

*“The Three Rules of Marriage by Bill and Elena Carmody is sure to be the GO-TO book for successful unions for decades to come! I am now going to use this as a resource for my personal development training company and coaching practice.”*

—Francine K. Rahe, Master Transformational Trainer,  
Coach, and Co-Founder of AMP Training

# THE THREE RULES OF MARRIAGE



Bill & Elena Carmody

# ACCLAIM FOR THREE RULES OF MARRIAGE

“The *Three Rules of Marriage* is necessary for an intimate and committed marriage that wants to thrive. Learning to live with and honor the “vows” of marriage with integrity and love takes investing in walking a path together. This book can show you how...Bill & Elena are walking the path.”

—**Bettie Spruill**, CEO of *Ideal Coaching Global*

“Great insight and three easy-to-use steps to facilitate long term relationships. Thank you Carmodys, for sharing your pragmatic and insightful tools that will forever be a part of my romantic relationship.”

—**Tonya O. Parris**, Co-Founder of ALTRU Center and  
CEO of Parris Group, Inc

“The *Three Rules of Marriage* effectively simplifies what is so often a complex area for so many people: relationships. Not only do Bill and Elena give their personal experience and wisdom throughout the book but they offer so many incredible resources that design your relationship and marriage to win. If you want to create a blissful marriage then the *Three Rules of Marriage* is a definite tool that you want as part of your journey.”

—**Michael DeSanti**, Trainer, Coach and  
Author of *New Man Emerging*

“The psychology behind the *Three Rules of Marriage* will make your relationship better, but not just with your spouse. Couples who follow these rules will model “fighting” fair, strong values of concern and gratitude for other people, and emotional self-regulation for their kids. These are critical skills for understanding and navigating any relationship successfully. I highly recommend this book.”

—**Michael Harris**, MA, LP, SEP and Director of Counseling Services, Indian Health Board of Minneapolis

“Reading the *Three Rules of Marriage* as a 40-year old single woman renews my hope that it is completely possible to have a blissful marriage. The exercises in the book, nudged me to take an honest inventory of how I have shown up in past romantic relationships. To be frank, I have been a championship belt level scorekeeper. Simply leaning into one of the three rules will have already had a profound impact on all of my relationships. I have found the exercises in as a great checklist for myself and any future partner. I am excited to share this work with my friends who are single, dating and married. We all deserve blissful and powerful relationships.”

—**Keita H. Williams**, Coach, Founder and Chief Strategist of *Success Bully*

“The *Three Rules of Marriage* by Bill and Elena Carmody is sure to be the GO-TO book for successful unions for decades to come! I was excited to NOT be reading, “just another relationship book.” This is broken down in an easy, thought-provoking, practical guide and workbook for couples. If you are committed to having your relationship thrive, flourish, and be full of love and appreciation, this is the book for you. I loved both its depth and simplicity. I am now going to use this as a resource for my personal development training company and coaching practice.”

—**Francine K. Rahe**, Master Transformational Trainer, Coach, and Co-Founder of AMP Trainings

“I had the opportunity to be an early reader of the *Three Rules of Marriage* by Bill and Elena Carmody. I immediately began to implement the tools into my own relationship. I immediately saw a positive difference. These tools are powerful and effective. Don’t miss this instructive and significant new standard for couples — that actually work!”

—**Chris Austin**, Co-Founder of AMP Trainings,  
Transformational Trainer

“Bill Carmody is a fantastic storyteller and his latest book, the *Three Rules of Marriage* combines sage wisdom with easy to implement insights and advice. This book provides a blueprint for lasting love in your primary relationship. If you’re looking to take your relationship to the next level, pick up this book. Once you start, you won’t want to put it down.”

—**Phillip Stutts**, Founder & CEO of *Win Big Media* and  
Author of *Fire Them Now: The 7 Lies Digital Marketers Sell...*  
*and the Truth about Political Strategies That Help Businesses Win*

“So much joy and happiness can come from your primary relationship — especially when you give it the kind of love and support it deserves. In the *Three Rules of Marriage*, Bill and Elena Carmody show us what it takes to build and grow the kind of relationship we want today and for decades to come. It’s fun to read and powerful to implement.”

—**Kris Delgado**, Conscious Influencer and  
Transformational Trainer

“The *Three Rules of Marriage* speaks to one of the great factors behind success of any kind: the transformative power of relationships. The focal point of this book is marriage as seen through the eyes and experiences of its husband and wife co-authors, Bill and Elena



Carmody. Together, they outline a roadmap to a better marriage. But in the process, they also outline a roadmap to a better, richer, fuller life based on the quality of your relationships and your willingness to invest in them. If you're seeking improvement in your marriage, buy and read this book. If you're seeking an improved life and way of living, buy and read this book. It's a short, practical, and personal book with clear pay offs along the way. By the way, Rule #2 is worth the price of admission alone."

—**Douglass H Hatcher**, Co-founder and President of *Communicate 4IMPACT*; Co-Author of *Win With Decency*

"What a fantastic book!! The *Three Rules of Marriage* is packed with wisdom, inspiration and love. At this time more than ever, couples need to know this! Give yourself, your partner and family the gift of this great read."

—**Paula Jennings**, Founder & CEO of *Anam Evolution* and former COO Americas CB&S Finance, *Deutsche Bank*

"In a Harvard Study of adult development, one of the most extensive and enduring studies of health and human happiness, the single most important factor at age 50 determining one's health at ages 80 and beyond was not their level of cholesterol, physical activity or type of diet that was being observed. The study determined that the single most important factor in determining health and happiness is the depth and quality of our relationships. In the *Three Rules of Marriage*, Bill & Elena Carmody create a context and a simple path forward to discover, learn and practice, simply and clearly, the techniques to arrive at a high-quality relationship. This book is an excellent resource for any individual or couple interested in learning how to take ownership and responsibility for the quality of their relationships."

—**Christopher Chen**, a licensed acupuncturist, Founder & CEO of *Eastern Scholars Healing Arts*

“Your one-stop greatest thought-provoking culmination of best relationship practices grabs you instantly. The *Three Rules of Marriage*, by Bill & Elena Carmody, is shared through their keen lens to bring harmony, respect and true value in creating positive marriages. It’s so much more than 3 rules! Together, they have captured the essence of many leading relationship experts and the impact on their marriage – highlighting Elena’s parents 64-year marriage! Their stories are told through their voices based on (primarily Bill’s) insightful viewpoints and their experiences are easily relatable. This book brings to life action steps you can immediately implement in your own life, with a solid background from Positive Psychology, Coaching skills and Positive Intelligence. Not just for married couples – for anyone who wants a long lasting, truly loving relationship!”

—**Ellen Nastir**, M.Ed., PCC, Owner/Founder of  
*Innovative Team Solutions* and Co-Author of  
*When Divorce Crosses Your Mind: What Your Need to Know*

“The *Three Rules of Marriage* is insightful and resourceful even for singles. Smart and simple laws to support an environment where relationships flourish.”

—**@MarkMeyerHere**, star of *Baggage Battles* TV Show  
and Multimillion Dollar eCommerce Rockstar

We dedicate this book to every person  
who seeks a primary relationship  
that stands the test of time.

Know that you are  
whole, perfect and complete  
and that you deserve the loving  
relationship of your dreams.

Life is better  
when you share it  
with someone you love.

# THE THREE RULES OF MARRIAGE

Bill & Elena Carmody



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ISBN: 978-1-61244-844-2

Library of Congress Control Number: 2020903272

Printed in the United States of America



Halo Publishing International  
8000 W Interstate 10  
Suite 600  
San Antonio, Texas 78230  
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[contact@halopublishing.com](mailto:contact@halopublishing.com)

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# IMPORTANT: READ THIS FIRST

There is a wealth of additional resources at [ThreeRulesofMarriage.com](http://ThreeRulesofMarriage.com) including:

- Companion Workbook
- Blogs and Bonus Content
- Interviews and Podcasts
- Live Events
- Videos
- Online Seminars
- Individual and Group Coaching

This book is also available as a audio book on [Audible.com](http://Audible.com). If you love this book and would like to share the first two chapters of this book for free, you may do so at [ThreeRulesofMarriage.com](http://ThreeRulesofMarriage.com).

Bill Carmody is available for coaching, training, interview requests, speaking engagements, content development and marketing mastery.

And, we'd love to know what you think about this book. After reading or listening to it, please leave your **HONEST** review on [Amazon.com](http://Amazon.com). Thank you!

This book is part of a series. See more at [WholeLifeSeries.com](http://WholeLifeSeries.com).





## INTRODUCTION: WHAT DOES THIS BOOK HAVE THAT OTHERS DON'T?

If you want to discover how to build a life-long blissful marriage and absorb all the insights and wisdom from decades of screw-ups, attending 12 seminars, reading 57 books and talking to over 120 relationship experts, then continue reading.

But first, let me introduce myself.

Hey my fabulous reader, this is Bill Carmody. I'm one of the two authors of this book. And since there are two of us, I thought it might help if you knew who was saying what in each chapter that you read.

I was 12 years old when my father asked my brother and me to sit down. My first reaction was, "Uh oh, what did we do?" Nervously, I looked at my brother who shared the same expression of confusion and concern on his face. It was never good when dad asked us to sit down. This was serious. There was a long pause as my father thought about what he was going to say.

Then he opened his mouth and said, "Your mother and I are getting a divorce."

Everything after that statement seemed to go in slow motion. For the first time, I noticed the faint sounds of my mother sobbing. I looked over at her and she was breathing shallowly with her left hand over her mouth. Her eyes were shut tight and her face was squished into an anguished pose of someone doing her best to keep it together.

“What is happening right now?” I asked myself in disbelief. I was in shock. I didn’t think that this could happen to us. My brother who was 10 years old, leapt off the couch, dropped down to his knees and wrapped both of his arms around my father’s legs. As tears ran down his face, he looked up at my father pleading with him, “Don’t leave me daddy. Please don’t leave!”

“Who will take care of our family when dad is gone?” I thought to myself. “How will we survive? Are we going to have to move?” The questions swirled around in my mind. I was having my first out of body experience. It was as if my perspective floated up above me and I was keenly aware of my mom sobbing, my brother’s desperate pleas and my dad doing everything he could to keep it together. I felt disconnected and numb. I wanted to cry, but I felt empty inside. I was devoid of all feelings and emotions. I was dumbstruck.

Then it happened. I noticed the tears starting to run down my dad’s cheeks.

“I’m sorry,” my dad said. “I have to go.” And with that, he gently, but firmly physically removed my brother from his legs and walked out the front door of our house. This was the moment when my whole life changed.

Divorce is hard on everyone.

For kids, it rips at the very fabric of safety, love and connection.

Even if I suspected that my mom and dad were having a few challenges, I never imagined that they would get divorced.

No one does. No one plans on getting divorced. The purpose of this book is to share what my wife Elena and I have learned so that you and any children you have (or decide to have) can avoid experiencing this traumatic event.

## ABOUT THIS BOOK

I am the first to admit that there are so many fantastic books already written about love and marriage, and so it begs a few legitimate questions such as:

- 1. What does this book have that the others don't?**
- 2. What makes either of the authors an “authority” on the subject?**
- 3. Why should I listen to either of you?**

Think of this book like a buffet of insights and wisdom taken from decades of screw-ups, reading lots of books and talking to many experts. At the end of all of it, the insights I'm about to share have worked out really well for me.

In addition to building a 20-year blissful marriage (at the time of this writing), I also built and exited two multi-million dollar marketing agencies; completed a 140.6-mile Ironman; a 70.3 mile half Ironman; delivered a TEDx talk on storytelling; achieved a 4th-degree black belt; and interviewed such powerhouses as Sir Richard Branson, Tony Robbins, Seth Godin and Malcolm Gladwell. None of that matters in the slightest unless you know how much I care, or as Teddy Roosevelt so eloquently put it, “No

one cares how much you know until they know how much you care.” Despite my achievements, I value love and connection over significance.

What I care most about is living a blissful and legendary life. Sure, it includes all the things I mentioned, but none of them would have brought me joy without the ability to share them with the love of my life, Elena Knies Carmody – who is the co-author of this book – and our two amazing boys, Will (15 years old) and Ryan (12 years old).

## MEET THE REAL AUTHORITY

Now my wife, Elena, on the other hand, is the real authority in all of this.

The trouble is, while I LOVE to write, she’s less of a fan, preferring instead to read books, listen to podcasts and belly dance. Yup, you read that right.

She’s been belly dancing for about as long as we’ve been married. And as beautiful as she looks from the stage, my favorite insight came from her late teacher Eli , who liked to remind her audience, “No one owns the art of belly dancing. The teachers are simply the stewards of our generation so that we may pass it down to the next generation.”

And that, my friends, is ...

## WHAT THIS BOOK IS ABOUT

Sure, you can spend the next two decades fumbling around trying to figure out love and how to create a blissful marriage, or

you can go straight to the source. That's NOT me (or Elena) by the way. It's actually YOU. You are the source of the most epic and blissful relationships of your life – including marriage. What I found, however, is that having some foundational rules really helps direct your focus, language and therefore your outcome.

So, let's get the answer to the most obvious questions you probably have.

### **1. What does this book have that the others don't?**

First, the wisdom of Richard and Connie Knies, Elena's parents. When I first met them, I was shocked to see that not only were they married for over 40 years, but blissfully so. I mean it. They were still patting each other on the butt like two newlyweds on their honeymoon. I never once witnessed them get angry at each other, and when one spoke, the other listened – I mean they were fully present and hung on every word the other spoke.

Richard and Connie Knies became my North Star of the kind of marriage I wanted to have in my life. Later in the book, I'll tell you the story of how I came to learn the Three Rules of Marriage, but suffice to say, they were handed down to me by my father-in-law when I asked him how he was so happy in his marriage.

This book offers NO advice. That's right. Both Elena and I believe you were born whole, perfect and complete. We understand you've had many painful experiences that shaped your view of love, relationships and marriage. Rather than "being right" about what we've done, we are here to share a well-worn path of success we both were fortunate to discover from Elena's parents. The rules shared with us have supported us in building a blissful marriage both of us came to rely on. Unlike many of our friends who we hear complain about how much "work" their marriage is, more often than not,

we tend to fill each other up and go out of our way to support each other. In other words, our marriage makes the rest of our crazy lives SO much easier, happier and joyful. If our lessons can support you, then they are well worth writing down and sharing with you. Wouldn't you agree with that assessment?

## **2. What makes either of the authors an “authority” on the subject?**

Let's cut to the chase. Most “experts” are full of themselves, aren't they? What I find fascinating are all the love and relationship “experts” who are themselves single, divorced or unhappy in their marriages. If you were trying to lose weight, would you honestly listen to someone who is obese? Of course not. You want a drill-sergeant personal trainer who has a rock hard body and willing to kick your ass for your own good.

What Elena and I offer is sound, practical insights that have stood the test of time. These insights were both handed down to us by Elena's parents and time-tested over nearly two decades of our own marriage, which continues to grow and prosper.

I personally attended some of the most powerful and incredible transformation seminars currently available. At the end, I'll speak about my experiences in more depth. As a highlight here, know that I completed every Tony Robbins course currently available, Parts 1, 2 & 3 of Altru Center (an offspring of the original EST program from the 70s), Marcia Martin, and a significant financial investment in personal development training – all boiled down into easily understandable chunks in this book.

In terms of certifications, at the time of this writing, I am a Professional Certified Coach (PCC) level with the International Coaching Federation (ICF) and Elena is a Certified Leadership

Coach and an Associated Certified Coach (ACC) level with the ICF. So while neither of us are Marriage Counselors, we both are well-qualified coaches who support the various needs of our clients – including marriage coaching.

Elena and I are both extremely well read, which means we have sifted through countless insights, nuggets and bullshit from the love experts. Elena has a premium podcast subscription to the Savage Lovecast and shares all sorts of sex and relationship challenges that she finds fascinating, amusing or both.

And most of all, ***Elena and I have NO attachment to being right about any of it.*** Despite all of this knowledge and our collective wisdom, what is most true is that none of it matters if it doesn't work for you. So why write a book at all?

It's simple. This book is our gift to the world. Having already published a book with Wiley, I'm clear on the fact that most authors don't make much money publishing their book. We want to share our insights with as many people as possible who could benefit from them. By choosing independent publishing, we kept the cost as low as humanly possible. Today, information wants to be "free" and information wants to be "expensive." When you spend \$10k for a relationship training, that's expensive information. When you download a book (or have it sent to your house) for a few bucks, then that information wants to be "free."

To that end, after reading this book you'll likely think of some friends and family members who could use the insights you gleaned . We encourage you to share the knowledge you're about to acquire. After all, the more people who are living in a blissful marriage, the better the world will be. Think about it. Blissful people don't seek out ways to hurt other people. The people who become suicide

bombers and mass shooters are in some serious pain and lacking love in their life. Wouldn't it be great if, together, we could create a world that is loving, inspirational, compassionate and free? I believe world peace is possible in our lifetime. And the way to achieve it is through deeper love and connection. That starts at home. When my home is full of love and compassion, I am inspired to be my best self and feel free to take on anything I desire. That's what I want for you too.

Be honest with yourself. If all of this sounds like utter bullshit, then it's time to put this book down and do something else with your time. Whoever recommended or gave you this book saw a new possibility for you in your life. While the contents of this book clearly resonated with the person who gave it to you, there's no guarantee it will resonate with you.

This first chapter is intended to set you up for success; to get you excited to read on and consider a new possibility in your love, your relationships and your marriage. And it isn't for everyone. Another favorite quote of mine is, "When the student is ready, the master appears." While there's some dispute as to who actually coined this phrase, it's largely attributed to Buddha. Regardless of who said it first, the key concept is about readiness for change. Only when a person is ready for change in their life will they seek out wisdom from those who have gone before them.

If you know you're ready for some alternative perspectives in your life, then read on. While this book was specifically written to support married people, the concepts will easily translate into any relationship you would like to deepen in your life. The same three rules work just as well to deepen a friendship as they do to strengthen the bond with your lover. In fact, it's the people you love most (platonically or romantically) that reflect your own happiness



and joy in life. The most pain I ever experienced came from “being hurt” by the people closest to me – a business partner who took advantage of me, a girlfriend who cheated on me, etc.

I later learned from some powerful teachers that I’m responsible and grateful for all of it. Some of the biggest pain points in my life provided some of the most powerful and lasting lessons and made me who I am today. If you’ve made it to this sentence, then clearly you’re ready for some new ideas to consider, and I applaud your focus and commitment to taking your relationships to the next level. This book was written for you and I trust that it will support you in the many ways these insights have supported Elena and me throughout the years.

## THREE SIDES TO EVERY STORY: HIS, HERS AND THE TRUTH

**B**ill here.

Interesting fact.

“*III Sides To Every Story* (pronounced Three Sides To Every Story) is the third album by the Boston funk-metal band Extreme, released in 1992. It was the follow-up to the very successful *Pornograffiti* album.”<sup>1</sup> I enjoyed the music during my college years and the idea came to me when I decided to write this book.

In Extreme’s album, they clearly explain the three sides as “mine, yours and the truth.” As I was talking to Elena about writing this book, I discovered some powerful nuances that we both took away from the three rules we’re about to share. Upon deeper reflection, it dawned on me that both Elena and I “heard” the wisdom passed onto us with our personal filters and therefore, took away some powerful distinctions for ourselves.

Rather than attempting to wrestle these nuances to the ground in an “I’m right, you’re wrong” sort of way, I invited her to write her own version of what she has picked up so you, the powerful reader, can see that even in the sharing of the three rules, there is, in fact, nuance and interpretation. Ultimately, Elena and I did

exactly what I trust you will do – try on that which will serve you and let go of anything that doesn't. We certainly did, and it really worked for us.

To that end, this book was written from two unique perspectives. In the “He Said” section, I get to share my story of what I learned and how I've applied these lessons in the day-to-day building and growth of our marriage. In the “She Said” section, Elena shares her story of what she learned and how she's applied these powerful insights in a manner that allowed our marriage to blossom.

And for the areas where we both adamantly agreed, we created a section called, “The Truth Is...” as a means to share what we see as universal truths that, together, we uncovered from our relationship and marriage partnership.

Take a moment to imagine what we set out to do together. How many couples do you personally know who love each other so much that they have a deep desire to share their experiences with anyone who can benefit from them? While I am proud that we accomplished writing this book together, I feel privileged to have a willing partner who appreciates what I enjoy doing and desires to do it with me – even if this is a stretch and not something she would go out of her way to do alone.

The act of writing and sharing this book is one of pure love. To be clear, neither Elena nor I expect this book to provide any meaningful financial support to our union. If it does, that's a happy bonus. Why we decided to do this is out of a deep desire to contribute to YOU. By picking up and reading this book, you are telling us a lot about yourself. Specifically, that you:

1. Desire to create one or more powerful relationships in your life.

2. See the possibility of a happy, and at times, blissful marriage.
3. Desire to dig into what's possible.
4. Are willing to do whatever it takes to achieve a blissful marriage.
5. Are open to new possibilities and ways of being that will support you in achieving these outcomes.

It is because of these desires in you that we took the time to write this book. We are so excited to share what we learned. And the last thing we'd like to acknowledge before we do is a powerful quote from Teddy Roosevelt:

“Nobody cares how much you know until they know how much you care.”

I've been blessed with an insatiable curiosity and deep desire for knowledge and wisdom. I spent the first 25 years of my career doing everything I could to share all the sources of knowledge I discovered. It wasn't until the last five years that I began to truly understand why some people were open to my sharing what I knew and others were not.

My request is that you hear me on this one. Before we begin this journey together, know that even if we've never met and you don't know anything about me, I truly do care about you. How can that be? I can say that authentically because I am certain we are all on an individual journey in this life, but what we share are universal desires for love and connection (among other things).

At the end of this book, I will share some additional resources with you that I trust will support your journey. I didn't write this

book because I want to look good. Significance is not where I come from – at least, not anymore. This book comes from an authentic place of contribution. It is our gift to the world as a means to support the continued awakening of our planet. When there is more love and connection in the world than pain and suffering, we will achieve oneness.

I believe all things are possible and that we create our own realities. My vision for you is powerful. I hold you in the highest regard and support your continued growth and transformation. I am excited for a time when our paths cross (if they haven't already) and thank you for investing your time and resources into reading this book. Be well and read on!

## HE SAID... BILL'S VERSION

**A**ccording to the American Psychological Association, “about 40 to 50% of married couples in the United States divorce. The divorce rate for subsequent marriages is even higher.”<sup>2</sup>

This book was written in an effort to support anyone who desires to be in a relationship that stands the test of time. While the principles of this book support the institution of marriage, they can be applied to any relationship you wish to deepen and cultivate in your life.

### CHECK-IN: THE CURRENT STATE OF YOUR RELATIONSHIP

So let's get into it. Think of the current state of your relationship. If you were to rate it on a scale of 1 to 5, what number would you use? For clarity, I define the different levels of a relationship as:

1. Single / Not In a Relationship
2. Planning My Escape
3. Accepting (i.e. “It is what it is.”)
4. Happy, Joyful and Desire More
5. Blissfully Married (i.e. “Am I dreaming? How is it possible to be this happy?”)

If you're not currently at a Level 5 "blissful" relationship and you'd like to be (or you are, and desire to keep it there), then this book is for you. Now, before you read anything else, it's time to check-in with who's sharing all of these insights with you.

Throughout this book, I share stories about my marriage and relationship lessons in an effort to illustrate points I trust will support you in your relationship journey. For now, here are the most important facts about me that support why you might want to keep reading.

**#1: My Parents Went Through a Divorce When I Was 12 Years Old.** This means I lived through the trauma that comes when two people who loved each other chose to separate and then get divorced. It is my deep desire to have nobody experience the pain and expense of divorce – especially not the kids in the family (assuming there are or will be kids in your future).

**#2: My Wife's Parents, Connie and Richard Knies, Have Enjoyed a Primarily Blissfully Marriage for Over 60 years.** I marvel at this fact even as I write it. At the time of this writing, I'm 46 years old, and so my in-laws have been married more than 14 years longer than I've been alive (18 years longer to be exact). Clearly, they are doing something right. But it's not just time. These two beautiful souls act like newlyweds. Seriously! Coming up on 64 years into their relationship, they still look at each other as if they just recently fell in love, laughing, joking and a model of how I want to be when I'm 86 years old. My wife, Elena, shares a similar vision for our future.

**#3: This Year, I Celebrate 20 Years of a Happy and Often Blissful Marriage.** I acknowledge that 20 years is less than a third of what my in-laws have experienced. And I attribute

my 20-year successful track record with the Three Rules of Marriage handed down to me from Richard Knies – the man who’s been married for over 60 years. Not only have I embraced these rules, but I can see the causation between when I am out of one of these agreements with my wife and it helps me quickly get back into the blissful marriage I want. (More on that later).

**#4: My Experience Is That My Grandparents Lived a Loveless Marriage.** It’s sad, but that is my experience of the marriage my grandparents had. Sometimes divorce is a much better option than staying together “for the kids” or “in the eyes of God.” My grandparents were what Jim Gaffigan jokingly refers to as Shiite Catholics. There were the most extreme Catholics I ever met – going on pilgrimages, parading statues of the Virgin Mary around and doing everything a layperson could do to demonstrate their faith. Divorce, for my grandparents anyway, was off the table. In their belief system, they saw that in the eyes of God, they were married for life. So, they stuck it out and did the best they could. I rarely witnessed anything I would chalk up to as “love” for one another. By the time I came into the picture, I would characterize their marriage as civil and tolerating one another. I did not want that for myself.

**#5: I Am One of the Only Males In My Family Who Has NOT Gotten Divorced.** In fact, when I count my first cousins and stepbrothers, I’m very much in the minority. The divorce rate in my immediate family is higher than the 50% national average. I share this only because I am certain that *without* Richard Knies’ Three Rules of Marriage, there was a much higher risk of me following the trend. These rules are simple, powerful and effective. Results don’t lie. And, to be clear, my family members are *not* their results. I am fortunate to have some of the most loving and kind family members on the planet. When two amazing, loving and



incredible souls get divorced, it's that much more painful for all who are close to them.

**#6: Some of My Closest Friends Have Gone Through Divorce — it SUCKS!** No one likes to talk about it, but when a divorce happens with two friends you've grown close to, there is often unspoken pressure to "pick a side" – especially in the first year or two when both of your friends are in pain and needing support. Bottom line, I've seen way too many people I deeply love and care about experience the trauma and massive financial consequence of divorce. I would love nothing more than to encourage divorce lawyers to find a new line of work because they experience a sharp decline in clientele.

It is my belief that these facts support my claim to have expertise in the areas I'm about to dive into. However, for the analyzer community who may desire more qualifications, you can head on over to my LinkedIn page ([Linkedin.com/in/billcarmody/](https://www.linkedin.com/in/billcarmody/)) to get the details on my 25-year career, public speaking and executive coaching certifications (and/or you can feel free to read my "About Bill Carmody" page in this book).

### **Enough About Me. Let's Talk About YOU and Your Primary Relationship**

Before we continue, I invite you to download the companion workbook at [ThreeRulesofMarriage.com](https://www.ThreeRulesofMarriage.com) (if you haven't already done so). This way, you can capture your insights as we go.

At the beginning of this chapter, I asked you to assess your current relationship. Remember? I asked you to think of the current state of your relationship. If you were to rate it on a scale of 1 to 5 what number would you give it? What number did you rate yourself in your current relationship? Find the one below and let's dig into this a bit further.



## **GO DEEPER ...**

You are invited to participate in upcoming events based on the contents of this book. For details and registration, please visit [ThreeRulesofMarriage.com](https://threerulesofmarriage.com). You can also request your FREE 1:1 coaching session via <https://threerulesofmarriage.com/contact>

## ABOUT BILL CARMODY



**B**ill Carmody is a TEDx Storyteller, author and a Professional Certified Coach (PCC) with the International Coaching Federation (ICF). When he is not supporting his clients and dear friends in their relationships and careers, he delivers powerful week-long trainings for marketing and media companies such as WPP and Publicis Media. Bill founded two multi-million dollar award-winning marketing agencies, one when he first got married and the second after the birth of his second child. As an international keynote speaker and former contributing writer for Inc.com, Bill had the honor and privilege to interview celebrities such as Tony Robbins and Sir Richard Branson. Bill also had the distinct honor of supporting the public speaking training skills for members of the Brexit team. If you would like to know more about him, please connect with Bill on LinkedIn or follow him on Twitter @BillCarmody. For your free 1-hour coaching session, go to [BillCarmody.com/coaching](http://BillCarmody.com/coaching) for details.

## ABOUT ELENA CARMODY



**E**lena Carmody is a Certified Leadership Coach having completed her training with Coach 4 Life. In addition to working at several award-winning marketing agencies, she has been belly dancing for nearly 20 years. Elena runs a tight ship at the Carmody household, overseeing the finances, food and cleanliness. Her sons Will and Ryan concur that Elena is the glue that holds the family unit together. While their dad (Bill) may have the fun jobs, Elena has found a balance between disciplinarian and chief nurturer. Elena has powerful experience of juggling the responsibilities of family life with career, vacation and marriage. In her down time (Ha! As if!) she enjoys painting, cross-stitch, reading and podcasts including *Savage Lovecast*.