

SEEKING COMPATIBILITY MAY BE THE WRONG WAY TO FIND MR. OR MS. RIGHT

The authors of the new book "An Eight-Cow Woman Deserves an Eight-Cow Man" claim that the current focus on compatibility over individual character will do little to assure a lasting marriage or relationship. In fact when looking for Mr. or Ms. Right one should look for sustainability over compatibility.

Media Contact:

Sandra Tobler

Ph: 801-602-9180

Email: sandra@allesandragroup.com

Facebook Fan Page: <http://www.facebook.com/TheCowBook>

Website: <http://www.eightcow.com>

Salt Lake City, UT - June 9, 2010 - According to the Forest Institute of Professional Psychology in Springfield, Missouri, 50% of all first marriages end in divorce, with 67% of second marriages, and 74% of third marriages ending similarly. According to many experts some of the top reasons for divorce are infidelity, finances, poor communication, abuse, addictions, and boredom. Local authors Ty B. Erickson, M.D., Tracy Lyn Cutler, and Kurt Dowdle claim that these causes have less to do with compatibility as they do with personal character.

Dr. Erickson states, "It usually takes only one or two major character flaws to become the undoing of even the most seemingly well-suited couple. However, many couples that divorce can still point to multiple levels of compatibility. Conversely, it is not uncommon to see almost complete opposites stay happily married for life who maintain high levels of personal integrity."

"Our real point is that compatibility, though desirable, encompasses multiple traits and behaviors that can be considered optional, depending on the person. Certain character traits, however, should NOT be optional if the desired goal is a life-long relationship," says Ms. Cutler. "Two people who mutually agree that honesty is not important to them will most likely not grow old as a couple lying to each other."

Dr. Erickson concludes, "People we talked to immediately recognize the accuracy of our message. Even so, they often find it difficult to talk about such matters with another person. Our book creates a strong metaphor that people can relate to—comparing eight critical character traits to owning and caring for cows. This "safe" language empowers men and women to talk openly about their feelings on specific issues without feeling threatened. It seems to be easy to discuss and be light-hearted about cows."

The book "An Eight-Cow Woman Deserves an Eight-Cow Man," a metaphorical play on the Patricia McGerr short story of a Polynesian man who offers an unheard-of eight-cows for his wife, is the culmination of two years of extensive research and study. The authors are currently holding seminars and open book signings throughout Utah.

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