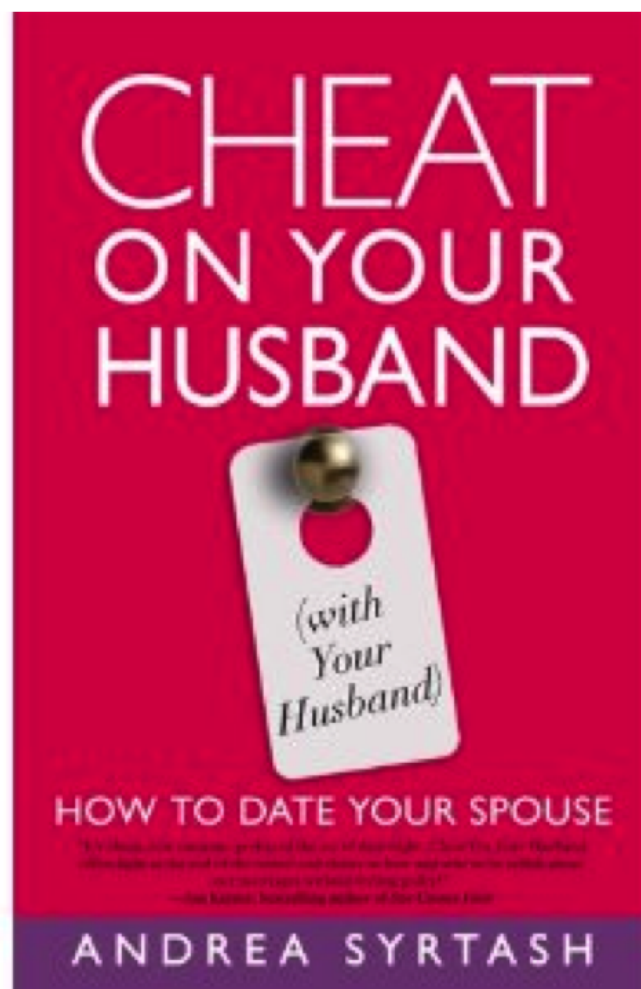


Relationship Expert, Andrea Syrtash, Teaches You How to “Cheat on Your Husband (with Your Husband)”



By Diamon Hall

To outsiders looking in, marriage is a sign that your life is complete, and both people are still “head-over-heels” in love. Privately, however, the husband may be thinking, ‘my has she changed,’ while the wife is often silently wondering, ‘is this really what I signed up for? ’ Andrea Syrtash is a dating and relationship expert, on-air personality and author. With her new book, *Cheat on Your Husband (with Your Husband)* ready to hit the stands in September, she gives women solutions and advice that will help their marriage prosper for years to come.

Although she is married herself, Syrtash says the book isn’t only from personal experience (although there are some personal lessons shared), but also from interviews she conducted with other women and by citing the latest research on marriage, giving her readers a wide variety of opinions. Syrtash didn’t want the book to come off as a desperate attempt to save your relationship, but rather as a source of tips and advice to rekindle the romance. This book is ideal for anyone who feels they’ve lost track of why they’re married and don’t know where to go from here.

Recently, Cupid had a chance to chat with Ms. Syrtash, and here’s what she had to say:

How did you come up with the title of your new book?

The original title was *How to Date Your Husband* and that became the subtitle to *Cheat On Your Husband (With Your Husband)*. I chose the word ‘cheat’ because too often we feel guilty when we focus on ourselves and our marriage when we have so many other competing demands; but cheating in this case is a good thing! I wanted a title that was fun, playful, and a little provocative. I didn’t want it to be a relationship rescue book, but rather a relationship renewal book.

What made you choose this career field?

I actually went into it undecided, but I knew I loved journalism and connecting with people about their experiences. I was always the advice-giver amongst friends and family, but didn't know that I would eventually do that professionally. After journalism school, I earned a certificate in life coaching. Over the last decade, I've interviewed hundreds of people and spent thousands of hours focused on relationship research. I love it.

Is the book more so you speaking from experience, or is it mostly advice?

The book opens by telling the readers that I'm not just interested in lecturing them, but I do want to inspire them into action. It's not a memoir, but I do share my marriage experience so that I can have a little more intimacy with my readers. My advice is driven by my journalism and coaching background. I know the best advice I can share comes from interviewing real women in different situations.

What is the best piece of advice you give to couples in the book?

Marriage is a choice that you have to make every day. People need to realize they can't just be complacent because that's the easiest option. Another theme in the book came from an 80-year-old woman I interviewed. She said, "The most important thing you can offer in a relationship is your presence." One of the big elements of my book is "Small steps will create big changes."

How does being a dating and relationship expert come into play in your own life?

The irony is that sometimes I'm not taking my own advice! As I'm writing about a topic and researching it, sometimes I get a wake-up call, because I'm immersed in the material. In my

last book *He's Just Not Your Type (And That's a Good Thing)*, I talked about how I was writing advice columns to follow your heart, and I discovered I wasn't. I don't wanna be a hypocrite. I definitely want to practice what I preach.

I know you interviewed our founder, [Lori Bizzoco](#). What type of advice did she give, and what was it about her story that interested you?

I love that Lori is a mother of two and has her own business. She strikes me as a person who's loyal to her passion. She models advice in my book very well: You can't be passionate in your marriage if you're not passionate in your own life, and I saw that in Lori. She's featured in my "Sweat the Small Stuff" chapter, and that's because I see her and her husband doing small things for each other all the time, just to show their appreciation. I dedicated the book to jugglers (women who are juggling a lot of different responsibilities). Lori is definitely a juggler.

Do you think women need a book like this, and why?

I hope that people see my brand of advice as upbeat and inspiring. My advice isn't driven from a place of fear or scarcity. I try to focus on what is there already – and how to make it better. This is intentional because I want to inspire my readers to try new things....not because things will be doomed if she doesn't, but because her life will be great if she does.

In addition to the release of the upcoming book, Syrtash has also been a regular advice columnist and contributor to numerous popular sites, including Yahoo, The Huffington Post, and Oprah.com, as well as being the on-air host of 'On Dating', produced by NBC Digital Studios. She has shared advice in various media outlets across the country, including *The Today Show*, *USA Today*, VH1 and NPR, among others. Syrtash also speaks regularly about effective relationships at

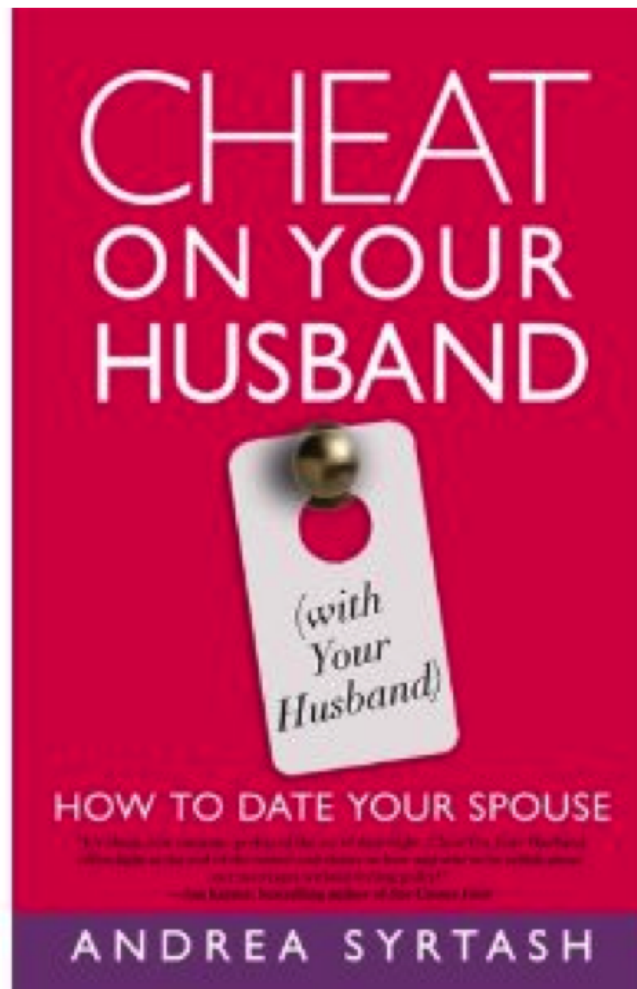
conferences and workshops across the country. For her upcoming schedule, refer to www.andreasyrtash.com.

Syrtash feels the book will give readers' marriages a boost! She stresses the fact that this isn't heavy relationship self-help; but a positive, encouraging tool full of keys to a successful (and fun!) marriage.

Cupid wants to give a big thanks to author, Andrea Syrtash for giving us some of her time. Be sure to check out her new book *Cheat on Your Husband (with Your Husband)* at Amazon..

Andrea Syrtash Says 'He's Just Not Your Type (And That's a Good Thing)'





By Krissy Dolor

Relationship expert and dating columnist Andrea Syrtash dishes out some non-traditional advice to singles trying to find a perfect match: simply date your “non-type.” After playing the dating game for several years, she says women tend to fall into a relationship rut, attracting the same type of guy that never seems to work out. Syrtash says that it’s not that she’s not into them – the guy is just not their type. In *He’s Just Not Your Type (And That’s a Good Thing)*, Syrtash entices readers to date outside their norm, discard their dating

rules, and start fresh. With stories from real women who found happiness with their non-types (NTs) and a practical approach to dating, Syrtash shows that true love can be found.

Cupid's Advice:

Sometimes it's hard to think about dating someone outside your own visual dating box, but Cupid caught up with Syrtash last week. See what the author had to say:

The advice you give goes against the norm of dating rules. What did people say when you told them the premise of your book?

My advice seems counter-intuitive at first but then many people have admitted that it's really logical! I'm asking the reader to break her dating pattern. Einstein said the definition of insanity is doing the same thing and expecting different results...so I'm trying to inspire the reader to date – and do – differently.

How hard is it for people to look outside the box and stay away from their "type"?

Most of us are creatures of habit and we do what we know. We think we know what kind of person is best suited for us, even if relationships with that 'type' have never worked.

To find success in love and in life, a certain amount of (smart) risks have to be taken. If you want to find new results, you have to be open to venturing outside your comfort zone.

What are the best ways to break that cycle?

The first key to breaking a cycle that's not working for you is to identify your pattern. In the book, I ask the reader to consider: If your dating life were a movie, what would it be called? How would it begin or end? What character would you

play? You'll likely see themes pop up, some of which you may not even be aware of.

A big pattern many women have is dating the potential – not the person. In this case, you may want to make a commitment ahead to pay attention to what the man is doing TODAY (not what he promises he'll do ahead). Also, more women need to put emphasis on a man's actions more than his words.

What will the reader learn about 'types' when she/he reads your book?

The point of **'He's Just Not Your Type'** is to stop typecasting and to start being open to possibilities! Each person is an individual, and it's important not to decide what someone is like before you know him. One woman who shared her 'nontype' story in the book swore she'd never date a guy in finance, and realizes now that she was assigning qualities to a person whom she had not even met yet! Her husband (a Wall Street broker) is philanthropic, artistic and thoughtful. She never imagined that those characteristics could come in a Wall Street package.

If you keep dating the same type of guy over and over again, your real 'type' may be the one you haven't dated yet! Another woman in the book thought she hated introverted guys so she often dated guys who were very gregarious and outgoing. When she fell in love with her nontype, a quiet cerebral guy, she realized that it worked better for her because parts of her personality that had never been expressed with other men were coming out in the new relationship. I'm a big believer that when you're with the right match, you rise to your best potential and are fully expressed...

What's the most important piece of advice you want your readers to come away with?

Stop 'shoulding' all over yourself! Replace the word 'should' with the word 'want,' and you'll make more authentic choices

in life and in love. I want readers to consider who they would date if nobody else was looking. I also hope the book inspires the reader to think differently about who will make her happy over the long-term (I've provided exercises so she can get clearer on that).

When you're with a good match you won't only consider who the guy is – you will look at who you are *with* him. It doesn't matter how great a guy is on paper if you're not the best version of yourself. Don't settle for less than that.