

The dark side of love:



**Infidelity, cheating, lies
and affairs. A couple's
mission to help you heal
after partner betrayal.**



Love Hurts: This counseling couple is changing the conversation around infidelity.

Love is often celebrated with romantic gestures and proclamations of everlasting devotion, but for some, it's a poignant reminder of love's complexities and the pain of partner betrayal.

Enter Adam and Judith Nisenson, a unique husband-wife team who have dedicated their careers to helping men and women navigate the treacherous waters of infidelity. Their combined expertise offers a groundbreaking perspective on partner betrayal, making them the perfect feature for stories that explore the full spectrum of romantic love.

Adam and Judith provide specialized support for individuals navigating the complexities of infidelity and partner betrayal. Recognizing the distinct ways men and women experience and process these challenges; our approach is carefully tailored to meet the emotional and psychological needs of each gender.

For Men: Betrayal Shrink addresses the unique difficulties men encounter following a partner's infidelity. Social norms often discourage men from seeking help, which can intensify feelings of isolation and shame. The services focus on helping men through the emotional turmoil of betrayal, offering pathways for healing, rebuilding trust, and fostering personal growth. This journey is about transforming pain into an opportunity for deep self-discovery.

For Women: WomensWRK focuses on assisting women in reclaiming their voice and agency after partner betrayal. Many women face restrictive beliefs that keep them in cycles of unhealthy relationships. The aim is to support women in rediscovering and reconnecting with their authentic selves, enabling them to move past previous hurts and realize their full potential.

<https://betrayalshrink.com>

<https://womenswrk.com>

WomensWrk.com • BetrayalShrink.com • Adam@BetrayalShrink.com



About Adam and Judith Nisenson



Adam Nisenson, LMFT, CSAT, "The Betrayal Shrink"

Adam Nisenson, a licensed marriage and family therapist and certified sex addiction therapist, specializes in guiding men through the emotional aftermath of infidelity. Known as "The Betrayal Shrink," Adam uniquely understands the challenges faced by men who have been cheated on, not only as a therapist but also from personal experience.

Thirteen years ago, Adam's own life was upended by his ex-wife's affair. This profound personal crisis reshaped his professional focus and highlighted a critical gap: the lack of tailored support for men dealing with betrayal. It propelled him to specialize in betrayal trauma, emphasizing the often-overlooked emotional trauma men endure.



Judith Nisenson, CPC, ACC

Judith Flores Nisenson is an Associate Certified Coach (ACC) and a Certified Professional Coach (CPC) through the International Coaching Federation (ICF), with specialized training in the Multidimensional Partner Trauma Model from the Association of Partners of Sex Addicts Trauma Specialists (APSATS). Her professional focus is on supporting women navigating the complexities of betrayal trauma.

Judith's commitment to this area is personal and professional. Having experienced partner betrayal herself, she brings a deep understanding and passion to her work, helping women find resilience and recovery in the wake of infidelity. This personal history fuels her dedication to empowering women to heal and rebuild their lives.



Infidelity Statistics

- About 44% of unmarried and 18% of married couples experience infidelity.
- Up to 50% of all divorces in the U.S. are primarily caused by extramarital affairs.
- The average married woman has her first affair 7 years into marriage.
- The majority of affairs start with friends (37%) or people at work (30%).
- 1 in 4 partners use dating apps for infidelity, 40% engage in cybersex.
- 37% of people (1/3) in top management positions engage in infidelity.
- Most cheaters regret the act, but only 1 in 4 confesses.
- Cheaters are 300% more likely to cheat again in their next relationships.
- Financially dependent men are 15% more likely to cheat their spouses.

About 17.64% of married Americans engage in extramarital sex. According to extramarital affairs statistics published in the Current Research Journal of Social Sciences (2020)

About 22.90% of married males and 13.82% of married females engaged in extramarital sex. The data was based on the General Social Survey between 1991 and 2018.

The Journal of the American Psychological Association found that 42% of all divorces report more than one extramarital sexual contact during their marriages.

According to Ashley Madison statistics on cheating, 72.7% of women who have engaged in extramarital affairs have considered divorce and the average married woman in the U.S. has her first affair 7 years into marriage.

4 in 10 Tinder users are either married or in a relationship. According to statistics on online cheating published in Computers in Human Behavior, 42% of U.S. Tinder users are either married or in a relationship.

About 57% of unfaithful partners in the U.S. say their past partners never found out about their infidelity.

Only 21.6% of unfaithful men and 23.7% of unfaithful women confess to their partners about their infidelity.



Groundbreaking Work on Masculine Betrayal Trauma

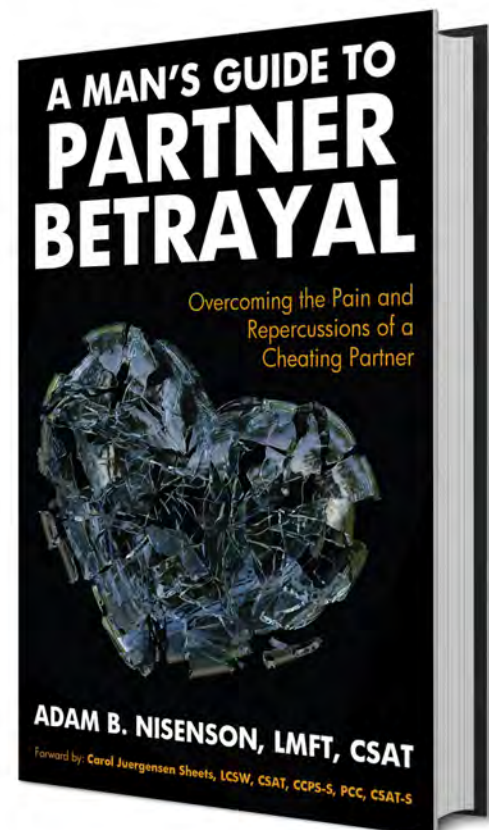
In "A Man's Guide to Partner Betrayal," Adam B. Nisenson, LMFT, CSAT, pioneers a much-needed discussion on Masculine Betrayal Trauma, offering a tailored resource for men grappling with the aftermath of a partner's infidelity. This guide merges Nisenson's personal experiences with his professional expertise as a Licensed Marriage and Family Therapist and Certified Sex Addiction Therapist, providing a rare and necessary exploration into the male experience of partner betrayal.

Nisenson's book addresses a significant void in available resources for men, presenting insights and strategies in a language and perspective that resonate uniquely with a male audience. It confronts the complex dynamics of how men perceive themselves and their relationships following partner betrayal, examining the intense psychological responses and emotional upheaval that accompany the discovery of a partner's affair.

The guide also critically assesses the cultural norms and expectations about masculinity that often intensify the trauma, making it challenging for men to express vulnerability and process their pain effectively. Structured to assist men through the varied stages of betrayal recovery, the book meticulously guides readers from the initial shock and emotional turbulence to the crucial steps of establishing boundaries and choosing confidants wisely.

Furthermore, Nisenson is in the process of developing a companion workbook to "A Man's Guide to Partner Betrayal." This forthcoming workbook is designed to supplement the book with practical exercises and deeper insights, aiding men in their ongoing recovery from infidelity.

"A Man's Guide to Partner Betrayal"
is available now on Amazon.





Availability for Media Contributions

Explore a powerful story about navigating the dark side of love and recovering from heartbreak after infidelity, guided by Adam and Judith Nisenson. This couple not only works together but also heals together, providing a dual approach to assist betrayed partners in rebuilding their lives.

For insights or to schedule an interview with Adam and Judith, please contact: **adam@betrayalshrink.com**. Discover how they transform the pain of partner betrayal into a journey of recovery and renewal.





Story Concepts for Media Coverage

Love Amidst the Lies: How a Counseling Couple Maintains a Strong Marriage

Explore the dynamics of Adam and Judith's marriage, focusing on how they sustain a healthy and happy relationship despite daily interactions with themes of betrayal and infidelity. This story would offer a look at their strategies for keeping their bond strong and their love alive amidst the challenging emotional landscape of their professional work.

The Psychological Impact of Partner Betrayal: A Need for Specialized Care

This story will delve into how partner betrayal can cause profound psychological devastation, necessitating specialized care from experts like Adam and Judith. Explore the complex emotional landscapes navigated by individuals undergoing betrayal trauma and the critical role of tailored therapeutic approaches in their recovery.

Unmasking Deception: Recognizing the Signs of Betrayal in Relationships

Investigate how Adam and Judith identify and confront the subtle signs of infidelity in their practices. This piece will offer insights into the patterns and behaviors that suggest deception and how the couple guides their clients through the process of uncovering the truth, understanding the lies, and initiating the healing process.

The Many Faces of Love: Stories of Resilience and Recovery

Highlight how individuals navigate the path from betrayal to recovery, with a focus on how Adam and Judith's guidance fosters resilience. Integrate anecdotes of couples and individuals they've helped, emphasizing the ripple effect of their work on fostering healthier relationships and personal growth.

A Love Story: Balancing Professional Insights with Personal Love

Engage Adam and Judith in a discussion that intertwines their professional insights into love and partner betrayal with their personal experiences as a couple. This conversation would offer a nuanced view of how dealing with infidelity shapes their understanding of love, trust, and commitment in their own marriage.