

## Key Points From Neil Chethik's workshop:

### **Where Are the Men?**

Attitudes that are helpful when to effectively marketing to men:

- 1) Passion for marriage education
- 2) Willingness to risk
- 3) Positive regard for men
- 4) Interest in innovation

When creating flyers:

- 1) Use white or blue paper, or other colors that appeal to men
- 2) Use male-friendly words, such as: action, thinking, adventure, exploration, practical, useful, lively
- 3) Use male-friendly art: photos that depict couples in action, doing something fun, or side-by-side (as opposed to face-to-face)
- 4) Include testimonials from men, if space allows
- 5) State explicitly that the event is designed to be male- and female-friendly

When designing couples workshops/other events:

- 1) Consider holding the event in non-traditional settings, e.g., on baseball diamonds, in nature
- 2) Use action-based elements: action first, then reflection – not the other way around
- 3) Explicitly acknowledge that men and women tend to relate differently
- 4) Play games that reveal relationship issues
- 5) Don't make fun of any man, or men in general; no jokes that stereotype men

After each event:

- 1) Follow up with the men specifically
- 2) Ask men: What did you like most about the event? What one thing would you change, add, or eliminate?

For more information:

[www.NeilChethik.com](http://www.NeilChethik.com)