

DATE NIGHT RULE BOOK



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Passion, intimacy and sex DO NOT have to dwindle because of marriage, kids, money or any other issue that takes the blame for extinguishing the spark in a long term relationship.

Keeping love alive, not to mention connection, fun, and yes... sex, is totally possible. In fact it's easy, if you have a plan to follow, and you stick to it.

Even if you are struggling in other areas of your marriage, Date Night can be a remarkable reprieve from the tough times. It's a glue that keeps you happy and connected. This glue might be just what you need to take the pressure off and make it through challenging periods in your life together.

My wife and I started our Date Night after our son was born. We were busy with a new infant, new town, new home and all the rest of life's demands. It got us back into having sex again, helped us stay sane during a crazy time, and felt like a vacation from everyday life.

Years later, we still treat our Date Night religiously. And I can confidently say it is one of the main reasons our love has remained so strong, our connection so solid, and our sex life so consistently hot.

Date night may not be enough, however, if your date night doesn't contain the key components for connection and intimacy.

The following DATE NIGHT RULE BOOK is a tried and true formula straight out of our marriage. In sharing this with you I hope that you too are able to maintain a thriving, intimate, fun and loving marriage for years to come.

RULE #1 - SCHEDULE IT

This rule sometimes get push-back from people who think that spontaneity is important for romance. But ask any jazz musician or improvisational artist how to create amazing and spontaneous collaborations. They will tell you to start with a structure.

Get over it. Life is busy. Scheduling Date Night, scheduling sex, scheduling connection is the container that great sex and intimacy thrive in.

If you are waiting for the right time, stop waiting, start scheduling!

My wife and I like to have our Date Night once a week on the same day and time. I recommend once a week, but if your life really is too busy for weekly, than create a monthly date night.

Though you might soon realize that it's worth making the time for one of the most important and fulfilling activities in your marriage.

RULE #2 - TAKE TURNS PLANNING

One of the best things about Date Night is being clear about who is giving the date and who is receiving it. Alternating roles means that every second Date Night you get to relax and let your partner do the work.

It also means that every second Date Night you get to be the creative, romantic partner.

This give and take creates a really wonderful dynamic in your relationship of mutuality and generosity.

I love it when I've had a busy day and I don't have to think about anything. I just know my wife is going to take care of all the details.

And I also love it when I get to be romantic and find ways to please my wife.

This back and forth also eliminates the need to talk about and agree on what to do. One person takes the lead, the other goes along for the ride.

RULE #3 - MAKE CONNECTION YOUR GOAL

Some people think going on a date means going to a movie or a show. That's not the kind of date I'm talking about.

The goal of Date Night is connection. Watching a movie doesn't leave much room for conversation. Make sure you plan a date that gives you the opportunity to focus on each other.

My wife and I usually do our Date Nights alone, without friends. And whether we stay home or go out, connection is our highest priority.

On occasion, however, we might go out dancing or to a party. When that happens, we still make connection our highest priority.

It can be fun to flirt at a party, be a little risky with your affection on a dance floor, or to bring some passion to a familiar setting.

Just remember that the party isn't where your attention needs to go. Your partner should be your primary focus, even while you are across the room.

RULE #4 - STAY AWAY FROM LOGISTICS & MESSY SUBJECTS

While connection and conversation is critical for Date Night, there are some subjects that are off limits.

Anything that can kill the vibe of Date Night is a no no. Don't talk about household logistics or other mundane details that running a household requires. Make another time for those conversations.

Likewise, any subject that leads to conflict should be saved for another time. My wife and I have an agreement that either one of us can say, "Let's talk about this later," if the conversation starts to get touchy. As soon as we feel things going that way, we drop it and talk about something else.

Don't use this as an excuse to avoid touchy subjects. They need their place too. But Date Night is not the place for touchy subjects.

RULE #5 - USE CONVERSATION STARTERS

Date Night is not for talking about the weather or the news. The goal in connection and intimacy with your partner. For that reason, having a few

conversation starters or questions is a great idea to help steer the dialogue into deeper places.

The internet is full of “Questions for Date Night” so if you are ever stumped about how to stimulate deeper conversations, a quick Google search will pull up a bunch. I’ll include a few at the end of this Rule Book as well.

Remember, however, that the goal isn’t to ask or answer questions. The goal is deeper connection. There are all kinds of ways you can do that: learning about each other’s pasts, talking about hopes or fantasies, discovering passions, interests and preferences, exploring what turns each other on.

Use the resources out there to help you get the ball rolling. And let your own imagination and creativity inspire curiosity and desire as you explore greater depth, connection and understanding with your partner.

RULE #6 - GET SEXUAL

First of all, there is a lot more to sex than intercourse. So if intercourse is off the table you can still be sexual with each other in lots of different ways. But even if doing the deed is your objective, remember to incorporate lots of erotic and sensual into your sex.

The big elephant in the room of married sex is the “getting the ball rolling” issue. Date Night makes it easy. Whoever’s turn it is to host Date Night is also the one to turn on the erotic charm.

If your hot times together are running dry, now is the time to let it rain.

Bottom line, get sexual. Sex is one of most effective ways to build bonds of intimacy and closeness when both people are open and willing.

No matter what the rest of your week is like, Date Night can fill up your sexual cup and help you light the fire of passion and desire.

RULE #7 - APPRECIATE EACH OTHER

This final rule is one that will serve you every day of the week, but on Date Night make extra certain to include it.

Appreciation is the raw material of happy marriages. If your marriage is lacking in appreciation then it is also probably lacking in happiness and love.

If you and your spouse are not in the habit of appreciating each other than make it a formal part of Date Night. For example, by saying 3 things you appreciate about your partner before you go to sleep.

This small act can help get the appreciation juices flowing and will hopefully help you bring more and more appreciation into your Date Nights as well as into your every day life together.



These rules have served my wife and I well in our marriage, and I hope they help you to grow the happiness in your marriage as well.

Growing old together does not mean getting stale together. With a little effort you can keep your excitement fresh and your passion strong.

The more you create special moments of connection and intimacy together the stronger and more fulfilling your love will become.

No matter how long you have been married, these rules for Date Night can help you spark up the fire that will make your marriage even more fulfilling and magical.

To your happy marriage.

Warmly,
Michael Sheely