



Ten Commandments for
SEDUCING YOUR PARTNER
 GIORGIO NARDONE

1. Just as with monogamous species where one can observe recurrent mating rituals, human couples can enjoy ongoing, seductive behavior throughout their lives.
 Reciprocal seduction is the principal self-maintaining, circular-feedback process that sustains a couple.

2. If you desire to be seduced, be the first to seduce.
 If you like to receive seducing messages, be the first to convey them to your partner.
 There is no need to wait for love; to first light the flame.

3. Seduction should not be a direct action but a subtle, indirect form of communication.
 It is not a direct request for love or for sex, but a suggestive way to induce evocative sensations in your partner. Seduction is based on performative language.

4. Seducing requires an ambiguous style of communication.
 It is completely different from informative and affective language, where coherency and congruency are the bases of an effective communicate.
 In seduction, suggestive language and ambiguous gestures are the main ingredients.

5. Similar to dancing with your partner, seduction must hold an alternation of intimate closeness and distancing manoeuvres.
 Avoid maintaining the same stimuli too long because over time, a persistent stimulus becomes less powerful.

6. When seducing your partner keep in mind that nonverbal and para-verbal language is much more powerful than verbal language.
 Play around with eye contact, subtle smiles, winking, etc, to create complicity.

7. Keep in mind that a seductive person never uses sarcasm.
 Instead use irony and especially self-deprecating irony to evidence your own weaknesses.

8. Always remember to take maintain good physical shape.
 It is the best way to induce your partner to do the same.

9. True effective seduction lies in making your partner feel that he/she is the most desirable being for you.

10. Never let the sun go down with anger still burning within you.
 End everyday with intimate and loving attention towards your loved one.



GIORGIO NARDONE, PHD

www.centroditerapiastrategica.org

www.giorgionardone.it

www.problemsolvingstrategico.com

www.changestrategies.it

gnardone@giorgionardone.it

REFERENCES

Nardone, G., Salvini, A. (2007), *The Strategic Dialogue*, Karnac Publishing, London.

Nardone, G., Portelli, C. (2005), *Knowing to Changing*, Crown House Publishing, Carmarthen.

Nardone, G., Watzlawick, P. (2005), *Brief Strategic Therapy*, Jason Aronson, USA.

Nardone, G., Giannotti, E., Rocchi, R. (2007), *The Evolution of Family Patterns*, Karnac Publishing, London.

Loriedo, C., Zeig, J., Nardone, G. (2010), *TranceForming Ericksonian Methods - 21st Century Visions*, The Milton Erickson Foundation Press, Phoenix, USA.

GIORGIO NARDONE, PH.D., psychologist and psychotherapist is the Director of the Centro di Terapia Strategica (Cofounded with Paul Watzlawick) and of the Post-graduate School of Brief Strategic Therapy in Arezzo, Italy. He is also Professor of Clinical Dialogue, University of Florence, Italy and has a Ph.D. in educational science from the University of Siena.

Dr. Nardone has published many articles and 26 books, translated into several languages, including *The Strategic Dialogue* (2008), *Brief Strategic Therapy* (co-authored with Paul Watzlawick), (2005), *Brief Strategic Solution-Oriented Therapy of Phobic and Obsessive Disorders* (1994) and *Knowing Through Changing* (2005). His systematic and effective models in treating phobic, obsessive-compulsive, and eating disorders are utilized by psychotherapists throughout the world.

Giorgio Nardone regularly conducts conferences and workshops in both Western and Eastern countries, as well as at his Institute in Arezzo.