

INTRODUCTION

Congratulations! You are on your way to looking your best with these easy at home techniques. It's perfectly normal and natural for men to want to look their best. Looking your best not only makes you more attractive on the outside, it also gives you more self-confidence, which of course affects other areas of your life in a positive way. You're going to notice a positive difference in your appearance once you implement the techniques in *Grooming Secrets For Men*. Unlike women, most men don't go around talking about what they're doing to keep themselves looking great. That's why I wrote this book. It's for all the guys that want to know how to improve their appearance, but don't know where to go for the information – until now! Here is your opportunity to learn the “secrets” to looking your best. The best part is you can do it all from the comfort and privacy of your own home!

A lot of guys feel it's not masculine to think about doing anything to improve their appearance outside of getting their hair cut. Unfortunately, somewhere along the line, men were left out of the loop when it came to grooming themselves to look their best. Thank goodness for all of us - times have changed! In this day and age,

men's skin care products are flying off the shelves; men's salons and spas are booked to the hilt, etc. Obviously men want in on looking their best! This is your chance to find out how to make that happen.

After reading, learning, and using the easy at home techniques in this book, you'll notice a positive, and sometimes even a dramatic difference in the way you look. I know this for a fact because I get emails from guys all over the world letting me know how much these techniques have helped them. Your friends and family will tell you how good you look (and if they don't tell you, they're thinking it). So, get ready to enjoy the new you!

The good news is you can look YOUR best without spending a lot of time and money. "YOUR" best means just that! Not like the guy on the cover of that workout magazine, not like the guy in GQ, but YOUR best! That's what's important.

Try out all the ideas suggested in this book, or just the ones that appeal to you. Either way you'll find out a lot valuable information you can use your entire life, and have the "edge" over the rest, and you WILL look your best. Improving your appearance is guaranteed when you follow the advice only found here, in this book.

For those of you who haven't heard of me I have been passionate about men's grooming for the past 20 years! Over that span of time I've done my own research and sometimes even used myself as a guinea pig to figure out what works and what doesn't. Along the way I started giving advice to family and friends about grooming techniques they could do to improve their appearance and they saw great results. Sometimes strangers would even come up to me and ask me what I was doing to keep my skin looking so good. Eventually I realized that there was a need for this type of information so I decided to put it all in this book. I found out I was correct, *Grooming Secrets For Men* has sold all over the world!

I have written for many magazines such as *WWE Magazine* and *Ally Magazine*. I have also written many men's grooming related articles for various web sites and have written many articles regarding men's issues for www.mensflair.com and www.ezinearticles.com and have received very good ratings. I have also reviewed many men's grooming products and am continually asked to review electric razors as well. Some of the skin care lines I have reviewed are: John Varvatos Skin, 4VOO Skin Care, Ice Elements, AboutFace4Men,

Primal Skin Care, MaleFace, Task Essentials, Eminence Skin Care, and many more!

I also send out a monthly newsletter for my Grooming Club members. Since you purchased *Grooming Secrets For Men*, you're automatically enrolled into the club! The Newsletter is filled with men's grooming products reviews, style information and other topics pertaining to men's interests. One day I will probably stop putting out the newsletter because I've been doing it for so long, but for now you can enjoy receiving it every month.

I'm glad you've decided to do something positive just for you. Doing what you can to look your best is very empowering. When you know you're doing what you can to look your best, you face the world every day with a more positive attitude. This positive attitude affects every area of your life for the better. What a win-win situation.

Let's get started on helping you look your best.....