.

She really didn't seem to want anything to do with me.

Had she found some other guy?! She wouldn't say anything more to me. I didn't know what was going on.

I just knew that I felt like my heart had been ripped out of my chest...

After that, I barely left my apartment for two months. I survived on takeout pizza, Chinese food, video games and Internet porn.

Then one night, my buddy (and former wingman) Jake showed up at my front door and told me, "Dude, get dressed. We're going out."

I tried to tell him I wasn't in the mood, but he was sick and tired of hearing my sob stories and excuses. He ordered me to take a shower and get dressed, and dragged me out the door...



We ended up at some dive bar, sitting at a table, drinking pitchers of cheap beer. I was doing my best to drown my sorrows when Jake leaned in close, looked me in the eye, and said...

“Bro, what the fuck is wrong with you?”

Jake looked pissed—like he was about to reach over the table and strangle me. (Jake is a big friggin’ dude; he’s the head bouncer at a nightclub in my city.)

“What’s your problem?” I mumbled, looking down into my glass. I was remembering the time my ex-girlfriend and I came to this bar, and her favorite song came on, and she danced for me...

Jake tore into me: “Dean, you’re supposed to be this ‘dating coach’ who knows everything about women and female psychology...and for the past six weeks you’ve been crying in your beer because you got dumped and you don’t know what to do.”

“You don’t understand,” I moaned. “Michelle wasn’t like any of the other girls...”

Jake pounded his fist on the table. “But you’re the guy who figured out to ‘crack the code’ with women. The stuff in your Mack Tactics course is genius. Hell, I used *your techniques* to meet Juliet!” (Juliet was a gorgeous brunette who Jake had been dating for the past year.)

“Yeah, and I used those Mack Tactics techniques to meet *my* ex, Michelle,” I replied. “So what’s your point?”

“My point is, you were able to get Michelle attracted to you in the first place, right? She loved you just as much as she loved you. There was a time when she would have done anything for you. And if you’re the guy who is supposed to have a ‘tactic’ for every situation with a woman...there *has* to be a way for you to *re attract* her and get her back.”

Suddenly, I experienced a “moment of clarity.”

I slowly looked up from my drunken, pathetic stupor.



Jake was right...

After all, I'd proven (to thousands of my students, and with the many women I'd personally been with) that there is a set of tactics and techniques that any guy can use to flip a woman's "attraction switches."

So what if I could "reverse engineer" these same tactics and techniques, to learn how to your ex will hear a woman feel re-attracted to you again, after a breakup?

After months of research and study, and interviewing many other top dating experts and relationship counselors, the Ex Back Experts system was born.

When I used these methods on my ex-girlfriend Michelle, she wound up practically begging me to give our relationship another try...even though she had refused to speak to me for weeks, and was now dating some super-rich dude.

Ultimately, even though I was still massively attracted to Michelle in a physical sense, I decided it was best that we didn't get back together as a couple.

I'm now very happy in my current relationship. In my case, the Ex Back Experts method helped me to bring my confidence back and make the right decisions for myself.

I just want you to know this...

I've been in your shoes.

I know the emotions that are churning through your brain right now. Frustration, sadness, confusion, regret...

And here's the good news:

The more carefully you follow the steps in the Ex Back Experts system, the better your chances of re-igniting your relationship with her.

This program has helped thousands of guys around the world to get back the women they love. I'd say our success rate is around 85%.



(The other 15% are the guys who allow their emotions to control their actions and can't stop themselves from making the **7 Deadly Mistakes...**)

THE SEVEN DEADLY MISTAKES

1. Not accepting the situation. You need to accept the fact that she broke up with you and that you're not going to get back with her today, or tomorrow. Doing this the correct way is going to take time, and it requires patience and self-discipline. But it will be worth the wait. For now, accept that you won't be seeing her for a while, and focus on the steps that we explain in the program. 30 days from now you'll be a better man, and a man she finds a lot more attractive than the one she broke up with.

2. Putting pressure on her. The Ex Back Experts program explains that you must allow a certain period of time to lapse before you make contact with her. Putting pressure on her right now could be the final nail in the coffin for your relationship. Give her time... *to miss you*. We'll show you how to make the best use of this "no contact" time to your advantage.

3. Obsessing about the breakup. In this post-breakup phase, staying active is key. Get out of the house. Go to the gym. Hang out with your buddies. Try some new activities. When you follow the steps in this program, pretty soon you're going to be sitting down with your ex, face to face... and at that point, you need to be able to show her that you're living a busy, fun lifestyle without her. This is a key part of the Re-Attraction process.

4. Not being honest with yourself about WHY the breakup occurred. In this program, you're going to learn how to play "detective" and take an honest look at why your relationship really ended. Once you get back with your ex, this will allow you to avoid those same relationship problems in the future. The goal isn't just to get her back; it's to build an even stronger relationship with her than before. One that will last.

5. "Being friends" with her. Do not enter into a "friendship" with your ex, where you wind up listening to her problems, providing a shoulder to cry on, and acting like you are helping her through the breakup. You don't want



to help her through it! You want her to miss you and want you back. Plus, if you give her this type of emotional support, you're giving her less reason to need you as her boyfriend. (Be sure to read the section in the Ex Back Experts manual about the guy who turned into a "Cuddle Buddy" ...it's painful just to read it!)

6. Trying to use mutual friends to find out what your ex is up to. You might be tempted to ask your mutual friends (the friends you shared with your ex) about how your ex is doing, if she's been dating anyone, etc.

These mutual friends are a direct pipeline to your ex. You should assume that they will report anything you say to her. If they see that you're miserable and desperate to get back with her, they'll let her know this—and it will hurt your chances of a reconciliation. On the other hand, if your mutual friends observe that you're positive, upbeat and appear to be doing just fine without her, your ex will hear about this, too—and it will make a difference.

So during the no-contact phase, if you encounter any friends who you share with your ex, and they ask how you've been, be upbeat. If the subject of your breakup comes up, speak about your ex in positive terms: "I think it's the best thing right now for both of us, I care about her and I want her to be happy."

Mention that you went out on a date recently. Whether it's true or not, this is a powerful message to relay to your ex: you're not moping around your house and waiting for her to call, you're back on the dating scene and moving on with your life. This will trigger her fear of loss and possibly make her start questioning whether breaking up with you was the right move.

Another way to let your ex know that you're enjoying an active social life is to make some "ambiguous posts" on your Facebook account. When you go out with friends, take some pictures. Upload a pic of you and a cute girl hanging out and post something like, "Had a great time at Jack's Pub last night." (You don't want to overdo it and make it look like you're out whoring around with a bunch of different girls. Be subtle; your ex is going to see



these posts, and they should make her wonder who these women are that you're spending time with.)

7. Not following a strategy. Right now, you're in a highly emotional state and the BIGGEST mistake you can make is allowing your emotions to dictate how you go about trying to win her back. Trying out the Ex Back Experts program was a smart decision; now, you've got to keep your cool, follow the steps, and stay on track. Remember, this is about more than reconciling with your ex; it's about laying the foundation for a new relationship that is going to be happier and more fulfilling for both of you.

Did you know that 80% of couples who break up and get back together, break up again within three months? This is generally for two reasons.

First, they never "patch the leaks" in their relationship, and the same old problems and arguments keep coming up. Second, the man never *re-attracts* her. If your girlfriend made the decision to break up with you, it's usually because she lost the attraction she felt towards you in the beginning.

Begging her to take you back, or trying to make her feel sorry for you, are signs of a needy, insecure man—and this is terribly unattractive to women.

You need to *re-ignite* that attraction she once felt for you...and the Ex Back Experts program will show you how.

So good luck, stay positive, and get started with the steps!

Your Wingman,



