

Why He Stays: The Psychology That Keeps a Man Faithful

Be the woman he chooses every day, and stop wondering whether he's looking.



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A team of researchers once sat 233 newly married couples in front of a screen and showed them photos of very attractive strangers.

Then they waited three and a half years to see who would cheat.

You'd guess it was the least romantic husbands, or the ones with the most chances, or the ones with the worst sex at home.

The answer surprised everyone. The people who strayed were the ones whose eyes stayed on the stranger's face a fraction of a second too long.

The ones who looked away just a few hundred milliseconds sooner were about half as likely to ever cheat.

That's faster than a blink.

What made me write this guide is that this look-away can be made stronger, and you have far more say in it than you've been told.

Think about the man you love: the work trip coming up, the wedding where his ex will be, the years ahead you're hoping for.

I wrote this for the woman who wants him to stay, and stay all the way, faithful and close and still choosing her twenty years from now.

So here's what I believe.

Checking his phone is the weakest move a woman can make, because the real decision happens long before anything shows up on a screen.

Male biology is built to settle down far more than anyone told you.

And the strongest hold you'll ever have on a man is what he builds with you, more than anything you give him.

The proof is striking. A man who becomes a hands-on dad sees his testosterone fall by about a quarter.

Couples who gave a new, slightly hard activity an hour and a half a week grew closer than couples who stuck to pleasant routines.

And one couple in Brazil stayed married 84 years and 85 days, with more than 100 grandchildren.

In the next few pages you'll find

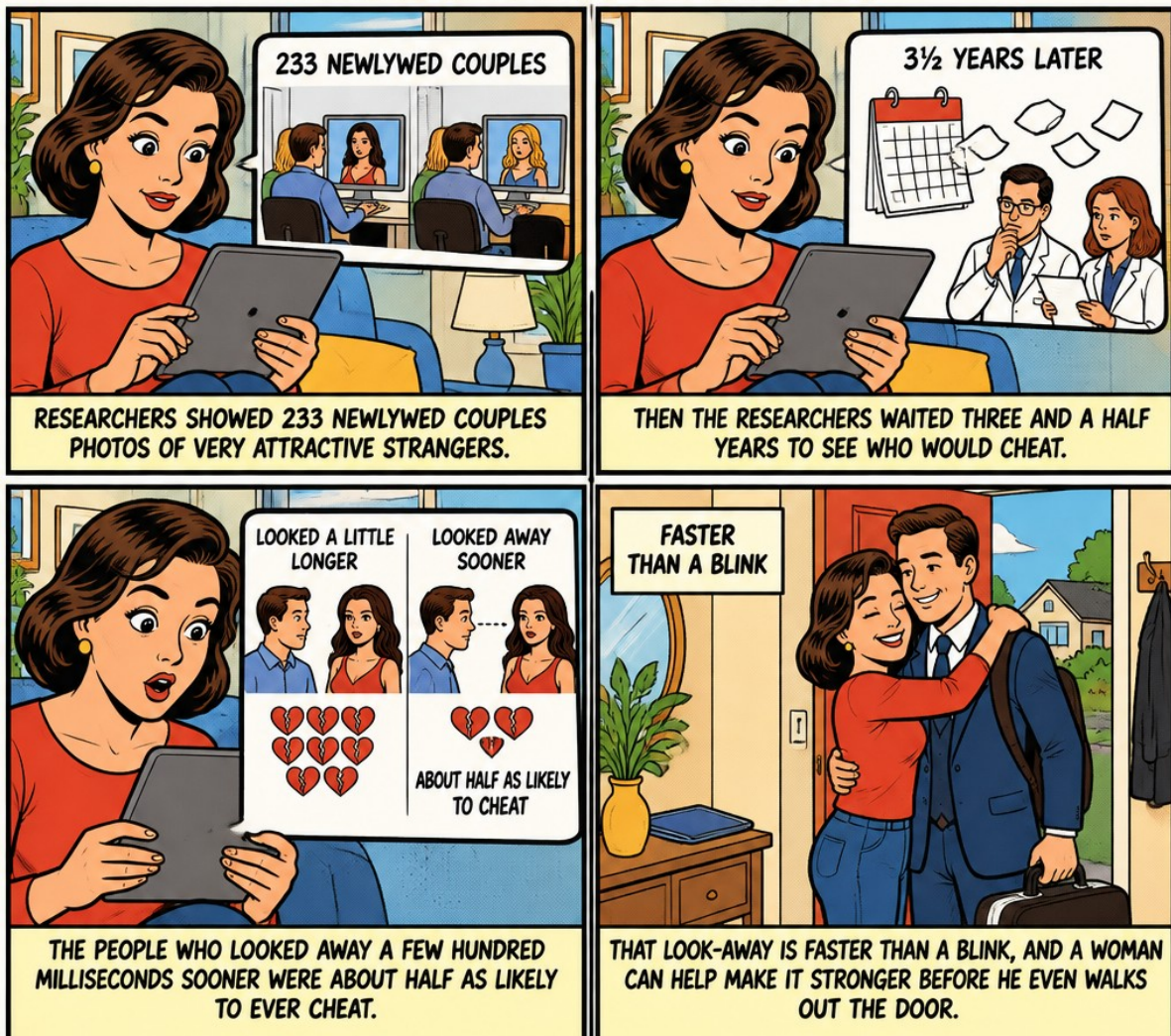
- How to be on his mind right before the night out, the trip or the wedding
- Why the man who builds a life with you holds on harder than the man you look after
- How often intimacy keeps him close, and why more isn't the answer
- The one reaction to his good news that bonds him to you
- The fight pattern that quietly teaches a man to hide things, and how to break it
- Why fixing your bedtime might be the most romantic thing you do this year

You don't need to do all of it this week.

Two moves are enough to start, and one of them takes ten seconds before he walks out the door.

By the end you'll know how to build a life he walks into and shuts the door on himself.

MEN WHOSE EYES LEAVE AN ATTRACTIVE STRANGER A FRACTION OF A SECOND SOONER ARE ABOUT HALF AS LIKELY TO CHEAT, AND THAT LOOK-AWAY CAN BE MADE STRONGER



Happy Isn't Enough: The Three Things That Keep Him

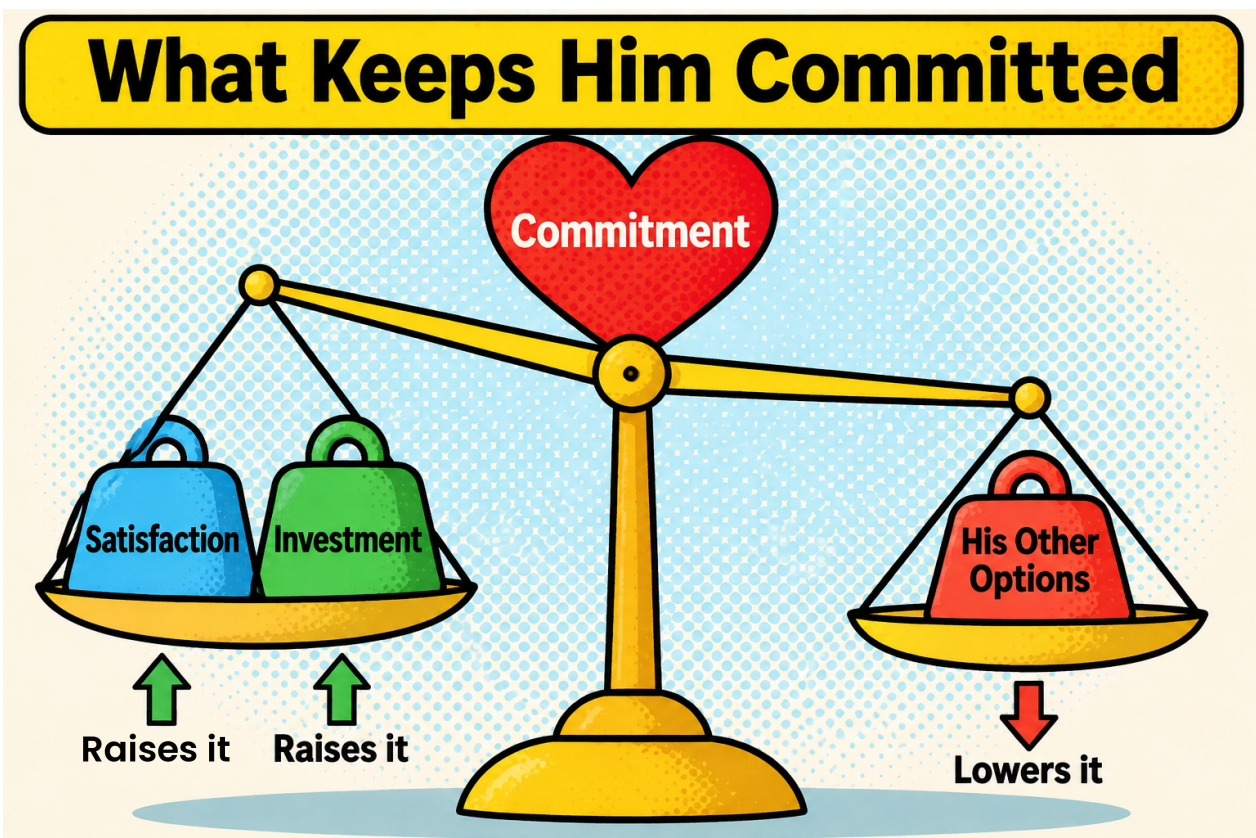
Relationship scientists have tested one simple idea across dozens of studies.

A man's commitment rises with how satisfied he is and how much he has invested, and it falls with how good his other options look.

Most advice only works on the first one, keeping him happy.

But a happy man with tempting options can still drift, while a man who has built a whole life with you holds on even through a rough patch.

Investment is the one almost nobody uses. It means everything he'd lose if it ended: shared friends, plans, a dog, a home, years together, the role he plays in your life, and all the effort he has already put into you.



Keeping him happy is only one of the three, and investment works even on the hard days.

I keep coming back to one picture. To a lot of men, commitment feels like a cell door closing.

The mistake is acting like a prison guard: tracking his time, punishing slip-ups, holding the keys.

The couples who last are the ones where he walks into that cell himself and shuts the door.

The Fifth of a Second That Decides Everything

The choice that ends most marriages is made in the first fifth of a second after he sees someone attractive, long before anything happens in a hotel lobby and long before you could check anything. Men who never stray mostly just aren't looking.

Husbands who've been faithful for twenty years say the same thing: the chances came, they just never really saw them.

In a study of about 100 young men, the ones in committed relationships barely paid attention to photos of attractive women, while single men struggled to pull their eyes away.

Earlier work found that simply reminding a man of love cut the time his eyes stayed on an attractive woman, and it worked far more strongly on men than on women.

Top tennis players win the same way, because years of practice teach their eyes to go to the right place sooner.

So where his eyes go first is a habit, and love is what steers it, which means you can help steer it too.

The Pocket Photograph puts that to work. Before a work trip, a wedding or a night out with friends, you bring your relationship into his mind for a moment, and that moment of love is what moves his eyes when someone catches them.

How to start

- 1 Look at the week ahead and spot the nights he'll be around attractive strangers.
- 2 Just before he leaves, touch him, kiss him or say something only the two of you would get.

- 3 During the evening, send one photo of you together or a shared memory, warm and light, never a check-in.
- 4 You'll know The Pocket Photograph is landing when he replies about the memory and the party barely comes up.



One small reminder of you, sent at the right moment, changes where his attention goes all night.

Why the Man Who Builds the Life Holds On Hardest

People value what they built far more than what they were handed.

A shelf they put together themselves feels worth more than the same shelf bought ready-made.

A man works the same way, so two years spent planning trips, meeting your people and fixing things for you ties him tighter than two years of being looked after.

His body joins in. Researchers followed more than 600 young men for about five years.

The ones who settled down with a partner and became dads saw their testosterone drop by about a quarter, roughly twice the fall in men who stayed single.

The fathers doing three or more hours of hands-on care a day had the lowest levels of all.

So the old story that male biology pulls him away has it backwards.

His body is built to settle, and the more of the everyday work of your shared life he does, the more it settles.

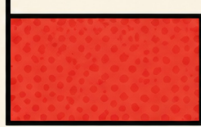
Let him do things for you When he offers to plan the weekend or fix the tap, say yes and thank him for it. Keep your own friends, money and evenings too, because a woman with a full life of her own is more attractive and never has time to start checking up on him.

600+ YOUNG MEN, ABOUT 5 YEARS

DROP IN TESTOSTERONE



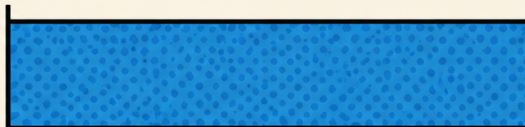
**STAYED
SINGLE**



ABOUT 1/4



**PARTNER
+ DAD**



**ROUGHLY
HALF AS MUCH**



**3+ HOURS OF HANDS-ON CARE
A DAY: LOWEST OF ALL**



| The Day-Two Cuddle

Great sex about once a week keeps a man close, and having it more often doesn't add much.

In a study of about 2,400 couples followed for 14 years, happiness rose with how often they had sex up to about once a week, and then it levelled off.

So aim for sex that feels great over sex that happens often.

The good feeling after sex lasts about two days but not three, and that glow predicts how happy couples are later on.

The Day-Two Cuddle keeps it alive: about every other day you have sex or close, affectionate touch, so the glow from last time never fully runs out. The cuddling and warmth afterwards are the main event.

Your own pleasure is part of it.

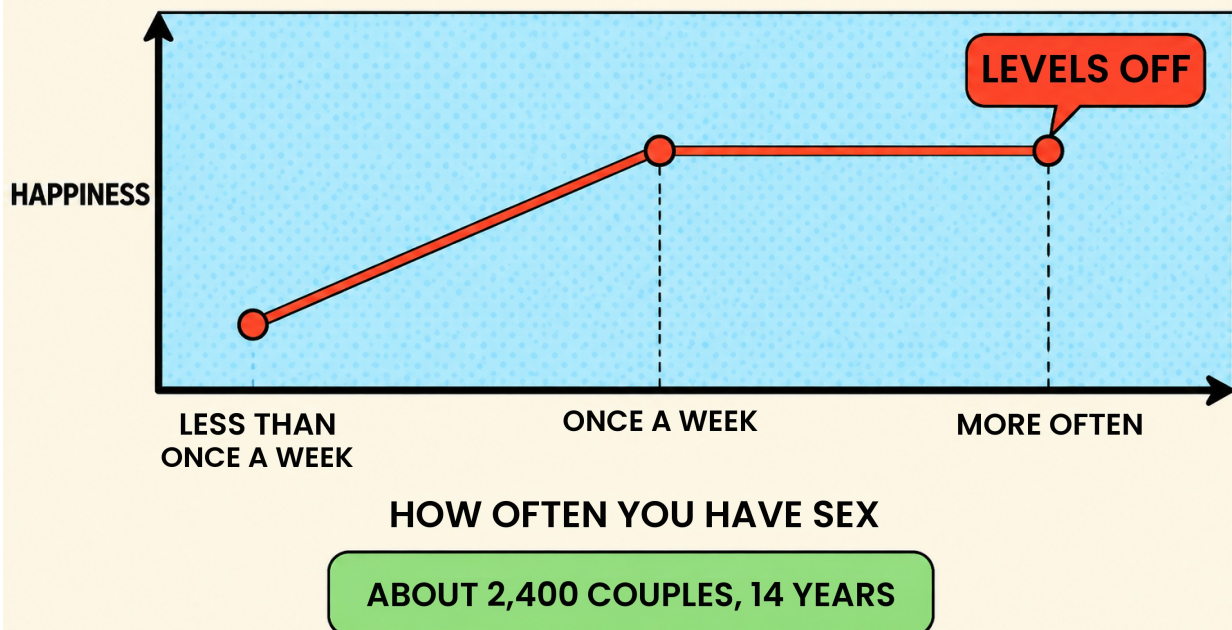
Almost all men usually finish during sex, but only about two in three women do, and a man can tell a woman having a great time from one being generous.

Women who finish more often ask for what they want and praise him the moment he gets it right, so say out loud what works.

And forget the idea that sex bonds only the woman.

You both release the same bonding hormone around orgasm, so every time is pulling him closer to you as well.

More Sex Makes Couples Happier Only Up to About Once a Week



The Ordinary Habits of Couples Who Last

Couples who stay exciting keep doing new things together.

In one experiment, couples who spent an hour and a half a week on something new and a little challenging, for ten weeks, grew closer than couples who did pleasant, familiar things.

Try a dance class, a hard hike, or cooking something neither of you has made.

How you answer his good news matters even more than how you handle bad news.

“That’s amazing, tell me everything” bonds him to you, while a flat “cool” slowly teaches him to take his wins somewhere else.

Then there's sleep.

Couples who lost about 40 minutes a night thanked each other less and fought more, because tired people stop noticing what the other does right.

That's why fixing your bedtime is one of the most romantic things you can do.

Protect what you share, too.

A study of nearly 80,000 couples found partners were alike on most of the 133 traits measured, so the things you love doing together are glue worth guarding.

The longest marriages, like that 84-year one in Brazil, are made of tens of thousands of ordinary days that felt good.



None of these takes long, and together they keep the glow going all week.

ANSWER HIS GOOD NEWS WITH REAL EXCITEMENT, BECAUSE A FLAT REPLY TEACHES HIM TO SHARE HIS WINS WITH SOMEONE ELSE



WHEN HE SHARES GOOD NEWS AND SHE ANSWERS WITH A FLAT WORD, HIS SMILE FADES.



A FLAT ANSWER SLOWLY TEACHES HIM TO TAKE HIS WINS SOMEWHERE ELSE.



THIS TIME SHE PUTS HER PHONE DOWN AND ANSWERS WITH REAL EXCITEMENT.



HOW SHE ANSWERS HIS GOOD NEWS MATTERS EVEN MORE THAN HOW SHE HANDLES HIS BAD NEWS.

The Traps That Teach a Man to Hide

He doesn't call, so you feel hurt and pick a fight. He apologises and floods you with attention, and for a while things feel fixed.

But what he really learned is that picking up the phone to you means getting hurt.

Turn it round by making his calls the easiest, warmest part of his day, and the phone starts to feel good to him again.

The most damaging pattern in research across 74 studies is one partner pushing, the other shutting down, and the first pushing harder.

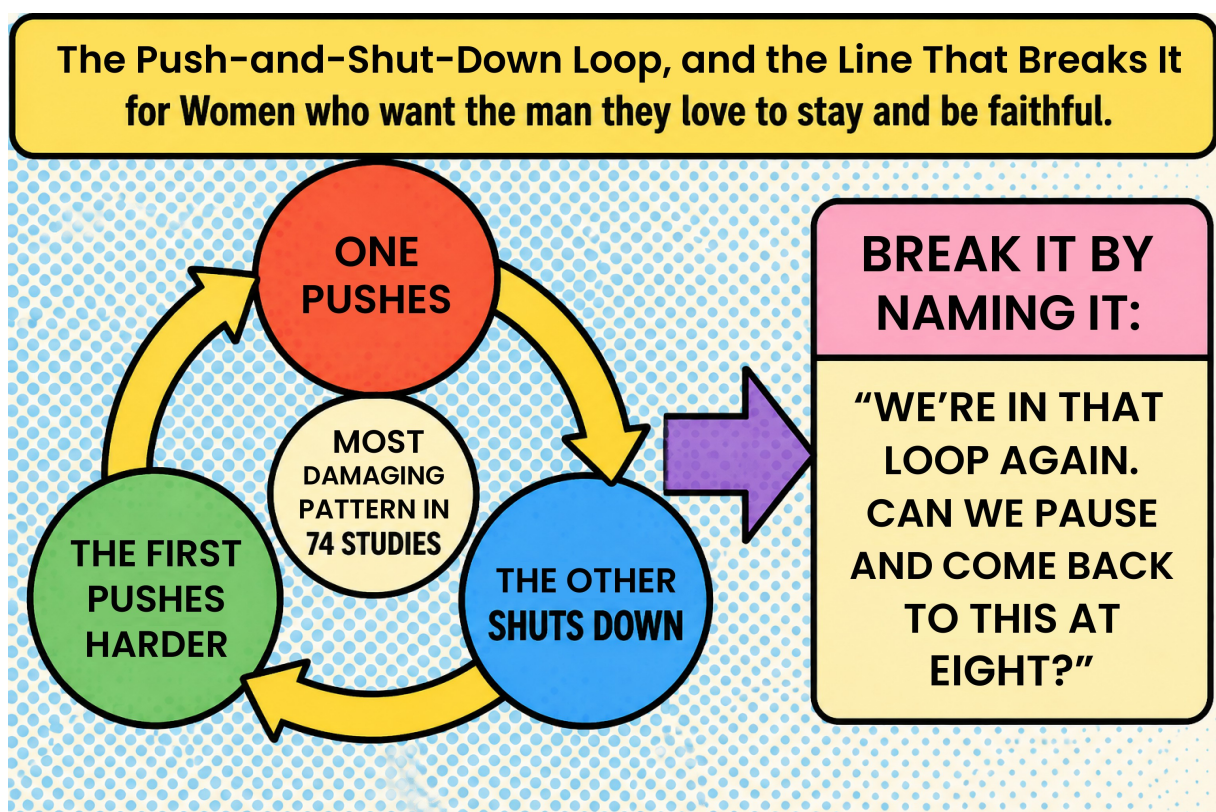
Naming the loop out loud works better than any single complaint: “We’re in that loop again.

Can we pause and come back to this at eight?”

Going quiet for days teaches him to hide things too, because he learns that telling you leads to silence.

Chasing feels to him like a tiny dog yapping at your ankles: harmless, but he still backs away.

The one line to remember: a man stays faithful when you build a life he walks into, shuts the door on and never wants to leave.



If this helped, follow me for more on building a love that lasts and a man who stays.

- illusiovera.com/psychology

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