

NATIONAL BESTSELLER

# WHY MEN LOVE

# *Bitches*



From Doormat to Dreamgirl—  
A Woman's Guide to Holding Her  
Own in a Relationship

**SHERRY ARGOV**

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## Praise for Sherry Argov's

### WHY MEN LOVE

#### *Bitches*®

"No one's ever written a relationship book like this one. This book takes satire to a whole new level. It's not only funny, it's very real. It is full of 'slice of life humor' that covers everything that frustrates women about men."

—BELINDA FOSTER, producer of the *Girls of the Comedy Store*  
at the World Famous Comedy Store

"Her sassy book is filled with scenarios and advice aimed at making women subtly stronger and self-empowered. The book, which has already been featured on *The View* and *The O'Reilly Factor*, should make waves with its controversial view of relationships."

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“Smart, witty, and right on. A must-read for any woman who wants to capture her man’s interest.”

—Judy Mazel, author of the #1 *New York Times* bestseller *The Beverly Hills Diet*

WHY MEN  
LOVE  
*Bitches*®

**Sherry Argov**



Adams Media  
Avon, Massachusetts

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# *Dedication*

*I dedicate this book to  
my mother and father.*

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# Introduction

*Why Men Love Bitches* is a relationship guide for women who are “too nice.” The word *bitch* in the title does not take itself too seriously—I’m using the word in a tongue-in-cheek way representative of the humorous tone of this book.

The title and the content address what many women think, but don’t say. *Every* woman has felt embarrassed by appearing too needy with a man. *Every* woman has had a man pursue her, only to lose interest the minute she gave in. *Every* woman knows what it feels like to be taken for granted. These problems are common to most women, married and single alike.

So why do men love bitches? An important distinction should be made between the pejorative way the word is usually used, and the way it is used here. Certainly, I’m not recommending that a woman have an abrasive disposition. The bitch I’m talking about is not the “bitch on wheels” or the mean-spirited character that Joan Collins played on *Dynasty*. Nor is it the classic “office bitch” who is hated by everyone at work.

The woman I’m describing is kind yet strong. She has a strength that is ever so subtle. She doesn’t give up her life, and she won’t chase a man. She won’t let a man think he has a 100 percent “hold” on her. And she’ll stand up for herself when he steps over the line.



She knows what she wants but *won't* compromise herself to get it. But she's feminine, like a "Steel Magnolia"—flowery on the outside and steel on the inside. She uses this very femininity to her own advantage. It isn't that she takes undue advantage of men, because she plays fair. She has one thing the nice girl doesn't: a *presence of mind* because she isn't swept away by a romantic fantasy. This presence of mind enables her to wield her power when it is necessary.

In addition, she has the ability to remain cool under pressure. Whereas a woman who is "too nice" gives and gives until she is depleted, the woman with presence of mind knows when to pull back.

Among the hundreds of interviews I conducted with men for the book, over 90 percent laughed and agreed with the title within the first thirty seconds. Some men chuckled as though their best-kept secret had just been revealed. "Men need a mental challenge," they said. Time and time again, this was the recurrent theme.

The men I interviewed all phrased it slightly differently, but the message didn't change. "Men like it when a woman has a bit of an *edge* to her," they said. Two things became clear across the board: First, they would regularly use the phrase *mental challenge* to describe a woman who didn't appear needy. And second, the word *bitch* was synonymous with their concept of *mental challenge*. And this characteristic, above all, they found attractive.

When I used the phrase *mental challenge* with men, it was

immediately clear to them the quality I meant. On the other hand, when I interviewed hundreds of women, rarely did they understand the same phrase. They often related the phrase to intelligence, rather than to neediness. It wasn't just that my hunch was confirmed by these interviews; they also strengthened my sense of purpose. I thought that anything this *obvious* to men should not be kept a secret from women.

This book addresses the very issues that men *won't*. He won't say, "Look, don't be a doormat," "Don't always say yes," "Don't revolve your whole world around me." This book is necessary because *these are things a man will not spell out for his partner*.

In the chapters that follow, you'll find one message coming through loud and clear: Success in love isn't about looks; it's about attitude. The media would have us believe differently. A teenage girl picks up a magazine and reads: "Get that boy's attention" with an item of clothing, or a certain look. "This nail color or lipstick will wow him," the magazine assures her. And what does the girl learn? How to obsess over someone else's approval.

Then there is the issue of how the media treats aging. The teenage woman evolves into a twenty-something woman with confidence, and the media bombards her with negative images of aging. The message here is: Two wrinkles and a stretch mark, and she's "marked down" like last season's merchandise that's sold at half price. And what does she learn? How to obsess over someone else's *disapproval*.

So what's the message of this book? It's that a bit of irreverence is necessary to have any self-esteem at all. *Not irreverence for people, but rather, for what other people think.* The bitch is an empowered woman who derives tremendous strength from the ability to be an independent thinker, particularly in a world that still teaches women how to be self-abnegating. This woman doesn't live someone else's standards, only her own.

This is the woman who plays by her *own* rules, who has a feeling of confidence, freedom, and empowerment. And it's this feeling that I hope women will glean from reading this book.

The woman who has a positive experience with men possesses the ever-so-subtle qualities I discuss in this book: a sense of humor and an aura that conveys, "I'm driving the train here. I'll tell you where we get on and where we get off." This woman has that presence of mind to do what is in her best interest and an attitude that says she doesn't need to be there. She is there *by choice*.

The bitchy women who are so loved by men give off a devil-may-care quality and, yes, have that "edge." This is that same edge, coincidentally, that men say they find so magnetic. The difference is this woman isn't looking for it outside herself; it is a special quality she carries within.

***Note: Throughout this book, some names have been changed at the request of those interviewed.***

*1*  
FROM DOORMAT  
TO  
*Dreamgirl*

**Act Like a Prize and You'll Turn  
Him into a Believer**

“Sex appeal is 50% what  
you've got, and 50% what  
people *think* you've got.”

—SOPHIA LOREN

## *Meet the Nice Girl*

Everyone has known a “nice girl.” She is the woman who will overcompensate, giving everything to a man she barely knows, without him having to invest much in the relationship. She’s the woman who gives blindly because she wants so much for her attentions to be reciprocated. She’s the woman who goes along with what she thinks her man will like or want because she wants to keep the relationship at all costs. Every woman, at some point, has been there.

Certainly, the average fashion magazine gives women ridiculous relationship advice that makes it easy to understand why women are so eager to overcompensate: “Play hard to get, then cook him a four-course meal . . . bake him Valentine’s cookies with exotic sprinkles shipped from Malaysia (just like Martha Stewart). Don’t forget the little doilies and the organic strawberries that you drove two hours to get. Then serve it all to him on the second date, wearing a black lace nightie.” And what is this a recipe for? *Disaster.*

### ATTRACTION PRINCIPLE #1

**Anything a person chases in life runs away.**



Especially when it comes to dealing with a man. With one caveat: If you chase him in a black nightie, first he’ll have sex with you . . .

and then he'll run.

Why does a man run from a situation like this one? He runs because the woman's behavior doesn't suggest that she places a high value on herself. The relationship is new, and the bond between them is relatively shallow. Yet she's already dealt him her best card.

The fact that she is willing to overcompensate to a virtual stranger immediately suggests one of two things. He'll either assume she is desperate, or he'll assume she is willing to sleep with all men right away. Or *both*. What gets lost is his appreciation for her extra effort. Once a man begins to lose respect for a woman because she is willing to subtly devalue herself, he will also lose the desire to get closer to her. Nightie or no nightie.

A dreamgirl, on the other hand, won't kill herself to impress anyone. This is why the woman he really falls in love with doesn't serve a four-course meal. And you won't see her breaking out the fancy china, either. She'll start out cooking him a one-course meal. (Popcorn.) No fancy doilies. A Tupperware bowl does the trick. She simply asks her guest, "Hey, do you want the bag or the bowl?" Six months later, the same woman throws together a meal and puts down a hot plate in front of him. And what does he say to himself? "Man! I'm special!"


It doesn't matter if it is pasta with Ragu topped by a meat-ball you picked up at the corner deli. He'll say, "This is the best pasta I have ever had in my life!"

Now he feels like a king. And the only difference is the amount of time and effort he had to invest, first. He didn't get it all right up

front and he appreciated it more.

## ATTRACTION PRINCIPLE #2

**The women who have the men climbing the walls for them aren't always exceptional. Often, they are the ones who don't appear to care that much.**



This isn't about how to play a game or how to manipulate someone. This is about whether you are genuinely needy, or whether you can genuinely show him that you'll be an equal partner in the relationship. It's about whether you are capable *of holding your own* in a relationship.

What would happen if you let him know from day one that you are willing to bend over backward? He'd think you're desperate, and he'd want to see just how far you'd be willing to bend. It is human nature. He'd immediately start to test the waters. The more malleable you'd become, the more he'd expect you to bend. He'll instantly perceive you as a Duracell battery, as in, "Just how far will she go? How much can I get out of her?"

Nice girls need to know what a bitch understands. Overcompensating or being too eager to please will lessen a man's respect; it will give the kiss of death to his attraction, and it will put a time limit on the relationship.

Most men don't perceive a woman who jumps through hoops as someone who offers a mental challenge. Intelligent women make the mistake of assuming that if they hold a higher degree, they can hold their own in a political debate, and they have a good understanding of mid-caps, they offer a man mental stimulation during dinner. But the mental challenge has little to do with conversation. (Granted, if she thinks that Al Green and Alan Greenspan are the same person, then Houston? We have a problem.)

In general, the mental challenge has to do with whether you expect to be respected. It has to do with how you relate to him. It has to do with whether he knows that you aren't afraid to be without him.

The nice girl makes the mistake of being available all the time. "I don't want to play games," she says. So, she lets him see how afraid she is to be without him and he soon comes to feel as though he has a 100 percent hold on her. This is often the point when women begin to complain: "He doesn't make enough time for me. He isn't as romantic as he used to be."

A bitch is more selective about her availability. She's available sometimes; other times she's not. But she's nice. Nice enough, that is, to consider his preferences for when he'd like to see her so that she can *sometimes* accommodate them. Translation? No 100 percent hold.


What about the woman who will drop everything and drive to see a man? The man also knows he has a 100 percent hold on her. After a couple of dates, he goes out with the boys, comes in at



midnight, calls her, and off she goes to see him. When a woman drives to see a man in the middle of the night, the only thing missing is a neon sign on the roof of her car that says WE DELIVER.

### ATTRACTION PRINCIPLE #3

**A woman is perceived as offering a mental challenge to the degree that a man doesn't feel he has a 100 percent hold on her.**



Your time with him is telling. The nice girl sits in a chair after a week of knowing the guy, bored out of her mind as he does something that interests him. He may be watching sports on *TV*, cleaning his fishing gear, strumming his guitar, or working on his car. She is miserable but doesn't say a peep. Instead, she tries to make the best of it and twiddles her thumbs politely, just so she can be in his company.

The bitch, on the other hand, makes plenty of peeps. In fact, she is bitching the whole way through. This is not a bad thing, because then he knows he can't walk all over her. But remember, a mental challenge has little to do with being verbally combative. It has to do with your actions and how much of yourself you are willing to *give up*. For example, he says he likes blondes. You have dark skin, dark eyes, and black hair. The next time he sees you, you've bleached your hair and dyed your eyebrows to match. Translation? He'll sense he has a 100 percent hold on you.

“A man’s love comes from his stomach,” they say. That’s true, but no one said to slave for six hours to feed him. Whether he eats out or you order take-out, the stomach is full, and there is plenty of love to go around. Rule of thumb: If it is warm, he’ll eat it. The rest is wasted effort.

Women are conditioned to give themselves away. I have yet to see a men’s magazine with an article on how to cook a woman a four-course meal. The closest they ever come to a recipe is in the bodybuilder section, when they tell guys to mix up a few egg whites with some wheat germ.

I raise the issue of cooking because it’s one of many ways that women overcompensate. This doesn’t mean you should forgo cooking altogether. Perhaps it’s your anniversary, and you’ve been together a whole year. Perhaps it is his birthday, and you want to do something special for him.

On a special occasion, and after he has earned it, cooking him a meal is a nice “treat.” But it isn’t a treat if you give it to him right off the bat. Since this is a book for women, I would be remiss if I didn’t include some recipes for those first weeks in a relationship. And, unlike Martha Stewart’s recipes, the following are easy to remember. You don’t even need recipe cards.



**Appetizer**

## *Popcorn à la Carte*

I recommend popcorn for its convenience and quick preparation time. First, place the bag in the microwave. When all the kernels have popped, remove the popcorn from the microwave carefully, because it will be very hot. Be sure to wear a cooking mitt, an apron, and a spatula to assist in the removal of the popcorn from the microwave. This will not only impress your guest, it will also make it look like you really know what you're doing.

If you find that the popcorn is burned, notice *where* it is burned. If it's black at the top, dump out the black part and salvage the rest by pouring it into a bowl. Serve the yellow part to your guest, and then adjust the time when you make a new bag for yourself.

Serves: one and a half. (Good enough.)

### **Main Course**

## *Gourmet Delicate Dippings*

Bring a pot of water to a boil, and plop in two wieners. Cook them for five minutes so the wieners are tough or slightly *al dente*. Pour your guest a refreshing beverage (Kool-Aid). Then send him onto your balcony so he can enjoy the lovely view—as *ambience* is everything. When he isn't looking, slice and dice the little wieners and stick a toothpick into each piece. Like Martha, you can truly express your creativity with a wide assortment of different colored toothpicks. Now serve the little weiners with two “delicate dipping” sauces, served side by side: ketchup and mustard. And never refer

to them as weiner slices, always refer to them as “Gourmet Delicate Dippings.”



Now for dessert: a jelly roll (Hostess) served with coffee (instant). And an after-dinner mint always makes a classy finishing touch. I recommend peppermint, spearmint, or Trident.

You’ll know dinner was a smashing success when he insists on taking you out to eat next time. Never again will you hear him utter the words, “Hey, what’s for dinner?”

If, after some time, he ever slips and asks you to cook, simply offer to make your specialty: popcorn, wieners, and a jelly roll, with coffee and Kool-Aid to help wash it down. Then start getting ready because you’ll have reservations within the hour.

The bitch is not the woman who will sit at home and work overtime to refine her “man-catching” skills. All she feels she has to do in the beginning is focus on being good company. This is more than enough until he earns the “cat-bird seat” at the top of the yacht.

In the beginning, pay close attention and take note of the following: If he’s unwilling to lift a finger during the courtship, he is showing you right up front that he has nothing to offer you in the future. This behavior has nothing to do with your worth. It has everything to do with what he has to offer. And it also has to do

with how you present yourself. Are you working overtime? If he has a lot to offer but you don't allow him to come your way, he'll have no other option but to back off. When a nice girl over-compensates, her behavior says, "What I have to offer isn't enough, and who I am isn't enough." The bitch, on the other hand, gives a very different message. "Who I am is enough. Take it or leave it." And now, a comparison:

<b>"I AM NOT ENOUGH."</b>	<b>VS.</b>	<b>"I'M ENOUGH. TAKE IT OR LEAVE IT."</b>
She calls him often and says, "Please return my call."		She gets back to him when she's free.
She is on call like a rookie flight attendant.		She sees him when it is convenient for her.
She makes it obvious a relationship is her goal before she knows much about him.		She goes out to have fun and doesn't make promises to a virtual stranger.
When he does call her, she is mad he didn't call sooner.		When he calls her, he is curious where <i>she</i> is, and why she's not there.
She often drives.		He'll pick her up or happily go out of his way.
She asks, "Where's our relationship going?"		He has no clue where the relationship is going, and she leaves it like that.

She talks about having babies.	She can't remember his last name.
She asks him about the "ex."	He brings up the ex; she looks at her watch.

## ONE = DOORMAT

## THE OTHER = DREAMGIRL

The foundation is laid from day one. From the very beginning, he consciously (yes, consciously) tries to figure out what the parameters are *and how much he can get away with*.

Phone etiquette is also telling. Do you wait to hear from him before you make plans? Do you get bent out of shape if he doesn't call, check in, or show up as expected?

If so, you are not giving him a lesson in punctuality. What you are doing is showing him he has a 100 percent hold on you, which isn't a good message to give someone you've just met.

It's a fact that most men deliberately don't call, just to see *how you'll respond*. When a woman is upset, she is easy to read. And a man can easily gauge how much a woman wants or needs the relationship by simply pulling back a little bit. So forget all those other theories from magazines about why men don't call.

### ATTRACTION PRINCIPLE #4

**Sometimes a man deliberately won't call,  
just to see how you'll respond.**

It is human nature for a man to test the waters to see how much he can get away with. You see it in the behavior of children and even in the behavior of pets. It's par for the course.

Pulling back is also something men do to gain reassurance. No man is going to say, "Honey, I need reassurance about where I stand with you." Instead he'll pull back to see how you'll react. When you react emotionally, it gives him a feeling of control. And if you react emotionally frequently, over time he will come to see you as less of a mental challenge. If he can't predict how you'll always react, you remain a challenge.

It also gives him something he absolutely needs: the freedom to breathe. If you don't hear from him for a little longer than usual, show him that you have absolutely no "attitude" about it. This behavior will make him a little unsure about whether you miss him (i.e., "need him") when he isn't around. It gives him a reason to come your way because he won't perceive you as needy.


Try not to say things such as "Why haven't you called me?" or "Why haven't I heard from you in a week?" If you act as though you haven't even noticed (because time flies when you're having fun), he will come your way. Why? Because he doesn't feel as though he has a 100 percent hold on you.

A top teen magazine recently gave women the following bad advice. They said to slip notes in unexpected places like his

backpack or locker, or to “write a poem and slip it under his windshield wiper.” As if this wasn’t enough to give his attraction the kiss of death . . . Wait, it gets better. In addition, they advised catching him off guard by “having a pizza delivered.” Okay. Put it all together and what do you get? A magic recipe for convincing him you are a *stalker*.

## ATTRACTION PRINCIPLE #5

**If you start out dependent, it turns him off.  
But if it is something he can’t have, it becomes  
more of a challenge for him to get it.**



Again, it isn’t about learning how to play a game. It’s about understanding human nature and behaving accordingly. A man will always want what he can’t have. When a man meets a woman and she seems nonchalant, it becomes a challenge for him to win her affections.

Or, if he tries to get a woman to react in an insecure way but she holds herself with a level of dignity and pride, suddenly the dynamic changes. The same guy who was gunshy of relationships becomes a believer. Now he begins to fantasize about getting the so-called bitch to cook him a meal, fold his socks, or chase him around. But if you *start out* dependent on him, he simply doesn’t value it the same.

Another mistake that a woman can make is to put herself down.



When you're on a date, you should never talk about the plastic surgery you want to have or the weight you want to lose. Don't talk him out of a compliment. This is the time to be sure of who you are.

So, what's the right attitude? "This is me, in all of my splendor . . . and it doesn't get any better than this." Don't spend a fortune on a therapist. Just say it to yourself until you believe it. Eventually you *will* believe it, and so will he.


Humility? Don't worry. It's a treatable affliction, a mental glitch. If you catch yourself being modest or humble or any of that nonsense, correct the problem immediately. Go directly back to believing you are "a catch." Period. End of story. Case closed. If someone else doesn't like your confidence, that's their problem. *Why? You always come before they do, that's why.*

Case in point: Ever hear a man say that all the guys wanted his exgirlfriend? He'll build her up so much that when you finally see a picture, you are dumbfounded. What you really want to say is, "Honey, she looks like she had the starring role in *Lassie Comes Home*." Don't bother because he'll rush to her defense: "She looked better in real life." No sale . . . try again. "She looked better back then? (Pause.) It was a really bad picture, no, really." (Still, no sale.)

What women need to understand is that when a man considers a woman to be a prize, looks have very little to do with it. In the above example, it was a simple mind trick that goes like this: She acted like a prize, and then a funny thing happened. He completely *forgot who he was looking at.*

## ATTRACTION PRINCIPLE #6

**It is your attitude about yourself  
that a man will adopt.**




The same works in reverse. A beautiful woman can make herself look ugly in the eyes of a man if she is very insecure.

He pursued you; therefore, he finds you attractive. An understated demeanor and a confident attitude will convince him you're gorgeous.

Never assume you are not attractive enough, and therefore you have to overcompensate or chase a man. Taste is subjective. One man's "ugly" is another man's "beautiful." The first date is about looks. When he falls in love, it's about your attitude. It's about whether you can hold your own. Which is all about how you hold *yourself*.

## ATTRACTION PRINCIPLE #7

**Act like a prize and  
you'll turn him into a believer.**



A woman also demeans herself when she compares herself to another woman. So, don't let on when you feel threatened by

another attractive woman who walks into the room. If you want to make a woman who is a 6 on a scale of 10 look like a 12, what do you need to do? Simple. Act threatened by her. If you pretend not to notice her, he'll see your confidence in yourself and then he'll become intrigued with *you*. Then another curious thing will happen. Suddenly she won't look so good. She only has as much power as you give her.

A girlfriend of mine named Samantha went on a first date with a man who took her to a local boxing match. In between rounds, as always, there was a sexy, barely dressed stripper who came out holding the round number. Her date looked at the woman and then, in an effort to be a gentleman, turned to look at Samantha. She acted as though she was oblivious as to why he had turned to look at her.

When the woman came out again in the following round in a see-through lace nightie, my friend leaned down under the seat and nonchalantly asked her date if she could drink some of the water in his water bottle. He said, "Sure." At no time did she behave as if she was threatened. Instead, she remained very composed as though the other woman didn't even exist. By the end of the third round, he no longer noticed the woman in the boxing ring.

The end result was that he was completely enamored with Samantha. And while driving home, he kept saying how incredibly beautiful he thought she was. The proof was in the pudding. He continued to pursue her, not the stripper who overcompensated, to get the kind of attention *that is often very short-lived*.

While my friend's behavior was exemplary, his wasn't all that romantic. It should not go unnoticed that a man is willing to take you somewhere unromantic on the first date. If a man takes you to a boxing match, a strip joint, or a place he might typically hang out with a bunch of guys, he's telling you by the choices he is making that he doesn't plan to have you around that long. If this is where he takes you on a first date, *don't* go out with him a second time.

If you are in an uncomfortable situation, don't feel compelled to compete with another woman. In addition, you don't need to expose a lot of skin or feel as if you have to work harder to earn a man's sexual attention. I know a woman who takes off layers of clothes based on how the other women in the room are dressed. The issue again is overcompensation. No need.

Wearing your sexuality on your sleeve isn't advantageous in luring a man. The issue is not about whether you are successful in turning him on; this is no big achievement. He can get aroused from riding a motorcycle or from sleeping. The issue is not whether you turn him on; it's whether he *stays* turned on *after* he has been satisfied. This is the key.

Quality men are attracted by less, not more. If he sees a pretty secretary wearing her hair in a bun, right there in broad daylight he's going to start wondering what she looks like with her hair down. If he sees a woman dressed in a way that shows there is something moving behind a sweater that he can't see, his desire to see is greater than if she's showing it right off the bat. When you show your shape, but don't expose every inch, the "unwrapping of the

gift” becomes much more stimulating. If he has to unbutton an item of clothing to get to what he wants to see, it turns him on *more*. Not less.

You often hear a man say of a provocatively dressed woman, “I wouldn’t kick her out of bed for eating crackers.” This is true until he’s had “his way” with her and then crackers or no crackers, he moves on. The difficult part isn’t getting a man’s interest. The trick is knowing how to *sustain* it.

Much of holding your own in a relationship begins with *how you hold yourself*. Overcompensating is overcompensating, and it includes everything from calling a man too much to cooking a four-course meal to dressing too provocatively. Remember the saying: The candle that burns twice as bright burns half as long.

If, at a later date, you dress provocatively, that’s another story. Then he knows you are doing it just for him, so it becomes a treat. This is why you often hear men say they want a lady in the living room and a whore in the bedroom. It’s what you don’t show that keeps him intrigued.

Don’t let the advertisements on TV be your guide. The woman who sustains a man’s interest is not the one who feels confident because of a particular miniskirt, a belly ring, or a black dress with a plunging neckline. A bitch doesn’t rely on these things to feel good about herself. She relies on *who she is as a woman*.

“He should accept me as I am!” says the woman who is too nice. Accept you? Oh no, sister. Slap yourself. He should want you madly. Acceptance has nothing to do with it. He *accepts* a

doormat. But he *desires* his dreamgirl. If you want acceptance, go to a self-help group. We're talking about what he craves. It started when he was a kid. When he received a toy for Christmas that he didn't even ask for, he played with it for a whole five minutes. The toy he cherished was the one he bought with two months' allowance that sat on the top shelf in the toy store. He couldn't reach it but went in to look at it all the time. He got up every morning at the crack of dawn to toss papers on a paper route to get that toy. It's the one toy he will always remember because he had to earn it.

IN HER MIND	IN HIS MIND
"I am going the extra mile."	"She is trying too hard. She's desperate."
"I don't want to play games."	"She talks too much."
"I am nurturing."	"She is mothering."
"I am giving 100 percent so I can make it work."	"She is <i>really nice</i> , but there just isn't any chemistry"

But with the bitch? There's no lack of sexual chemistry.

## *She Has That "Je Ne Sais Quoi"*

*Je ne sais quoi* is a French expression that translates to "I don't know what." It implies "that something special" that there aren't words for. It is that elusive charming quality you just cannot put your finger on. What does this quality boil down to? A woman who

is comfortable in her own skin and cannot be made to feel bad about herself.

It isn't about looks; gorgeous women get dumped every day. It isn't about intelligence. Women of all types, from brilliant women to women with the IQ equivalent of plant life, pull it off every day. It's about mystery and learning how to create intrigue.

When you lose your *edge*, the relationship loses *its fire*. Think of him as the match. You are the striking board on the back of the match cover. When the rough edge or sand wears off and starts to become dull, it is much harder to get that spark.

For example, the man may say, "Maybe I need a little time to think things over." The woman who is too nice responds, "Please don't leave me." Not the bitch. She offers to help him pack. Why (choose *A*, *B*, or *C*)?

A. She is helpful.

B. He can't pack.

C. She loves herself.

*Hint:* The correct answer is *C*. Because she loves herself, the bitch doesn't want anyone who doesn't want her. She doesn't grab his ankles and beg for mercy. She keeps that edge. And, in doing so, she prevents him from wanting to go.

Her aura says she doesn't want him desperately enough, need him desperately enough, or let him get under her skin enough. She is driving that train. *Effortlessly*. And it is that very ease that translates

into charm.

*Je ne sais quoi* is a sexy devil-may-care attitude. Not only isn't the bitch needy of him, she often isn't focused on him.

Ever notice that when you are on the phone ignoring the man you are with, suddenly he'll kiss your neck and try to get your attention? Ignore him and he is intrigued. Make him the center of attention all the time and he runs.

### ATTRACTION PRINCIPLE #8

**The biggest variable between a bitch and a woman who is too nice is *fear*. The bitch shows that she's not afraid to be without him.**

Margaret Atwood said, "Fear has a smell, as love does." It is said that excitement and fear come from the same part of the brain. When a man is slightly afraid of losing a woman, his excitement is piqued.

His psyche is like a plant. It needs water but also air to breathe. To give a man too much reassurance too soon is the same as overwatering a plant. It kills it.


One of the things women have to get out of their mindset is the notion of what a bitch is. A bitch is *nice*. She's sweet as a Georgia peach. She smiles and she is feminine. She just doesn't make decisions based on the fear of losing a man.



The difference between the bitch and the nice girl is not so much in their personalities or in their demeanor. It has nothing to do with how abrasive a woman is. A bitch is a bitch with her actions, because she isn't willing to give herself up.

### ATTRACTION PRINCIPLE #9

**If the choice is between her dignity and having a relationship, the bitch will prioritize her dignity above all else.**



The bitch remains the person she is throughout her relationship with a man. She doesn't lose her friends. She doesn't give up her career or her hobbies. She doesn't give up all of her time or bend over backward. And, unlike the nice girl, she is not *too tolerant* of disrespect.

She also keeps her edge and has enormous self-respect; she holds the conviction that her self-worth governs her decisions. Because she is not afraid, ironically he becomes *afraid to lose her*. Because she is not needy, he starts to need her. Because she isn't dependent on him, he begins to depend on her. It's like a reverse magnet. The person who is least dependent on the outcome of the relationship will automatically draw the other person in.

***Meet the "New and Improved" Bitch***

Let us conclude this chapter by redefining the word *bitch*. Think of it as a “term of endearment.” A bitch is not a woman who speaks in a harsh tone of voice. It is not a woman who is abrasive or rude. She is polite but clear. She communicates directly with a man, in much the same way men communicate with one another. In this way, it’s easier for a man to deal with her than with a woman who waffles or appears too emotional, because the emotionally sensitive type of woman confuses him. The bitch knows what she likes and has an easier time expressing it directly. As a result, she usually gets what she wants. Here are the ten characteristics that define her.

*1. She maintains her independence.*

It doesn’t matter if she is the CEO of a company or a waitress at Denny’s. She earns an honest living. She has honor, and she isn’t standing there with her hand out.

*2. She doesn’t pursue him.*

The moon and the sun and the stars don’t revolve around him. She doesn’t make her dates with him when her horoscope advises that his big Mercury is about to retrograde in her little Venus. She doesn’t chase him or keep tabs on him. He is not the center of the world.

*3. She is mysterious.*

There is a difference between honesty and disclosure. She is honest but does not reveal everything. She isn’t verbally putting her cards on the table. Familiarity breeds contempt and predictability breeds boredom.

*4. She leaves him wanting.*

She doesn't see him every night or leave long messages on his machine. She isn't on a first-name basis with his secretary in one week. Men equate longing with love. Longing is good.

5. *She doesn't let him see her sweat.*

She keeps communication from getting messy and avoids communicating when upset. When she clears her head, she is succinct and speaks in a "bottom line" way.

6. *She remains in control of her time.*

She takes it slowly, *especially* when he wants to hurry. She moves to her rhythm, not his, preventing him from taking control of her.

7. *She maintains a sense of humor.*

A sense of humor lets him know she is detached. However, she doesn't treat disrespect as a laughing matter.

8. *She places a high value on herself.*

When he gives her a compliment, she says thank you. She doesn't talk him out of it. She doesn't ask what the ex looked like and doesn't compete with other women.

9. *She is passionate about something other than him.*

When he feels he isn't the "be all and end all" of her existence, it makes her more desirable. Staying busy ensures she isn't resentful if he is unavailable. He doesn't have a monopoly on the rent space in her head. He doesn't get Park Place, and he doesn't get Boardwalk. He gets one of those little purple properties next to Go.

10. *She treats her body like a finely tuned machine.*

She maintains her appearance and health. A person's self-respect is reflected in how he or she maintains physical appearance. If he tells her he doesn't like red lipstick, she wears it anyway, if it makes her feel good.

2  
WHY MEN  
*Prefer*  
BITCHES

**Cracking the Code:  
What Every Nice Girl Needs to Know**

“Happiness? A good cigar, a good meal, a good cigar, and a good woman—or a *bad woman*. It depends on how much happiness you can handle.”

—GEORGE BURNS

## *The Thrill of the Chase*

Women need to understand that men love the “thrill of the chase” and are highly competitive. They like racing cars, engaging in athletics, and hunting. They like to fix things, to figure things out, to pursue.

The cat-and-mouse game that women find maddening is actually very exciting to men. This is a very basic difference between the sexes. For a woman, the objective is often a committed relationship, also known as the destination. For a man, the road trip *on the way* to the destination is often the most fun.

The bitch understands that when a man wants something he’ll go after it, and going after it makes him want it even more. If he doesn’t succeed right away, he starts to crave it. It captures his interest and excites his imagination. A woman who is too nice throws cold water on this process. A man is more likely to get bored when he hasn’t really invested much of himself.


No one respects a freebie or a handout in any facet of life. When a woman sleeps with a man right away, it doesn’t pull him in. The men I interviewed often admitted that if the sex was too easy to get, it was not that great.

It’s like blackjack. If he wins big right up front, he’s done for the night. But with the slow win, things develop differently. He wins a few hands and then loses a couple. At this point, wild horses couldn’t pull him away, because he feels so close to winning again. He can almost taste it. His inborn, competitive male nature kicks in and makes *him stay there and fight*. And if he’s losing, he’ll fight even harder.

ATTRACTION PRINCIPLE #10

**When a woman doesn’t give in easily and**

**doesn't appear docile or submissive, it becomes more stimulating to obtain her.**




Another example is when he goes on a hunting trip with “the boys.” They go out for a whole week. He sleeps in a grungy sleeping bag and gets chewed up by mosquitoes. He eats food that prison inmates wouldn't touch. For what? The hunt. Then if he actually kills a moose, he comes home prouder than a peacock and wants to hang the moose head on the wall in the den. (Look out—the hunter is now a decorator.)

Let's notice something, because it is significant. If you were to drop a dead moose on his doorstep, he'd want nothing to do with it. It could be the very *same moose* he had hunted, and yet it could have a totally different effect on him. This is how the pursuit affects his interest in a woman. When a woman chases a man, it has the same effect as if she were to deliver a dead moose to his front door.

The objective while dating is not to be mean. It's to give him the thrill of the chase by taking it slowly and letting him *be a man*. It's easy to understand his nature because it is our human nature, too.

#### ATTRACTION PRINCIPLE # 11

**Being right on the verge of getting something generates a desire that has to be satisfied.**



Men often admit, “You always want what you can't have.” The bitch never lets him feel that he has her under his thumb. Since he never quite has her, he never stops pursuing her.

So when he thinks he's making progress and he has you right

where he wants you, sometimes it's appropriate to gently remind him that you aren't under his thumb. Here are just a few comparisons between the nice girl and the bitch.

**SCENARIO #1: HE CALLS YOU AND EXPECTS YOU TO BE AT HOME.**

If the nice girl leaves, she calls first to tell him where she'll be and what time she'll be back.

The bitch lets him think about where she is every now and then.

Often she'll assure him that her cell phone's on, should he want to get ahold of her.

She lets him wonder if she's outside his reach by not always reporting her whereabouts.

**SCENARIO #2: HE SAYS HE'LL CALL AT AROUND A CERTAIN TIME AFTER HE GETS IN. THE CALL IS FOUR HOURS LATE.**

The nice girl yells at him and says she was worried. "You should have called!"

The bitch isn't so easily upset, so she isn't so easy to read. She may or may not pick up the phone, which makes him miss her.

**SCENARIO #3: HE SEEMS A LITTLE WITHDRAWN, PENSIVE, AND NOT PARTICULARLY TALKATIVE.**

The nice girl continually pries and asks, "What are you thinking about?" She worries that he is pulling away.

The bitch is in her own thoughts. She doesn't panic, which makes him come her way.

**SCENARIO #4: HE IS VERY LATE FOR A DATE AND KEEPS HER**



## WAITING.

The nice girl waits, calls him on his cell phone four times, and tells him he should “value her more.”

The bitch waits a halfhour and then makes other plans.

The difference in these situations isn't as much how you treat him as how you treat yourself. The bitch's behavior lets him know without any words that she will not pull the plug on her life to accommodate him.

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### **Are You *Too* Nice? A Pop Quiz**

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1. Do you feel guilty when you say no, or do you say no and then second-guess yourself?  
Yes                      No
2. Do you often try to tell your partner that you want to be treated with respect?  
Yes                      No
3. Do you find yourself bartering or negotiating for what you want or need?  
Yes                      No
4. Do you often pass up sleep or the need for personal time to meet his needs?  
Yes                      No
5. Do you regularly see him on short notice or when it is convenient for him?  
Yes                      No
6. Do you find that you repeat what you've asked for as though he didn't hear it the first time?  
Yes                      No

7. After a fight, are you always the first one to contact him or apologize?

Yes

No

8. Do you find you are much more doting and affectionate than he is?

Yes

No

9. Do you often feel depleted after he has been with you?

Yes

No

10. Do you constantly want more attention or reassurance?

Yes

No

---

If you've answered yes to five or more of these ten questions, you are giving far more than you are receiving. Let's explore why giving yourself up is never in your best interests.

Women understand the concept of balance between work and play. They balance time with family and time with friends. They balance a job with getting an education. But when it comes to a man, the nice girl abandons all sense of balance and immediately makes the man the whole pie. But with a bitch, he is just a piece of it. She keeps the other pieces intact.

It all starts out subtly. "What are you doing right now?" he asks when he calls her from his cell phone. "Well, I was going to catch a movie with a girlfriend," she answers. The operative word is *was* (past tense). Then he asks, "Want to hook up?" She pauses for two seconds. "Okay."

A man will try to get you to be very accessible because it's natural that he'll want to make things more convenient for himself. And he'll do so by saying the following to pressure you to accommodate him:

"I don't like to plan things."

“I like to be spontaneous.”

“I like to fly by the seat of my pants.”

Another key factor that distinguishes the nice girl from the bitch is how much of herself she’ll give up. Once you’re in a relationship and he’s shown a pattern of being interested over time, then it’s okay to be a little more spontaneous. In the beginning, however, don’t make yourself so accessible. If you do, the relationship will always be on his terms.

The nice girl will often cancel plans with a girlfriend if she gets a last-minute date. The bitch will hold her own simply by keeping her previously set plans. I know one bitchy woman whose partner absolutely adores her. If she’s painting her toenails when he calls, she’ll still say, “Thank you so much, but I’m a little busy right now.”

#### ATTRACTION PRINCIPLE #12

**A man knows which woman  
will give in to last-minute requests.**

Sometimes a man will get tickets to something at the last minute. Or he’ll plan a romantic surprise. He is spontaneous, but clearly you’re his first priority—so this is harmless. You’re in good shape if he’s calling you all the time and wants to see a lot of you.

What you want to guard against is going on last-minute dates or getting those last-minute calls to do something because he didn’t have anything better planned. Sometimes when a woman has feelings for a man, she can’t distinguish between the two.

**THE SPONTANEOUS GUY WHO  
IS TREATING YOU LIKE A**

**VS.**

**THE  
SPONTANEOUS  
GUY WHO ADORES**

## BACKUP

GUY WHO ADORES  
You

You don't hear from him for two weeks at a time and then all of a sudden you get a phone call.

He makes dates ahead of time, and he also wants to see you spontaneously in between.

He prioritizes social engagements with his drinking buddies.

His buddies complain that he fell off the face of the earth. They hassle him but he doesn't seem to care.

He makes travel arrangements with friends and never asks you to accompany him.

He's constantly asking you to take time off from work so you can get away together.

He's irritable when he's around you and frequently complains of not having more time to himself.

He's happy to be in your company. His friends and family all think he looks happier than he's ever looked.

He calls you to cancel plans for that evening. Later that night, you call right back and it goes directly to voice mail. Then he calls the following day with a good excuse.

If he has to cancel, he feels badly about it. He calls you when he gets in from wherever he is because he has nothing to hide and he *wants* you to know he's being totally "on the level."

He won't ever take you out or spend much money. He may ask you for a loan. Before you know it, you're supporting the guy through college.

He'll do anything just to see you smile.

You make it known that

He almost always sees you

you're available on a weekend night. And even though he works during the week, he doesn't make himself available to see you.

whenever you have time, unless he has a professional commitment or there's an important extenuating circumstance.

A common example is the typical "booty call." First, the guy waits to hear back from someone *else* before confirming whether he can see you. He'll call at 5:00 and say he hasn't showered yet and he's on the way. At 7:00 he calls again and pulls the plug: "My friend Troy stopped by." Then he says he'll make it an early night with Troy and tells you he wants to get together afterward. He gets in late, and that's when he offers to see you, providing you drive to his place.

No matter how much you want to see him, don't go. At this point, you want to *seriously* consider not ever seeing him again. If you do go, you won't be more appealing to him; you'll be turning the dimmer switch down on his attraction for you.

A friend of mine named Crystal was in this exact situation and handled it perfectly. A man named Brett called her on a Saturday night; it was well after midnight and raining, and he asked her in a seductive tone of voice to drive to his place. A classic booty call. Crystal hadn't heard from Brett in two weeks, since he'd indicated he wanted to "see other people." He also lived 35 miles away from her at the time.

Crystal said, "Okay, sweetie. I'm on my way. Give me five minutes to put on a garter belt under my raincoat. I'll be there in forty minutes." She also asked Brett to wait downstairs for her in the rain with an umbrella, so she wouldn't get drenched walking to the front of his apartment complex. He waited and waited and waited. Three hours later, it occurred to him like a stunning revelation: No booty cometh.

In the morning Crystal awoke to several messages from Brett. In one of them, he mentioned that he had come down with a severe case of the flu from standing in the rain. (Not her fault. He should have gotten his flu shot.)

Again, the bitch is very nice. She is as sweet as a Georgia peach. But inside every sweet peach is a strong pit. And this means she won't explain the obvious when a man is disrespectful. There is no way to hold your own in a relationship and simultaneously accept rude behavior. A quality man doesn't want a woman he can trot all over. There is nothing wrong with having a little self-respect—and a few conditions.

### ***Condition #1.***

#### ***He books in advance.***

*The message? Your time and attention are valuable.*

If you treat yourself as a valuable commodity, he will naturally put more stock in you. For example, he calls and says, "When can I see you?" Don't say, "I'm wide open around the clock. Pick a time. *Anytime!*" He suggests Friday. "Okay!" He suggests Tuesday. "Okay!" He suggests three weeks from next Sunday. "Okay!"

Instead, politely tell him you have two nights that are good for you. Then let him choose one. He'll probably choose both.

Here's a similar circumstance. A doctor I know started a private practice. He didn't want his receptionist to say, "Sure, we have tons of openings. Drop in any time." Instead, he instructed her to say, "We can get you in at 2:15 or at 4:15. Which would work for you?" Most people would tend to value an appointment more with a doctor who appears to be fairly busy *but is willing to accommodate them* than with one who is always open like an allnight convenience store.

### ***Condition #2.***

***Don't see him when you are "running on empty."***

*The message? He does not come before basic necessities (i.e., rest).*

He says he'd like to see you at 9:00 P.M., and you don't want to be out too late? Tell him, "I'd prefer to get together earlier." If he can't because he is working late, make no issue of it. Simply suggest getting together another night.

***Condition #3.***

***If you aren't having fun or he isn't good company, end the date immediately, and give a superficial explanation as to why.***

*The message? You have a standard of how you expect to be treated.*

For example, you are on a first date. He gets drunk and behaves badly. For starters, never get into a car with someone who is drinking. Always keep a credit card in your back pocket or a \$20 bill in your bra. Tell him you are going home early. Excuse yourself, go to the little girl's room, and call a cab.


Another friend named Kelly snagged a guy whom a lot of women wanted by setting the tone from the very beginning. She did so simply by being reticent. The man was extremely successful, very attractive, and charismatic. He first saw Kelly when he was eating his lunch at a cafeteria where she often eats. He had that confident vibe and was used to women hitting on him.

Kelly was the exception to the rule. He was trying to get her attention while she remained absolutely riveted by her BLT sandwich. She knew that he was watching her, but she pretended not to notice. He came back Tuesday. And Wednesday. And Thursday. When he finally asked her out, she paused before she answered, "I don't know you, so I can't look at you in a romantic way. We could start as friends and see where it leads."

Here's a guy who was used to women clamoring to be with him, but with Kelly, he was presented with a challenge to pursue a woman who let him know she won't be so easily won over. In this way, she *held her own*.

### ATTRACTION PRINCIPLE #13

**Whether you have terms and conditions indicates whether you have options. Almost immediately, you present yourself as a doormat or a dreamgirl.**



“Terms and conditions” are a novel idea for the woman who is too nice. (And you shouldn't leave home without them.) Don't get me wrong: Unconditional love is a beautiful thing. Just be sure to give it *after* your conditions have been met.

### ***The Mamal Ho Complex***

In the field of psychoanalysis, there's a male hang-up called the Madonna/Whore Syndrome. Let's forget all the fancy psychobabble and refer to the informal Mama/Ho version to better understand our male counterparts.

The Mama/Ho theory holds that a man will either see you as his “mama” or his “ho.” The word *ho* is a derivative of the word *whore*. It is not a garden tool. A ho is any woman he is having sex with, any woman he wants to have sex with, or any woman he has had sex with.

The antonym for ho is mama. A man will feel affectionate toward a woman who is really sweet and nice, much like the affection he has for his mother. Because she doesn't present a challenge and



she's always there, he begins to take her for granted. This is when you hear men say, "She's really nice, but there just wasn't any chemistry." Therefore:

**SAFE + BORING + MAMA = *NO SPARK***

**&**

**UNPREDICTABLE + NOT MONOTONOUS + HO =  
*FIREWORKS***

Even though a man is turned on by the independent woman he can't have, he'll still try to get you to be like his mama. He'll want you to cook, clean, and do his laundry.

One woman I know nipped the issue of laundry in the very beginning. Early in her marriage, she threw a red sweat-shirt in with all of her husband's white cotton underwear. Then she turned the water on hot to seal the deal. The only underwear he had left was the pair he was wearing. No self-respecting, heterosexual male would ever be caught dead *wearing pink* underwear. On seeing the ruined garments, her husband threatened her with the very words she wanted to hear, "You will never, ever, ever do my laundry again!"

What a nice girl should know is that even if you make every effort to be an exemplary housekeeper, he'll still want a ho behind closed doors. The two are related. Why? Constant mothering will eventually turn a man off. Yes, they say that every man is looking for his mother. This is a nice theory, but it doesn't mean you should run out and do his laundry or treat him as though you are his keeper. There are four things that make a man feel suffocated or mothered, that often turn him off, and that make him distance himself from you like a rebellious teenager. These are the major Mommy no-no's:

Do not appear to check up on him or ask him to check in with

you.

Do not expect him (without asking first) to spend all his free time with you.

Do not ask him to account for the time that he isn't with you.

Do not be overly doting, leaving him no room to come your way.

Never give the appearance that you are closing in on him. For example, suppose he gets off the phone with his long-lost Auntie Mae. If you immediately start questioning him or you jump down his throat and demand to know who was on the phone, it has the same effect as throwing on an apron and assuming the role of mama. Like a teenager, he'll rebel.

There are many things women inadvertently say that sound very motherly: "Get some rest," "Don't stay out late," "Call me when you get in," or "Eat something before you go out." You will make him feel *emasculated*. It's no different than telling a two-year-old, "After naptime we'll have a little cookie."

Asking a man to explain himself or check in with you is mothering. Maybe he ran a half-hour late coming home. Perhaps he was having a friend help him fix his lawnmower, or maybe he was having a beer under the hood of his friend's car. The very second he thinks he has to explain himself to you, he'll feel as though he is losing his freedom. Then he'll make up a story to conceal something that didn't need to be concealed, just to protect his "territory" or his "turf." And he'll feel cornered.

#### ATTRACTION PRINCIPLE #14

**If you smother him, he'll go into defense mode  
and look for an escape route  
to protect his freedom.**

Don't make him feel as though he has to ask permission for the day-to-day things he wants to do. It's smothering to him when you watch him too closely. Don't give him the feeling he's *under a microscope*. He'll feel controlled and will instantly want to get away.

When he's shaving and he's late for work, don't push your way into the bathroom to watch him. Don't look in his car's glove compartment as though there's something suspicious in there. Don't appear to eavesdrop on his phone conversations. Don't try to take over his kitchen or leave girly things in his bathroom as though you're marking your turf. Don't ask him to spend all his time with you, and don't say, "I miss you" when he hasn't seen you in two hours. If you do these things, *you are subtly doing the chasing*.

Don't say things like, "Tuck in your shirt," "Go wash your hands," or "Go brush your hair." Don't ask him if he's hungry three times in a row, and don't wait on him hand and foot—unless he has a cold. (One little snuffle and you can treat it like a terminal illness.)


Don't plan all of your weekends together so he has to ask permission to go fishing. Let him catch a couple of fish. Otherwise, he'll start to break dates. Why? Because he's acting like a rebellious teenager who's been given a curfew by mama. He'll do it deliberately so you don't get used to *dic-tating* how his time is spent.

When you treat your time together as something he *has* to do, you've taken something that was a pleasure and made it a chore. If you are nice, but you give of yourself with strings attached, the demand for reciprocity will send him several steps backward. Whenever you make him feel as though he *has to* see you, it will

feel like work. When it's *not* an obligation to see you, the very same thing will feel like pleasure.

## ATTRACTION PRINCIPLE #15

**Whenever a woman requires too many things from a man, he'll resent it. Let him give what he wants to give freely; then observe who he is.**



Men like things that are difficult. They like to drive stick-shift automobiles. They like to jump out of airplanes, and they like to climb mountains. They like to do the impossible. Therefore, when he has to go out of his way to see you, he is actually happier. It will not feel like work to him.

This theory applies to anything—a phone call, time together, sex, or whether he checks in at the end of the day. If you always make him feel he has plenty of space to do his own thing, he'll always feel that lust. You'll be like a lover not like his mother. He'll perceive you as a privilege rather than an obligation, and he'll come your way.

### ***The No Cage Rule***

The minute a man feels vulnerable, he fears being devastated emotionally. When he meets a nice girl, she could potentially represent “forever.” Heaven forbid she lets the word *relationship* trip off her tongue a couple of times? Call 911. He immediately thinks she wants to latch onto him and have babies. Heaven forbid you get excited to see a cute baby? Trauma. He has nightmares and sees it as a sign that he's in dire need of a backup form of birth control.

Sometimes you hear men say, “I want to leave my options open” or “I don’t want to get tied down.” Or they use catch phrases like *ball and chain* or *henpecked*. My favorite is a hyphenated term that begins with a female body part and is followed by the word *whipped*.

### ATTRACTION PRINCIPLE #16

**A bitch gives a man plenty of space so he  
doesn’t fear being trapped in a cage.  
Then . . . he sets out to trap her in his.**

Clearly, men are scared to death of losing control of their freedom. The thought of being stuck with one woman frightens them. If a woman immediately acts as if she *expects* a man to behave like a serious boyfriend without much effort on his part, he’ll get scared and run off. With the nice girl, it only takes a few dates for him to feel trapped. And then “lock-down mode” begins.

WHAT SHE SAYS. . .	WHAT HE HEARS
“I’d love it if you’d let me know where you are at night. It’s just common courtesy”	Limited supervised outings followed by checkin time with the warden.
“I get upset when you don’t call me when we aren’t together.”	The <i>ringing</i> of the keys that are attached to his ball and chain.
“We should be together. Why do you need the boys if you have me?”	“Lights out and lockdown” in fifteen minutes!
“I’d like to get married and	Nothing. (Inmate on the

Suddenly, *poof!* The magic is gone. He panics about being an inmate crammed into a cell. By contrast, the bitchier woman is a little more aloof, so it appears as if she has far less interest in taking away his freedom or locking him down. This is one of the major qualities that attract a man to a bitch.

Ask yourself the following . . .

- Ever have a pillow fight and notice that you and your partner are more turned on?
- Ever notice that when you play-wrestle with a man, he gets all fired up?
- Ever notice when a man steps over the line and you put him in his place, he gets turned on?
- Ever wonder why the men you *aren't* interested in won't stop chasing you?
- When you're dating someone and you don't pay attention to him, does he seem more intrigued and chase you even more?
- Have you ever played with your pet and noticed that your man seems jealous?

To fully understand these occurrences, we must focus our attention on where the true answer lies: The Animal Channel.


Men are hunters, and like any hunting animal, they are more intrigued by conquering prey when it resists the predator. Most men are turned on by a bitch because it's a thrill to take down a powerful woman.

Let's look at how this has practical applications. A grad student named Nancy was taking an evening class, and she had an interest in a male classmate. He kept sitting closer and closer until finally he asked her out. She said, "Okay, I'd love to. But while we are in this

class, I just want you to know that I'd like to keep it professional." There was clearly an undeniable amount of chemistry between them, so her comment was hardly a deterrent. It became: Operation Get That Girl.

### ATTRACTION PRINCIPLE #17

**If you tell him you are not interested  
in jumping into a relationship with both feet,  
he will set out to try to change your mind.**



The way to quell his fears is to say you aren't interested in anything "too serious." As long as you appear interested in him, he'll keep coming your way. In his mind, you'll always be able to be convinced otherwise because men are so conditioned to meeting women who want commitment. By not appearing to want commitment, you throw a monkey wrench in the lockdown program. He no longer knows what to expect.

This is how you get in the conductor's seat of the train, and this is when he wants to stay on board. When he's driving, there is no "thrill" and no "chase." But when you're driving, suddenly it's a fun ride because he can't anticipate what will happen next. (I submit to you, my fellow sisters, it's very selfish *not* to indulge him in so much fun.)

### **Things You Can Say to Avoid the Cage**

When you go on a first date, tell him you "don't want to be in a serious relationship, for the time being." (Of course, things may change.)

When you work together, say, "I don't know if it's a good idea for us to mix business with pleasure." (You need a little convincing.)

When it's a long-distance relationship, say, "I'm not sure long-distance

relationships can work.” (Tentative is good.)

The opposite is also true. If, for example, you *don't* like him and wish he'd stop calling, try, “Babies? I love babies! I want at least a half a dozen of them, maybe more. My clock is ticking so I'd like to have them soon. *Real soon*. Perhaps six of them in the next four years . . .” Keep talking about those babies.

This is the perfect approach for that friendly guy you aren't interested in and you don't want to hurt. It's a perfect way to get rid of him. “Diapers? It's easy to get the hang of it. And, don't worry . . . you'll get used to the smell of the poop! It won't last too long, just until they get potty trained . . .” Just make sure you're on the ground floor when you tell him, so he doesn't get hurt when he jumps off the balcony. (Open windows and high altitudes should also be avoided.)

If you don't make him feel locked down, he'll come your way. Think of him as a frightened stray dog. Eventually, he'll drop his guard and come around. But if you charge at him or try to corner him, he'll bolt.

This also relates to why men prefer bitches. When he meets a woman who is unavailable or a little bitchy, he has a built-in excuse for why he isn't going to get too close. “She's a bitch, so I won't get too serious. I'll just have a little fun,” he says to himself. Fun equals freedom. That is, until he gets attached and then it's checkmate. Men don't *choose* to be in love. It happens by accident. That's why they coined the phrase *to fall in love*. As in “Oops!” *He fell*. He had a plan . . . but it went terribly awry.

#### ATTRACTION PRINCIPLE #18

**Always give the appearance  
that he has plenty of space.  
It gets him to drop his guard.**



The more relaxed he is, the less guarded he'll be; and then it's only a matter of time before he reaches the point of no return. When he's in madly in love, you won't need to say things like "Where are you going?" or "What are you doing?" He'll tell you everything you ever wanted to know because he *wants* to, not because you had to ask. And, if and when he does go out with the boys, he won't be able to wait to get home to you.

### ***The Power of Choice***

Who can forget the scene in *Coming to America* in which Eddie Murphy, as the prince, stands before the altar prepared to wed his beautiful bride in a prearranged marriage? Before the ceremony, he takes the bride into a back room and asks her, "What do you like?" She responds, "Whatever you like." Then he asks her what she likes to eat. "Whatever you like." Her answers become more and more subservient. Then he tells her to bark like a dog and hop on one leg. When she does, he realizes he can't go through with the wedding.

A man wants a woman who has a mind of her own. An *opinion*. The way you assert yourself lets him know whether you have self-confidence. It lets him know you can hold up your end of the bargain. When he gives you a "little crap," you can give him a "little crap" right back. He respects a woman who can "trade blows" with him *and hold her own*.

You don't have to always agree with everything he believes. A man falls in love with a woman when he feels he has "met his match."

If you feel strongly about something, don't be afraid to say so.

When he asks, “What movie do you want to see?” don’t always tell him to choose. How about saying, “Hey, I sat through two of your ‘shoot-’em-up-bang-bang’ movies, so we’re seeing a ‘chick-flick’ tonight.” Men are attracted to a woman who can speak her mind. As one married man described, “Sometimes, get dressed to go out and tell *him* to stay home with the kids. Don’t ask him. *Tell him.*”

Another said something even more poignant. “I don’t think most men would mind if a woman was the one in control at home. Just as long as no one else knew about it.”

So begin your dating relationship with a voice. Don’t give the impression you are spineless. Remember the scene in *When Harry Met Sally* when Meg Ryan’s character takes an hour to order her sandwich? Have an opinion. State a preference. Be polite, but don’t be afraid to express yourself.

For example, suppose you’re at the video store deciding between two movies to rent. Don’t get the one that you’ve already seen. “I’ll see it again if you haven’t seen it.” Slap yourself. “There are a lot of good movies. How about we get one neither one of us has seen?”

If he suggests Indian food and you absolutely hate it, say, “Hey, I heard there’s a really good new restaurant right next door.” Show him that you aren’t afraid to make a suggestion or take the initiative. Assume that a man wants to be a gentleman. And if he wants to be a gentleman, he wants to *please you*.


The bitch requires an equivocal situation, whereas the nice girl does not. If the guy insists on picking the movie or restaurant all the time and has no regard for what she likes, the bitch will not have any contact with him. It isn’t about Italian or Chinese. It isn’t about one movie over another. It’s about whether he shows her he is selfish. This is a character flaw the bitch won’t tolerate.

This is a silly example, but I'll offer it because evidently it worked. A Swedish girlfriend of mine named Anna recently had dinner with a man, and he ordered two lobsters. The waiter brought the two live lobsters to the table and asked, "Will this be okay, sir?" My friend is not a vegetarian, but she grew up with a couple of pet frogs in Sweden and was alarmed to see the lobsters' little legs kicking. She said, "I just couldn't sit through the next five minutes knowing these two things would be boiled alive," and she insisted that he change the order.

Anna would have bet her life savings that this guy would never call her again, but he did. He called almost every day that week. He wanted to please her more than he wanted lobster. That's a gentleman. I'm not saying the lobster example is a trick you should try at home, but it's far better than the Eddie Murphy bride who said, "Whatever you like."

#### ATTRACTION PRINCIPLE #19

**More than anything else, he watches to see if you'll be too emotionally dependent on him.**



It isn't that a man wants a woman who is "bitching" all the time or complaining about everything that's wrong in her life. He wants a woman who isn't afraid to disagree or express an opinion.

When he asks on the first date, "What do you like to do?" don't shrug and say, "Um. You know. Stuff" You don't need to say you'll bungee jump, climb mountains, and then come home and have sex all night. But show him that you have an "appetite for life." *Your life.*

It's all in how you describe things. "Occasionally, (*yawn*) I pick up a book." This not the same as "There is this *amazing* book I'm


reading by Susan Faludi, and it's so intriguing. She's such an incredible writer."

To better understand why men are put off by needy women, keep this example in mind. Ever had a girlfriend who always comes around when she is upset over some guy? In between relationships, she is nowhere to be found. After not hearing from her for two months, she cries on your shoulder when the guy blows her off. Then you don't see her again until the next guy dumps her.

Eventually you won't want to be around her because you *won't feel as though she is contributing* to your friendship. That's how a guy feels when you are too dependent on him. It becomes a burden if you lean on him too much. He is only human, and he has his own problems. Show him that you'll be an equal partner, which means that you also have something to contribute.

#### ATTRACTION PRINCIPLE #20

**He must feel that you choose to be with him, not that you need to be with him. Only then will he perceive you as an equal partner.**



The mere fact that the bitch can throw a little weight around or put him in his place once in a while gives him the impression she doesn't need to be with him. She can stand on her own two feet. So, instead of feeling as if he's lost his freedom, he feels as though he's gained a strong woman. The relationship is a contributing force, rather than an obligation he's stuck with.

This is also why giving him space is so important. It makes you look proud rather than desperate. It enables you to remain a challenge indefinitely. Why? You *chose* to be with him. You didn't

*need* to be. As a person, you feel you are complete with him or without him. This is the most important thing you can convey: independence rather than dependence. This is what gives him the perception you can *hold your own*.

3  
THE  
*Candy*  
STORE

**How to Make the Most of  
Your Feminine and Sexual Powers**

“Sex is like a small business.  
Ya’ gotta watch over it.”

—MAE WEST

## *One Jujube at a Time*

If you look at the run-of-the-mill survey of what men find attractive in a woman, you'll get the basic, boring, predictable answers: "Studies have concluded that what men look for is . . . appearance, chemistry, and the way a woman carries herself." What a shocker!


Then you turn the page. "Buy a new lip gloss . . . pluck out all your eyebrows and draw them back in . . . stick three vials of collagen in your glossed-up lips . . ." And this will get him eating out of your hand, right? Not in *this* life. You'll be right back where you started but with no eyebrows.

Ever wonder why you see a gorgeous guy marry the girl-next-door? To your eye she looks plain, but to his eye she's a "natural beauty." It doesn't matter if her most glamorous moment was winning the Miss Pumpkin Patch contest on a farm at age six. When he goes to bed with her, he's happier than a fat rat in a cheese factory.

In general, there are two things a woman does to encourage a man to fall madly in love *after* he is attracted to her. First, she appeals to his imagination, sexually. Second, she waits a little while before consummating the relationship, sexually. This brings us to the "candy store" theory: *Don't give up the candy store at once. Give it one jujube at a time.*

### ATTRACTION PRINCIPLE #21

**If a man has to wait before he sleeps  
with a woman, he'll not only perceive her  
as more beautiful, he'll also take time  
to appreciate who she is.**



What men don't want women to know is that, almost immediately, they put women into one of two categories: "good time only" or "worthwhile." And the minute he slides you into that "good time only" category, you'll almost never come back out.

It's not that the bitch is slutty or more conservative—it's that she demands that he treat her as though she is "worth-while." And, more often than not, it means revealing her sexuality a little at a time.

With her demeanor, the bitch is subtly "driving that train." Because he perceives her as slightly standoffish, he knows a lot of other men can't get to her. In fact, he's not even sure if *he* can have her. So he'll rarely get the luxury of being able to assume that she's a "good time only" companion.

The doormat is more likely to be perceived as a pushover sexually because she's more likely to sleep with a man for the wrong reasons—and *much* too soon. It has nothing to do with whether she appears conservative. Whether her style is long skirts and a ponytail and she attends napkin-folding class—or she wears sexy clothes and seems like a party girl—the out-come can be the same. In either scenario, if she has sex with a man because she feels she *needs to do so in order to win him*, he'll sense it and begin to lose respect for her.

A man named Brad described this distinction: "There are two types of sexy. The woman who is obviously *trying* to be sexy. Then there is the woman who *isn't trying* to be sexy—she just is. Most guys find the second one to be much sexier. It may not seem like that, because the woman who is *trying hard* will get you to do a double-take because she's more obvious about it. But the woman who isn't trying is sexier. And that's the girl you'll take seriously."

What is more interesting is that Brad is just out of college. And if a guy in his early twenties saw this with 20/20 vision, rest assured—so will most men you meet.



The following table shows how a man can quickly make these observations with relatively little information. Note that both types of women exude sexiness, yet one appears *needy* and the other doesn't.

### A "GOOD TIME ONLY" WOMAN VS. A "WORTHWHILE" WOMAN

She talks a lot about sex on the first date or in the first phone conversation.

She flirts more subtly and uses body language to convey her sensuality.

She wears an outfit that is very short, showing leg, cleavage, and back. Her sexuality is *overstated*. She follows the pattern of what he sees all the time.

She shows one physical attribute. Or she wears something that's slightly sheer. Her sexuality seems like it's a part of who she is. It doesn't seem forced.

She compliments him incessantly or hangs all over him.

She keeps him interested by giving him compliments when he's hoping to have sex, so he feels he's "in the game."

She wears a black lace teddy for him on the third date, leaving nothing for him to imagine.

She hangs the same nightie on the back of her bathroom door, so he sees it when he uses her bathroom. Then his eyes almost burn a hole through her clothes as he imagines seeing her in it.

On the second date she invites him in. He promised they'd "just cuddle." They end up sleeping together; but she ends up feeling insecure about it. He has

They kiss passionately at the door. She'd love to invite him in, but she controls her own urges and tells him

insecure about it. He has then had the whole candy store.

good night on her porch.

The spark fizzles.

The spark doesn't fizzle . . . it ignites.

How long should you wait before having sex? *As long as you can.* At the very least, keep it platonic for the first *month*. This tactic gives you time to learn about him. You don't want to wait until after you sleep with him to learn he's married. Or that he has an ex-girlfriend who has chronic car problems and regularly needs a lift. Or that his first cousin recently dumped him when he cheated on her with her older sister.

Giving up the candy store one jujube at a time isn't about being celibate or virginal. It is about ensuring that you look out for number one. It ensures that the man develops a habit of putting forth effort so that you are treated *the way you want to be treated*.

Not having sex right away is about playing your cards right so that small things matter. This is when he'll get a chill down his spine because you gently hold his hand in a public place. Or he'll call you several times just to get a glimpse of you. And in his mind, you are the most beautiful thing he's ever seen. It's all about having *that magic spark*. And men live for that spark.

## ATTRACTION PRINCIPLE #22

**Sex and the “spark” are not one and the same.**



### *A Sweeter Victory*

If a man feels as though he has to *win* you over first—sexually with his manliness, wit, or charm—he will place a higher value on you.

Men are possessive. He likes knowing that other men cannot easily get to where he is trying to go. Like he's Captain Kirk and Christopher Columbus all wrapped up in one, he wants to explore new terrain not trampled on by too many men before him. And he judges whether you make "the rounds" by one thing and one thing only: how quickly you give it up to him.

It is true that there are those rare "chance" liaisons between two people who are generally not promiscuous, and it ends up working out well. But this is the exception, not the rule.

One of my closest girlfriends, Brittany, is a pharmacist and a beautiful "worthwhile" woman with a lot going for her. Almost always, she sleeps with a man on the first couple of dates.

Recently she slept with a guy she really liked. Right after they had sex, he appeared to be in his own thoughts. Then he looked at her and asked, "Do you do this with all the guys?" She recalled how it made her feel: "I was *mildly* insulted!"

If you have sex immediately with a man, he'll say to himself, for a short while, "She just couldn't resist me!" But then he'll begin to scratch his head and wonder how many *other* men you also couldn't resist.

#### ATTRACTION PRINCIPLE #23

**Before sex, a man isn't thinking clearly and a woman is thinking clearly. After sex, it reverses. The man is thinking clearly and the woman isn't.**

When sex happens at lightning speed, the man has achieved what he wanted. The reason he thinks more clearly after sex is that he's

relieved and has already attained his goal. Meanwhile, the woman is just starting to pursue her goal. She has unfinished business. Then she chases *him* . . . and he runs.

Like it or not, in the beginning you're subtly negotiating the terms of your relationship. And if you strike a deal too soon, you give up all your bargaining power. The bitch takes her time deciding whether the man is someone she wants to strike a deal with in the first place. And she won't be a pit stop or a notch on a belt.

At first, he wants to sleep with you. He doesn't care what you do for a living. He doesn't care what kind of car you drive. He doesn't care that you like a doughnut and coffee in the morning with Equal and nonfat milk. So you have to *turn it into* something else.

When you make him wait, he begins to notice that you are "different." And that's when he begins to care that you like nonfat milk, not cream, in your coffee.

#### ATTRACTION PRINCIPLE #24

**Every man wants to have *sex first*;  
whether he wants a girlfriend is something  
he thinks about *later*. By not giving him what  
he wants up front, you become his girlfriend  
without him realizing it.**

Men *like* the game that women find maddening. Picture the following scenario: A red-blooded American male is watching a Super Bowl game in which the score is 47 to 3. That's not very exciting, right? But if he's watching a Super Bowl game that goes into overtime—now he's on the edge of his seat for three hours. His team triumphs and he starts screaming: "Yes! Yes!" His favorite sports idol on TV is now spanking everyone else on the rear while

he's breaking out the drinks for a celebration.

Ten years later, if you were to ask him about that game-winning final play, he'd describe it as though it happened yesterday. The same thing happens when a woman gives herself over slowly. He becomes much more excited about it.

This may sound "old school," but rest assured it is advice based on *countless* interviews I conducted with men, both young and old. A perfect example is Nathan. He just turned twenty-five, and he does pretty well with the ladies. Here's what he had to say, word-for-word:

*If she gives it up too soon, we stop with the romance and we stop working at it. And truthfully, we'd rather be working hard at it. We enjoy playing the game, and if it ends too soon, we're disappointed. We even struggle inside, subconsciously. We know we want to get it, but we know we want the girl to make us wait. Otherwise, it's a one- or a two-time thing. And then you move on.*

Granted, there are some men who don't want to invest any effort. These are the men who subscribe to the "three-date rule." This rule holds that if a woman doesn't put out by the third date, the man should stop pursuing her altogether.

There are men who truly want to find a woman they can spend time with. However, the "three-date rule" is for men who have ruled out this option entirely; they just want to hit and run. If a man leaves because he didn't score by the third date, it's a clear signal he would have left after getting it anyway.

The nice girl is more likely to feel *obligated*, *pressured*, or *manipulated* to sleep with a man early on. She sleeps with him and then believes she'll hook him with great sex, as though what she has to offer sexually is "golden." The bitch understands that the sex only

becomes “golden” when he doesn’t get it right away.

Don’t be misled by the fact that men want it quick and they are accustomed to having it be easy. If given the option, most men would love to know how much it would take—the bottom-line dollar figure—to get a woman into bed. It’s almost as if there is an *unspoken* transaction between the guy and the nice girl, in which a bartered transaction takes place: “Lookie, here. I’m willing to spend the equivalent of two dinners, a bouquet of flowers, and a movie—for a grand total of \$255.92. And not a penny more.”

He budgets how much he can spend and wants to know how much it will cost.

*The bitch is smarter:* She knows that if he’s not pursuing her, he’ll pursue someone else. So whatever his budget is, large or small, she makes sure it is spent on her and on no one else. In her mind, she’s the best investment he’ll ever make.

The “three-date rule” will fall on deaf ears with the bitch. She’ll let the guy walk—and she won’t barter. He will end up marrying the woman who doesn’t play by his rules; she plays by her own. Since she has no problem allowing the words *See ya later* to trip lightly off her tongue, he usually doesn’t feel as if he can get away with disrespecting her.

#### ATTRACTION PRINCIPLE #25

**A man intuitively senses whether sexuality comes from a place of security or from a place of neediness. He knows when a woman is having sex to appease him.**

Unlike the nice girl, the bitch believes that she has much more to offer than *just* her sexuality. So she has sex when the feeling strikes

her—if and when she’s comfortable with the relationship. She is plenty sexy, which is precisely why she *doesn’t* throw it out there as if it’s all she has.

After they consummate the relationship, this doesn’t change. He is still unable to predict when he will make love to her. He doesn’t know if it will happen Tuesday or Wednesday. Or Saturday or Sunday. So the mystery and the chase never go away, and he never quite feels he has fully conquered her. And that is because when she has sex with him it’s *on her terms*.


When sex happens early on because the nice girl wants desperately to hold on to a man, his behavior changes completely. The dinners, the candlelight, the flowers—it all comes to a screeching halt. Instead of taking her out to dinner and a movie, now he’s dropping by unannounced with a video because he already knows what’s going to happen.

However, when a woman makes him wait and he’s romantic over time, the dinners and the flowers keep on coming. Why? Because he formed the *habit* of treating her with respect before he got what he wanted.

#### ATTRACTION PRINCIPLE #26

**Bad habits are easier to form than good ones,  
because good habits require conscious effort.**

**Waiting encourages this effort.**



A quality guy will stick around as long as he is being reassured in two areas: He wants to know that he is sexually desirable to you, and he wants to see signs that he is still in “the game.” As long as he can see the light at the end of the tunnel, he’ll continue to make his way down the tunnel.

However, it won't take much for him to get a mixed message or to feel he's being teased. Therefore, the next section will help you with the delicate balancing act you'll need to perform so he does not feel as though you are *teasing* him.

## ***The Jujube Installment Plan***

As you're making a concerted effort to keep the relationship out of the bedroom, remember his objective will be different than yours. You want your feet on the floor; he wants them in the air.

It's not necessarily helpful that you absolutely dig the guy and that you *are just as turned on* as he is. Giving him a mixed message will be easy, because he's ever so sexy and he's trying to seduce you. And he'll be on the lookout for any signal whatsoever that you've given him a green light. So it's important to keep the signals very clear:

- Red means no.
- Green means go.
- Yellow means you're a tease, which will piss him off.

For example, perhaps your top comes off, or there's a little bit of grinding action while you're kissing on the couch. A few minutes later, he'll think you're ready to roll. This is not the time to say, "No, I'm just not ready." Telling him this is like taking candy away from a child after you've already let him taste it.

You can't titillate him to the point of no return and then say, "No, I just don't feel right about it." He'll be thinking, "How do you not feel right about it when you're topless, you've been grinding me for an hour, and your pants are unbuttoned?"

ATTRACTION PRINCIPLE #27

**If you pull the sexual plug at the last**



minute, he'll label you a tease.



This is where we get the term *hot and bothered*. After he's no longer hot, he will be pissed off and "bothered." He'll have far less desire to engage in the game because you've taken all the fun out of it. He no longer thinks you are playing fair, and his feelings will change from lust to *resentment*. If he feels he's being teased, he may stop pursuing you altogether.

Think about it. You can't show a dog a T-bone steak for an hour and then throw him a celery stick. If you want a man to respect you, you have to play fair.

The following guidelines will allow you to delay the time before you have sex without being perceived as a tease:

- In the beginning, try not to be alone at his place or at yours, especially very late at night.
- Do things socially that require that you to meet somewhere in public. Or have him pick you up and then have somewhere to go.
- Do fun things during the daylight hours. If you go biking, it will seem like a red light. But if you're both wrapped up in a blanket in front of a fireplace with a bottle of wine at midnight, he'll assume you've given him a green light.
- Give kisses that are sexy and sensual. But do it while you're *out*, where it is unlikely to last too long. Don't get him worked up when you're alone together, while rolling around on the floor, a bed, or the couch.
- The first few times you go out, he may want to come in late at night, after your date. If you think he's going to make a move but you aren't quite ready, abort the

mission at the door. If you live in an apartment building, say good night in the lobby. “Thanks so much, I’ve had a great time.”

- Smile a lot, laugh at his jokes, and be good company. You want him to think of you as a friend as *well* as a lover. It’s a great sign if he babbles on about himself, especially if he’s a little nervous. If he likes you, he’ll want to open up.
- Flirt in moderation. Be careful of sexual joking because it’s never really a joke. A lot of times men will use humor to see where the parameters lie. Don’t be a prude—you can laugh at the jokes and be playful. But don’t stay on the subject of sex for a long time, or he’ll view it as a green light.
- Compliment him. Let him know he’s desirable to you. For example, lean close and smell his cologne when he gives you a hug. Or tell him he looks gorgeous. This subtly confirms you choose to wait for reasons that have nothing to do with *his* desirability.
- Show that you are affectionate and loving. Hold hands or put your head on his shoulder so he feels manly. Rub his leg lightly while you are at the movies. But don’t tease him; this means stay close to the *knee*. Don’t graze private areas or he’ll see a green light.
- Try not to get into heavy petting in the car when he drops you off, or he’ll want to get busy. Even the guy with the new BMW who makes you wipe your feet before sitting on his leather seats won’t hesitate to get some “play” in his car. That’s why he bought it in the first place.
- If it’s late at night, don’t say, “Okay, come in . . . just for a minute.” Don’t ask him to come in to meet your cat, Cushy. Don’t offer coffee. Don’t offer tea. Don’t show him your remodeled place. There’s no such

thing as “just for a minute” after midnight.

- Don't let on you are pacing it, even though you are. Don't ever tell him he'll be waiting at least a month. Don't indicate whether he's “getting warm” and try not to give him a threeday weather forecast for predicting that you'll soon be ready. *Just don't create the opportunity for something to happen if you aren't ready to allow it to happen.*
- Don't believe him when he says, “We'll just cuddle.” Even if you've known him for a long time and he's a perfect gentleman with extraordinary restraint, the objective is not to tease him.
- Be affectionate *in public*. It's generally pretty safe, because it can't go any further.

A textbook example of a sexual mixed message happened with my friend Pam. Last winter, she invited a guy to come into her home after a date because it was really cold in his car. She made hot chocolate and put on comfortable baggy flannel pajamas. They started to kiss. She assumed the flannel pajamas were so conservative that he wouldn't perceive it as an invitation to have sex. She was surprised to discover that he had much more than hot chocolate on his mind.

Bedroom clothes are *b-e-d-r-o-o-m clothes* to a man. Wearing something cozy that you sleep in (even ugly boxers or flannel sleepers) will be perceived as a green light.

Even though he'll subtly pressure you, if he really likes you, a part of him deep down will want you to make him wait. He wants to believe you are “different.” He wants you to think he is neat, cool, and handsome. He wants you to laugh at his jokes and think he is funny. He wants a goddess. He wants . . . Wonder Woman.

So how do you give him this impression? Simple. Let him pursue

you and don't give yourself over too easily. Throw on a pair of go-go boots and suddenly you become the Wonder Woman of his dreams.

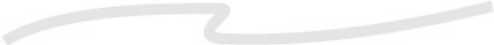
## *The Sweet Spot*

When a man and a woman become lovers, there are still behaviors that differentiate the doormat and the dreamgirl.

One of the biggest mistakes the nice girl makes is she competes with other women. She may ask him about another woman in the room, "Is she pretty?" Or, she may be competing with whatever she *thinks* he fantasizes about: a model, a centerfold, a stripper, or a porn star.

### ATTRACTION PRINCIPLE #28

**If he makes you feel insecure,  
let your insecurity be your guide.**



It's often said that a woman doesn't reach her sexual peak until after she turns thirty. It takes a lot of women until then to overcome their insecurity or the feeling that they have to compete with other women. Sex becomes better because she can tell him what she likes. She's more secure. She's more assertive. She can let go because she is not self-conscious.

A lot of women feel pressured to live up to an ideal. Or they feel that in the bedroom they have to put on a riveting performance. I've even heard some men critique women and say, "The louder she screams, the better."

A look at how widespread pornography has become only confirms how unrealistic the standards have become. Even porn

movies utilize fake “voiceovers.” This means that the girl screaming, “Yes! Yes! Give it to me, yes!” is often a fully dressed 400-pound woman who is sitting on a stool in a studio and screaming into a microphone.

The bitch doesn’t usually define herself by outside standards. But often, women who are *too* nice are *too* busy trying to measure up. When a woman is *too* concerned with performance issues in bed, she completely forgets why she’s there in the first place. It’s not sex; it’s “animation” time.

### **How to Fake an Orgasm— The Animated Guide**

- Arch your back at a 45-degree angle and pant like a dog.
- Recite a couple of bad lines from a B-rated blue movie. Example: Tell Big Poppa he does it for you like no one else can.
- And the basics: “Yes, yes, yes . . . *harder, harder. . . don’t stop!*” Then you’ll want to immediately slap the nearest pillow.
- Mix it up. This means sometimes you’ll want to slap the pillow then scream, other times you want to scream first, then slap the pillow. Men love variety.
- Don’t forget to suck your finger.
- Now for show and tell: Ask him whose “it” is, and tell him that it’s his!
- If he switches positions, stops for a rest, or reaches for a drink of water, pay no attention and keep screaming anyway.
- Now for the alleged orgasm: Scream like a ban-shee, and begin those Kegel exercises. Squeeze . . . release . . . squeeze . . . release.
- And after sex, don’t forget pillow talk. You’ve had two men before him. (Okay, three, tops. But that’s your final offer.)

**WARNING:** If your man sees this page, it could have an adverse effect (erectile dysfunction).


A bitch is far less likely to put on a “cartoon” show. She is much more honest. She asks for what she wants. If he doesn’t do it right, she *won’t* encourage him by giving disingenuous feedback. Yet then he doesn’t learn how to please her, and that won’t work because the bitch rightly cares about her own pleasure.

I don’t recommend that a woman fake an orgasm. This little lesson is a satire on the pressures women feel to perform. If a man makes you feel as though you are on stage competing in a pageant, don’t sleep with him.

It is much more of a turn-on to a man when a woman is able to be herself and she’s honest about what she likes and dislikes. A man loves watching a woman get off; it’s an automatic turn-on. And that’s much more important than putting on an award-winning performance.

#### ATTRACTION PRINCIPLE #29

**A quality guy fantasizes about a woman who genuinely loves sex.**



Half of pleasing him is getting off yourself, not faking it. It’s true that a man’s ego has to be stroked and properly dealt with, but that’s what *your* satisfaction accomplishes. The same principle that holds true outside the bedroom holds true inside the bedroom: The bitch can better please him because she is more concerned with pleasing herself. He knows without question that she loves every minute of it. And this feeds his ego like nothing else can.

The nice girl will also make the mistake of being disingenuous in other ways. For example, suppose she sleeps with him on the second date and he asks how many lovers she’s had. She gives the oldest line in the book: “I’ve only had three lovers.”

The bitch will not go there. She won't sleep with a guy right away and then try to give the almost-virgin shtick: "I've only had three lovers . . . the first one hurt . . . the second wasn't as good as you . . . the third one had three inches and thirty seconds of fury . . . and the fourth . . . uh, oops . . . there wasn't a fourth. Okay, yes, there was a fourth. But we didn't go all the way, so it doesn't count . . . the fifth one doesn't matter either because I was drunk . . ."


If you tell him you've had three lovers and you are over the age of a fetus, he'll know you're a straight-up liar. Show him with your actions that you are a classy woman by letting him wait. And if he pries or wants to know about your private life say, "I probably haven't been with as many men as you've been with women." If you become defensive as if you have something to hide, up goes the red flag.

What do you do when he boasts about his past conquests? The *last* thing you want to do is listen, because you'll get the embellished version—and you might actually believe some of it is true.

The bitch is the woman who will look at her watch in an effort to drop a hint when he brings up another woman. She already knows what she has to offer is enough—take it or leave it. And if he doesn't change the subject by the time she's done winding her watch, she will. "Honey, I'm not one of the guys. Please don't tell me about other women you've been with."

ATTRACTION PRINCIPLE #30

**Any time a woman competes with another woman, she demeans herself.**




Remember, inside the bedroom as well as outside the bedroom, men are used to women who are insecure, which is all the more reason to be different. You need to exude the attitude that you are confident and that you aren't concerned with whether you measure up or whether another woman can steal him away.

If the subject of other women comes up, casually throw this into one of your conversations: "If any woman can steal a guy away from me, then she can have him because I wouldn't want him anymore." Then smile, take a sip of your wine, and change the subject. "Seen any good movies lately?"

If you don't trust him, stop seeing him. But until he gives you a reason not to trust him, behave as though you trust him. It will make you look secure with yourself as if you are saying with your actions, "Well, *of course*, you want to be with me!"

#### ATTRACTION PRINCIPLE #31

**When there is that undeniable "spark,"  
there is only one key to the lock.**



A quality guy wants to feel trusted because it makes him feel as though you believe in his character. Until he gives you a reason not to trust him, trust him. If he's falling in love with you, he won't tell you he wants to be with you exclusively—you'll automatically know. He'll be calling you every day and he will insist that you date only him. Because he won't want anyone else coming near his *dreamgirl*.



# 4

## *Dumb*

### LIKE A FOX

#### **How to Convince Him He's in Control While You Run the Show**

“I have an idea that the phrase  
‘weaker sex’ was coined by some  
woman to disarm the man she was  
preparing to overwhelm.”

—OGDEN NASH

# *The Dumb Fox Handles His Ego with Kid Gloves*

In the last chapter we touched on why power is intoxicating to a man in the very same way that romance is intoxicating to a woman. And now . . . a closer look.

In order to motivate a man to give, he must feel good when he gives. He wants to feel appreciated and revered. Ego is the reason men go to war. It's the reason they build large corporations. Ego is the reason they stick needles in their butts at the gym before lifting heavy weights. It's the reason they beg, steal, and borrow. And ego is the reason they fall in love.

The explanation may sound obvious, but it's not: A man needs to feel "manly." That's why he won't stop to ask for directions. It doesn't matter if you tell him that six exits ago he was supposed to go west. He'll still push the pedal to the metal and hightail it in the opposite direction. Men don't get lost. They merely . . .

- "Get familiar with another area."
- "Change destinations."
- "Look to see what is down another street."
- "Explore new terrain."

He's never lost. No, Inspector Gadget is merely "checking things out" in every last square foot of a 37-mile radius that is outside the intended destination.

If you want him to turn right, tell him "I think it might be to the


left.” In a man’s mind, his navigation skills will always be superior to a woman’s. It’s all about his ego, which has no direction and no line of rotation.

The three words guaranteed to turn any man on? “You are right.” You’ll never convince him otherwise, so don’t bother trying.

Let him be *right*. You be *smart*. This is precisely the reason the dumb fox lets a man think he’s in control. When you appeal to his feeling of power, you “charge up his batteries.” Then you’re giving him what he needs and he *doesn’t even know it*.

### ATTRACTION PRINCIPLE #32

**Let him think he’s in control. He’ll automatically start doing things you want done because he’ll always want to look like “a king” in your eyes.**



A couple of times a week when he’s kind or generous, let him know he’s the top dog. Make him feel as though he’s the alpha-dog and the Grand Poo-Bah. He wears the pants, and he is the man. Meanwhile, guess who is getting her way?

My friend Annette learned this the hard way. She made the mistake of telling her new boyfriend about how she had killed a snake in her backyard. He asked her, “How in the world did you kill it?” She went on in detail about how she used a very large shovel to “do battle.” A look of complete and utter horror came

over his face as she gave him a graphic play-by-play of the brutal “massacre.” Later that night, he couldn’t get an erection.

An obvious “penile” code infraction: When you act too much like Tarzan, he feels too much like Jane. Don’t even kill a bug when he’s around. Don’t change a tire. In fact, don’t even change a light bulb. (Heaven forbid, sister.)

For any red-blooded male, the feeling that he is the “man” is the ticket. This doesn’t mean that you should be docile all the time. At the same time that you show him you offer him “a mental challenge,” remember that he needs to have his ego stroked. There is a very big difference between catering to his ego and appearing *needy*. You shouldn’t show that you “need” him to help you with:

- Common sense
- Coping with everyday life
- Emotional stability
- Reassurance of your self-worth
- Self-esteem
- Feeling complete as a person

These things signify *neediness*. However, you *can* show that you need and appreciate his *masculinity*. He’ll absolutely eat out of your hand when he feels that you like his “manliness” or that you admire his . . . brawn.

### ATTRACTION PRINCIPLE #33

**When you cater to his ego in a soft way, he doesn’t try to get power in an aggressive way.**

Praise is an effective tool in getting him to treat you the way you want. Don't complain, "Well, you *used* to bring me flowers." From this point forward, every bouquet he gives you is the "prettiest you have ever seen." Don't complain that he doesn't take you out enough. Instead, every restaurant he takes you to is "unbelievable" or "amazing."

When he asks if you've been to the restaurant before, don't tell him about the two ex-boyfriends who took you to the very same romantic corner table you are now sitting at. (Unless you never want to go back to that restaurant again.)

#### ATTRACTION PRINCIPLE #34

**When you appear softer and more feminine,  
you appeal to his instinct to *protect*.**

**When you appear more aggressive, you appeal  
to his instinct to *compete*.**

Whenever you give a man the impression that you want to "wear the pants," you'll almost always have a battle on your hands, in which case, congrats—you've become his opponent. If he competes, he plays to win at your expense, and good luck getting anything that way.

Men need a little coaching, and the way to coach them is to praise them when they behave well. A man's favorite word? "Best." It doesn't matter if you say, "Honey, you eat those beer nuts the best—like no one I have ever met in my life." Use the word *best*, and you'll always have his full attention.

*Make friends* with his ego. For example, suppose you live together and he wants to help decorate. Chances are at some point he will have a need to "express" his virility by hanging something on the wall. (Something that clashes with *everything*.) When he gleefully breaks out those elephant tusks, the African sword, or the 1986 Super Bowl poster that he calls "art," keep a straight face and appear sincere. "Yes, honey, Grandpa's eighteenth-century rifle is to die for!" Then immediately enlist his "much needed help" in decorating the garage or the basement.

Want him to pitch in around the house? Just make him feel needed (i.e., powerful). Give him little assignments. It doesn't matter if you ask him to program the VCR or help hang a photo on the wall. When he uses that noisy electric drill, he will feel just like Rambo. When the picture hangs crooked—and it will—pretend it's perfect. Simply wait until he leaves the room and then straighten it.

When he hands over that paycheck, thank him for working so hard for "the benefit of everyone in the family." Again, wait until he leaves the room. Then review the stub to make sure that he got paid all of his overtime.

Remember, when he behaves like a man and he treats you well, pay a little "homage" to that ego. He should feel like Conan the

Barbarian a couple of times a week.

Whenever he does something handy around the house like putting up a shelf, praise him. It doesn't matter if the shelf hangs at a 45-degree angle and the stuff keeps sliding off the other end. Clap like the happiest seal at the zoo, and then have a handyman come over to fix it when he isn't around. The minute you say, "It's crooked," it's all over. He'll never do anything handy around the house again. It will make him feel worse than a little kid who got scolded in arts and crafts class.

Men have big egos and they need to have them stroked. This is what the "dumb fox" does. In small ways, she makes him feel like he is the King Kong of her world. Here are a few more dumb fox tips on how to make him feel "studly."

- If you're walking your dog at dusk, ask him to come with you because you want him to "keep you safe."
- If he kills a little bug, look away. And don't turn back around until he lets you know he has "secured the premises."
- If you hear a noise at night (like a bird pooping on the roof), act really scared. Tell him to check to see "what that noise is about."
- After he checks out the source of the noise, tell him you like having him in the house or apartment because it makes you "feel so much safer."
- Ask him to open a jar that you can't open (even if you can) or unzip your dress (even if you can reach it). Or, you can ask him to lift a small box for you.

- At a scary movie, hang on to him tightly. If there's violence, cover your eyes and let him tell you when it's over.
- If it's cold outside, crawl under his coat and hang on to him for warmth.
- Let him move a piece of furniture (even one you could move yourself). When he does this with ease, tell him how heavy it was. "You are so strong! Gee, I don't know how you moved that."
- Let him parallel park your car or back it out of a tight spot. If you tell him he's a "much better driver" than you are, he'll really be eating out of your hand. He'll probably wash your car or fill your tank with gas.

Handling his ego with kid gloves is as easy as learning your *A-B-Cs*. When her child brings home a crayon drawing from kindergarten—no matter how ugly it is—a mother doesn't criticize it. She'd never say, "Is that a dog or a cow? Hey kid—don't quit your day job." Instead she tells him, "This is a masterpiece!" Then the child thinks he is the next Picasso, and he draws ten more pictures.

Praise is important. When he takes you out to eat, say thank-you *once* at dinner, and again when you say good night. The nice girl often makes the mistake of saying thank-you over and over. Then she calls the following day to say thank-you three times on his answering machine. As though no one's ever bought her a hot meal before.

In the beginning, without question let *him* pay for dinner. After



you've been dating for a while, you can reciprocate. But don't do a 50/50 split or go Dutch—he's not a long-lost professional colleague.

When a man is really crazy about a woman, he isn't concerned with splitting a check. He won't say, "You had the turkey salad and I had the beef. So your total comes to..." If he adores her, he won't be thinking about petty cash. What he'll be thinking about is how he can win her over.

If he can't afford it, suggest an inexpensive place or do something that doesn't cost money. Visit a museum. Go on a bike ride. Split a dinner plate, and don't order alcohol. However, if he asks you to split the check on the first few dates, don't see him again. It has less to do with a few dollars than with the fact that he's not very concerned with impressing you. And that's never a good sign.

### ATTRACTION PRINCIPLE #35

**He'll let a woman who becomes his doormat pay for dinner on the first couple of dates, but he wouldn't *think* of it with his *dreamgirl*.**

This conversation came up on my radio show. A caller asked if she should let the man pay, and I said, "In the beginning, *yes*." Both my male guest and the male sound engineer jumped in and said, "But that's not fair." Then I got a spelling lesson: "Fair. It's spelled *f-a-i-r*." I see their point. But it also isn't fair that we get sixty cents

on the dollar in the workplace, that we wear painful pushup bras and high heels, and that we carry the babies and give birth. So let him be the man. *A gentleman.*

The important thing is that when he pays, let him know at the end of the dinner you *really do appreciate it*. And compliment him on his taste in food, wine, or the restaurant. If it wasn't good, don't comment.

The dumb fox knows that the less she criticizes, the better. Which is why she doesn't nag. Instead, she *maneuvers*.

For example, when he leaves his clothes on the floor next to the bed before he turns in for the night . . . don't worry about it. He'll probably get out of bed in the morning and pick them up. And then he'll put them right back on.

About those socks and underwear that are peppered throughout your home? That was your fault, because you bought a hamper *with* a lid. (Much too complicated.) Get a hamper with no lid and strategically put it in a corner. Congrats. You've erected your very own basketball hoop. Every time he makes a dunk shot out of his dirty underwear? Two points.

Do you always change the toilet paper roll? Does he always get a full roll, while you get the last crummy little square, half of which is stuck to the cardboard? Nothing a little housebreaking won't fix.

One Sunday morning, he'll go in the bathroom and take his seat with the sports section. He won't notice the absence of toilet paper for twenty minutes because he'll be fixated on the stats from

Saturday's football game. Then, when he's finished reading he'll call, "Honey? Honey?! Can you hear me?!" (No response.)

This is your cue to take out the kitchen trash. After all, the sun is shining, the flowers are blooming, and the birds are chirping. (Trivia question: How long before he realizes there's more toilet paper under the sink?)

If he doesn't help out around the house, the dumb fox doesn't complain and say, "You can't put a price on what I do around the house." Instead, she gets an estimate from a maid service. See how easy? Now not only does she "put a price on it," she even pays it to someone *else*.

Here's another example of how a dumb fox might "maneuver." A friend named Sharon was running herself ragged trying to clean up after her kids and her husband. She wanted to have someone come in to help her once a week. Her husband was very opposed to paying \$50 for a maid every week, even though they could afford it. He kept insisting on "just once a month."

Sharon played the dumb fox and agreed to a maid once a month—sort of. She wrote a check to the maid once a month, and each of the other three weeks she asked for \$50 in cash back when she wrote a check at the market. Not only did this prevent weekly arguments, he came home to a beautifully cleaned house every week.

The Dumb Fox Credo as outlined here, allows for smooth sailing and no room for conflict:

- Agree with everything.
- Explain nothing.
- Then do what is best for you. It will make life a whole lot easier.

For example, the dumb fox is smart enough to save herself the grief by insisting on separate bathrooms. First of all, the concept of guest towels or decorative towels is foreign to men. To him, a towel is a towel, which means a bath towel is a beach towel is a carwash towel is an oil-changing towel. You would think he'd "spare" the pretty one with the pink bow, but no such luck. And the towels you use on your face? Say hello to your new floor mop.

Once in a while, you'll come across a man who is extra clean. But generally, sharing a bathroom with a man will be sheer misery. Ten minutes after you've cleaned the sink and mirror with streakfree Windex, he'll come in there and spray water everywhere. It's like sharing a bathroom with your very own, inhouse, adopted walrus. Scientists have not yet joined with zoologists to do a study on why it is that men "spray." So, until they figure it out, insist that you have your own bathroom.

The dumb fox also cleverly divides up the personal space in the home with the utmost fairness. She gives him 20 percent of the closet, but "the whole garage" or basement to himself. He also controls the lawnmower, the cars, the barbecue, and the tools. Remember: Men are very territorial, so you'll also want to designate the yard as his domain in the "habitat." It will come in handy when you're hogging the bathroom.

In Japan, there is an interesting motto: A smart eagle does not show her claws. American women perceive Japanese women as submissive because they bow to men and walk behind them in the streets. However, Japanese men typically bring their paychecks home and give them to their wives. *The wife controls the purse strings in the Japanese home and decides how the money is spent.*

Now we uncover the *real* reason why a Japanese woman may walk behind her man in the street: It is those deep, heavy pockets that are slowing her down. The poor thing can hardly keep up.

In addition to having to feel he's "right," a man needs to have things be "his idea." So, remember, it's *always* his idea. Even if it *isn't*, convince him that it is.


When you're in front of a group of friends and he steps in and takes credit for something that you thought of, don't make a fuss over it. He needs to show that he's the chief. Don't correct him or try to "show him up" in front of your mutual friends because he'll feel emasculated. It's like a mommy scolding her little boy in front of his friends at school. Publicly, he needs to "save face."

If it's absolutely necessary, wait until you are alone with him to bring up something he did that may have bothered you. Address it *privately*, not in front of people. If it's unimportant nonsense, let him take all the credit. Who cares? The dumb fox knows better. She never starts a fight over something trivial, particularly if she knows in advance she'll gain absolutely nothing from winning. The dumb fox is strong in a demure way. She stands her ground, but

she's not a ballbuster. She employs the "Science of Compliance." She appears to give up power, but gains leverage in the process.

### ATTRACTION PRINCIPLE #36

**The token power position is for public display,  
but the true power position is for private viewing only.  
And this is the only one that matters.**



For all "ego-intensive" purposes, help him look manly in front of other people. Let him open doors and let him address the hostess at the restaurant. "Johnson. Party of 4." This is just the *token* power position which is meaningless.

When you are truly running the show, you don't need to tip your hand or flaunt it. If he is treating you like you are his dreamgirl, you have all the power you need. Remember, feminine strength is equally as powerful. It's poetic justice: Men control the world, but women control the men.

Alice, an attractive older woman who has been married for many years, shared the following advice. "Whenever I want to do something, I convince my husband it was his idea. I'll say 'Sweetie, would you like to go to this restaurant or that one?' He's paying, so I always let him think he's the one choosing. And after we're done eating? I tell him, 'What a great idea that was!'"

Most men know it's a turn-on to a woman if they do romantic


things, but women don't understand that giving men the feeling of power has the same effect. It melts them like butter. It is a good-natured way of gaining leverage in your relationship.

Men do the very same thing. They know that we like roses. If they never saw another rose, it would be no loss to them. They're as attached to the roses as they are to a plant in their office building or a weed growing in the cracks of a sidewalk.

Most women generally won't say no to any reasonable request made by a man who has just brought a beautiful bouquet of roses. When you appeal to his ego, it has the same effect. He'll want to remain a king in your eyes, and he'll want to please you. Men work their whole lives just to have a woman look at them adoringly and say, "You're wonderful" and "I admire you." He'll climb a whole mountain just to feel admired by a woman he loves.

### ATTRACTION PRINCIPLE #37

**If you give him a feeling of power, he'll want to protect you and he'll want to give you the world.**



Once you're in charge of that relationship, you're giving him what he needs (power) and he *doesn't even know it*. It works with even the smartest men. Here's what Albert Einstein said about his wife on their fiftieth wedding anniversary:

*When we first got married, we made a pact. It was this: In*

*our life together, it was decided I would make all of the big decisions and my wife would make all of the little decisions. For fifty years, we have held true to that agreement. I believe that is the reason for the success in our marriage. However, the strange thing is that in fifty years, there hasn't been one big decision.*

The dumb fox doesn't have to "obey" her man as in, "I promise to love, honor, and *obey* until death do us part." She has her own rendition of the marital vows. She "promises to love, honor, and *appear to be agreeable some of the time.*"

This is not a lesson in how to give up your power or become more docile. This is a lesson in how to gain power because you appeal to a man and make him channel his energies *toward you*. Men need a little help when it comes to emotions, because they aren't always aware of what motivates them. You have to make him think he's in charge; then he'll be much more attuned to what you need and he'll apply much more effort to please you. It keeps him stimulated and it keeps his interest. Then he wants to give you the reins; at which point, you will have all the power that you need.

## ***The Dumb Fox Is a Clever Negotiator***

Now that women are long established in the work force, men don't feel they're *needed* as much. Even though they work as hard, they don't get the feeling of being appreciated as the "man of the house" as much as they used to. As Erica Jong said, "Beware of the man who praises women's liberation. He's about to quit his job."




Women who are successful in other areas of life are often the ones who find themselves saying, “I should not have to apologize for being strong.” Then the following week they wonder why they “can’t find a good man.” Because a good man wants a good *w-o-m-a-n*. Being a bitch does not mean you lose your femininity. And it also doesn’t mean you overtly try to wear the pants in the house. It just means you don’t allow anyone to walk all over you.

The classic superwoman wants a relationship in which the man and woman are “equals.” This is a nice theory, but in practice it becomes a onesided relationship pretty quickly.

### ATTRACTION PRINCIPLE #38

**When a woman acts as though she’s capable of everything, she gets stuck doing everything.**



For this reason, be careful how you set the tone in the beginning. Never start what you don’t want to continue. If you don’t want to cook every night, don’t start out cooking every night. If you don’t want to go to the grocery store all the time, don’t set the pattern of doing it all the time. Let him come your way.

In the beginning, men are so willing to make an impression, and this is why they are especially accommodating. This is precisely when you’ll want to help him form good habits. Later, when everything has been done for him, he’ll be too set in his ways to change.

For example, after a few dates you may find yourself standing under the arch of your front door, kissing him good night. It's a moment to behold. The stars are twinkling, the moonlight is breathtaking, and you both look up to find a shooting star. He'll barely notice your kitchen trash is under his left arm.

If a man offers to take you to lunch or dinner, let him. If he asks if he can bring over takeout, bring on the egg rolls. If he asks to get you something from the grocery store, let him pick up sorbet in the flavor you like. It isn't about him paying the three dollars. It makes him happy to feel he's meeting your needs. And it makes him feel as if he's "driving that train." Even though you really are.

The hardest lesson for the nice girl to learn is how to receive. Let him give to you, because part of his manhood is defined by feeling "responsible."

The dumb fox doesn't give up power, she simply creates the appearance that she does. And this very much helps her positioning power because she gets what she wants.

Here's a classic example. A woman I know named Michelle told me about a man she's seeing. On the second date, he asked her if she'd drive to his place. She was put on the spot and then pulled a dumb fox move. She ignored the request and very sweetly asked, "Would you prefer to get together another night? If tonight is inconvenient, I do understand."

Michelle averted the question completely. She didn't act upset or tell him what to do. She simply gave him a couple of alternatives,

one of which is that she may not participate. Then she let *him* choose.

The beauty is that the dumb fox is agreeable, tactful, and always polite, so he thinks he's in control (even though he isn't). Even though the dumb fox *appears* oblivious, she is very aware. It's no different than a successful business negotiation:


1. She doesn't spell out where she's coming from.
2. She's prepared to walk away, if the terms aren't favorable to her.

The dumb fox does both, without words. She negotiates with her willingness (or lack thereof) to participate. If the offer sounds good, she says, "I'd love to." If the offer doesn't sound good, she answers, "I'd love to, but I'm pooped." She responds favorably when he behaves like a gentleman and backs off in a subtle way if his manners fall short.

### ATTRACTION PRINCIPLE #39

**Men don't respond to words.**

**They respond to no contact.**



Being dumb like a fox can also defuse a situation in which he is slightly disrespectful. For example, let's say you're waiting to be seated for dinner on your first date, and he puts his hand on your lower back—*very* low on your back—as in, any lower and he

knows whether you prefer to wear a brief or a thong. All you need to do is play dumb, step aside as if it were a complete accident, and say, “Oops, excuse me.”

Another example happened with my friend Talia. She was at dinner and the waiter brought the check to the table. Her date made a joke to the waiter about giving the bill to her and then looked at her to get her reaction. She tilted her head side-ways and looked confused as if to suggest that she’s never heard anything like this before. Then she started to blink as though she might have been hallucinating.


The dumb fox doesn’t spell things out. The nice girl, on the other hand, makes the mistake of wearing her heart on her sleeve almost all the time. As one man named Paul said, “Women talk too much. If she’s upset, she’ll go on and on. I’d rather get into a ring with Mike Tyson for six rounds than hear a woman repeat herself over and over.”

Think about the last time a man spilled his guts. At first it feels like “bonding.” But the novelty wears off very quickly. Men want bonding, sure—*below* the waist.

The two-hour phone calls you love are a big mistake. He likes it the first time because he knows you’re interested. After that, he *hates* it. Don’t let conversations on the phone last too long. Don’t let yourself be perceived as a tiresome *obligation*. Keep the phone calls short and sweet—and he’ll never get tired of calling.

ATTRACTION PRINCIPLE #40

**Talking about the “relationship” too much takes away the element of the “unknown” and thus the mystery.**




When you aren't needy, you don't require a play-by-play from the sidelines about the relationship. When you are secure with yourself, he *doesn't feel he has a 100 percent hold on you*. And when he doesn't have a 100 percent hold on you, he eats out of your hand.

Eliminate the following words from your vocabulary: *We need to talk*. My friend Jeanette shared her observations on men with me: “You have to sneak up on them. Feed them, get them a beer, and then casually bring it up. Go through the back door. In and out—before they realize what has happened.”

When men talk to each other, they say their piece and then the other one responds. One nods. The other grunts. One takes a shot; the other buys him a beer. The most feed-back he'll get is a couple of sentences. Did you blink? The “bonding” has commenced.

Most men have a concentration threshold for the “mushy” stuff that lasts about two minutes. Right around the second minute, his mind will start to wander. He'll be thinking, “Man, I'm getting hungry. I wonder what we're having for dinner?”

**Men respect women who communicate in a succinct way, because it's the language men use to talk to one another.**



The bitch communicates differently from the nice girl. A bitch tells it like it is in a matter-of-fact way and gets her point across succinctly. The nice girl wears her heart on her sleeve and pours out her guts. And what does he hear? Nothing at all. However, he does see her neediness, which eventually turns him off.

### ***The Dumb Fox Is More Mysterious***

The dumb fox knows that familiarity breeds contempt, so she doesn't spill her guts on the first couple of dates. She lets the "cream rise to the top" without rushing things.

When you first meet a man, don't overcompensate by doing all the talking. Don't talk constantly *out of nervousness*. Keeping cool and quiet will give you more appeal, not to mention the ability to wield more power.

I was once on a date with a man I had just met. He began to share all the sordid details of his last relationship. I had no desire to listen, but I didn't criticize him or make him feel "wrong." I was polite. I simply asked, "So John, what's your workload like at the office this week?"

The dumb fox does *not* ask, "May we change the subject?"

Permission isn't necessary.

The dumb fox also doesn't tell him about her past relationships. You're "a prize," and you don't have a long list of calamities to report. He doesn't need to know that your ex-husband stole your appliances, is defaulting on his child support, and has a Mafioso brother who is doing time for racketeering. If he's classy, he won't be impressed that your last boyfriend is "still stalking you and can't let go."

If he asks about your ex, you say, "We went our separate ways." Here's another option: "We wanted different things." The dumb fox relies on a "vague generality" when he asks for information that's none of his business.

As far as what *you* disclose? Don't volunteer bad information about yourself. He doesn't need to know that you're insecure about your thighs or that you haven't been on a date in 7.2 months. Inquiring minds do *not* need to know.

Men automatically assume that, if you're interested, you'll do anything to "nail him down." He immediately thinks you want "exclusivity"; you want to break open the hope chest and have babies with him. It's important for him to think you're different: You are relaxed, secure, and happy *with him* or *without him*. This is known as the happy-go-lucky formula, described in Attraction Principle #42.

ATTRACTION PRINCIPLE #42

**When you are always HAPPY;**

**And he is always free to GO;  
He feels LUCKY**

If you want to talk about your favorite ice cream, go for it. Traveling to Belize? Yes. Your problems at work or your disappointing visit to the fertility doctor? No.

It's perfectly okay to leave some of his questions about you *unanswered*. In fact, it is advisable to do so. When all is said and done, a person shows you who he or she is. No one will come out and tell you. Therefore, what a person shows you with actions is the *only* language that matters.

***The Dumb Fox Is True to Herself***

The fox is the smaller animal, and in the animal kingdom, the smaller animal is the prey. Therefore, the fox knows it is incumbent on her to look out for her own best interests, especially in the beginning of a relationship. On the other hand, the nice girl believes everything she's told because it sounds good, which puts her out there to get hurt. The fox knows that, in the beginning, a man is likely to "flower up" his intentions; therefore, she must stay alert.

**WHAT HE WON'T SAY**

"I want sex and only sex, with no strings attached."

**WHAT HE WILL SAY**

"I'm interested in having a long term relationship!"



“Give me sex, and I’ll pretend to be your boyfriend for a week.”	“Trust me.”
“Hey can I rotate you with three other women, like a pitching staff?”	“You are so different.”
“Wanna be the flavor of the month?”	“I am so tired of the dating scene.”

Trivia question: Which guy scores more women: the guy who “flowers up” his intentions, or the guy who tells it like it is? The point is, if he has a hidden agenda the last thing he’ll do is spell it out for her. So it’s up to the fox to figure things out on her own.

The reason the dumb fox doesn’t reveal what she observes is that he’ll show his true colors much more quickly when he doesn’t realize he is being watched. When a man talks about himself or past relationships, he may do so as a way of helping her “get to know him.” Rather than getting into heavy question-and-answer sessions, the fox keeps the conversation light. Why? The truest things are said in jest. He’ll tell you everything you need to know in passing conversation, with a joke or an off-the-cuff remark here and there. If he’s a wolf dressed up as a sheep, his whiskers will inevitably pop out.

When the dumb fox senses something’s “just not right” with a man’s character, she does *not* bring it to his attention. The only conversation the dumb fox has is *between her two ears*. As President Lyndon B. Johnson said, “You’ve got to know when to keep your mouth shut.”

When you tell someone who may be manipulating you what you observe, he will immediately try to talk you out of it. He'll say, "You're insecure" or "You're prejudging me." Are you prejudging him? You had *better* be. The only mistake is letting him know it.

The dumb fox is selfreliant. She judges people by her own experiences. The dumb fox takes better care of herself and makes better choices because she lets time elapse and she watches to see how the man *behaves*. She trusts her observations and she trusts her animal instincts.

No hunted animal gives the "benefit of the doubt." The fox senses danger and hightails it out of there. Never be around a person who has shown you he is a hurtful person. If he does this by accident, that's one thing. But if he's hurtful on purpose? Game over. You've learned everything you need to know.

In the beginning, have fun and go out . . . but keep your cards close to your vest. Most important, *take your time*. This will not only make you smart as a fox, it will help you keep your independence.

The nice girl loses an important protective mechanism when she assumes that life is fair, or that Prince Charming will always protect her. The smart fox is not governed by wishful thinking or the hope of a fantasy outcome, like Cinderella. Despite appearances, she trusts herself to watch her *own* back instead of giving a man the responsibility of doing it for her.

It's what every animal in the wild does to survive, so that they

don't become "din din." Above all, the smart fox understands—and adheres to—the first law of nature: Every animal for herself.

5  
JUMPING THROUGH  
*Hoops*  
LIKE A CIRCUS POODLE

**When Women Give Themselves  
Away and Become Needy**

“Let us never negotiate out  
of fear.”

—JOHN F. KENNEDY

## *A New School: Who Is the Boss of You?*

When a nice girl meets a man, it's not uncommon for her to make concessions in her life that seem relatively insignificant. She stops doing the routine everyday things. She stops seeing friends. She stops going to a yoga class, and she stops playing tennis on weekends. She stops making time for the things she did when she was "solo." Here's what she *does* do:


- She cancels a hair appointment . . . for a date with *him*.
- She stops going to the gym after work . . . to accommodate seeing *him*.
- She stops spending time with friends . . . to give *him* the feeling "he is special."
- She cancels plans . . . because there's a chance that she'll get a call from *him*.
- She isn't focused at school . . . she keeps checking to see if a message came from *him*.
- She isn't focused at work . . . she keeps checking her email to see if she received something in her inbox from *him*.
- She gives up her career . . . to further his career and support *him*.
- She stops having dreams outside of her relationship . . . because her only dream is *him*.

The bitch does not stop *moving to her own rhythm*. This, in

and of itself, prevents her from becoming off-balance like a nice girl who abandons her routine.

### ATTRACTION PRINCIPLE #43

**If you allow your rhythm to be interrupted, you'll create a void. Then, to replace what you give up, you'll start to expect and need more from your partner.**



A classic example is Theresa. She takes salsa dance classes two nights a week. When she met her last boyfriend, she stopped going to her dance classes because he didn't like to dance. She also played tennis, but he didn't play, so she stopped that hobby as well.

Seems harmless, right? Not really. She's giving up what she likes. The reason the nice girl gives up these activities is also telling of her self-confidence. Often she gives up something because she fears he won't like her the way she is.


In addition, this cumulative reduction of activities eventually adds up to a significant change in *who* she is. At some point the man notices, and it turns him off because he realizes—before she does—that she's lost her independence.

What happens after she's lost her independence? Let's take a look at the "state of the union" with Theresa, the woman who gave up salsa classes and tennis. She said, "We spent almost every night

of the week together and fell into that pattern almost immediately. He didn't tell me it was 'too much' for him. He just didn't smile much and it seemed like he wasn't happy anymore. I was becoming more insecure and I kept trying harder to be affectionate. I just wanted him to be like he was in the beginning."

#### ATTRACTION PRINCIPLE #44

**Most women are starving to receive something from a man that they need to give to themselves.**



The nice girl thinks she's giving up something to get something *better* in return. She gives up control over her own life. When the time comes for her to get what she had expected, she winds up disappointed. In addition to being empty-handed, she's depleted.

A man rarely realizes just how much the nice girl gives up. He doesn't make the same sacrifices because she's adjusting her life to be with him. After she gives up everything in her life, she begins to demand the same of him. She wants him to stop seeing family and friends. She wants him to spend all of his free time with her. If he goes to the gym, she wants to accompany him.

He doesn't feel this pressure from a bitchier woman, so he wants to be around her more, not less, and he respects her because she appears to have "a life." Suppose a woman says to a guy she can't go on a date with him that night because of her weekly pottery

class. He scratches his head and thinks, “She’d rather go to a pottery class than be with me?” It not only attracts him, it blows his mind.

### ATTRACTION PRINCIPLE #45

**A woman looks more secure in a man’s eyes when he can’t pull her away from her life, because she is *content* with her life.**

When you love life *with him* or *without him*, that is when he will accept and value you for who you are.

### WHO IS THE BOSS OF YOU?

THE NICE GIRL	THE BITCH
The nice girl dismisses what she used to value and what used to be important in her life.	The bitch values her priorities, her values, and her preferences. Always.
He is the boss . . . of her.	She stays the boss . . . of herself
The nice girl searches for a sign from him to see when the closeness is “too much.”	The bitch acts as her own guide. She doesn’t allow him an opportunity to be bored.
He is the boss . . . of her	She stays the boss . . . of



He is the boss . . . of her.	herself.
The nice girl senses how happy he is, paying close attention to his approval of her.	The bitch doesn't obsess over his opinion or need his approval.
He is the boss . . . of her.	She stays the boss . . . of herself
When he's "into it" with the nice girl, she feels good; when he snubs her, she feels bad.	The bitch has more confidence, so someone else's mood doesn't have much impact. Instead she plays tennis.
He is the boss . . . of her.	She stays the boss . . . of herself.
The nice girl treats her interests as "little things" or secondary.	The bitch doesn't treat her interests as minor little things. They are <i>her</i> things.
He is the boss . . . of her.	She stays the boss . . . of herself.
The nice girl gives too much first, and then negotiates reciprocity later.	The bitch gives <i>only</i> when it is reciprocal.
He is the boss . . . of her.	She stays the boss . . . of herself.


When a relationship starts off at lightning speed, the man will at some point pull back to regain his need for space and then the

woman will be left off-balance. It's then that the nice girl appears needy, trying to "win back" his affections. This is when she jumps through hoops. A man loses respect for a woman who needs his approval, particularly when she will overcompensate to get it.

A man needs to "bring offerings." He needs to be on his toes a little bit. He has to make sure his shoes are tied, his pants are pulled up, and his manners are existent. When he opens car doors, when he minds his p's and q's, and when he shows his best manners, it means she has his respect. In this way, she remains a bit of a bitch in his eyes because he has to keep himself in check; he doesn't relax in terms of how he behaves around her.

#### ATTRACTION PRINCIPLE #46

**The second a woman works overtime to make herself fit his criteria, she has lowered the standard of that relationship.**



As long as a woman stays in control of remaining who she is, he will need her. When a man thinks about a woman who has control over herself, he automatically thinks about her preferences and about ways to please her.

Women are much more likely to cancel plans. Men don't give up "boys' night out." Men don't give up their work, or their sleep, or their food. (Most don't even give up their mothers.) Likewise, they respect a woman who will hold onto what is important to her.

When was the last time you heard a guy call his barber and say, “Yeah, Sam . . . I’ll need to cancel my 2:15 haircut. Sally and I need to spend more time bonding.” It just ain’t happening. It doesn’t matter if you swung from the chandelier the night before with show-stopping sex accompanied by screaming that scared off the alley cats. At 2:15, your man will belong to Sam. Men can shift gears from romantic to practical—and so can the bitch. She speaks to him in his own language.

The nice girl, however, is too needy to let go. “But he did all of the pursuing,” says the nice girl. This may be true, but you have the power to decide when you show up—and this is how you stay the boss of you.

Even in a racing event, the car has to pull into the pit to have the tires changed or it won’t be able to stay on the track, it won’t be able to control its direction, and it will lose traction. Men don’t always think long term, so if you let him control the speed, he’s likely to let the relationship crash at high speed into a wall. As the adage goes, “The candle that burns twice as bright burns half as long.” That’s why you absolutely must set the pace and keep your own rhythm. Otherwise, he’ll have you jumping through hoops. Again, it doesn’t matter if he wants to see you constantly. Even if he’s an incredible guy and you feel great temptation, *don’t give him all of your time.*

In the beginning, try to see him two-thirds of the time that he asks. For the remaining third, you have “something else going on.” Don’t sit at home twiddling your thumbs waiting for his next call.

Keep in mind that this isn't about "playing hard to get." *Keep it real.* Force yourself to keep the routine you had before you met him. Once you lose your rhythm, you lose your psychological equilibrium and you become needy.

My former roommate Gale was always very good at this. She'd often turn off her ringer and wouldn't take any calls. In the afternoon, if she felt tired and wanted to stay home for the evening, she'd cancel her date. She'd have a glass of wine and chill with a good book or her favorite TV program. Gale always had a quality man pursuing her.

Being a bitch isn't about exuding a certain kind of arrogance. Contrary to what the media would have us believe, it doesn't matter how "hip," "cool," or "cocky," you appear to be. Power is the control you have over yourself. In fact, when a woman is trying too hard to be "cocky" she's usually not moving to her own rhythm because she's trying too hard to convince herself that she is stronger than she really is.

As Gregory Corso said, "Standing on a street corner waiting for no one is power." When you don't wait for anyone, it's because you don't *need* anyone. When you approach men this way, any man who steps up to the plate will have to meet you at your level. First, you have to stop needing his approval—only then will your needs be met.

For example, Lynn had just started dating a plastic surgeon named Kevin. They had separate residences, and one night she cooked dinner for him. He called at the last minute to cancel their

preplanned dinner date because he had switched shifts with another surgeon. Lynn had already cooked an elaborate meal. His call came only a half-hour before he was supposed to show up. Had he called her early in the day right after he agreed to switch shifts, she wouldn't have labored tirelessly.

Here's where she made a mistake of jumping through hoops. She offered to cook the same dinner again the following night. *And* she agreed to drive to his place to do it. What she should have done is put "the skids" on the cooking plans altogether. She should have said, "*Mmm*. It's really good, Kevin. Too bad you missed out."

When a man treats a woman with disrespect and she takes it, he begins to lose respect for her. Predictably, Lynn was at Kevin's place the following evening; he wasn't appreciative, which hurt her feelings. They stopped dating a short while later.

A bitch prioritizes herself over "melting" into someone else. Because of this, her no means *no*, and her yes means *yes*. The objective isn't to be obnoxious but to have the ability to be clear. You can be very nice and still be clear. A man will respect a woman who is clear and direct about what she needs, without waffling or secondguessing herself. If a man is late for a date, for example, the bitch will become annoyed because she is inconvenienced. Annoyance is different than becoming emotional. She'll say something more along the lines of, "Don't waste my time. If you are going to be late, please let me know so I can make other arrangements. I have better things I can be doing with my time than waiting around."

If he chooses not to respect her the next time around, she allows fifteen or twenty minutes and then leaves without him. Her time and priorities are important to her. At no time does she give herself up.

When you're in this type of situation, ask yourself the following questions: What does this look like from his vantage point? What message am I sending by my reactions to his behavior?

Your true power, therefore, is marked by:

- Realizing what your rhythm is, and moving to it
- Knowing who you are, and what you will or will not accept
- Having the ability to make a decision *without* second-guessing yourself afterward, and without being talked out of how you feel
- Having self-control, because *true* power is the control you have over *yourself*

When you have control of yourself, you don't need to be emotional all the time. When you have a sassy "edge," you stay the boss . . . of you. Ironically, this is also when you become the boss . . . of him.

## ***From Sappy to Sassy***

Whenever a woman is too emotional or sappy, it can be too much for a man, especially with a woman he barely knows. The bitch is sassier, which is easier for a man to deal with. It's similar to the rougher tone men use to speak to one another.

One man described a perfect example of how men get spooked by too much sappy emotional talk, particularly early on in the relationship. He was put off by receiving several tearjerking Hallmark cards from a woman he'd just met.

Another example of this is a man who was constantly read poems by a woman he'd just met. "They always seemed so long and drawn out. Some of them were short and boring. But the one thing in common is that they all sucked. 'My love for thee.' Or, 'My heart is heavy with love and it's pushing against my rib cage.' And she'd cry when she read them. I started avoiding her calls."

One man described dating a woman whom he'd known for three weeks. He said, "A man doesn't need to hear a woman tell him that she loves him every thirty seconds. This woman said it over and over again. It was like dating a cockatoo . . . Love you . . . Love you . . . Love you . . . Love you . . . Love you!"


Men also notice if you are trying too hard to get into a relationship. Do you have twelve sappy relationship books about feelings on your coffee table? Do you have an ad running in the "personals" while you pursue online dating? Do you have that one pushy girlfriend who gives you away? You walk into your home with him after a date and you hit the play button on your answering machine. "Hey, girlfriend. There's another singles event at the car wash this Sunday. Free coffee. And I hear there's a new batch of divorcés coming through. The early bird catches the worm!"

*Being sassy means you won't knock yourself out.* The minute a man feels you're trying too hard, the challenge is over. Once you

accidentally step into that arena, you have to win him back by showing him that you won't wait. You have a life. You have other priorities, some of which come before him.

### ATTRACTION PRINCIPLE #47

**You jump through hoops any time you repeatedly make it very obvious you're giving your "all."**



- Don't talk for hours on the phone before your first date. Joke around. Be sassy. Make your plans or arrangements to meet and then politely end the conversation.
- Don't discuss deep issues in the beginning. Don't use catch phrases from therapy like *cathartic*, *processing*, *triggered*, *owning it*, or *inner child*. Don't make chicken soup and tell him you "wanna midwife each other's soul."
- If you believe in astrology, don't tell him that you can only get together when Mercury is "tiptoeing" around the moon, making a threeweek "retrograde" around Jupiter (with a quick stop for coffee on Pluto).
- Don't tell him who you were in a "past life," or what you plan to come back as in your next one. He'll think your cheese is sliding off the cracker.
- In the beginning, avoid seeing him more than one night in a row. Start out seeing him one to two nights



a week.

- Don't pout or whimper when he doesn't call. You have to make him wonder every now and then about what you're doing when you're not with him. When you regulate the timing, it keeps him wanting and it charges up his batteries.
- If he takes you to a nice restaurant, don't order a celery stick "with oil and vinegar on the side," and then continue to nibble off his plate like a hummingbird. Don't be so nervous or concerned with impressing him with your table etiquette. Have an appetite for enjoying life.
- Don't disclose over your first dinner what you're "working through" from childhood.
- Don't try to fix his flaws either. I know one woman who bought a man the book *Tuesdays with Morrie*. She thought the book would help him with his workaholicism. Too much psychological analysis comes across as too sappy.
- Don't accompany him when he goes out with his friends. You don't want to be one of the "boys."
- Don't do any slow drivebys with your headlights turned off to see if he's at home. And no highspeed flybys, either.
- If he calls you and asks you to come over late at night after he's been out with his friends, don't happily go skipping over, kicking your heels together like Julie Andrews in *The Sound of Music*.
- Don't date someone who has addictions of any kind,

hoping to “help” him by going to AA meetings with him. Let him work out his own stuff. If he can’t treat himself well, he’ll never treat you well.

- Never call more than once in a row, even if his machine cuts you short. Don’t leave long mushy messages. Keep the messages friendly, but short and sweet.
- Don’t email more than once in a row or send long emails about “feelings,” “issues,” and what you “need” that you aren’t getting. If he sends you an email, don’t respond within thirty seconds each and every time.
- Don’t stop eating, sleeping, or exercising. Keep your routine. If he wants to spend more time with you than you can comfortably give, invite him to join you in one of your activities—like a walk with your dog or going for a weekend bike ride.
- Avoid last-minute dates because you “miss him.”
- Don’t walk in the door, check your messages, and call him right back. Settle in, take a bath or shower, eat dinner, and relax. Move to your own rhythm, and then call back. He has to know you have a life . . . every day.
- If you’re on the phone and you get another call that beeps through, don’t say “Stay right there. Don’t hang up! Whoever it is, I’ll get rid of him!” When you do come back on the line, don’t always be so quick to report the identity of the other caller. “That was the vet. Tigger had an earache.”
- Don’t regularly travel forty minutes in traffic to see him

because you have a roommate and he has his own place. Look at a map and take note: It's just as far from his house to your house as it is from your house to his house. So don't feel guilty about having him come your way.

- Don't ask for affection. Don't coax affection out of him. Don't give affection when he isn't being affectionate. If he's ignoring you, don't try harder. "Honey, can I give you a backrub?"
- Don't be a slave to the phone. Don't play his voice message back to your girlfriend to dissect every detail of your situation. Pay attention to the big picture. Does he add to your life as a whole, and do you feel good after he's been around? (If not, "fast forward" the message and hit "delete.")
- Don't memorize his phone number in the first week of dating or call him all the time and hang up. He'll know it's you.
- If he's in a bad mood, make an excuse and then go do your own thing.
- Above all, make every concerted effort to stay focused on *your* life. That's how you stay sassy in his eyes.

#### ATTRACTION PRINCIPLE #48

**You have to keep from being sucked down into quicksand. Unless you maintain control over yourself, the relationship is doomed.**

*Basic Bitch 101*

## ***Basic Bitch 101***

A man notices something from the very first phone message that he leaves on a woman's answering service: whether she is trying too hard. She may be trying too hard to impress him; she may be trying too hard to win him over; or she may be trying too hard to be sexy. Whether she is too needy or trying too hard, it has the same effect. *The bitch never tries that hard to make an impression.*

He dials her number and the machine picks up. *Beep!* Then comes the breathy voice, which sounds as if she's half asleep. "Hello there. You've reached Susan's answering service. I am out and about and just a little bit busy at the moment doing, well, [giggle] . . . If you would be soooooo kind to leave a message after the tone, I will try my very best to get back to you as sooooooon as I am available. Although I just got in from Portugal, I haven't quite unpacked yet. But if I have a free moment, I'll call you. Wait for the beep . . . *ciao* . . . ta, ta . . . kisses . . . have a spiritual day . . . and bless you for calling me." *Beep!* All she needs is a 900 number and a pimp, and girlfriend is in business.

As men often say, "Men like a woman who is natural." This has nothing to do with makeup or dyed hair. Natural does not mean he wants a vegetarian who drinks wheatgrass juice or a woman who wears organic lipgloss. Natural implies that the minute something is

excessive it becomes a turnoff, because it looks as if a woman is *trying too hard to get the attention*. Whenever a woman is trying too hard, she is jumping through hoops.

### ATTRACTION PRINCIPLE #49

**Jumping through hoops often has a negative outcome: He sees it as an opportunity to have his cake and eat it, too. But when you stay just outside his reach, he'll stay on his best behavior.**

Let's look at how one relationship unfolded when the woman was willing to jump through hoops. It's a classic scenario. Sarah bought an airplane ticket to go see Mickey, a man she'd met only once before when he had been in town for a holiday weekend. They'd kept in touch for a month via e-mail and over the phone. Convinced he was "the one," Sarah decided she'd like to see Mickey again.

The ticket cost \$400. Mickey agreed to pay for the accommodations, which ended up being \$40 for a motel. After Sarah arrived, they had sex in the motel. Then he took her to a coffee shop with coupons that were complimentary with the room. Afterward they had sex again—*while* he watched the World Series.

A Kodak moment, isn't it? No foreplay. No candle. No soft music. No showering together. Instead, one eye is on the game, and

he's listening for the score. "The count is three to two . . . and the bases are loaded. *Steeeeeerike!*" Any man—even one who was raised in a jail—has sense enough to know that watching a game while having sex is rude. Hardly a "romantic getaway" for two. After two days of being romantic, they couldn't wait to "getaway" from each other.

Now let's do a financial comparison. He got plenty of food, plenty of sex, and he got to watch the game (not bad for \$40). Her bill exceeded \$400. She did, however, get two extra packets of peanuts on the airplane, each containing 2.5 peanuts, for a total of five peanuts. Even if she divided them up into peanut halves, she still wouldn't come out ahead.

A bitch would never have put herself in this position. She would have required that he come to see her, *and* she would have suggested a hotel that is conveniently located.

When the nice girl jumps through hoops or bends over backward and overcompensates, she does so because she has a fantasy that he will "complete her." To keep the spark from fizzling, it's sometimes best to stay ever-so-slightly just outside a man's reach, because it charges up his batteries.

The nice girl fails to take a "breather" because of her fantasy that he is "the one" or her "soul mate." But this fantasy is a liability because it feeds a myopic view that he is the center of her life.

Another reason women rush into a relationship *is fear*. A woman named Mary said, "I can't say 'no' to my boyfriend. For example, I drive to his place and I wait outside in my car until he comes home

from work. Then I eat dinner later and I stay up late even though I have to be up early. I feel totally depleted the next day.”

I asked Mary why she doesn't just say, “Not tonight, honey. I really need some down time.” She answered, “Because then he pouts. I guess deep down I'm afraid he'll get another girlfriend.”

The bitch is not governed by fear of losing a man, because she knows the real price to pay is when she loses *herself*. Almost immediately, women give themselves up *in small ways*. The cumulative effect of these subtle concessions, however, is what amounts to feeling depleted. Here's the cycle:

- She develops a myopic view that what he gives is absolutely vital.
- Because of this fantasy, she gives up everyday needs.
- She feels more and more drained but continues to try harder, believing that he'll be the one to make her feel fulfilled again.
- He senses her willingness to exert herself, and *relaxes* what he gives even more.
- She senses this and works even harder to jump through hoops.
- The cycle gets worse, as she becomes more and more depleted.

The solution? Lose the fantasy, And if you feel you are going to resent something after you give it, don't give it. Give only what feels comfortable to give. This will enable you to stay firmly planted with

both feet on the ground.

Remember when you learned the golden rule in kinder-garten? This was a nice theory, but in the real world we'll need to modify it just a bit.

LET'S REPLACE . .	WITH . .
"Do unto others as you would have others do unto you."	"Do unto others, after they show you they are worthy".
"Love conquers all."	"Love conquers her, when she gives all."
"To give is better than to receive."	"It is better to give <i>and</i> receive."
"Charity begins at home."	"There is no charity case in this home."
"All's well that ends well."	"All's well for those who cover their 'ends' well."
"Love thy neighbor."	"Love thyself first, and your neighbor will be happier living next to you."

### ATTRACTION PRINCIPLE #50

**The nice girl gives away too much of herself.  
when pleasing him regularly becomes more  
important than pleasing herself**



Many times, when you are going through your daily life, Attraction Principle #50 will be very subtle. For example, a woman may have spread herself very thin between her career and her time to herself, and she's exhausted. He asks her out: "How about Wednesday?" She tells him Wednesday isn't good because of work demands on Thursday morning. So he asks, "How about Tuesday or Thursday?" Then she accepts. Her needs are swept under the rug, and worse yet, *she* is doing the sweeping. Then she goes out and she is cranky and irritated because she is overworked and hasn't rested.

The bitch doesn't take the more difficult course; she takes the easier course. How hard is it to suggest, "The weekend would really be better." It's better for *everyone* involved. The bitch is her own guide.

Cathy was on a first date when she found that the guy wouldn't let her order what she wanted off the menu. He kept saying, "You *have* to try this . . ." She was firm but polite, and finally, he ordered what she wanted. Then he ordered a bottle of wine after she had said she didn't want to "drink and drive," particularly because it was a weeknight. He poured her a glass and they made a toast, so she didn't argue. They clinked glasses and she took one sip to be gracious, but not another sip there-after. Her glass of wine didn't move.

What is important in this example is that she didn't explain herself. She just did what she wanted to do. She didn't need to ask his permission to honor her own wishes, she just honored them.

Another woman I know shared a story about a man she dated. After two dates, the man asked her to take him to the airport at 4 A.M. (yes, in the morning).

On their second date, he was coordinating while she listened. "You could get up at 4 A.M., pick me up at 5 A.M., get to the airport at 6 A.M., go home by 7 A.M., shower, and get to work by 8 A.M." (The ringmaster had the poodle hoop-circuit all planned out.) Here's a novel idea that never crossed his mind: He could pay seven bucks for a shuttle, rather than yank her out of bed at such a ridiculous hour. She politely said, "I'm sorry. I'm going to be busy." And he said, "What do you mean busy? Busy what? Sleeping?" She smiled and politely said, "Yes."

If he acts as though it's perfectly normal for you to jump through hoops, don't let that be your guide. Ignore what he says. When he says, "I'm spiritual," don't listen. Just look at how he acts. If he said he was spiritual, but he expects a lot of "unholy compromising," let your observations be your guide.

Another way a woman may jump through hoops is to "tell time" by when a man calls. How many times have you called a girlfriend to say let's "hook up" and she has to wait for a call from a guy she's dating to give you an answer? These are always the women who get treated poorly. She becomes depleted because she is willing to wait "at bay," never making plans until she rules out the

possibility “beyond a reasonable doubt” that she is seeing a man. Then you get a call back, “Okay let’s get together,” but now it’s 10 P.M.


If you don’t hear from him in enough time to suggest he respects your time, there is a simple solution: Don’t give him any.

Here’s an example of a woman who jumps through hoops—and at the same time, it defies the stereotype that beauty and youth are what are most attractive to a man. Karla was nineteen and so pretty you could have placed her on the cover of any men’s magazine without airbrushing. She was the one who cried on my shoulder about the fact that her boyfriend, Bart, told her that when he goes out with his friends he looks at the sixteen-year-olds.

Now let’s hear Bart’s version: “I’m not in love with her the way she is with me.” He shared with me a story of when she was doing his laundry for him in his apartment. “I was being a total jerk. You know what she said to me? ‘After I finish your laundry, I’m going home.’ There were three more loads, and she did them. I really would have respected her if she had said, ‘Screw you’ and walked out.”

A tip: When you are at his place any day of the week, don’t do any housework. The only laundry you do is your own. The only tub you scrub is your own. The only person you clean up after is yourself. If his place is a mess, go to yours. If he asks you to help him clean, be subtle. Just tell him the maidservant has the day off on Sundays.

**The relationship may not be right for you if you find yourself jumping through hoops. When something is right, it will feel easier and much more effortless.**



Just remember, it isn't about a man. This is your life . . . and it's too precious to waste. Do things when it is convenient, especially if it regards your relationships of choice and who you let in on the "inside." It will yield a much better return on investment . . . especially in the dignity department.

**6**  
**NAGGING**  
*No*  
**MORE**

**What to Do When He Takes You for  
Granted and Nagging Doesn't Work**

“Well done is better than  
well said.”

—BEN FRANKLIN

## *A Lover or a Mother?*

It's a scenario that is all too familiar: a nice girl on "over-drive" trying to please her man. He comes home from work and she tries to have a conversation. He tunes her out saying, "I'm tired." She makes dinner, but he eats in front of the TV so he can watch *Monday Night Football*. She tries to look pretty; he doesn't notice. But watch what happens when he realizes the swimsuit issue got delivered; he almost hyper-ventilates. Diagnosis? She feels taken for granted.


Like the bum on the street with a sign that says *Will work for food*, your sign now reads *Will work for attention*. Well, no more "slummin,'" girlfriend. We are under new management. Under the old management, you dealt with his lack of attention by nagging. And if you'll notice, it hasn't worked. This is why all of the steps discussed in this chapter involve changes in demeanor. When you nag at a man, he becomes more reclusive.

Essentially, you always want to remember that although he is a grown man, inside there is a three-year-old causing him to have Appreciation Deficit Disorder. Whenever you nag, you activate this toddler, and you have a thirty second window before you've activated the "little boy gland."

It's as easy as changing a radio station. In thirty seconds, he'll tune you out and won't tune you back in until the nagging is over. It doesn't matter if his pants are on fire and smoke has filled the room. He won't hear a word you say. This is why you should communicate with your actions . . . rather than your words. Since a man won't discuss feelings as a woman does, anything past the second repetition seems like nagging. Never ask a man to do something more than twice or he'll feel as though he's being scolded by Mom. And whenever you nag, he'll behave like a stubborn teenager and rebel.

## ATTRACTION PRINCIPLE #52

**When you nag, he tunes you out. But when you speak with your actions, he pays attention.**




Women often say, “Little boys are so sweet. What changes?” According to Freud, it gets messed up somewhere around the potty-training years. To better understand the origin of the “little boy gland” and to see how a man takes a woman for granted, let’s now turn our attention to examine the behavior of a toddler.

A three-year-old wants to be independent of Mommy, but he also wants to take for granted that she is still right there within his reach. So he tests to see how far he can go. The disobedient little boy wobbles around a corner mischievously and pauses. Then he runs back around the corner to make sure Mommy’s still right there.

With a grown man, there’s one extra step in the middle. After he wobbles off but before he runs back, he will turn to look over his shoulder to see, “What will Mommy do next? Does she nag? Does she panic? Will she chase me?” Your reaction determines whether he’ll take one step closer or another step farther away.

## ATTRACTION PRINCIPLE #53

**When a man takes a woman for granted,  
he still looks for reassurance  
that she is still “right there.”**



Think about how futile nagging is. It gives him the reassurance

that he can continue to be distant and you will still be there. Very little is negotiated with words. He doesn't sit down and say, "Look, I want to be lazy in this relationship. But I'd like you to keep cooking me meals and I'd like you to keep having sex with me whenever it is convenient for me. In fact, I'm a little horny right now . . . wanna hop on?"

One would think a woman who'd accept these terms would have to be high on crack. Yet women accept these terms every day. Nonstop. "What went wrong?" she asks. In the beginning he went out of his way to show her he's a gentleman; he opened car doors, he let her order first, and so on. So he knows how to treat a woman. The slacking off happens gradually without any negotiation and certainly without her consent, so she doesn't fully realize it is happening until things have gotten so off course. Then she nags to try to get them back on.

Once a woman realizes a man is going into "couch potato" mode, she often mistakenly tries to address it. "You never take me out or bring me flowers anymore." Or, "We never spend time together." This is a sign to a man that he *has her right where he wants her*. Now he doesn't participate because, in his mind, all it takes to satisfy her is his presence. He quips, "I'm with you, aren't I?"

To get the three-year-old to run back to Mommy, she has to stay just *outside his reach*. The reason nagging keeps her within his reach is that he senses she is "locked down" waiting for him. She may be waiting for him to give more, participate more, or be more attentive in some way. But she's still waiting. *On hold*.

The only thing worse than him being locked in a cage is the feeling that he has you locked in his. Hence the need for a 180-degree change as prescribed in this chapter.

When he takes you for granted, you've triggered the same kind of love he had for his mother, grandmother, or some other woman



who raised him. Now you've become "old faithful." No matter how much you scream at him, he knows you aren't going anywhere. "She may kick my ass, but she'll still love me and I can do whatever I want." And it's this very security blanket you *don't* want him to have.

Men know it's wrong, but they'll still try to see how far they can push the envelope. As one man said to me, "Men will get away with what you let them get away with." That isn't to say there aren't great guys out there. But a man with integrity, or anyone with integrity for that matter, doesn't want something they haven't earned. That's why a high-caliber self-respecting guy will be attracted to a woman who won't let someone walk all over her.

If he takes you for granted and you pull back a little with no explanation, it catches him off-guard and gets his attention bigtime. You're no longer acting in a way he is used to and you are no longer his mommy. This action generates desire for you as a lover. But if you posture yourself as "old faithful," he'll perceive you as his mother and he'll take you for granted.

Failure to get enough attention isn't the only thing women complain about. Often women nag about household chores. Again, you have to condition him *without* words. Most men don't particularly care if the place doesn't look great or if it's messy. Most guys are happy to come home and plunk down on the couch with the wornout spot and his butt imprint on it. He doesn't care if the sink is full of dishes from the day before or that his shoes left muddy prints all over the carpet.

#### ATTRACTION PRINCIPLE #54

**When the routine becomes predictable, he's more likely to give you the same type of love he had for his mother—and the odds that he will take you for granted increase.**

When you're standing in a grocery line and you look at people with children, you'll notice that the mother who has control over her child doesn't nag or holler. She says one sentence or she gives the child a look. Because the child respects her and he is not sure what will happen next, he'll straighten up. Words are not needed to teach a man how to treat you. A little bit of silence or distance will often do the trick.

Sometimes as a lover you will have to set forth terms that are also in the best interest of the "diapered one." Why? *He is a man.* And there will forever be a three-year-old trapped inside him.

All of the behavioral changes discussed in this chapter allow you to keep a calm, charming, and pleasant demeanor. The objective is to avoid being his mother and to make the transition back to being his lover.

A man can't correlate sexual feelings with feelings for his mother. So be careful of the female figure that you become in his life. To stay his lover, you have to keep him on his toes. This behavior incites his interest and makes him come your way. He is happier being your lover than he is when you become his mother. Granted, he looks comfortable and content on the couch. But he isn't content when you become his mother because he no longer has a lover . . . and neither do you.

The balance of this chapter gives you insight into how to turn things around and bring him back to pursuit mode when his mind drifts elsewhere. Men are hunters. What he gets from the nice girl is a protective kind of motherly love that lessens his sexual desire. He doesn't pursue his mom. What the nice girl needs to understand is that it takes the heat out of it for a man when you give him a

predictable security blanket.

Women often reassure, or try to convince, a man to win him over. But the bitch wins him over by acting as though she could take him or leave him. Therefore, backing off in a subtle way will give your man renewed “pep” in his step. You can also apply the advice in this chapter:

- When he seems complacent
- When he waffles about whether to be in the relationship
- When he isn't respectful
- When he repeatedly ignores what you need

Let's get started. Do not pass Go, do not collect \$200—because sister, there will be plenty of time for that later.

### ***R<sub>x</sub>: Treat Him Like a Friend***

Think back to the beginning of your relationship when you first met your partner. You didn't nag him. Chances are, you treated him much as you would a friend. You were relaxed; you had fun and laughed more. You felt comfortable speaking your mind. He wasn't the “be all and end all” of your existence.

When you started nagging, your behavior began to tell a different story. “I'm affected by every move you make.” For this reason and this reason alone, nagging rewards him. Not because he enjoys it, but because it reassures him you care.

#### ATTRACTION PRINCIPLE #55

**Negative attention is still attention.  
It lets a man know that he has you—  
right where he wants you.**

It doesn't matter if you're a high-powered litigation attorney and can give a closing argument that makes his head spin. Nagging still reassures him of where he stands and where you stand. It doesn't give him anything to worry about, think about, or mull over. It doesn't intrigue him or pull him in. Instead, he tunes you out.

Now you want to "talk" and he wants to do anything *except* talk. And if you press the issue, he'll shift the blame.

### How to Shift the Blame . . . The Textbook Guide

- First, tell her that the timing to discuss it isn't right. Remember, it's never a good time to "talk."
- Before hearing a word, tell her she took everything wrong and is being "too sensitive."
- Get a rotation going: Monday and Wednesday she's "overreacting." Tuesday and Thursday she's "blowing it out of proportion." And on weekends she's "imagining things."
- Change the subject. Say, "You're starting your period, aren't you?"
- If this doesn't work, pick a fight. Be very combative, but repeatedly point out that *she* was the one who started the argument.
- If she has six good points, and you have one semigood little point, place all of the emphasis on your *one semigood little point*.
- Don't veer. Keep asking about your one little point over and over, then demand a quick answer. If she hesitates, use this as evidence that you are right.
- If she is clearly right, find fault with her that has nothing to do with the incident, and use that.
- Be sure to create your own imaginary panel of experts (composed of people she's never met). Say, "Even Joe and Jim agree with me and think you are being completely unreasonable."

- When she tries to explain the same thing in a different way, roll your eyes.
- Appoint yourself her inhouse therapist. Say, “You do this to *yourself*. *Why* do you do this to yourself?”
- Keep count of how many times she repeats herself, and be sure to remind her.
- It’s like boxing. Jab with the left; uppercut with the right. Then run . . .
- As Muhammad Ali used to say: “Float like a butterfly; sting like a bee.” Float by dodging the issue, and sting by asking why she “can’t let it go.”
- Keep dancing, and stay *light* on those feet.
- And, remember, it’s always *her* fault. That’s your story, and you are *stickin’* to it.

The other thing he’ll do is tune you out completely. He can see lips moving, but he cannot hear what you are saying. Like a remote control in his head, you’ve been “muted.” Ideally his hope is that you’ll “nag yourself silly” to the point of exhaustion. He figures if he bides his time, eventually you’ll wear yourself out and go away.

Women differ in terms of how long it takes them to run out of steam. Evidently, according to the men I interviewed, each woman—as with clothing, perfume, and lovemaking—has her own “personalized style” of nagging. Here are some just to name a few:

- **The Marathon Nagger:** This woman will nag for a longer time so she paces herself, for two to three hours.
- **The Sprint Nagger:** This woman will nag for a shorter period of time. It’s a more intense burst, so she’ll get tired much more quickly.
- **The Momentum Whiner:** This woman will start out with a whine and then will slowly pick up momentum, building up to a nag. Then she’ll cry. The longer she goes, the more momentum she builds and the less

likely she is to stop.

- **The Sunrise Whiner:** It starts as the sun comes up over the horizon. His eyes begin to open and he hears his first morning whine. Or he's still asleep, and it wakes him like a rooster.
- **The Nightcap Nagger:** Just as he is falling into a deep REM sleep, she nudges him and reminds him of something he has to do the following day
- **The Bushwhacker:** This nagger employs the element of surprise. She catches him offguard at any moment in the day. One minute everything is going along fine and then, without any warning, she jumps out of the bushes and whacks him.
- **The Sniper:** This is the premeditated nagger who will make one cutting remark. It's usually a wellplaced shot that delivers a devastating blow.

Many times, when a man steps on a woman's toes, he doesn't have a clue. She has to remember that if something happens that she doesn't like, he may not know any better.

Therefore, if she wants to tell him something he did that put her off, she should stay calm. Then she should say, "Could I explain something to you?" She needs to approach it as though he did not intend to hurt her because more often than not he *doesn't have an inkling*.

Shaquille O'Neal said, "This is a tough game. There are times when you've got to play hurt, when you've got to block out the pain." The reason that you block out the pain is that it impairs your decision-making. Long term, how you communicate will affect his desire for you.

If a woman is losing a man's attention, it's because the woman is following a *predictable* routine and she's becoming an opponent

rather than a partner. Therefore:

**Nagging = A woman who is predictable = A feeling of obligation = Decreased lust**

**Indifference = Less predictable response = Renewed interest**

ATTRACTION PRINCIPLE #56

**When you treat him casually as though he's a friend, he'll come your way.**

**Because he wants things to be romantic, but he also *wants* to be the pursuer.**



Envisioning him as just a friend enables you to relate to him without the heaviness or the intensity of the nagging. Don't say, "Hey buddy Hey, pal," and throw down a cold beer in front of him with a fake, peppermint-refreshing smile. Don't offer to girl-watch with him or chew tobacco. Don't overdo it.

Again, treat him as you would a friend, which means exude a demeanor that seems *unlikely given the circumstances*. If you've been uptight, needy, or clingy, appearing casual, relaxed, and *unconcerned* is the unlikely response that he would expect.

For example, if he has excuses for why he isn't spending time with you, you need to make excuses for why you can't spend time with *him*. Is it a game? No. If he's too busy and you've already tried telling him how you feel, it's time to show him with your actions that he will no longer be dictating the terms. Because his terms will most likely continue to drive a wedge between you—and that's not the outcome you want.

ATTRACTION PRINCIPLE #57

**A little distance combined with the**

## appearance of self-control makes him nervous that he may be losing you.

Here is a classic case in point. You want to see more of him and you suggest going away for the weekend together. He says, “No, I can’t because of work.” You’ve typically whined over the issue of him not spending enough time with you. What will throw him and get his attention is if you go left when he thinks you’ll go right.

If you *don’t* cop an attitude or you appear to lose interest in going away, he’ll immediately be concerned. Most men are used to women wanting to be around them all the time. He gets concerned when he’s busy trying to defend something you mysteriously no longer want. If you don’t bring it up and pretend to forget all about it, he second-guesses himself: “*Hmm . . . why is this okay with her when I know it’s wrong?*” Now his clout or leverage with you will be called into question, and he no longer knows if he has a 100 percent hold on you. When he *doesn’t* get the nagging but he *knows* he deserves it, he begins to wonder what’s going on.

Let’s say he likes seeing you two nights a week, but he likes to do his own thing on the weekends. Some weekends you get together and other weekends he leaves you hanging when he goes out with the boys. The last thing you want to let Yogi Bear think is that you are Boo Boo the fool. “Gee, Yogi what are we going to do next? Okay!”

You need to alter the pattern that has become convenient for him *with no attitude and no warning*. Use the same type of excuses that he wanted you to accept. See him half as much as he wants to see you. “I’d love to see you Thursday, but I can’t. I am really behind in my work. I want to go to the gym after work, and I’m



going to be too tired. We'll get together next week." In that one gesture, you've done something you could have never accomplished with all the whining and nagging in the world. You've just rekindled the flame.

The second you take away the security of a predictable routine, his orientation changes. Instead of worrying about buying time or making excuses about work, he has to think of something fun to do so you'll want to be with him. When you're not available, *he'll go out of his way to make more time for you.*

If you ask any parrot trainer how to train a parrot, he or she will tell you to raise the perch to about shoulder level. The trainer will tell you not to raise the bird up higher than you, because the bird will think he is better than you. No matter how much the bird loves you, if you put your finger up over your head to touch him, he'll be more inclined to bite you. This dynamic with birds is where the term *cocky* originated.

If, on the other hand, you put the bird on the ground, the bird feels vulnerable. Trainers suggest doing this to keep the bird "in check." If you put your finger out, instead of biting you, he'll crawl up on your finger and want to get on your arm. When your man behaves as though he is more worthy than you, recreate the balance and equality in the relationship by gently taking the "little birdie" and putting him on the ground.

#### ATTRACTION PRINCIPLE #58

**A man takes a woman for granted  
when he's interested, but will no  
longer go out of his way.**

For example, Rhonda was being taken for granted by her

boyfriend. He asked her to “come over” late one night. She indicated she didn’t have a car because it was in the shop. He was seven minutes away with a car that was running fine, parked right there in his driveway. He asked, “So, Rhonda, when will your car be ready?” After realizing that she had no wheels, he dropped the subject of getting together.

In this example, Rhonda was “dissed” by a guy who wanted her to keep him warm at night but wouldn’t drive seven minutes to pick her up. Typically, she would have nagged, but she didn’t this time. The next time he called, Rhonda spoke to him very casually as though he were an acquaintance. A friend. A pal. A *muchacho*. She said, “Hey, great to hear from you. Can you call me back in a few? I am on the other line.” He called back and she was in the shower. Then he called a third time. They chatted a bit casually. For the first time in their relationship, her disposition changed from *intense* to *indifferent*. After a short while, her call waiting beeped through and she politely ended the conversation. “Talk to you soon. Bye, sweetie.” Almost immediately, the guy started to become much more attentive.

Let’s hit the “pause” button. Rewind . . . now, let’s review play-by-play. Notice how simple it was for Rhonda to get him to realize he needs to give more.

1. He wasn’t nice.
2. He *knows* he wasn’t nice.
3. He expected her to nag.
4. She didn’t nag.
5. He was unsure.
6. She was relaxed and self-assured.
7. She gave no explanation and no attitude.
8. He said to himself, “Uh oh. I better get busy.”

**When you nag, *you* become the problem,  
and he deals with it by tuning you out.**

**But when you don't nag, he deals with *the problem*.**

When there is a problem, men love to “fix” it. By nagging, you make it seem as though the problem lies with you. A perfect example is Diana, who started nagging her husband to fix a latch in the laundry room. After the third time she asked, he became so irritated that no force on earth could get him to fix that latch.

One evening some friends came over. While her husband was within earshot, Diana asked her friend's husband to fix the latch in the laundry room, in that sweet “damsel in distress” tone of voice that men eat up. Then she started looking for a screwdriver. Before she could even turn around, her husband ran up the stairs like Speedy Gonzales and fixed the latch in two minutes flat.

Men despise it when other men fix things for them. It's a territorial thing—like some other man is treading on his turf. When you've asked him to do something a few times and he doesn't do it, say, “Honey, it's okay. I don't need you to do it anymore. Ed, our nextdoor neighbor, said he'd come over and do it.” If you don't have a neighbor, tell him his best friend will come do it. This is how you will get whatever it is you want done, right then and there.

My friend Lucy noticed that when she asked her husband for help in various ways, he was less attentive. For example, she often asked him to help bring in the groceries when she came back from the market. He was always in the middle of something, so he said, “Give me a minute.” A minute later she said, “The food is going to spoil.” And she kept repeating herself. “The food is going to go


bad. If you're going to do it, please do it now." Every time she went to the market, it became a power struggle.

Then she stopped asking for his help and she noticed a change. When she brought in the groceries and he asked if she wanted a hand she said, "No thanks, sweetie. I've got it." Suddenly, he was out there insisting on bringing in the groceries.

Then there's my friend Rayanna, who found herself repeatedly nagging her husband to take their child to school. He always made excuses to avoid doing the driving. But instead of nagging him, Rayanna found a single dad down the street to carpool with. When her husband got wind of the fact that a neighbor was doing the driving, suddenly Papa Bear put a chauffeur hat on.

#### ATTRACTION PRINCIPLE #60

**If you take his chores away from him  
and praise someone else for doing it,  
he'll want his chores back.**



Remember, men need a little coaxing. They aren't the most talented when it comes to running a household. Before he was Papa Bear, he lived the life of the untamed bear, living in his bachelor's habitat (with furniture). Think back to your first walk-through. The sheets didn't match and the pillows didn't have cases on them. His lamp consisted of a velour hand-me-down shade on a contemporary silver stand with air fresheners stuck to each side. It was so ugly that even the Salvation Army truck kept driving when you put it on the edge of the driveway.

So the day the "live-in bear" sets the living standard is the day your living standard plummets. Stake your claim, but do it without nagging him. There's a better way.

When you use guilt or nagging to motivate him, he feels bad. If you stroke his ego, however, he feels good. He needs to be praised. When he goes out to straighten the mailbox and he comes back inside, say, “Thank you so much, sweetie!” Praise him the whole way. Then he’ll say, “Why don’t I fix that latch in the laundry room?”

### ATTRACTION PRINCIPLE #61

**When you nag, he sees weakness.**



Barbara told a funny story of how she engaged her husband in helping out one lazy Sunday afternoon. She sneaked down into the garage when her husband wasn’t looking and figured out which circuit breaker turned off the lights to the part of the house he was in. Then she flipped it off and tiptoed back into the house and pretended as though she had no idea what happened. “Honey? I’m scared! What happened to the power?” He’d never think she had the brains to turn off a circuit breaker. Now she gave him a jolt with a jumper cable that got him right up off the couch. Big Papa to the rescue! Then he helped out because he felt needed—as the “man of the house.”

He found a flashlight and went downstairs to the circuit-breaker box. He assigned her the very complicated duty of holding the flashlight for him. “Hold it steady.” When he flipped the circuit breaker back on, she appeared proud and impressed. “Wow! I can’t believe it. How did you do that?” Then she called his mom. “Mom, he is so smart . . .”

When you make him feel like the man? The stud-muffin? The legend? You can ask him to do anything and he’ll jump to do it. He

won't do it because you nagged him, he'll do it because he *wants* to. And he'll now feel good about it.

As John Churton Collins said, "Never claim as a right what you can ask as a favor." Nagging makes it a right; asking for a favor makes it a positive experience. He'll come running to help if he's going to be praised. Just as a woman wants to be perceived as a "dream girl" to a man, a man wants to be perceived as a "hero" in his woman's eyes.

## ***"Show" Is Better Than "Tell"***

If you've been nagging and you want to get his attention, try something new on for size. Don't show your feelings for a little while. And don't explain why. Don't tell him that you've had an epiphany. Don't say this is the "new me." Don't exaggerate the change. "Feelings? What feelings?" Show—rather than tell—him that you aren't spilling your guts anymore.

Pop psychologists would suggest that you shouldn't withhold how you feel. They tell you to "express yourself." Begin every sentence with "I feel . . ." Ask for feedback. Then sit in a circle, hold hands, and pass around the Kleenex. Promise never to do it again and live happily ever after. Then pay the therapist \$175. It's a wonderful theoretical ideal. It feels warm and fuzzy just thinking about "expressing those feelings." And I'm sure on rare occasions it even works (because after spending \$20,000 total on a therapist, you can't bear to think that it hasn't). But don't kid yourself. No man changes because of couples therapy. Men think of therapy as a form of black-mail—coercion with a ransom. The only reason they straighten up is to keep from going broke. Half a session will usually do the trick. "Okay. I'm all better. Can we stop the clock now?"

Expressing yourself when he takes you for granted doesn't work. You have to show him with actions. Expressing your feelings

constantly is like pleading. It comes across as needy rather than dignified. But backing away when he crosses the line? *Plenty dignified.*

When he is intrigued because the cards aren't out on the table, he is forced to see you differently. It isn't the love he had for his mother. Or his sister. Or his grandma. Now you have his attention because he is no longer in the "safety zone" that enables him to have his cake and eat it, too.

This isn't being mean. Men are turned on by it. Think about the average run-of-the-mill male fantasy he had growing up: It's always a woman who has power over him. There's the teacher he had in the eighth grade, the nurse at the doctor's office, the babysitter who gave him a few extra cookies, the policewoman with the handcuffs. All of these women, in their own feminine ways, have power over him and leave him at a disadvantage and *he likes it.*

When you tell a man how you feel, most of the time he doesn't understand what you're talking about. You'll probably just confuse and frustrate him. If you take a look at Attraction Principle #62, you'll see what he *does* understand.

#### ATTRACTION PRINCIPLE #62

**He perceives an emotional woman  
as more of a pushover.**


My friend Gary races cars, and he shared a story about a girlfriend who nagged him. After a particular racing event, Gary was sitting next to his girlfriend in the stands. A couple of friendly women approached them and asked for his autograph. He recalls, "I couldn't believe my girlfriend got so upset because I didn't introduce her as my girlfriend. I just forgot, but she kept nagging."

She even pouted.” What he said next is interesting: “Do you know what the biggest turnoff is? A *martyr*.”

We don’t know if she overreacted because he may have been flirting up a storm. But what’s interesting about this story is his choice of the word *martyr*. She was trying to use guilt to control and manipulate him; and men resent being manipulated. On the other hand, if she had backed off subtly, he’d have seen a woman who has pride and dignity—both of which are powerfully attractive qualities.

### ATTRACTION PRINCIPLE #63

**In the same way that familiarity breeds contempt, a slightly aloof demeanor can often renew his respect.**



If a man isn’t being nice when you’re out, all you have to do is remain polite and then go home early. “I have a big day tomorrow. [*Yawn.*] We need to call this an early night.” The next time you go out, he’ll be on his best behavior.

An acquaintance of mine named Cynthia told me a funny story about her boyfriend. They were seeing each other exclusively, and one night he went to a stripbar. She was not a happy camper and wanted to discourage him from going again. She did not nag. A couple of days later, she pretended that she had gotten a job at a local strip club. “Checking coats. Isn’t that great?” Then she talked about finding the right platform shoes.

On their next date, she wore hot pink lipstick and teased her hair as though she’d been electrocuted. Then came the light blue eyeshadow on the entire lid, all the way up to the eyebrow. He



wanted to see “hoochies” and girlfriend delivered a “superdeluxe hoochie” package.

It didn’t take long before he came unglued: “I don’t want my woman in a place like that!” This began a discussion that ended in a mutual agreement that they would both stay out of “places like that.” (See? Why argue your case when you can get him to argue it for you?)


There are times when a serious issue arises, and there is a need for a more serious discussion. If and when this situation presents itself, there is still a way of emphasizing your position *without* nagging or repeating yourself several times. If he asks, “Is something wrong?” take a breath and respond calmly. “Yes, something is wrong, but I’d like to talk about it later. I really don’t want to talk about it now.”

Instead of being muted, the volume is now turned up and the surround-sound is on. Chances are you won’t have to say a word because by the time you do get around to discussing it, he’s already made sure he won’t do it again. Meanwhile, he’s thinking of ways to make it up to you. All before you’ve said one word. Better, no?

It’s like he’s defragmenting his hard drive. You’re making him clean up his own hard drive without any nagging what-soever. You walk away and do your own thing . . . while he is “self-correcting” himself.

#### ATTRACTION PRINCIPLE #64

**He’ll forget what he has in you . . .  
unless you remind him.**



A lot of women think they need to “cattle prod” the guy out of his

oblivion by nagging. “I’ll sting him.” Or they don’t realize that they’re nagging.

Every now and then remind yourself: “Hey, men are people too.” And put yourself in his shoes—being around someone who acts like your mother isn’t a whole lot of fun.

It’s with your behavior, not with your words, that you let him know where you stand.

After all, a strong woman is everything men dream and fantasize about. Baseball, hot dogs, apple pie, and . . . bitches—it doesn’t get any better than that.



THE OTHER TEAM'S  
*Secret*  
“PLAYBOOK”

**Things You Suspected  
but Never Heard Him Say**

“Don’t learn the tricks of the trade.  
Learn the trade.”

—ANONYMOUS

# *What Men Think about How Women Communicate*

Women often assume that men aren't "in touch" with their feelings and don't have a clue about what is going on in romantic relationships. Because men aren't as likely to express themselves, women presume men "just don't get it."

Men have an aversion to talking about feelings. They even avoid watching movies about "feelings." Mike described to me how men view emotional movies that women like: "There is always a mother, a daughter, and the mother's best friend. The whole movie they are at a beach, or they are squeezing tomatoes in a garden with a stupid straw hat on. And everyone is whimpering the whole time. 'Mama? Boo, hoo, hoo.' Then the mom starts crying. A bunch of women whimpering is not a plot. I can't sit through two hours of that."

Men are about as interested in talking about feelings or watching "chick flicks" as we are watching them get under a car and rebuild an engine. To them, watching a movie like *Terms of Endearment* or *Steel Magnolias* is cruel and unusual punishment. One guy named Chris recalled: "It was horrible! And I had to watch that shit for three hours just to prove that I wasn't an asshole." This statement even brought support from a guy standing nearby: "I feel for you, man. That sucks. That's almost as bad as having to listen to Michael Bolton. All that wailing and weeping? I can't listen to it."

What is also interesting is how men discuss "feelings." If you ask a man to say that word out loud, he'll pronounce it with a tone of

dread. “*Fff-fffff—feeee-lings.*” As the conversation continues, you’ll notice a pained facial expression as if he’s “going in” for some kind of invasive surgical procedure. Side effects vary; usually digestive problems occur. (Therefore, before discussing “feelings,” make sure to steam some rice to quell his upset stomach.)

This lack of sentiment leads women to believe men are “out of touch.” But nothing could be further from the truth. I spoke with hundreds of men of all ages while researching this book. The youngest was eighteen and the oldest was seventy; some were married and some were single. To my surprise, they were more articulate about their perceptions than any girlfriends I’ve ever talked with were about theirs. I found the men to be surprisingly forthcoming and truthful.

In the balance of this chapter, I’ve taken the best, most revealing quotes and put them all together in list form to help women learn what men notice. I’ve highlighted the quotes that reveal what men think about a needy woman, a feisty woman, and what turns men on or off.

This information will “connect the dots,” confirming the advice given in the other chapters. You’ll understand not only what the advice is, but also, *why the advice throughout this book* was given.

## ***The Top Fifteen Signs That a Woman Is Needy***

1. “If a woman doesn’t wear her heart on her sleeve, she comes


off as less emotional and more appealing. It makes the relationship go smoothly. For example, a guy *has* to go to work. It isn't that he doesn't want to spend time with a woman; it's that a lot of times he *can't*. So when a woman gives you room to live your life without getting upset, you'll feel she's adding much more to your life."

2. "I like a woman who's quiet at times because then you're not sure what she's thinking. She'll seem more secure with herself, like she has control over herself and her emotions. You want to be with a person who can think before she speaks."
3. "Some women seem defensive or guarded, and that can be viewed as insecurity, also. There was one woman who turned me off before we even went out. She was so concerned about *protecting* herself that she told me what she wouldn't tolerate in our first phone conversation. She gave me this warning based on what happened with the *last* guy. We hadn't even had our first date, and already she was laying down the law. I hadn't even made a traffic violation and she'd already sentenced me to death. All I did was ask her out on a date!"
4. "I went out with a woman who interrogated me. I got the impression that she had been burned. Actually, it was more like she'd been *scorched*. No guy wants to feel like he's paying for some other guy's mistakes."
5. "I dated a woman who loved to talk and talk. We'd fall asleep talking, and I'd wake up and she'd still be talking. I

realized that she wasn't doing it because she wanted to tell me anything, she was doing it because she just couldn't shut up."

## ATTRACTION PRINCIPLE #65

**Many women talk a lot out of nervousness—  
which is something that men  
will often perceive as insecurity.**



6. "One woman I dated was really needy. She needed constant reassurance about everything. Her family, her friends, and her job. *During sex*, she said to me, 'Do you know what happened to me today at work?' That one killed my ego!"
7. "The conversation is part of the companionship, but it isn't everything. Women overdo talking about feelings. If it feels like you've run out of things to talk about, that's not a good thing. There has to be a balance somewhere in between."
8. "One woman tried to change me. She tried to get me to talk about my 'feelings' more. Hey, look. I can deal with my *own* problems."
9. "When someone tries to get me to open up and I don't want to, there is no way they are getting the information out of me. I'll close up even more. I don't need a woman to 'help' me."
10. "It really makes us happy when a woman lets us go out with



the guys and has no attitude about it. Like if I get tickets to a hockey game at the last minute. If she's cool even when I cancel plans with her, it wins my respect. It feels like she is secure with herself, and she cares about what makes me happy, too."

11. "I had one girlfriend who talked so much I could walk away into another room and she'd still be talking. One time I was in the bathroom trying to have some privacy and she was talking to me through the crack of the door. I really think there was something wrong with her."

#### ATTRACTION PRINCIPLE #66

**Talking about feelings to a man will feel like *work*. When he's with a woman, he wants it to feel like *fun*.**

12. "When a guy talks about something, it's over in thirty seconds. But for a woman, it goes on and on. What seems like a trivial thing to him seems like it's life threatening to her. So then you try to help and you say, 'Honey, it doesn't matter.' But that makes it worse because she thinks you don't care."
13. "I think a woman who talks less is more attractive because it makes her more mysterious. It is not a good thing to just ramble on. Communication should be about quality not

quantity. If a woman is uncomfortable or bothered, he should be able to feel it without her saying a word.”

14. “One woman wanted the two of us to always be together. She tried to change how I spend all my time. And every guy has his own special time or recreation. She wanted me to do stuff I didn’t want to do. If she knows I am not the ‘artsy’ type, she should let me be who I am. She shouldn’t be dragging me to an art gallery or a museum. If a guy treats a woman well, but he doesn’t write poetry or buy stupid cards expressing his *feelings*, she should just leave well enough alone.”
15. “I don’t mind a woman who changes the decor in the house, but when she is obsessed with changing me, it gets old. I want a woman who has a sense of purpose in her own life, so she doesn’t waste all her energy trying to control mine.”

What you can glean from this feedback is that, no matter how much a woman wants intimacy, she can’t force it out of a man—much less change his stripes. Notice that in the last quote, the man even says the woman is *wasting her time*. Whenever a woman speaks in language that appears in any way emotional, most men will immediately discredit it and think of it as “girlie babble.” Keeping it short and to the point is essential, otherwise he won’t hear a single word.

Not only this, but constantly trying to force a man to talk about feelings or pay an inordinate amount of attention to your feelings is counterproductive. Here’s why:

**Forcing him to talk about feelings all the time will not only make you seem needy, it will eventually make him lose respect. And when he loses respect, he'll pay even less attention to your feelings.**

Therefore, if you feel as if he's ignoring you, be "dumb like a fox." When he isn't meeting your needs, just pull back slightly and don't explain a thing. As explored in the last chapter, men don't respond to words.

Women chase men by trying to force-feed conversations about feelings. And predictably, they run. In order for the child to run to Mommy, Mommy has to first stop chasing the child.

If, however, you're not *demanding* it, or chasing it, or trying to inflict "cruel and unusual girly babble," you'll have his respect. Whenever you keep your piece short and sweet and pull back in a slightly mysterious way, you'll appear more dignified and he'll pay much more attention to what you feel—without any words at all.

### ***The Top Fifteen Reasons Men "Play It Cool"***

I asked men why they hide their feelings, or "play it cool." I asked why they often put up pretenses that they are cool, "macho," and tougher than they feel. They do this because they feel they have to, *especially* when dealing with women.

Women often wonder why men take so long to make a phone call. For example, a man asks for her phone number and then waits six days before calling. Then he takes her out on a really fun date and waits another five days before calling again. Meanwhile, she's scratching her head and asking, "What's up with that?"

Men are used to being turned down by women so this delaying tactic is how they keep their guard up. In the beginning, he'll be calculated. He'll be rational as opposed to "emotional," because to him appearing too obvious, or "emotional," will be perceived as a sign of weakness. On Tuesday, he'll say to himself, "I think I'll call her on Thursday". Most men don't have a clue that the woman would have preferred a call on Tuesday.

So why do they do it? They do it to "save face" and to give the impression they're "in control" of the situation. An attractive guy by the name of Steven surprised me with his candor. He said, "You have to approach women looking like you do it all the time, and it isn't a big deal to you. The minute you act like it's important to you, the woman smells it and she treats you differently". This is the reason men will wait before calling and then act a little bit cavalier. *They believe that women disrespect men who appear weak or vulnerable.*

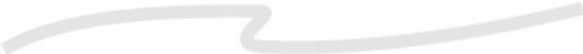
What you can take away from this is: *Do not take it personally* if he doesn't call for a day or two. Often when it seems as though he's slightly rejecting you, it can be a compliment in disguise; he wants you *so much* that he doesn't want to appear too obvious about it. Other times men pull back deliberately to see what your

reaction will be, because they are curious to see how much *you* care. If you don't believe me, keep reading. Here's what these sneaky devils copped to:

1. "Guys want women to think they have other options with women, even when they don't. So they exaggerate. They do it to make themselves look more attractive to a woman."
2. "Sure, men play cool. Because they think the woman is going to find them more attractive or appealing. I know some guys that check out a woman who isn't even that beautiful, just to make his girlfriend a little insecure."
3. "Guys don't want to admit it to themselves that one woman can have that kind of control over them. It deflates our egos to think that women can affect us that much. We don't want to feel like we have no control over ourselves."

### ATTRACTION PRINCIPLE #68

**In the beginning, the only thing you need to pay attention to is whether he keeps coming around, because he'll only be able to suspend or hide his emotions for so long.**



4. "I may not call a girl too much in the beginning because I don't want to give the impression that I'm too eager."
5. "Guys are just as emotional as women are. They just don't show it because society says you aren't supposed to. As a


guy, you have to appear to be in control of yourself”.

6. “When she acts like she doesn’t care, it can scare you. Women can crush men and they don’t even know it. If a woman puts her foot down and walks away? It can crush a guy . . .”
7. “If a man is really falling for a particular woman, a lot of times he’ll try to conceal it. Very few men will ever break down and cry over a woman in front of her.”
8. “Of course men play cool . . . to get women interested in us. We want women to like us and don’t want them to think we are too eager. If you show you’re too interested right off the bat, women will think you are desperate.”
9. “Sometimes I’ll pretend to ignore a woman in the beginning, or I won’t call as much to keep a woman’s interest. No guy wants to look too desperate.”
10. “Men are needier sexually. Women can control their sex drives, whereas men are controlled by theirs.”
11. “Guys do it to appeal to women. Most guys believe that nice guys finish last and that women on some level want a bad boy”.
12. “If you appear weak, people take advantage of you. Some men think if you open up too much, a woman will use it against you.”
13. “If you let a woman know that you haven’t been in the company of a woman recently, she could get the impression you’re desperate or just trying to be with any woman.”

14. “Women are in control, because they control the sex. In fact, women have a lot more control than they know. A lot of guys feel like this puts us at a disadvantage.”
15. “When a guy plays cool, he thinks he’s impressing the woman with his power or his strength. He’s just trying to be hip, like he knows what’s up. No guy wants to be perceived as a Mommy’s boy or a wimp.”

### ATTRACTION PRINCIPLE #69

**Men treat women the way they treat other men.  
They “play it cool” because they don’t want  
to appear weak or desperate.**



## ***The Top Fifteen Male Views on Keeping the Romance Alive***

A number of men also spoke to me about keeping the passion alive, particularly those who are married or have been married. During this part of the interview, I always felt like it was a word game. I said “romance,” and they thought *sex*. I said “passion,” and they thought *sex*. I said “new experiences,” and they thought about *sex*. I said, “variety”, and they responded with a question, “You mean *sex*, right?” Given this, the most obvious thing men would want a woman to take away from a conversation on the subject of how to keep the passion alive is with respect to . . . you guessed it . . . *sex!*

While men are less likely to talk about feelings, they still need to feel connected with the person they are in love with and it's equally important for them to keep the magic "spark." When a man stops having sex, he starts to doubt his manhood, and his desirability gets called into question. It isn't just about the physical act.


1. "A guy needs to always feel that he's desirable to his wife or girlfriend. We need that feedback."
2. "Do something different in bed. Anything. As long as it's different than what he's used to. The element of surprise is a turnon. If you always get on top, do it sideways."
3. "Late in the evening you're so exhausted. The daily grind can really take the passion out of a relationship. You have to make the time for each other. Go out for a dinner and get a babysitter if you have to."
4. "People use the excuse of money, time, being away from the kids to stop being intimate or romantic. It's really important to keep the passion."
5. "Men like a woman to be creative so it doesn't get stale. If she's too predictable because you talk about the relationship all the time instead of going out and having one, he'll get bored quickly".
6. "Recently, my wife and I started leaving the kids with family once a month and we go away for a Friday night or a Saturday night. It keeps the romance alive. It's the adult conversation one-on-one."
7. "It's easy to say, 'We can't afford to eat out.' Or, 'We can't



afford to go away for the weekend.’ The bills may be racking up or you feel like you should spend the money on the kids. But you really can’t afford to give up the romantic things or your sex life. It’s also very important.”

### ATTRACTION PRINCIPLE #70

**The element of surprise both inside and outside of the bedroom is important to men, and it adds to the excitement.**



8. “Anything that surprises a guy will add excitement. It’s about having new experiences with someone.”
9. “If a guy keeps getting turned down sexually, eventually the passion will die. Guys want sex a minimum of a couple of times a week, and ideally, they want a woman who doesn’t have to be asked.”
10. “Just once I would like to have a woman take my hand and lead me to the bedroom. Guys *always* have to be the aggressors. We *always* have to do the work to get a woman ‘in the mood.’ Sometimes guys just don’t want to have to work that hard.”
11. “I like a woman who takes the initiative sexually from time to time. Maybe not the first time, but definitely when you are in a relationship. It makes him feel like you want him more.”
12. “I think it keeps the romance if you have time apart even

when you're living together. It is important to be able to do stuff alone and not have her give you a hard time about it. When I go fishing, I find that I really miss my wife. And that's *a good* thing, isn't it?"

13. "Sometimes a woman can make a guy feel important by asking questions or expressing an interest in what he likes. They can try something new together that they wouldn't normally do. I'd suggest planning a weekend away with him that you can both look forward to."
14. "The weekends can be filled with a lot of busywork. Shuttling the kids around or doing housework. I think it can help keep the romance to do some of the mundane things apart from one another. Sometimes in the morning I can take the kids while she does chores, and then she can take the kids out while I stay at home and do certain duties. In the evenings you have a better time being together. I don't need to see my wife cleaning the floors with a bandana on."
15. "It's comforting if you've been with someone awhile to do the same three tricks in bed that you know they like. But it becomes routine after awhile. Throw in a changeup or a curve ball. It doesn't have to be outrageous, just something you don't normally do."

#### ATTRACTION PRINCIPLE #71

**Don't always do the same thing over and over in the bedroom. Vary it so that it doesn't become a predictable routine.**

## *The Top Fifteen Things That Turn Men Off*

There were just a few miscellaneous comments men had about other things that put them off. This section may be self-explanatory to some, while others may find these things not so obvious. In any event, since your man is not likely to say these things directly, you might want to make a small mental note of the following:

1. “A woman should always keep the bathroom door closed when she’s on the toilet. I think it’s really disgusting to watch a woman on the toilet. And don’t leave feminine pads and stuff around for the guy to look at, either. We don’t even like it when we see douche commercials on TV”.
2. “I get a little turned off by a woman who is too materialistic. If she pays attention to what kind of shoes I’m wearing or what kind of watch I have on or what kind of car I drive, I’ll back off”.
3. “When a woman is jealous, it can be a turnoff. One time I was on a date and this person with long blonde hair was in the car next to us. My date accused me of checking her out. It turned out to be a guy!”
4. “Mystery is important. I was on the phone with a woman and the first time we spoke she said that she was going to lose weight so we could have sex. How much does a guy need to be talked into having sex?”

5. "I don't like a woman who doesn't have a life, or a job. Or messed-up credit. Or an old boyfriend who's a nut case. I like a woman who is responsible."
6. "I like a woman I can see without any pressure involved. If a guy is under a lot of pressure and she adds to it, he'll immediately shut down."
7. "I don't like it when a woman makes me look bad in front of people. If I do something wrong, she should bring it up at home."
8. "When he walks in the door after a long day, let him do his own thing for a half-hour. Acknowledge his presence and give him a kiss and don't immediately drop what you need on him."
9. "A woman shouldn't let a guy know she is centering her world around him. One girl told me she spent three hours getting ready to meet me for the first time. That's a little too much."
10. "The fear every guy has is that after marriage the girl is going to cut her hair off, gain a bunch of weight, and stop putting out."
11. "No woman who wants to be involved with a halfway decent guy should ever get drunk with him. If you're home drinking and you get a buzz, that's one thing. If you're at a bar and you make an idiot of yourself, it's a total turnoff. No one likes to be with a drunk".
12. "Never let a guy know you're sitting home waiting for his

call, or that he's your whole life. He also likes knowing other men want you, just as long as you aren't sleeping with any of them."

13. "When a woman chases you, it will turn you off. I remember when the sorority girls would come over to the fraternities. In a way, I felt like the cows were coming to graze on our turf. It was too easy".
14. "It's like punching a clock when you're with a woman who makes you feel like you have to report back to her. That's an instant turnoff".
15. "A woman should never show up *unannounced*, both at a guy's house or at his work. He'll instantly think of her as a 'fatal attraction' type."

## ***The Top Fifteen Reasons Men Prefer a Feisty Woman***

Women are almost brainwashed since kindergarten that they should be *nice*. Just think about the nursery rhyme that says girls are made of "sugar and spice and everything *nice*." Pop culture does not encourage women to be feisty, so women get the idea that being nice, and agreeable is the winning ticket. It's good to be nice. It's when a woman feels she has to be nice independent of how she is treated that there's a problem. It often means the woman is nice at the expense of being self-abnegating.

As you've read throughout these chapters, a man will often be turned off by a woman who *doesn't* stand her ground. When you

read the following quotes, this message should come full circle, since now you will be hearing it directly from men: They are secretly turned on by a bitch, or a woman who *will* stand up for herself. At this point we are getting to the meat and potatoes of the “Other Team’s Secret Playbook”. Here’s where men—in their own words—disclose why they are turned on by bitches. This is one of their best-kept secrets of all.

1. “When you banter with a woman and she can give it right back to you, it’s a turn-on.”
2. “I like a woman who can put me in my place. If I’m being a jerk and she brings it to my attention, it makes me respect her.”
3. “The childlike qualities in us [men] propel us to try to take advantage. It’s a good thing to know the woman you love won’t put up with it.”
4. “Yes, I admit it. Sometimes I start a fight with my wife. It isn’t that I deliberately want to give her a hard time; it’s just that sometimes I have a hard day and misery loves company. When she puts me in my place, it makes me respect her.”
5. “I like a woman who won’t play games. Her confidence says that she must know something I don’t. Then I say to myself, ‘Hey, she *must be* worth keeping.’”
6. “When a woman is always really sweet and nice, it can become monotonous.”
7. “If a guy thinks a woman is stupid, he won’t take her attention that seriously because he doesn’t respect her

opinion. If she's really smart and appears to have her act together, I am more flattered that she wants to be with me. I feel like I have something of value."

### ATTRACTION PRINCIPLE #72

**Most men tend to disrespect a woman who appears to be too *malleable*.**

8. "When you try to get away with doing something you know isn't right and a woman says, 'I don't have time for that,' it can be a turnon. It depends on the situation, but I like a woman who has the integrity to stand by what she believes."
9. "She is so sexy to me when she has that spiciness about her. She isn't afraid to disagree or tell me what she thinks. She doesn't always kiss my ass and that keeps me on my toes."
10. "She didn't take anything lying down. I complained at the time, but I admit this turned me on."


### ATTRACTION PRINCIPLE #73

**Don't be afraid to stand up for yourself or speak your mind. It will not only earn his respect, in some cases it will even turn him on.**

11. "I like a woman to put me in my place, if I know I deserve it. What is sexy is when a woman is comfortable enough with her own power. Or when she isn't so timid or afraid to rock the boat."
12. "A man respects a woman who won't tolerate being treated badly".
13. "I treat women as equals, so I like to compete in a fun way with my wit. I like a woman who mentally challenges me in a fun way by bantering with me, or with her sense of humor. It can be competitive in a playful kind of way".
14. "I actually like a woman with a little bit of a temper. Because then I know she won't let me take advantage of her. Pride is sexy".
15. "A woman who is feisty is sexually stimulating. You assume she'll be wilder. With a nice girl, you are afraid she'll run home and tell her mommy what you did to her."

#### ATTRACTION PRINCIPLE #74

**Men often automatically assume that a bitchier woman will be more assertive in bed, and that a nice girl will be more timid.**



***The Top Ten Ways to Tell Whether a Man Is in Love***



Since men are so good at hiding the way they feel, a woman often wonders how she can tell whether a man is in love with her or just “going through the motions.” Here is the most important thing to remember when asking yourself this question: If you have to second-guess whether he loves you, and you’ve been together for a very long time, you might be settling for less.

What the men shared with me is that it’s often the little things a man will do for a woman that are most telling.


1. “You know a guy’s in love when it’s a Monday night and she says, ‘Why don’t we do this?’ and he does. He’s in love when he starts to regularly pick her over his friends.”
2. “When he seems to be overjoyed. Suddenly he’s really happy and he seems different. When he suddenly appears more alive to his friends and family.”
3. “You know a guy is ‘in deep’ when he’ll let the girl keep feminine stuff in the house. Suddenly he’s proud to have feminine decor. He’ll buy the furniture that she likes. And he’ll let her keep tampons under his sink. He’ll want her in his life in every way.”
4. “He’ll start taking better care of himself, and he’ll start to think about long term. Financially, physically, and in every other way”.
5. “He’ll go out of his way [for her]. He’ll fly to see her. If she has a craving, he’ll get out of bed to get her a doughnut in the middle of the night.”
6. “Men are into variety until they fall madly in love. If he really

wants one woman, it doesn't matter who else he can have because he wants to be with *her*. Other women aren't a threat when he's attached. A lot of temptations go away when you really fall hard."

7. "When he thinks about her all the time, when he does thoughtful things for her, or when he's always thinking of ways to please her."
8. "Suddenly, he feels like he can stop looking around the corner for someone else."
9. "When he's willing to do something out of character to please her. He never thought of having children or getting married, but with this woman he is willing to do all of the above."
10. "She won't have to ask. She'll just know it in her gut."

#### ATTRACTION PRINCIPLE #75

**When a man falls in love, suddenly he'll go  
out of his way and think nothing of it.  
He'll do things for *this* woman he  
wouldn't have done for anyone else.**



Much of the advice given in this book has been based on the admissions men have made to me. At one point, I asked a doctor named George why he won't share this secret information with his partner. He answered, "Because with you there is no consequence. But with her there *would* be a consequence." The consequence

George is speaking of is a loss of power for men. In other words, *the attraction a man has for a feisty or bitchy woman is rarely something he'll want her to know about.*

I knew the information the men were giving up was not only truthful but also very loaded, because there was such a “hush, hush” quality to it. Men would regularly ask me not to use their names because they said that other men would feel betrayed by what they had disclosed.

Obviously, it's helpful to know how men think. But the information in this chapter isn't intended to give you ways to work *even harder* to appease a man. The nice girl does that already, to a fault. If there are two eggs in a frying pan, she'll take the broken yolk for herself. If she bakes two cookies and one breaks, she'll keep the broken one and give him the good cookie. The nice girl has no idea why overcompensating backfires when it's done day-in and day-out. She doesn't realize that she becomes so involved in him that she loses herself, and in the process, she risks losing him as well.

Refer to the Top Fifteen Lists in this chapter again and again, but don't take the information and work *even harder* to please your man. Instead of working so hard to please him, work harder to please yourself . . . because ultimately, this is what will truly please him.

8  
KEEPING YOUR  
*Pink*  
SLIP

**The Reasons That Holding Your Own  
Financially Gives You Power**

“Elegance does not consist of  
putting on a new dress.”

—COCO CHANEL


## ***Financial Independence: Who Has the Title on You?***

There's one aspect of holding your own in a relationship that cannot be overlooked: money. Many women dream of having a knight in shining armor pay all the bills. The part they don't show is what happens after Prince Charming sweeps you off your feet. If he's paying all the bills in the castle, he'll also be calling the shots. That is when the princess stops feeling like a princess and starts feeling like a servant.

This chapter explores what happens when you give up your "pink slip" and the ability to provide for yourself.

### ATTRACTION PRINCIPLE #76

**He'll never respect you as being able to hold your own unless you can stand on your own two feet financially.**



When you have the clear title on a vehicle, you are the legal owner and you have the "pink slip," or certificate of ownership, to it. The "Pink Slip" in some states means you've been fired. However, the meaning here pertains to *ownership of a vehicle*. When you have the pink slip, there are no lien-holders. There are no monies owed. There are no debts unpaid. This means you own it *free and clear*; so what you do with that vehicle is entirely up to

you. Likewise, when a woman keeps the pink slip over herself, she gains leverage in the relationship.

This is what many mothers tell their daughters: If a woman gives up her independence and becomes financially dependent on a man, she'll have far fewer choices in life. She'll end up at someone else's beck and call. She'll be at *someone else's mercy*. This is why a woman should maintain her independence, her "pink slip," and full ownership of *herself*.

**Work = Money = Keeping your pink slip =  
The ability to choose the way you  
want to be treated = Dignity**

What mothers may or may not elaborate on is how a man feels about a woman when he has to carry her financially. Before long he'll feel as though she's an added responsibility instead of an asset. At that point, he'll stop viewing her as a privilege to be with.

This doesn't apply to a woman taking care of children. When a family is involved, no doubt she will be doing her part . . . and then some. He won't perceive her as dead weight, because he knows her job can sometimes be harder than his. In this case a father recognizes that he prefers his job over hers, so he can't help but *respect her* for her work.

As long as you have the resources to choose your terms, you keep your pink slip and you keep your power. If you choose to leave, you can always grab a suitcase and go. This very independence makes him *not want you to leave*.

All the “feistiness,” or “sexiness,” or bitchy attitude in the world won’t change a man’s awareness that you cannot hold your own with respect to your livelihood.

Once you hand over that pink slip, he feels trapped because you’ve now become a *responsibility*, rather than a privilege. And that feels like something he is *stuck* with. He has to provide food for two, housing for two, and pay all the other bills for two. It doesn’t take long for him to feel the added pressure and the doubled responsibility of carrying not only himself but also another person.

A bitch will usually maintain her independence and contribute to the relationship in some way because her pride won’t allow her to be perceived as a burden on someone else. And she won’t put herself in a position where she can’t rock the boat, which she *will* do if and when she feels that she isn’t being regarded highly enough.


It’s important to let him know you place your dignity above all else, even if you’re dating a very successful man. He has to feel that, if he mistreats you, you’ll pack up and move out of his mansion into a one-bedroom without any hesitation. He has to feel you’ll drive a Pinto rather than a Mercedes Benz, if it means you’ll be tolerating disrespect. He has to know you’ll give up a comfortable lifestyle before you’ll accept being misused or mistreated.

Usually this can be conveyed with actions, but sometimes it can be expressed with words. For example, let’s say you’re watching the TV movie *The Burning Bed* in which Farrah Fawcett plays an abused woman who, in every other scene, is sporting a new black

eye. You can use this as a tender “loveydovey moment” in which to express your *Terms of Endearment* for your man, while eating popcorn. Simply turn and look at him, gaze into his eyes and say, “I would sooner be flipping burgers at McDonalds.”

### ATTRACTION PRINCIPLE #77

**You have to show that you won't accept mistreatment. Then you will keep his respect.**



When faced with an independent woman, a guy is too busy trying to keep his “welcome” to get bored. But with a financially dependent woman, he thinks he can slack off and *she'll take it*. Even if he isn't the type to mistreat a woman, he'll grow bored if he gets the sense that she'll take whatever he dishes out.

You don't have to be rich; you just have to maintain the ability to take care of yourself. This directly relates to whether he's respectful at all times. He can't buy you a dinner because you're hungry. It has to be a gift that he chooses to give and that you choose to receive. Then the gifts keep coming.

Jeanette told me about how her ex-husband had made her feel when he was the only one working. She recalled:

*He was a surgeon and made a lot of money. But for four years, I didn't own a coat. I felt that I couldn't justify spending a couple of hundred dollars on a good coat*



*when I wasn't bringing any money in. So I would wear jackets that I had owned since high school, or I would borrow his coats. The minute I went out and got a parttime job, I felt so much better about myself. Not only because I could buy things, but because I didn't have to ask him for everything.*

If you can take care of yourself, everything he gives you becomes gravy. He isn't providing the whole meatloaf. The whole four courses. He doesn't provide you with your livelihood.

### ATTRACTION PRINCIPLE #78

**Your pink slip is maintained when you can stand on your own—with him or without him.  
He should never feel that you are completely at his mercy.**

Susan B. Anthony said, "I never felt I could give up my life of freedom to become a man's housekeeper." It *isn't* about whether a woman is a man's housekeeper or whether she's bringing in "dollar for dollar" that's important. And it also isn't about whether she stays at home to raise children, because this is even harder work. The variable is this: Whether a woman *has the resources or ability to leave if and when she wants to go.*

When a man financially supports a woman completely, one of two things will happen:

1. He'll begin to feel "locked in," or trapped in a deadend situation.
2. He'll begin to view her as a little girl.

### ATTRACTION PRINCIPLE #79

**When a man views a woman as a "little girl" or a sister he has to take care of, the passion diminishes. He doesn't want to make love to his sister.**

Again, a man wants a strong woman, not a helpless little kid. Sexually, this will impact the float in his boat.

I know one couple in which the husband, Michael, is the breadwinner. They have no children, and he pulls all of the financial weight. Every time his wife, Nancy, walks in the house with a new pair of shoes, she gets the "two feet" speech.

### **The Two Feet Speech**


*"You only have two feet. Why do you need so many shoes? There are 365 days in a year. You have 100 pairs of shoes. That's one pair of shoes for every 3.65 days. I have flip-flops, sneakers, and a couple of pairs of work shoes. Why do you need so many shoes? Do you see these shoes I have on? I have worn these every day for the past two years. I don't understand. Why do you need so many*

*shoes?”*

If she were working, would he give her this speech? Not likely. But if a man pays all the bills, the “money gets funny and the change gets strange.” Better for her to be a waitress at Denny’s one day a week, and he won’t say a word. She would put on her new shoes, strut her stuff, and not have to explain “nothin’ to nobody”.

### ATTRACTION PRINCIPLE #80

**The ability to choose how you want to live, and the ability to choose how you want to be treated are the two things that will give you more power than any material object ever will.**



When he views you as a little girl, he may do things that demonstrate his loss of respect. He may assign you an “allowance” or tell you how much money you can spend. Or he’ll tell you what you can or cannot buy. All of these restrictions reflect your loss of freedom and a loss of your ability to make your *own* choices. Here’s why this is relevant:


- The ability to remain an independent thinker is what keeps his interest and the mental challenge.
- The ability to make your own choices in life is your most important tool. It is the very thing that gives you power.

Not only will he tell you what you should have, the man who is paying all the bills will eventually begin to tell you what you like or don't like as well. He won't ask for your opinion, he'll *tell* you what your opinion should be. It sets you up to be treated like a Barbie doll that he can control. Then the following will occur:

- He'll begin to think that he's entitled to the last word.
- He'll behave as if what he says goes.
- He'll have control over your happiness and sadness.
- You'll be treated as though he's the boss and you're the subordinate.
- He may offer his help on his own terms, and you'll wait at bay.

#### ATTRACTION PRINCIPLE #81

**In a relationship of any kind,  
if one person feels the other person isn't bringing  
anything to the table, he or she will begin to  
disrespect that person.**



Again, it's not a question of whether he pays most of the bills, it's a question of whether you can still stand on your own two feet, if push comes to shove. Then he doesn't have the title, he's merely leasing with the option to buy. He can feel like the "head of household." Remember, he should feel like the Grand Poo-Bah over his habitat and his domain. But he should never feel that he

holds the key to your livelihood.

The ability to take care of yourself ensures that all of the following will remain intact:

1. The mental challenge
2. The respect
3. The longevity of the relationship
4. The sexual desire

A case in point. Roxanne, who could be described as a “gold digger,” lived with Kent at his Malibu estate. She drove a Mercedes Benz and made regular shopping sprees on Rodeo Drive. Her survival, her livelihood, and her whole existence were contingent on Kent, a man she didn’t particularly care for. Although on the surface she appeared to have it all, she had completely given up her pink slip.

One day, I drove to Roxanne’s place to pick her up for lunch. Before we left, she opened a drawer and took out some cash, and said she had to make a quick deposit into her account. She had bounced a check for \$20. She then said, “Kent lets me keep my pride. He puts the money in a drawer, so I don’t have to ask for it.”

In this example, there was no pride to be “kept.” Pride is . . . having your own paycheck. There is only one thing better than “With Love” and that is the phrase, “Pay to the order of”.

In the above example with Roxanne, there is no question that the problem was financial. Kent even suggested that she get a parttime job. He said, “I’d respect you more if you had a job.” Still, she


didn't make an effort to look for work. And two weeks later, she was tearfully packing her Gucci bags.

Being a gold digger never pays, as evident by the headline stories on the news. As a matter of fact, gold diggers recently suffered an even bigger setback: *Viagra*. Now she's working twice as hard for equal pay. And no dental benefits.

All a woman has to do to balance the relationship is pay an electric bill with her own money or bring home groceries from time to time. Any of these things express her gratitude; then the man is happy to pay for everything else. He doesn't have to feel it's always equal, just *reciprocal*.

#### ATTRACTION PRINCIPLE #82

**Financial neediness is no different than emotional neediness; in both instances, he can still get the feeling that he has a 100 percent hold on you.**



Another woman I know, Michelle, was living with a man for four years. For most of that time, he paid every bill and never complained because Michelle didn't have any money coming in. Then she inherited some money. She had \$120,000 sitting idle in a savings account. At that point, he asked Michelle to help pay some bills; she declined.

He didn't ask her to carry all the weight, or even half the weight.

He merely asked her to pitch in. The interest from her capital would have been more than enough to show him that she was pitching in for a few bills. Still, Michelle insisted that the money was for “her retirement.”

Shortly thereafter, he “retired” from the relationship—at which point she moved out. She was then forced to pay several times the amount of money for her own living expenses. Contributing within her means would have been the right thing to do. It was also the financially advantageous thing to do. But the point is not purely financial. The relationship would have had a better chance of working if she had *balanced things out* by pitching in.


One selfmade millionaire named Benji described his perspective: “One thing a successful man learns very quickly is that women respond to his money. They realize that women will line up for a man with deep pockets. All he has to do is show them that he is wealthy or that he drives a nice car and that he owns a big house. And they line up like ducks.”

Granted, there are plenty of affluent men who like having an accoutrement or a Barbie doll on their arms who, they hope, will graduate into the esteemed ranks of a “Stepford Wife.” But this man is not a “quality catch,” and this woman will not have any “staying power.” He’ll be much more likely to trade in a helpless “dingy” type of woman for a newer model because he sees her as a toy to begin with. What a quality man wants “for keeps” is a strong woman. He wants a partner he respects and one who is worth catching: an *equal*. He may provide more monetarily, and she may

be a stay-at-home mother. But she is contributing. In other words, she isn't "on the take" and she can stand on her two feet. This means she is there by *choice*.

### ATTRACTION PRINCIPLE #83

**Regardless of how pretty a woman is, looks alone will not sustain his respect. Appearance may pull him in, but it is your independence that will keep him turned on.**



Dignity and pride aren't about whether you pull money out of a drawer, a sack, or a wallet. It isn't about being given a credit card or pulling cash out of a Versateller. If you have an income, however small, it enables you to:

1. Live by your own rules
2. Move to your rhythm, instead of dancing to the beat of someone else's drum
3. Decide how you want to be treated
4. Choose what you will or will not tolerate
5. Leave if you don't get what you want

Everything in this list is precisely what the bitch values most. She keeps her power in *every* way. And as Henry Kissinger said, "Power is the great aphrodisiac."



## *Dollars and No Sense*

While conducting research for this book, I was surprised to find that, generally speaking, men don't mind picking up the tab on a date. What they do mind is the overriding sense that women act as if they are entitled to it—or as if they *expect* it.

When you act as if you expect something, you make a man feel unappreciated. If he pays, it's always best to help him realize that you took time to notice that he went out of his way, and that you are grateful.

Over and over, men have expressed to me their frustration with women who lack gratitude and those who automatically expect a man to pay. There are some women who, even when it's a man's birthday, will take him out and expect him to pay. There were many men who, when interviewed for this book, shared stories about birthdays or holidays in which their partners still expected them to pick up the tab.

In one instance, a woman invited other people to a birthday party and expected the “birthday boy” to pay for everybody. The bill came and people reached for their wallets at the dinner table. “Oh, no, you guys. Marc will get that,” the woman said. (Needless to say, Marc was not too happy.) It was the automatic expectation that made him feel unappreciated.

The same goes for flowers or a gift. Do you act excited and appreciative, or do you barely mumble a thank-you and then put the flowers in water? If he brings you a wilted, week-old bunch of

flowers from the supermarket that cost \$2.99, hold back. Just muster up a thank you, smile, and put them in water.

If he gives you a gift, don't fess up that you always go back and exchange it, or he'll stop bringing you little tokens of his affection. If you can, exchange it for something similar, then tell him it's the same one he bought you. Say, "It looks different on, huh?" (He'll never know the difference.)

If you want him to give you jewelry, don't ever utter the words "pawn shop." If you pawned jewelry given to you by an ex-boyfriend or husband, never disclose that information to a man you're seeing.

Acknowledgment is very important to men. A man I know, John, once ended a relationship with Kate, a woman he was dating, because he felt she was not grateful for a gift that he gave her. One day, when he was at her place, she asked him to move an old television from one room to the next. It had sentimental value to her because her father had given it to her. Without intending to, he dropped the TV and it broke. He described what happened: "I felt really bad, so I went out and bought her a twenty-six-hundred-dollar entertainment center with an amazing TV and stereo. A week later some friends came over and said, 'Wow! What a nice TV. Then she said in a sarcastic tone, 'John broke the other one.' I just about fell off my chair."

John left her apartment that evening and never saw her again.

Because men aren't conditioned to express their emotions, women sometimes assume that when men spend their money, it

doesn't mean anything to them or they didn't have to do anything to earn it. If a man gives you something, show him the respect he deserves by thanking him for the kindness. If you want to be treated well, you have to *encourage* it by making him feel important and special whenever he does something generous and gracious. Otherwise, he won't have an incentive to do it again.

Vinnie, who is very generous by nature, talked about a woman named Shawna who ordered lobster when they went to an expensive restaurant. He said, "I don't mind that she ordered the lobster, but after that she just picked at it. Then she said, 'I wasn't really hungry, anyway'. That bothered me."

Again, the issue is whether you *act as though you expect or are owed what he gives you*, or whether you appreciate his generosity and kindness. Many men enjoy feeling like the provider, as long as they feel *appreciated for what they give*.

If he opens doors for you, let him know that you admire that, too. Whenever he feels that you admire his masculinity, and his brawn, it makes him feel rewarded. This is a way you can build him up.

Money can also be a telling barometer of where a man is coming from, or what a man's intentions are. One woman I know named Carla dated a man named Guy, who made it very clear that he couldn't afford to pay for dates. Guy always had an elaborate explanation as to why he couldn't pay. Each time they went out, it was a Dutch treat. Nevertheless, he insisted on terms that would be "even Steven." Fair and square. Without exception.

One time Carla accompanied Guy to a bar with several of his friends. To her surprise, he had no problem buying his buddies one drink after another. He paid for two rounds in twenty minutes, dropping \$80 on drinks without thinking twice. “Waitress? My buddy Steve wants another Long Island iced tea.” It was only that morning he had asked his date to pay \$7 for her scrambled eggs and bacon at breakfast.

Needless to say, this showed Carla that Guy didn’t have sufficient value for the relationship so she stopped seeing him. Usually when a man insists on splitting a check on the first few dates, he’s showing you right up front he doesn’t value you or the relationship.

Granted, some women refuse to have a man open doors or pick up a tab. They refuse to be “paid for.” A bitch has no problem and no “issues” surrounding being treated well, so she lets a man give—and she allows herself to receive. The nice girl who won’t allow herself to be treated to a dinner, deep down usually doesn’t want to feel obligated to a man and she knows she will be if he pays for dinner. The bitch has no such complex. She says thank-you politely and graciously. And at no time does she feel guilty or obligated. Nor does she feel compromised in any way.

If he’s a student or is truly struggling financially but he still wants to impress you, he’ll suggest doing something that costs less. Or he’ll suggest doing something that doesn’t cost anything at all. He can grab some inexpensive wine and a blanket and take you to a beautiful park. Or, he can get movie screening tickets. Or, he can

invite you to a party. If he's absolutely crazy about you, he won't let you pay for the tab or go Dutch.

I know of a female doctor named Susie who was living with a man named George, who was also a doctor. She had just graduated and was doing her residency, so her income was less than that of a part-time nurse. George, on the other hand, was a well-established surgeon and was earning a substantial income.

They lived together in his Hollywood Hills home, which was almost paid off; still he insisted that Susie pay a sizable sum of money for so-called "rent." They also split everything right down the middle: groceries, the electric bill, and so on, with the exception of cat litter and cat food, which Susie was required to buy (since it was her cat).

#### ATTRACTION PRINCIPLE #84

**When a man is very consumed with  
not being taken advantage of,  
this is a sign that he's "on the take."**

Whereas George earned half a million a year, almost all of Susie's disposable income went toward her student loans. Compare the household expenses as they relate to the income of both people:

- His income is \$500,000.
- Her income is \$25,000.

- They each pay \$25,000.
- The cat lives rent-free.

In this example, George earns twenty times Susie's income, but she's paying half the bills. Not only this, the rent deposits transferred from "Bank of Susie" were paying into the equity of *his* home. What does this prove? That even an educated, brilliant woman like Susie can be *too nice*.

The financial part of any relationship has to be give and take. No one person should be doing all of the giving. If he's taking you to an expensive play or ballet and you don't have time for dinner because he ran late at the office, order some Chinese food and have it ready when he arrives at your front door. If he takes you out to dinner, pick up some movie tickets on your way home from the gym and surprise him.

When he offers to take you out and wants you to plan the evening, take into account *his* preferences as well as your own. For example, Linda insisted that her boyfriend, Benny, take her to a play. Benny is a "man's man" and hates the ballet or seeing live plays. Still, she insisted that she wanted to go. He described the evening: "I gave her my credit card and she got the tickets and rented me a tux. There I am, holding 'wussy' little binoculars with the long stick on one side. It was an affront to my manhood. I could not believe I had spent a fortune and then counted the minutes hoping it would end. That was the last time I let her plan anything with my credit card."

When a man asks you to go on a trip with him, be considerate. If

he offers to pay and asks you to make the reservations, consult with him about the price of various hotels and let him decide. Men love to feel that they are “in charge” and that their opinion really counts. (At the very least, pretend.) If he pays for the trip, surprise him and pay to have breakfast delivered to the room. Or take him out to dinner to thank him. Buy him a bright colored shirt if you go somewhere tropical or a warm sweater if you’re hitting the slopes. Again, it’s all in showing that you respect what he gives. Men, like women, don’t want to feel taken for granted.

The same goes for a gift that he gives you. If he gives you something, act excited—even if it’s ugly. “I love it!” One girl-friend of mine got a T-shirt from her husband. It looked like a cross between a tie-dye and a paisley print and was so hideous it could scare small children. Even though she hated the shirt, she wore it for him when they were at home, just to make him feel good.

More often than not, women who are too nice err on the side of giving too much. They give to a fault. The woman who is too nice senses that he “needs her” and she runs to his aid like a Red Cross rescue missionary. And she gives—*blindly*.

For example, Abby married an Italian man named Franco to help him get his green card. Somewhere along the line during the staged marriage, he convinced her that he was madly in love with her. He found out she was a vegetarian, so he gave up pasta and ate vegetables. She loved hiking, so he took up hiking. She was “spiritual” and he decided he was “spiritual” too. The couple’s interview with the INS was successful and Franco was approved to

get his green card. A day later he packed his bags and said, “*Ciao, bella!*” Then he rode off into the sunset. She didn’t have an engagement ring, but she did end up with a huge legal bill for their divorce.

I’ve also seen women who are too nice loan money to men. Usually it’s the women who are struggling who don’t think twice about handing out their hard-earned money. She’ll loan him money to buy a stereo for his car when she needs regular maintenance done on her own. The rule on loaning money? *Don’t.*

For example, Cheryl, who fits the profile of a bitch, told me the following story. She had dated Rick a couple of times, but she didn’t see him consistently because he traveled a lot. After their third date, he hit her up for a loan. As she describes, “Rick called me from Tahoe and said he had ‘an emergency’. He asked me to wire him a thousand dollars to a Western Union office that was on the other side of the river. But then he kept changing his story about what the money was for. One story was it was a child-support payment to some woman named Babs, for a kid he never even told me he had. He said that he would need to board a river-boat to get to the Western Union station across the river. The fee was thirty-five dollars each way. So I said, ‘Absolutely! I will wire the money. Hurry up and catch that boat.’”

Rick didn’t quite catch on. He called later that evening after his roundtrip boat ride and told her that the money hadn’t arrived. Cheryl acted stunned and then insisted profusely that she had, in fact, wired the money. “You really have to watch those money



wires. I am going to go right down to that office and see what went wrong tomorrow morning!”

The following day Rick went on a second boat ride to get his “loot” from Western Union. To his complete and utter surprise, no funds were forthcoming.

Obviously, Cheryl had no desire to see him again because it was in bad taste for him to call someone he barely knew and make this request. But she remembers the incident with a certain fondness. “Hey, I figured the fresh air might do Rick some good. And, if all else fails, he can get a job on the ferryboat.”

#### ATTRACTION PRINCIPLE #85

**People will show you they have self-respect  
simply by virtue of the fact that they *want*  
to carry their own weight.**

A bitch is not mean; she just doesn't volunteer for any “joyrides.” If the man wants to go on a joyride and extends an open invitation, she can choose not to go. Yes, treat others the way you want to be treated. But, at the same time, expect that the man in your life treats you the same way.

The bitchier woman would never let a man think that she's there because she has “nowhere else to go.” Her financial independence is a constant reminder to him, however subtle, that if he makes her

“stay” unpleasant, she won’t be staying for very long. This ensures that the relationship remains respectful, reciprocal, and kind . . . *to all.*

**9**  
**HOW TO**  
*Renew*  
**THE MENTAL CHALLENGE**

**How to Regain That “Spark”**

“One of the things about equality is not that you be treated equally to a man, but that you treat yourself equally to the way you treat a man.”

—MARLO THOMAS

## ***Step 1: Instead of Asking Him to Focus on You, Focus on Yourself***

What turns a man on about an independent woman is that she is independent *of him*. When a man is with an independent woman, he feels as though he has an equal partner. When she gives up her everyday activities, he slowly begins to view her as less interesting. Instead of thinking that he's scored a wonderful prize, he now begins to view her as extra weight.

The first thing a woman has to do to get that sexy "spark" back is to *shift her focus and energy back onto herself*. She has to develop interests outside her man, just as she did when he was new in her life. Men often find a woman who has passionate interests and activities of her own to be more exciting. They don't have to be things he's interested in necessarily just as long she has *interests of her own*.

### ATTRACTION PRINCIPLE #86

**The more independent you are of him,  
the more interested he will be.**



The story that follows proves my point. Rob, an attractive, successful man who could have his pick of any woman he wanted, was mystified by a most unlikely woman. He describes Laura as a "conservative computer nerd" who wears long pleated skirts. After

a few dates, he invited her to go on a cruise. Rob wasn't lacking in the confidence department, and he thought he'd teach Laura how to have fun. He thought he'd "rock her world." Laura said she couldn't go. The reason? She had a preplanned Tupperware party.

Rob told what happened next: "I kept hoping she'd change her mind. I ended up going on the cruise by myself and ended up flying home after one day to see what she was up to. A Tupperware party? It couldn't be. I simply could not believe that she'd pass on an exotic vacation with *me* for a Tupperware party. I figured she had to be seeing some other man. I had to see for myself".

He flew home and dropped by that Saturday evening when Laura's party was supposed to be going on. Sure enough, lo and behold, he was dumbfounded and astonished to find that she was actually having a Tupperware party.

When he showed up, Laura was happy to see him. She invited him in and offered him a finger sandwich. Rob could have just as easily been eating spiny lobster or exotic seafood en route to the Bahamas at that very moment with *any woman* he wanted. Instead, he was nibbling on a soggy little tuna sandwich with a toothpick in it. He could have been watching a world-class Vegas-style show, instead the highlighted entertainment on the agenda was Tupperware containers: Gingerbread-shaped ones, star-shaped ones, and even heart-shaped ones.

Rob still remembers it with disbelief. "There I am listening to a bunch of cackling women, watching them go AWOL over some plastic bowls. I drank coffee in a fancy teacup with a teeny tiny


spoon. I could not believe it. I was thinking, “No. This cannot be so. I don’t hold a candle to a this?””

Was Laura being mean? Not at all. She just didn’t go down the beaten path of giving up her own interests in exchange for something he thought would be better. What blew Rob’s mind was that her activity meant more to her than the cruise or being with him. He said, “From that point on, she had my full attention.” And the unlikely couple became a hot item.

Rob had put on his best “mack-daddy” show-stopping routine, and Laura *wasn’t that impressed*. Unlike the bitchier woman, the nice girl will often appear easily impressed. She’ll make her desire to have a relationship much too obvious, which often *invites* mistreatment.

### ATTRACTION PRINCIPLE #87

**If you make it too obvious that you’re excited to get something, some people will be tempted to dangle a carrot in front of your face.**



“Getting a life” will make it seem like you are no longer impetuous, or impatient. When you are relaxed, you’ve taken the “need” out of the equation. You no longer appear needy, which immediately changes the dynamic of a stale relationship.

If you want to renew the challenge, it is imperative to *continue*

*the activities you did before he came on the scene.* He'll notice the very first time you tell him that you can't see him because of something else you have planned. It will catch him off guard—and it will fester.

It really throws men off if the activity appears to be something mundane. In the previous example, it was a Tupperware party; but anything along the lines of knitting, gardening, or pottery will do the trick. Rest assured, his ego won't let him lose out to a sweater, a potted plant, or a mound of clay

No matter what you choose, as long as you are passionate about something *other than him*, it will draw him back in. Guaranteed. He'll be asking himself the same question he asked himself in the first weeks of dating you. "How could she want to do that, when she could be with me?"

When you will not drop everything to be with him, you'll appear as though you have more going for you. This will remind him of your worth, and invariably, he will begin to come your way.

## ***Step 2: Alter the Routine***

It's essential when renewing the mental challenge to *alter the routine* that he's become accustomed to. When the mental challenge is gone, the routine becomes predictable and he is on "automatic pilot." His mind can drift elsewhere because he isn't sufficiently being stimulated by you. So, let's let the stimulation commence, shall we?

As Harry Truman said, “If you can’t convince ’em, confuse ’em.” How? By altering the pattern completely. Give no attitude and no complaints. Instead of seeing him regularly, make the schedule *random*. *Random* means he shouldn’t be able to predict like clockwork when he’ll see you next or when he’ll hear from you next.

## ATTRACTION PRINCIPLE #88

**When you alter the routine, *your not being there* at times is what will make him come around.**

**Men don’t respond to words.**

**What they respond to is *no contact*.**



This applies to whether you are dating or married. If you need to renew the mental challenge, alter the pattern. Whenever he seems complacent, just alter the pattern. Single women often make plans based on when the man calls. Married women often wait for a man to come home from work. And single and married women alike regularly wait by the phone for a call.

Tracy is a woman who benefited from altering the pattern in her marriage. She used to feel as though her husband, Allen, took her for granted when he would travel out of town on business. Tracy used to wait for Allen’s long-distance call every night, even if it meant giving up her own plans to do so. Predictably, Allen started to behave as if calling her was a chore, as though he was “checking



in.” Or punching a clock. He’d call around 7:30 P.M. and then rush her off the phone so he could go out for drinks with his colleagues.

Girlfriend decided to rock the boat. How? By staying just outside his reach. When he went on his next business trip, she drove him to the airport and didn’t say, “Call me when you get there.” For the entire trip, half the time she was there when he called; the other half she couldn’t be reached. She was out visiting some girlfriends she hadn’t seen in awhile, and didn’t rush home to wait for his call.

The first evening that Tracy didn’t wait for his call, Allen flipped. His whole orientation changed immediately. He called at 7:30 P.M. and virtually every half-hour after that until 10:30 P.M. He went out, had *half a* drink, and then went right back to his room to call his wife again. Tracy walked in at 10:59; the phone rang at 11:01.

Whereas before it was a chore, now Allen was happy to reach her. She was happy, too, especially when she looked down at the answering machine and saw that it was flashing a big red 9. (Six messages from him, and three mysterious hang-ups.) And everyone went to bed happy

Suddenly Allen missed Tracy. Why? Because she had a life of her own outside of their relationship.

Never stop living your life. Take a class. Develop a hobby. Meet people. You are only as interesting as the depths of your *own* interests.

The mere fact that you are content with your life keeps you interesting. You are happy with him or without him and this keeps

you . . . just outside his reach.

A textbook example is Ellen, a married woman who felt taken for granted. She regularly cooks dinner for her husband, Sydney, and their two kids. Sydney was the only one working, and he frequently stayed late at the office. Usually he didn't show up for dinner. What upset her most, however, was that Sydney would leave her guessing about his dinner plans, and didn't call if he was running very late. Sometimes she'd reheat his plate three times before he got home.

She had formed a pattern of saying, "The kids need to see you at the dinner table, Sydney". But night after night, she found herself reheating his dinner, long after their kids had gone to bed.

Ellen, like many nice girls, was too tolerant. The bitch, on the other hand, would rearrange the dinner agenda. She would *alter the routine*. In a nice quiet moment, she'd look at her husband and casually say, "Hey sweetie, I can see you aren't going to be home during the week. So, I'm not going to bother to cook for you. If there are leftovers from the kids, I'll put them in the fridge. But it may be better if you picked something up on the way home."

For a few nights he'd pick up some food on the way home. The first night he'd grab some Kentucky Fried Chicken, perhaps. The second night he'd upgrade to a deli. And after the cold pastrami sandwich from the corner deli, he'd have a little Alka-Seltzer to help with the heartburn. It wouldn't be long before he'd be coming home for a home-cooked meal, *happily*. And sliding into home . . . right on time.

Another woman named Sandy told me about how she felt taken

for granted when she was on her hands and knees cleaning the kitchen floor, after she had cooked for her husband, Wade. He had just started eating and then he came over to her and said, “It is really inconsiderate of you to clean the floor right now. That stuff stinks. Could you please wait until I’m finished eating?” She resisted the urge to strangle him.

For the rest of the week, Sandy backed off. She spoke to him very superficially and became a loof. He had to ask her, “What’s wrong?” a dozen times before she addressed what was on her mind. She went from “worker bee” to “queen bee” in just a few short days.

First stop on Sandy’s agenda? A maid. She absolutely insisted on it. Then she addressed some table etiquette. Wade often started eating without her and got up before she ever sat down. She said she didn’t cook for two, so that she could eat alone. She also suggested going out to eat sometimes, even if it was to a less expensive place. Then she stuck to her guns. Not only do they now have a maid, they also have “date night” once a week.

In both of these instances, by altering the “dinner agenda,” the women let their husbands know without words that they, too, had something to lose. Their actions said: “Either we meet in the middle or we don’t meet.” (And you won’t eat.)

## ATTRACTION PRINCIPLE #89

**Don’t give a reward for bad behavior.**

Women often make the mistake of going down the beaten path of catering to a man, even when feeling taken for granted. A perfect example is a woman named Laurie who recently called into my radio show. Laurie is a single mom who doesn't have a lot of money. She ran around for two entire days looking for a special heart-shaped pan in order to bake her boyfriend a cake for Valentine's Day.

Trivia question: Do you think a guy's going to care if the cake is shaped like a heart?

He'd probably have preferred a cake in the shape of a wrench or a remote control. In fact, right around Valentine's Day, and shortly after Super Bowl Sunday, you can get a foot-ball-shaped cake at the bakery. All you have to do is take the little football people off, throw an asymmetrical "Happy Valentine's Day" on there. Time expenditure? Reduced from two whole days to twelve minutes.

Any woman who feels taken for granted should definitely ease up on the Betty Crocker efforts. It's true that men say, "A man's love comes from his stomach." But there's nothing in this statement that requires you to cook the food before it ends up in his stomach. The question must then be asked: Who should cook it? So many choices, so little time.

The fortune cookie says, it can be delivered. Or, you can pick it up. He can take you out. He can cook on the six-foot beast of a

barbecue that he just “had to have.” Think of how much fun it is for him. He can spread out both burgers one on each side of the grill, two feet apart from each other. And the bigger the grill, the more virile he’ll feel when using it.

If he suggests using the grill, definitely encourage it. Then offer to do the dishes. When he starts cooking, set the table like the classy lady you are. Put out two paper plates and two Dixie cups, and plastic silverware. No table linens needed—just fold a couple of Bounty paper towels.

It’s never too early to invite him to participate in kitchen activities. In fact, I’d suggest engaging him on this issue the first time he comes over to your place. Usually by then you’ll have gone out a few times, and there is a comfortable rapport.

Walk him into the kitchen and take him on a nice little “Tour de France.” Say, “Here are the glasses . . . here are the cups . . . here are the plates. The drinks are right here. If there is anything else you need, please do not hesitate to help yourself. My home is *your* home.”

While you’re showing your guest where the drinks are, you’ll want to casually add, “I only have one little request. I have a little ant problem and, *uh*, all the dishes need to go directly into the dishwasher.” What he doesn’t realize is that you’ve just told him you won’t wait on him, and that there’s no busboy on the premises. If he wants a drink, you’ve let him know he’s welcome to help himself. If he wants a snack, he now knows where to find it.

Don’t try to be the “happy helper.” He won’t value your efforts

when you automatically assume the role of a servant. If, however, you are reciprocating for kindness that he has been consistently extending to you, he'll think of everything you give as a special treat.

### ATTRACTION PRINCIPLE #90

**He simply won't respect a woman who automatically goes into overdrive to please him.**

Sometimes changing the routine is a matter of changing the dinner agenda; at other times, it's a matter of changing the times or dates of your little rendezvous.

A college student named Anita provided a classic example of what happens when a woman doesn't pay close attention to the way the pattern is set up in the first place. *The first symptom will almost always be that you sense you are being put "on hold."*

Anita describes how the pattern was set up. "I saw Dave several times a week. He'd call me on my cell phone after class around 4 P.M. and we'd make plans. He started calling later and later. I'd be on pins and needles all afternoon not knowing if he and I had plans that night. I gave up a lot of activities because he was always keeping me 'at bay'".


Women like Anita end up "at bay" for the simple reason that they are willing to wait. Once he knows you're waiting he'll make you wait forever. This is when it's time to *alter the routine*.

In Anita's situation, the solution is straightforward. She should make herself less available, and schedule the time he is picking her up at least a day earlier. (Notice that she does not offer to travel to see him.) All she needs to do is ask, "What time were you thinking of getting together?" Dave could respond, "I'll call you tomorrow when I get off work". The trick is not to leave it at that. Simply say, "Gee, I may not be here and I'd sure hate to miss you. Just to be safe, let's pick a time now".

Whether it's early or late, agree to a time the day before the scheduled date. If he insists on "letting you know later," just tell him that your cell phone isn't working, your pager won't be on, or you can't take personal calls at work.

#### ATTRACTION PRINCIPLE #91

**If he doesn't give you a time,  
you don't have a date.**



Sometimes men blame a friend. If you hear anything along the lines of: "My buddy is stopping by tomorrow night. I haven't seen him in a while. I'm not sure how long it's going to take. I can't be rude to him and throw him out." Simply say, "No problem. Have a good time tomorrow night." Then, without showing any "attitude," tell him you'll be available to see him a *different* night. Again, what men respond to is *no contact*.

The alternative is that you waste two hours waiting for a call.

That's two hours you can spend going to the gym or doing something else that's important to you. Most professional women, or mothers, or students who juggle busy schedules don't have two hours in the day to *themselves*. But they'll spend that time, without flinching, waiting on a phone call.

Altering the routine means mixing things up. If you call twice a day and he doesn't seem happy to hear from you, call more sporadically and less often. If you generally get together on weekends, tell him you can see him that week on a weekday. This week you can see him Tuesday and Friday. Next week? Thursday and Saturday.

One happily married woman I know named Margaret, shared one of her secrets. She said, "Whenever I feel like my husband is getting a little distant, I'll just take off for the weekend to visit friends or family. I'll let him know Thursday that I'm heading out Friday and that I'll be back late on Sunday. I may call once while I'm gone to let him know where I am. And it never fails . . . he's always his usual, loving self again when I come back home."

Here are a few more suggestions on how to alter the routine:

- If you always call the office to find out when he's coming home, from time to time, don't be home when he gets in.
- Don't tell him your whereabouts for every moment of the day
- If he calls you on your cell phone, don't always rush to pick up.




- If he pages you, don't call back within thirty seconds. Or, don't call back. Let him get hold of you at home—not when you're out and about.
- If he calls on the phone, don't go out of your way to answer it. Let him leave a message. Or, you if want to be considerate, tell him you won't be around beforehand.
- If you sit by the phone and check your "caller ID" or dial "\*69" as if your next breath depended on it, turn the ringer off. Read a book. Rent a movie.
- If you live together, leave and go have some fun. And stay out a couple of hours longer than he expected. If he always expects you home at a certain time, come home a little later.

The second he doesn't know where *his woman* is he'll come looking for you. He's a hunter. He'll pursue you. He has an inborn drive that's very territorial . . . over *you*. But if you try too hard, you won't tap that hunger. He'll be satiated—and that means, you won't leave him wanting more.

### ATTRACTION PRINCIPLE #92

**Often the best way to adjust or fix the problem is by not letting *him* know it's being fixed. When you alter your availability or change a predictable routine, it will mentally pull him back in.**



## ***Step 3: Regain Your Sense of Humor***

When you lose your sense of humor in a relationship, it's usually around the time that you become "sprung." This means, you've become consumed with your partner's "every move." And chances are, you're often easily upset by what you *aren't* getting in the relationship.

A sense of humor is a sexy quality. Men may not come out and say it, but they notice when you lose that "edge." In the beginning, you probably bantered with him more and had a quick wit. When the mental challenge goes, so does the sense of humor.

A very effective way to put a man in his place or to keep him in check is with humor. You can let him know in a fun, playful way that your security as a woman doesn't *depend on him*.

A sense of humor is more than just finding something funny to say; it's about a person's composure. It lets people know you are comfortable in your skin. It lets him know you aren't sprung. The goal is not to become a knee-slapping standup comic; that's not effective because it makes it seem like you're trying too hard.

### **ATTRACTION PRINCIPLE #93**

**Once you start laughing, you start healing.**



It's sexy to be able to banter because humor suggests you're an

independent thinker. Not only can you think for yourself, but you can laugh at what you see happening around you. If you verbally play-fight with him a little, it's unlikely that he will perceive you as needy.

When he teases you, it's as if he is asking you, "Still got that edge?" Your sense of humor answers him and lets him know that he isn't always going to call the shots.

Here's a case in point. A girlfriend of mine went on a couple of dates with a guy who criticized the color of her nail polish. She said, "The suggestion department is closed for the evening. But fax your idea tomorrow and we'll file it right over there in the suggestion box." (Then she pointed to the kitchen trash.) These two are still together and he is absolutely crazy about her. To this day, she wears the same nail polish color.

Humor not only defuses a situation, it also makes you come out smelling like a rose. Tom Hanks exemplified this in an interview with Barbara Walters. Paraphrasing what she said, "I don't mean to hurt your feelings, Tom, but you aren't considered a sex symbol." He said, "Yeah, but I embrace that. And I think that makes me kinda sexy." He could have chosen to become defensive. Instead he was disarming.

If you don't become defensive and you laugh things off from time to time, he'll respect you more. This is when you show whether you believe in yourself. For example, he may make fun of the way you parked your car. This kind of joking makes him feel manly. A relaxed aura from a woman who can laugh at herself turns him on

because he thinks she'll be entertaining and fun.

It doesn't matter if you're wearing a potato sack. A feisty quality will do it for him more than a black nightie on a woman who behaves as though she is desperate for approval. (Yes, even if you're wearing the thigh highs that cut off your circulation and practically cause you to lose a limb.)

Successful politicians are coached on how to use humor to win people over and show confidence. When Ronald Reagan ran for president, he was asked in a debate about the detriment of being the oldest candidate to ever run for the highest office. His response was "I refuse to exploit for my political gain the *youth and inexperience* of my opponent."

In a relationship with a man, whenever you want to keep him on his toes, banter with him. If he says something a little out of line, just say, "We'll let that one slide." Or, "Why do I put up with this?" Or ask him if he wants one broken leg or two . . .

One woman I know named Darla dated a man who made a complete mess every time he came over. They also had a good sex life. He made a pass at Darla and she play-fully snubbed him. Then she walked over to the sink and started doing all his dishes. She said jokingly, "The more time I spend doing dishes, the less time we spend doing 'the deed'." Suddenly, the happy helper started pitching in.

#### ATTRACTION PRINCIPLE #94

**You can get away with saying much more with**

**humor than you can with a straight face.**



The man in your life watches you. He watches to see how you stand your ground. He watches to see how you respond when he teases you and when you receive criticism from him or someone else. He'll test the waters, because he wants to see how you fight back. He wants to see if you can *hold your own*.

And while we're on the subject of humor, let us now focus our attentions on the word *bitch*. If that fateful day ever does arrive when he tells you that you are a bitch? Stop, and take a deep breath. Then enjoy the moment. Smile internally as you say to yourself, "Okay. Now I know he *truly* does love me."

*10*  
THE  
*New AND Improved*  
BITCH

**The Survival Guide for Women  
Who Are Too Nice**

“Always give them the old  
fire. Even when you feel like  
a squashed cake of ice.”

—ETHEL MERMAN

# *The Bitch Stands Her Ground*

The “new and improved” bitch is not a bad thing. She is a refined version of the proverbial, “old” bitch. She’s not abrasive or mean, nor does she nag to get what she wants. She speaks with her actions, and she’s only a bitch when she *has to be*. One of the most telling signs that a woman “has arrived” is that she’s not obsessed with pleasing a man, or anyone other than herself. Who is this “new and improved bitch?” See the following definition:

**Bitch** (noun): A woman who won’t bang her head against the wall obsessing over someone else’s opinion— be it a man or anyone else in her life. She understands that if someone does not approve of her, it’s just one person’s opinion; therefore, it’s of no real importance. She doesn’t try to live up to anyone else’s standards— only her own. Because of this, she relates to a man very differently.

The bitch also perceives *herself* differently. She’ll get into the “boxing ring,” so to speak, with the mindset that she’s an “equal opponent” to a man. With a nice girl, a man automatically thinks of himself as the “heavyweight” and of her as the “featherweight” (a.k.a., the underdog). A confident woman who enters the ring and doesn’t go down without a fight earns the respect of a man, even if she loses. Why? Because then he knows she’s a woman with *heart*. If she goes down, she goes down swinging. And when they step out of the ring, he can’t help but have more respect for her.

The bitch behaves in a way that a man understands. She speaks

to him in the same language he uses when he talks to his male friends, which, again, lets him know she's on a level playing field. She is able to communicate without a lot of "gray area," and she's forthright. Don't think this matters? Take a peek at a side-by-side comparison:

<b>THE NICE GIRL</b>	<b>THE BITCH</b>
She'll try to sweet-talk a man into giving her what she wants on a regular basis. If she doesn't get it, she'll cry, get upset, or pout.	She won't sugarcoat anything or use euphemisms. She is direct about what her preferences are and lets him know what the dos and don'ts are, with respect to how he treats her.
She'll play the guilt card or talk about her "inner child"; she seems to possess a childlike quality.	She is a grown woman, so there's nothing "childlike" about her. She has a no-nonsense philosophy.
If he hurts her in some way she'll cry Then she'll make him apologize and promise not to do it again.	She'll back off and let her silence do the talking. Then she'll communicate when she's ready, on her own terms; at this point, she makes it clear it won't happen again, because if it does she won't be around.
She tells herself, "He didn't mean that." Or, she makes excuses if	She notices his disrespect instantly and, without hesitation,



She makes excuses if he behaves badly.

calls him on the carpet over it.

She forces herself to do something she is uncomfortable with in order to please a man. She also puts on a happy face and pretends that she likes it.

She won't do anything she's not comfortable with and won't hesitate to let him know She meets him on a level playing field.

**ONE = A DOCILE WOMAN  
= LOSS OF RESPECT**

**THE OTHER = A DESIRABLE WOMAN  
= INCREASED RESPECT**

Rarely, if ever, will two grown men have a drawn-out conversation that ends with: "You hurt my feelings!" The closest thing a man will say to another man about feelings is, "You really pissed me off".

As an example, hypothetically, one guy may borrow money from his friend and not pay it back. A long mushy conversation will not take place. If any exchange happens at all, it's short and sweet and ends with, "Screw you, asshole!" Then they stop hanging out together and that's the end of it.


Because the bitch will "tell it like it is," a man will respect the way she communicates. In a man's eyes, anger isn't weakness. He'll think she has more *self-control* than a woman who is emotional. With the emotional woman, he'll rationalize that she's hormonally unbalanced because of her monthly cycle. Or he'll think she's weak. But, with a bitch, he'll think she knows what she does and

doesn't want. She knows what she likes and what she dislikes. She has "spirit." (And I don't mean the cheerleading kind.)

When you say the word *B-I-T-C-H* out loud, don't say it like it's a *bad* thing. According to some, the word derives from the first letters in the following phrase: **B**abe **I**n **T**otal **C**ontrol of **H**erself. The only higher crown, the only higher *honor*, is to be called a "High-Maintenance Bitch." It's a sign of success, indicating that this is the woman the *guy ends up keeping*. If nothing else, he keeps her for the very practical reason that he's invested so much that he can't let her go. And he's *still* trying to win her over.

#### ATTRACTION PRINCIPLE #95

**A man feels he's won, or conquered a woman,  
when she eats out of the palm of his hand.  
At which point, he begins to get bored.**



### *The Bitch Is Never Fully Conquered*

So why do men love bitches? With a bitch, they never feel as though they've quite conquered her, so they keep trying. Some men try for a lifetime.

When a man is with a woman who is willing to bend over backward, it almost invites mistreatment. Charlotte catered to her boyfriend, Tom, *constantly*. His interest was starting to fade.

Charlotte thought she'd win Tom back by throwing a party for him on the beach. She planned an elaborate party and invited all his friends. She also decided to pay over \$3,000 to hire a sky-writing service for the event. There were two planes and they made a big beautiful heart in the sky followed by the words, "I love you always." Once the planes arrived overhead, it took almost a half-hour for them to do an exquisite job. When they were finished, everyone was in awe. It was breathtaking, and everyone thought so — *except* Tom (who had unfortunately called an hour previously to say he couldn't make it). By then, it was too late for Charlotte to get a refund on the fortune she had spent. She tried to cancel, but it was too late. The planes had already taken off and were en route to the party.

The example with Charlotte is not uncommon. This is what happens when a woman is *too nice* and will jump through hoops: *It invites bad behavior.*

While the nice girl loses her mind, the bitch, on the other hand, makes the man lose his. When a woman keeps a level head, a man will often become much more intrigued with her. He'll think about her constantly, he won't be able to get enough of her, and he'll eventually decide he can't live without her.

It's a basic difference between men and women: Women want safety and predictability and men long for excitement, danger, and unpredictability. As a child, the nice girl played with Barbie and her Ken doll; she grew up with the mental image that she, too, would live "happily ever after." Little boys want nothing to do with the Ken

doll—they identify with *exciting* figures who live dangerously, like Batman, Superman, and Spiderman.

Ask any mother which child she finds more trouble-some—a son or a daughter. Most mothers confess that boys are more difficult, especially if there are more than one. Why? For most men, safe = boring. So they look for ways to add excitement and danger, and go out of their way to pursue things that are difficult. It's this very *element of danger* that draws him to a bitch.

### ATTRACTION PRINCIPLE #96

**The *tension* that arises with a slightly bitchy woman gives a subtle feeling of danger to a man. He feels slightly unsure because she is never in the palm of his hand.**

Think about what things men collect, or the things that fascinate them. Guns, ammunition, sports cards, sci-fi magazines, pocket knives, little metal cars, power tools, and a “rechargeable” flashlight. (Your job is to act riveted. “Wow, rechargeable?”) Oh, and let's not forget the “priceless” collection of little army men (just to die for) and the high-speed stuff: cars, Jet Skis, motorcycles, and airplanes.

The nice girl makes the mistake of nurturing a man and making him feel too “safe.” Men get bored very easily, which is why too much predictability and safety makes the relationship seem

*monotonous* to him. With the bitch, it isn't monotonous.

The nice girl buries her head in the sand when she ignores a man's need for stimulation, danger, or "a challenge." This is to her detriment. She's like an ostrich. When an ostrich sees a hunting animal, instead of facing the tiger head-on, it'll bury its head in the sand. Hence, it becomes "din din."

The bitch takes the head-on approach, but the nice girl takes the "buried head" approach. The bitch sees what's actually there. *The nice girl sees what she wants to see.*

In the first month alone, here's what the "nice girl" will do . . . She'll give him a foot massage. Then she'll cook eggs with six ingredients and pancakes on the side. She'll drive to do his laundry and iron his shirts. Then she'll read him poems and want to cuddle all day. After he dumps her, she'll say, "I can't believe he did this to me!"

Many women believe that men want a woman who will do . . . *whatever* they tell her to do. In theory, men want this. But in practice, when they actually get it, *they'll tire of it almost instantaneously.*

The minute a man thinks he can "do no wrong" in your eyes and you'll accept anything he dishes out, you've already "waved a white flag" with regard to his having the hots for you. His desire will come to a screeching halt.

Don't buy the one about him wanting a "damsel in distress," either. As one man said, "When you rescue a damsel in distress, all

you get stuck with is a distressed damsel.”

The notion that a woman has to “spill her guts out” in order to truly be in love isn’t a sign of love, it’s about becoming “din din.” He sees a docile woman and he says to himself, “Oh, no. A cling-on. Am I going to have to carry around this bag of Jell-O forever?” Once he realizes this, he calls less often or stops calling altogether—*after* he has sex with her.

### ATTRACTION PRINCIPLE #97

**A “yes” woman who gives *too* much sends the impression that she believes in the man more than she believes in herself.**  
**Men view this as *weakness not kindness*.**

When the nice girl needs a man too much and puts him on a pedestal, she treats him with a view of himself that *even he* doesn’t hold. And it makes him very uncomfortable because he knows (better than anyone) that he “ain’t no white knight.” But he knows it’s her fantasy, so he gives it the “good ol’ college try”. He makes a forced effort to try to be romantic, and it isn’t long before he begins to question whether she’s being disingenuous, too. He thinks to himself, “*Hmm . . .* I wonder what she’s really like. She can’t possibly be *that* nice.” Like a low-interest-rate credit card that’s only good for the first month, he’ll start to feel he’s getting the “promo package.” Not the real deal.

With the bitch, it's straight-up and real. There's no concern that either side will do a "bait and switch." He tests her once or twice, and she puts him in his place each time. Then two things happen. First, he says to himself, "This one's not dumb. She won't buy my bullcrap."

Second, he feels as though she's seen him for who he really is. She's seen "the worst," and she likes him anyway. Likewise, he's seen "the worst" in her, so he doesn't feel as though there is a surprise "lurking" inside her. When he's with a bitch, he may be annoyed from time to time, but he believes that what they share is *real*.

## ***The Bitch Is Defined from Within***

Eddie Murphy once said in an interview: "The best advice I ever heard is, don't take anyone else's advice." There's power in this because it puts you in the conductor's seat, right at "the controls" in your life. It doesn't mean you should stop seeking information or outside input, it just means that you're the one driving. You choose your own destination.

This attitude directly impacts whether a man will view you as independent. The minute you stop being an independent thinker and he starts having to think for you, you catapult right out of the "driver's" seat and land right in the "doormat" seat. *The minute someone else can dictate what you think or how you feel about yourself, you are at their mercy.*

This attitude also influences success in many other areas. As long

as you let someone else make decisions regarding your career, dreams, or aspirations, you've limited yourself drastically. *You'll only be as good as that person allows you to become.*

### ATTRACTION PRINCIPLE #98

**Be an independent thinker at all times,  
and ignore anyone who attempts to define  
you in a limiting way.**

Whether it's your taste in clothing, your needs in a relationship, or what you do for a living—don't let anyone else be at the controls. Define yourself.

The minute you become an independent thinker, two things will happen. First, positive people and things will be drawn to you like a magnet. Second, it will serve as a deterrent for negative people who will try to distract you from achieving your goals. There will always be people who will be there to plant negative seeds in your garden, *if you make yourself available for that.*


Standing up for yourself doesn't always involve verbal confrontation. Sometimes it's about not wasting energy on people who are negative.

### ATTRACTION PRINCIPLE #99

**Truly powerful people don't explain why  
they want respect. They simply don't engage**



## someone who doesn't give it to them.



This may seem very simple and obvious to a person with self-esteem, but it's usually the very thing that the nice girl does *not* do. She'll cosign on the dotted line for a guy who has lousy credit. She'll sleep with him before knowing his middle name. And above all, she'll let him decide what her value is as a woman, instead of deciding this for herself.

Kindness is always the first choice. But there are times when you can't be kind to someone who doesn't have your best interests in mind. When you see this behavior, it's appropriate to be kind to *yourself* by responding to it, either by correcting the situation or by not allowing the person to have access to you.

The bitch can be a soft—and very feminine—woman, but she still has a quiet dignity. This woman lets people know in a graceful way that she won't be easily manipulated. She won't jump through hoops. And she won't define herself by what other people think.

A perfect example is my soft-spoken Japanese friend Masae. She's been living in the United States for less than a year, and she speaks broken English with a Japanese accent. Nevertheless, she's a wonderful example of the grace and quiet strength that I'm describing.

Masae was seeing an American man named Steven for some time. It was his birthday, so she decided to cook him a Japanese

feast. She made miso soup, several types of sushi, and two authentic hot main courses. She was also an exemplary hostess. The only feedback Steven gave was that the soy sauce was too salty. “Next time get the one with the green lid, because it’s lower in sodium.”

Masae was astonished, but she kept her composure. She said to him, with her limited language skills, “I cook for you. But if you complain? I no do for you.” She’s had nothing but praise ever since.

As Eleanor Roosevelt said, “No one can make you feel inferior without your consent.” A positive person will *say positive* things, especially when you aren’t feeling up. When you leave his company, you’ll feel as though your batteries have been recharged. When you meet someone who is truly great, he makes you believe you can be great, too. This is the kind of relationship you want, and it’s the only kind of relationship worth having.

The longer you practice being an independent thinker, the more attractive you’ll be. You’ll put a “magic spell” on a man. A deadly “mojo.” You’ll wake up and feel happier than you’ve ever been. Your aura and your life force will slowly come back.

The media doesn’t perpetuate this; instead they fuel a “cookie cutter” mentality that women are supposed to fit into a box. “Wear this because this is hot.” (Change the channel.) “You have got to get this look”. (Change the channel.) “Say those affirmation jingles: Claim it; then shame it. Own it and condone it . . .” (Change the channel.) “This organic hair color will turn heads.”

When a woman is secure with herself, she isn’t afraid to define

herself and defy public opinion. She has her own look. Her own style. Her own charisma. Her own brand of charm. A man wants something he doesn't see every day. Not in terms of a redhead versus a blonde. He wants the rare woman *who can think for herself*.

When it comes to a commitment or a relationship with most women, many men feel like lion trainers. It's as though they have to use a chair to get the lions to back away. "Back off. . . back off. . ." So when they meet a woman who has the confidence to hold her own—or make them come her way—it has a different effect. They're not used to it, so they become intrigued.

The bitch isn't afraid to be different, which is why she won't be a "booty call" or a pearl on a long string of pearls. She won't be a man's latenight convenience. She won't be doing lap dances. She won't be afraid to turn thirty or forty years old. At any age, this woman will feel like a "prize." She won't be defined by the media's perception of aging; she won't be made to feel like defective livestock because she is no longer a teenager. Married, single, or divorced, this woman feels good about herself.

A woman with an exterior that is too tough is not the "new and improved" bitch I'm speaking of. Abrasiveness is *not* the objective. In Italy, there is a very common expression: *È tutto fumo e niente arrosto*. Literally, it means, "There is plenty of smoke, but nothing is getting roasted." When a woman is too abrasive or too bitchy, or she pretends to be too much of anything, she rarely has anything to back it up. The "new and improved bitch" is truly strong, because

she is nice. But she also demands the same kindness in return.

## ***The Bitch Has a Strong Will and Faith in Herself***

When I set out to talk to men about this book, I wasn't sure what to expect. I thought that some might react to the title, *Why Men Love Bitches*, and say, "Men don't love bitches!" What happened was the exact opposite. They absolutely confirmed—over and over—that a strong woman is very much a turn-on. Sometimes they described why they love bitches. Other times they asked, "Yeah, why do we love bitches?" But over 90 percent of the time, they didn't deny the fact that they're turned on by strong women.

Putting yourself first is not something men resent. On the contrary, a man actually respects it. He feels as though there is far less weight on his shoulders when you are independent, and he doesn't have to make you happy all the time. He'll regard you as a secure woman, instead of as a ditsy or flighty woman who doesn't know what she wants.

Putting yourself first means going back and relearning how to count. In math, the number one comes before the number two (1 . . . 2 . . . again . . . 1 . . . 2 . . .). You are number one and—are you sitting down?—*he is number two!* Until now, you've made the mistake of starting to count at "number two." Number one wasn't even counted. You skipped over *numero uno* because you didn't seem to feel you mattered.

Life is an extension of grade school. A third grader approaches

another kid and bullies him. He slaps the kid, steals his lunch money, and runs. The child who won't be bullied is the child who slaps the bully and takes his lunch money back. (With an extra little slap, just for thinking he could have gotten away with it.)

The *new and improved bitch* understands this principle in adult day-to-day life. People will do the same thing on a daily basis. They'll try to slap you and run, whether it's a coworker, a family member, a friend, or yes . . . even a lover. The only difference is none of these people will try to steal your lunch money. Instead, consciously or not, they'll steal your self-confidence.

When it comes to believing in yourself, put your eye on the mark and don't blink. If you have a goal, a dream, or an aspiration . . . believe in yourself while you are *on the way* to your destination, and you will have already arrived.

Throughout life, people will try to shake your faith *in yourself*. When this happens, remind yourself that the only way they can succeed is if you allow it. When you walk down the street of life, always hold your head high and keep walking. Don't *ever* let anyone shake your faith in yourself, because that's really *all* that you have.

## ATTRACTION PRINCIPLE #100

**The most attractive quality of all is dignity.**



*Appendix*

SHERRY'S

*Attraction*

PRINCIPLES

## ATTRACTION PRINCIPLE #1

**Anything a person chases in life runs away.**

## ATTRACTION PRINCIPLE #2

**The women who have the men climbing the walls for them aren't always exceptional. Often, they are the ones who don't appear to care that much.**

## ATTRACTION PRINCIPLE #3

**A woman is perceived as offering a mental challenge to the degree that a man doesn't feel he has a 100 percent hold on her.**

## ATTRACTION PRINCIPLE #4

**Sometimes a man deliberately won't call, just to see how you'll respond.**

## ATTRACTION PRINCIPLE #5

**If you start out dependent, it turns him off.  
But if it is something he can't have, it becomes more  
of a challenge for him to get it.**

**ATTRACTION PRINCIPLE #6**

**It is your attitude about yourself that a man will adopt.**

**ATTRACTION PRINCIPLE #7**

**Act like a prize and you'll turn him into a believer.**

**ATTRACTION PRINCIPLE #8**

**The biggest variable between a bitch  
and a woman who is too nice is *fear*.**

**The bitch shows that she's  
not afraid to be without him.**

**ATTRACTION PRINCIPLE #9**

**If the choice is between her dignity  
and having a relationship, the bitch will**



**prioritize her dignity above all else.**

**ATTRACTION PRINCIPLE #10**

**When a woman doesn't give in easily and doesn't appear docile or submissive, it becomes more stimulating to obtain her.**

**ATTRACTION PRINCIPLE #11**

**Being right on the verge of getting something generates a desire that has to be satisfied.**

**ATTRACTION PRINCIPLE #12**

**A man knows which woman will give in to last-minute requests.**

**ATTRACTION PRINCIPLE #13**

**Whether you have terms and conditions indicates whether you have options.  
Almost immediately, you present yourself**

**as a doormat or a dreamgirl.**

**ATTRACTION PRINCIPLE #14**

**If you smother him, he'll go into  
defense mode and look for an escape  
route to protect his freedom.**

**ATTRACTION PRINCIPLE #15**

**Whenever a woman requires too many  
things from a man, he'll resent it.  
Let him give what he wants to give freely;  
then observe who he is.**

**ATTRACTION PRINCIPLE #16**

**A bitch gives a man plenty of space so  
he doesn't fear being trapped in a cage.  
Then . . . he sets out to trap her in his.**

**ATTRACTION PRINCIPLE #17**

**If you tell him you are not interested in jumping into a relationship with both feet, he will set out to try to change your mind.**

**ATTRACTION PRINCIPLE #18**

**Always give the appearance that he has plenty of space. It gets him to drop his guard.**

**ATTRACTION PRINCIPLE #19**

**More than anything else, he watches to see if you'll be too emotionally dependent on him.**

**ATTRACTION PRINCIPLE #20**

**He must feel that you choose to be with him, not that you need to be with him. Only then will he perceive you as an equal partner.**

**ATTRACTION PRINCIPLE #21**

**If a man has to wait before he sleeps**

**with a woman, he'll not only perceive her as more beautiful, he'll also take time to appreciate who she is.**

**ATTRACTION PRINCIPLE #22**

**Sex and the “spark” are not one and the same.**

**ATTRACTION PRINCIPLE #23**

**Before sex, a man isn't thinking clearly and a woman is thinking clearly. After sex, it reverses. The man is thinking clearly and the woman isn't.**

**ATTRACTION PRINCIPLE #24**

**Every man wants to have *sex first*; whether he wants a girlfriend is something he thinks about *later*. By not giving him what he wants up front, you become his girlfriend without him realizing it.**

## ATTRACTION PRINCIPLE #25

**A man intuitively senses whether sexuality comes from a place of security or from a place of neediness. He knows when a woman is having sex to appease him.**

## ATTRACTION PRINCIPLE #26

**Bad habits are easier to form than good ones, because good habits require conscious effort. Waiting encourages this effort.**

## ATTRACTION PRINCIPLE #27

**If you pull the sexual plug at the last minute, he'll label you a tease.**

## ATTRACTION PRINCIPLE #28

**If he makes you feel insecure, let your insecurity be your guide.**

**ATTRACTION PRINCIPLE #29**

**A quality guy fantasizes about a woman who genuinely loves sex.**

**ATTRACTION PRINCIPLE #30**

**Any time a woman competes with another woman, she demeans herself.**

**ATTRACTION PRINCIPLE #31**

**When there is that undeniable “spark,” there is only one key to the lock.**

**ATTRACTION PRINCIPLE #32**

**Let him think he’s in control. He’ll automatically start doing things you want done because he’ll always want to look like “a king” in your eyes.**

**ATTRACTION PRINCIPLE #33**

**When you cater to his ego in a soft way, he doesn't try to get power in an aggressive way.**

**ATTRACTION PRINCIPLE #34**

**When you appear softer and more feminine, you appeal to his instinct to *protect*.**

**When you appear more aggressive, you appeal to his instinct to *compete*.**

**ATTRACTION PRINCIPLE #35**

**He'll let a woman who becomes his doormat pay for dinner on the first couple of dates, but he wouldn't *think* of it with his *dreamgirl*.**

**ATTRACTION PRINCIPLE #36**

**The token power position is for public display, but the true power position is for private viewing only. And this is the only one that matters.**

**ATTRACTION PRINCIPLE #37**

**If you give him a feeling of power, he'll want to protect you  
and he'll want to give you the world.**

**ATTRACTION PRINCIPLE #38**

**When a woman acts as though she's capable of everything,  
she gets stuck doing everything.**

**ATTRACTION PRINCIPLE #39**

**Men don't respond to words. They respond to no contact.**

**ATTRACTION PRINCIPLE #40**

**Talking about the "relationship" too much  
takes away the element of the "unknown"  
and thus the mystery.**

**ATTRACTION PRINCIPLE #41**

**Men respect women who communicate**



**in a succinct way, because it's the language  
men use to talk to one another.**

**ATTRACTION PRINCIPLE #42**

**When you are always HAPPY;  
And he is always free to GO;  
He feels LUCKY.**

**ATTRACTION PRINCIPLE #43**

**If you allow your rhythm to be interrupted,  
you'll create a void. Then, to replace what  
you give up, you'll start to expect and  
need more from your partner.**

**ATTRACTION PRINCIPLE #44**

**Most women are starving to receive something from a man  
that they need to give to themselves.**

**ATTRACTION PRINCIPLE #45**

**A woman looks more secure in a man's eyes when he can't pull her away from her life, because she is *content* with her life.**

**ATTRACTION PRINCIPLE #46**

**The second a woman works overtime to make herself fit his criteria, she has lowered the standard of that relationship.**

**ATTRACTION PRINCIPLE #47**

**You jump through hoops any time you repeatedly make it very obvious you're giving your "all."**

**ATTRACTION PRINCIPLE #48**

**You have to keep from being sucked down into quicksand. Unless you maintain control over yourself, the relationship is doomed.**

#### ATTRACTION PRINCIPLE #49

**Jumping through hoops often has a negative outcome: He sees it as an opportunity to have his cake and eat it, too.  
But when you stay just outside his reach, he'll stay on his best behavior.**

#### ATTRACTION PRINCIPLE #50

**The nice girl gives away too much of herself when pleasing him regularly becomes more important than pleasing herself.**

#### ATTRACTION PRINCIPLE #51

**The relationship may not be right for you if you find yourself jumping through hoops.  
When something is right, it will feel easier and much more effortless.**

#### ATTRACTION PRINCIPLE #52

**When you nag, he tunes you out.  
But when you speak with your actions,**

**he pays attention.**

ATTRACTION PRINCIPLE #53

**When a man takes a woman for granted, he still looks for reassurance that she is still “right there.”**

ATTRACTION PRINCIPLE #54

**When the routine becomes predictable, he’s more likely to give you the same type of love he had for his mother—and the odds that he will take you for granted increase.**

ATTRACTION PRINCIPLE #55

**Negative attention is still attention.  
It lets a man know that he has you—  
right where he wants you.**

ATTRACTION PRINCIPLE #56

**When you treat him casually as though**

**he's a friend, he'll come your way.  
Because he wants things to be romantic,  
but he also *wants* to be the pursuer.**

**ATTRACTION PRINCIPLE #57**

**A little distance combined with the  
appearance of self-control makes him  
nervous that he may be losing you.**

**ATTRACTION PRINCIPLE #58**

**A man takes a woman for granted  
when he's interested, but will no  
longer go out of his way.**

**ATTRACTION PRINCIPLE #59**

**When you nag, *you* become the problem,  
and he deals with it by tuning you out.  
But when you don't nag,  
he deals with *the problem*.**

ATTRACTION PRINCIPLE #60

**If you take his chores away from him  
and praise someone else for doing it,  
he'll want his chores back.**

ATTRACTION PRINCIPLE #61

**When you nag, he sees weakness.**

ATTRACTION PRINCIPLE #62

**He perceives an emotional woman as more of a pushover.**

ATTRACTION PRINCIPLE #63

**In the same way that familiarity breeds contempt, a slightly  
aloof demeanor can often renew his respect.**

ATTRACTION PRINCIPLE #64

**He'll forget what he has in you . . . unless you remind him.**

### ATTRACTION PRINCIPLE #65

**Many women talk a lot out of nervousness—  
which is something that men will often  
perceive as insecurity.**

### ATTRACTION PRINCIPLE #66

**Talking about feelings to a man will  
feel like *work*. When he's with a woman,  
he wants it to feel like *fun*.**

### ATTRACTION PRINCIPLE #67

**Forcing him to talk about feelings all the  
time will not only make you seem needy,  
it will eventually make him lose respect.  
And when he loses respect, he'll pay  
even less attention to your feelings.**

### ATTRACTION PRINCIPLE #68

**In the beginning, the only thing you need**

**to pay attention to is whether he keeps coming around, because he'll only be able to suspend or hide his emotions for so long.**

**ATTRACTION PRINCIPLE #69**

**Men treat women the way they treat other men. They “play it cool” because they don't want to appear weak or desperate.**

**ATTRACTION PRINCIPLE #70**

**The element of surprise both inside and outside of the bedroom is important to men, and it adds to the excitement.**

**ATTRACTION PRINCIPLE #71**

**Don't always do the same thing over and over in the bedroom. Vary it so that it doesn't become a predictable routine.**



ATTRACTION PRINCIPLE #72

**Most men tend to disrespect a woman who appears to be too *malleable*.**

ATTRACTION PRINCIPLE #73

**Don't be afraid to stand up for yourself or speak your mind. It will not only earn his respect, in some cases it will even turn him on.**

ATTRACTION PRINCIPLE #74

**Men often automatically assume that a bitchier woman will be more assertive in bed, and that a nice girl will be more timid.**

ATTRACTION PRINCIPLE #75

**When a man falls in love, suddenly he'll go out of his way and think nothing of it. He'll do things for *this* woman he wouldn't have done for anyone else.**

**ATTRACTION PRINCIPLE #76**

**He'll never respect you as being able to hold your own unless you can stand on your own two feet financially.**

**ATTRACTION PRINCIPLE #77**

**You have to show that you won't accept mistreatment. Then you will keep his respect.**

**ATTRACTION PRINCIPLE #78**

**Your pink slip is maintained when you can stand on your own—with him or without him. He should never feel that you are completely at his mercy.**

**ATTRACTION PRINCIPLE #79**

**When a man views a woman as a “little girl” or a sister he has to take care of, the passion diminishes. He doesn't want to make love to his sister.**

### ATTRACTION PRINCIPLE #80

**The ability to choose how you want to live, and the ability to choose how you want to be treated are the two things that give you more power than any material object ever will.**

### ATTRACTION PRINCIPLE #81

**In a relationship of any kind, if one person feels the other person isn't bringing anything to the table, he or she will begin to disrespect that person.**

### ATTRACTION PRINCIPLE #82

**Financial neediness is no different than emotional neediness; in both instances, he can still get the feeling that he has a 100 percent hold on you.**

### ATTRACTION PRINCIPLE #83

**Regardless of how pretty a woman is,  
looks alone will not sustain his respect.  
Appearance may pull him in, but it is your  
independence that will keep him turned on.**

**ATTRACTION PRINCIPLE #84**

**When a man is very consumed with not  
being taken advantage of, this is a sign  
that he's "on the take."**

**ATTRACTION PRINCIPLE #85**

**People will show you they have self-respect  
simply by virtue of the fact that they *want* to  
carry their own weight.**

**ATTRACTION PRINCIPLE #86**

**The more independent you are of him, the more interested he  
will be.**

ATTRACTION PRINCIPLE #87

**If you make it too obvious that you're excited to get something, some people will be tempted to dangle a carrot in front of your face.**

ATTRACTION PRINCIPLE #88

**When you alter the routine, *your not being there* is what will make him come around.**

**Men don't respond to words. What they respond to is *no contact*.**

ATTRACTION PRINCIPLE #89

**Don't give a reward for bad behavior.**

ATTRACTION PRINCIPLE #90

**He simply won't respect a woman who automatically goes into overdrive to please him.**

ATTRACTION PRINCIPLE #91

**If he doesn't give you a time, you don't have a date.**

ATTRACTION PRINCIPLE #92

**Often the best way to adjust or fix the problem is by not letting *him* know it's being fixed.**

**When you alter your availability or change a predictable routine, it will mentally pull him back in.**

ATTRACTION PRINCIPLE #93

**Once you start laughing, you start healing.**

ATTRACTION PRINCIPLE #94

**You can get away with saying much more with humor than you can with a straight face.**

ATTRACTION PRINCIPLE #95

**A man feels he's won, or conquered a woman,  
when she eats out of the palm of his hand.  
At which point, he begins to get bored.**

ATTRACTION PRINCIPLE #96

**The *tension* that arises with a slightly  
bitchy woman gives a subtle feeling  
of danger to a man. He feels slightly  
unsure because she is never in  
the palm of his hand.**

ATTRACTION PRINCIPLE #97

**A "yes" woman who gives *too* much sends  
the impression that she believes in the man  
more than she believes in herself.  
Men view this as *weakness* not *kindness*.**

ATTRACTION PRINCIPLE #98

**Be an independent thinker at all times,  
and ignore anyone who attempts to define**

**you in a limiting way.**

ATTRACTION PRINCIPLE #99

**Truly powerful people don't explain why they want respect. They simply don't engage someone who doesn't give it to them.**

ATTRACTION PRINCIPLE #100

**The most attractive quality of all is dignity.**



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**SHERRY ARGOV** is the author of *Why Men Marry Bitches*, and her work has appeared in over thirty magazines including *Cosmopolitan*, *Self*, *Glamour*, and *First for Women*. Sherry's work has been featured on national television shows such as *The View* and *The O'Reilly Factor*, and has been praised by the *Los Angeles Times* and *Publishers Weekly*. *Why Men Love Bitches* is also a live theater production abroad, and is currently published throughout the world in over twenty languages. Visit Sherry's Web site at [www.whymenlovebitches.com](http://www.whymenlovebitches.com).



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# *Introduction*

Everyone's heard the story about the prince who marries the town maiden. Or the handsome eligible bachelor who could have any girl he wants, but who falls in love with an ordinary woman who is difficult to deal with. At the wedding, the guy feels like the luckiest guy in the world. Meanwhile, his family is popping antacids wondering, "Why her?" Then the speculation starts: "Is it the cooking? Is it the sex? Did she brainwash him? What did she do to him?" What they are dying to do is pull the guy aside and ask him point-blank, "Why are you marrying such a bitch?"

*Why Men Marry Bitches* is not another "how to fetch a husband" book. It's not a book that will even remotely suggest you are incomplete until you find your "better half." On the contrary. It will challenge convention, broaden your understanding of why some relationships don't progress, and modernize the way you think about how a man *chooses* his soul mate.

When I use the word *bitch*, the woman I'm

describing is not cruel or mean. Throughout this book, as well as in my first release, *Why Men Love Bitches*, I use *bitch* in a tongue-in-cheek way. The term is intended to be satirical, and does not take itself too seriously. I use it to describe a strong woman who has her own identity and is secure with who she is. She is plenty happy giving him “space” because she enjoys having hers. She is clear about what she will or will not accept. She’ll back away at the slightest whiff of disrespect, and this makes her more exciting to a man, not less. *That’s the woman he dreams of marrying.*

We’ve all read Cinderella. We’ve seen the engagement ring commercials where the woman gets her glistening bling bling. We’ve been at weddings in which there are ten bridesmaids dressed like Tinkerbell. Then the photographer takes a picture of all the bridesmaids surrounding the bride, crouching over her left hand and staring adoringly at the big rock. Then comes the toss of the bouquet, and all the single women trample over one another to catch it, so that somebody’s prepubescent nephew wearing braces can put a garter on her thigh. That’s how women respond to the *very idea* of being married.

*Men observe this.* They watch women act like marriage is the be all and end all and they make a mental note. It only confirms what he's always known: Marriage doesn't necessarily mean she's in love with him. Some men feel that the woman is in love with *the wedding* or *what marriage represents*. He's just there to fill a position.

All of this influences how men date. They avoid situations in which they suspect a woman needs a relationship to feel whole, because there again, he feels he's just filling a position. For a man, a needy woman equals entrapment because she doesn't love him for who he is. The truth is that men aren't commitment phobic, *they want love and marriage just as much as women do.*

In order for a man to desire marriage, he has to think, "Gee that would be a wonderful thing to be married to her." And that doesn't happen when a woman follows the conventional advice and forces the issue: "I need to know where this is going. I don't want to waste my time." These are things women say automatically. A woman will think she's saving time, but what she doesn't realize is that she's just talked him out of it. When a woman acts like a relationship, a

commitment, or a marriage is “owed” to her, she will send him running in the other direction.

That’s why this book was written.

In the chapters you are about to read, you will learn to alter your approach. You will understand why he needs to wonder why you aren’t behaving as though you are desperate to be married like every other woman he meets. When you seem different in that you *aren’t* coming at him with a “marry me” agenda, that’s when you’ll get more proposals than you’ll know what to do with.

You’ll also understand how men *really* think. What their actions *really* mean. How he *expects* you to react, and how you *should* behave instead. And not the same old “fluff” you’ve read in other relationship books. You will learn all the things that men know, and bitches know...but that nice girls have yet to learn.

The material in my books is drawn less from my opinion and more from the information I gathered from hundreds of hours of interviews with men who sat down and talked with me candidly. They gave me an inside look at the information usually reserved for men only, about what really gets a man to fall in love and



pop the question.

It was so important to me to be accurate that I even reread the material to men before it went to press to ensure that it accurately reflected how they feel. They would say, “If women had these traits, we’d be much more willing to get married. I’m so glad you are telling this to women. Just don’t use my real name...”

After the release of my first book, I heard a lot of critics say, “Women should never play games.” From where I sit, this is very amusing because it implies that men are always compassionate, altruistic, and honest—and in no way playing games with women. The reality is that men stretch the truth and strategically omit critical information all the time in order to have their cake and eat it too. In the same way that a pretty woman uses her looks to get perks and benefits, men hint at the possibility of “marriage someday” to string women along.

The following chapters will teach you why doting on a man to show “how much you care” is often the very behavior that leads him to decide you aren’t interesting enough to pursue. Bending over backward does not bring you the love and attention you crave. But having your own life, your own goals, and a

backbone will.

That doesn't mean this book is only for women who want to walk down the aisle. Perhaps you are married and want to spice things up. You may want to stay single. This book is about how to *capture his heart* so you have the power to choose the outcome *you* want.

So take off your rose-colored glasses and throw them out the window. It's time to start asking whether he's really good enough *for you*. You will come to acquire that special X factor so you can feel like you are always at the controls. And you will learn how to make him feel you are the special one he *can't live without*.

Go grab a glass of wine, or a cup of tea. Take your shoes off and put your feet up, because we are going to do some *serious* girl talking here. And fair warning, people: This is no "coddle your inner child" book.

**Note:**

**Throughout this book,  
names of men and women have been changed  
to protect the not-so-innocent.**



**Why  
Men  
Marry  
*Bitches***



1

# THROWING OUT THE

## *Rulebook*

Why a Strong Woman Wins His Heart

Let us now set forth one of the fundamental truths about marriage: the wife is in charge.

BILL COSBY

## Society's Guidelines for Good Girls

Imagine a world in which roles were reversed and men cooked for women, picked up socks, and couldn't wait to get married. Pretend you had a boyfriend who owned a hope chest with six lavender bow ties inside that he wanted his groomsmen to wear at the wedding. Picture him getting choked up every time you strolled past a Baby Gap. And that he greeted you at the door wearing silk boxers and cowboy boots, so he could do a pole dance for you. Then add a few ultimatums:

*"Where's my ring?"*

*"Why won't you marry me?"*

Chances are, you would assume the guy wasn't firing on all cylinders. And then you'd start planning your escape. "It's not you, it's me. [Translation: It's definitely you.] I'm too busy with work. I love you but I'm not in love with you." Then you'd blow out the door...like TNT.

As scary as it sounds, this is precisely the approach women are taught on how to catch a husband. It's the plight of every "nice girl" who puts



everyone else first, puts her own needs last, and doesn't think she is worthy of touching the hemline of her man's pants.

When I polled men, they all said *confident women are in very short supply*. And that a confident woman is what they find sexiest. Is it any wonder that confident women are hard to come by? Look around. The average fashion magazine tells women to act like a servant, as if dating were a labor-intensive, blue-collar-job application: "Can you serve a cold beer in trashy lingerie? Do you leave razor-sharp creases in his shirts like employee-of-the-month at the Jolly Roger motel? Do you wear cellophane for him? Are you gardening in stilettos? Are you giving it up doggie-style? If so, he'll drop to one knee and propose..."

What women are learning from all of this is how to behave desperately. When her attitude is "Pick me! Pick me!" she hits the kill switch on his desire. It's human nature. You'd be just as turned off by a guy who brought two dozen roses to a first coffee date and told you he felt like the luckiest SOB on the planet in the first five minutes.

It's human nature. Telling a woman to work harder to please is like telling a little kid to walk up to a schoolyard bully on the first day of school and say, "Here, take my lunch money. And you can have my cupcakes too. I'll even throw in my lunchbox since you don't have one." Or, in a dating situation, "Here, take my body. And I made you a cake. Please be nice. Please marry me. I'll even jack my butt up nice and high like they do in yoga. It's so comfortable being upside down. *Really*. I just love it!"

Just because a man sleeps with you doesn't mean he's thinking about the future. For him to think about forever, there has to be something he respects *within* you. Like a strong wit...and a strong mind.

## RELATIONSHIP PRINCIPLE 1

**In romance, there's nothing more attractive to a man than a woman who has dignity and pride in who she is.**

In addition, you have to know your own mind. The more you focus on elevating yourself, the more he will work to be at the top of your priority list. He considers you a long-term prospect when you've added the key ingredient: *respect*. And respect is the glue that holds

everything together.

Kara is a perfect example of why smart, confident women come out on top. Very early on, her fiancé tried to give her his two cents on how she should dress. She was leaving for a meeting, and he told her to wear a dress instead of the pantsuit she had on. Then he told her she was wearing too much makeup. What the nice girl would have done is run out and buy a new wardrobe. But Kara playfully put him in check: “Listen here, Versace. This outfit has always been fine. And I haven’t had any complaints about the makeup either. But if you’d like, I’ll let you know when I’m wearing this in advance. That way, if you don’t want to see me in it, you don’t have to come over.”

In order to be looked at differently, you have to *think* differently. He has to see that you call your own shots and that you don’t need input from anyone about how to put your socks on. This says, “I am secure.” The biggest attraction killer is neediness and insecurity. The bitch doesn’t audition or try to be the “best in show.” Instead of “where’s my ring” or “why won’t you marry me,” she’s thinking:

*“What’s the advantage of having this guy around?”*

*“How do I feel about myself after I’ve been in his company?”*

*“What’s in it for me?”*

And then a funny thing happens: *He falls all over himself* to be with her.

Kim Basinger said something interesting: “I don’t have time to be classified as difficult, and I don’t have time to care.” Men tend to feel at ease with a woman who doesn’t care so much because then he doesn’t have to be fully responsible for someone else’s happiness. When a man sees you are happy with him *but you can be just as happy having nothing to do with him*, that’s when he won’t want to leave your side. *When you are happy, you are sexy.*

Not only this, bitches have more fun. My friend Angela had a date with a guy on a Friday and they went out for Chinese food. They tried several dishes and had plenty of leftovers, so Angela took home all the doggie bags. The following evening, she had date with a different guy and decided to be the “hostess with the mostest.” She reheated the Chinese leftovers, “reorganized” a medley on a pretty plate,

and served it to her guest of honor. The fortune cookie said: "The catered din-din was a smashing success."

Of course, I would never recommend that you choose such a quick and easy meal over three hours of sweating and slaving in the kitchen. However, I would be remiss if I did not include this one expert gourmet cooking tip: Don't keep the parsley. (If it gets soggy in the microwave it will be a dead giveaway every time.)

Notice what Kara and Angela had in common: Neither one of them felt the need to overcompensate. This earned the man's respect. Why? It was *expected* that they knock themselves out because the rulebook says women are supposed to. When they refused, a light bulb went off over his head. The message "I am worth something" is *what turns him into a believer*.

In a music-channel documentary, Tim McGraw said something very intriguing about his wife, Faith Hill: "She's a straight shooter, that's for sure. She doesn't take any sh\*t from anybody." He didn't choose to comment on her talent, success, beauty, fame, or any of the other things society celebrates. Instead, he commented on the attribute men respect most: a backbone. Do you think he's proud that his wife

doesn't take B.S. lying down? I'd bet that he is.

## RELATIONSHIP PRINCIPLE 2

### **He marries the woman who *won't* lay down like linoleum.**

This brings us to the definition of a marrying bitch—aka a strong, spirited woman who can stand up for herself. The bitch is not rude or abrasive because she's smart enough to know that being considerate is more effective. But she won't compromise herself to be in a relationship. She won't work overtime to "catch a husband." Because of this, he doesn't classify her as a mindless woman he can take advantage of. She has a certain moxie about her. Sugar and spice...and *not* always so nice—*that's what his dreams are made of.*

Since many "nice" women mistakenly believe that being a strong woman (aka a bitch) is a bad thing, let's explore some of the criteria of the so-called eligible woman. Then we'll find out from men what they *really* think about women who behave this way.

#### **Myth 1: You Have to Be Perfect**

Think about the last time you were madly in love. Chances are, the guy wasn't a millionaire or a brain surgeon with six-pack abs who was hung like a barnyard animal on Viagra. Chances are, he didn't get you off five times before he got his. But there was something special about him. He had a couple of features that did it for you and a certain magic that made you tingle. Men who want to fit in a relationship are looking for that same magic.

### RELATIONSHIP PRINCIPLE 3

**He doesn't marry a woman who is perfect. He marries the woman who is *interesting*.**

This is one of the biggest myths perpetuated by the media: If you are perfect, beautiful, and rich, you will get the respect and love you crave. So they say. (And now back to reality.) When a man meets a woman who seems *too* perfect, *too* sweet, or *too* agreeable, he tends to become bored very quickly.

Beauty pageants are a good example of how women are misled into thinking that the most important pursuits in life are beauty tips and "man catching" skills. Granted, they offer educational grants and scholarships, which is very ironic because the

only men watching are the ones who like really stupid women. Intelligent men think it's embarrassing for a woman to pose and smile like she's always that chipper. Everybody knows the losers want to strangle the winner, and the Southern Belle who wins Miss Congeniality is dying to tell the judges: "Fuck all, y'all...you ugly summabitches." All of them pretend to be virgins until marriage, and all are do-gooders for the poor:

Second runner-up: "I am a fifth-year junior



at the local college majoring in pottery. I plan to end world hunger and find a cure for cancer. And once and for all, I intend to put an end to the global shortage of flower pots."

First runner-up: "I plan to feed the starving, the homeless, the unemployed, and the destitute. That way all my relatives can eat."

Queen bee: "Before I visit poverty-stricken villages in Africa, I'm fixin' to get my toes painted. Invite the press. I'm wearing my



thousand-dollar Manolo Blahnik shoes!”

If you've ever noticed, beauty pageants are a lot like county fairs. The farmers show the cows the same way. They walk their prized Jersey cow across a stage in front of an audience with judges, and maybe the cow even twirls around a couple of times. Then the winning cow gets a satin ribbon draped over it, which has the title and the year on it. They even have twelve-month calendars featuring the “cow of the month.”

So let's try to apply this Barbie-like behavior to a first date to see why it goes over like a lead balloon. Picture a woman trying to be that “perfect girl.” She walks into the room like she's on a catwalk. The handbag matches the shoe button. She giggles on cue. For dinner, she orders two olives with low-cal dressing (on the side). Without realizing it, this woman has already marked herself: *temporary*. In his mind? “Deposit and go.” He may have sex with her, but from there on it's a downhill slide. Why?

When she's artificial, he becomes wary of who she really is and what her real motivations are. Usually, he figures she's putting on a show to trap him. So it never goes to the next level. This is why some relationships never shift into second gear. By trying to

be something she's not, the woman automatically gets marked with the "insecure" stamp. "This one will need constant attention and nothing I give will ever be enough. She'll sap me of all my energy." Before he's spent any time with her, he is mentally on to the next.

Not only this, but when a man thinks a woman is weak or insecure, he won't feel the need to work at the relationship. It becomes "male entertainment" at that point. The relationship becomes a sideshow. He'll kick back, crack a beer, and think, "She's trying so hard, I'll never have to break a sweat in this relationship."

#### RELATIONSHIP PRINCIPLE 4

**When a woman is trying too hard, a man will usually test to see how hard she's willing to work for it. He'll start throwing relationship Frisbees, just to see how hard she'll run and how high she'll jump.**

Men are *used* to this. So they try to bait you into this behavior. He may tell you on a second date that he likes red toenail polish. Or that he likes a particular

item of clothing. If you immediately begin to “work” to be what he wants, it lessens his respect.

To better understand, let's take a sneak peek at a page inside the *male* rulebook. This is the hush-hush highly classified stuff.

### A page from the male rulebook

The definition of unforgettably sexy: A woman who can function on her own and take care of herself. She won't let me always have the upper hand. And, she can tell anyone to go jump in the lake whenever she feels like it.

That's the woman he'll work harder to be with. Whenever you are too worried about someone else's approval, *that person loses respect for you*. When a man sees you knocking yourself out from the jump start, you are setting yourself up for a lopsided relationship, because you reinforce every guy's unspoken belief: “If you ignore her, she'll seek your validation and reassurance.” Approval then becomes his only “contribution.” *When you need his approval, it blinds you* and you quickly become the vulnerable one in the relationship. Adopt the philosophy of

“approval neither desired nor required.”

After all, there will always be someone there to tell you that you aren't attractive enough, perfect enough, or that you didn't come from the right side of the tracks. True confidence is born when you...

RELATIONSHIP PRINCIPLE 5  
**Don't believe what anyone tells  
you about yourself.**

Sophia Loren said, “Beauty is how you feel inside, and it reflects in your eyes. It is not something physical.” This is what makes you gorgeous to a quality man, because now you arrive complete. And that makes him say, “Gee, I wonder, what is that special magic she's got?”

How does this affect long-term relationships? When a man can't crack your code, or figure out where your insecurities are, *you are no longer readable*. That's when he doesn't have a 100 percent hold on you, and he has to put in his 50 percent share to win you over, keep your interest, and maintain a reciprocal and viable relationship.

## **Myth 2:**

### **You Have to Be His Sex Toy**

Men love to tell colorful stories that sound just like the ones they read in men's magazines. According to him, all his ex-girlfriends are supermodels and had sex with him ten times a day. Clearly, a figment of his imagination. To prove it, all you have to do is take a quick look at a photo of his ex-girlfriend. If it is true she gave it up ten times a day, there will be visible signs. The back of her head will look like a rat's nest. Her ankles will be permanently affixed behind her ears. And she'll be so emaciated, someone will be tossing her a cheeseburger.

Women also get confused about what men want from observing the magazines men read. For example, nudie magazines. I don't know about you, but I don't regularly sit on a bale of hay in the middle a cornfield, butt naked, in order to catch a sunset. No matter how freezing it is, the model is usually sucking on a finger while hanging upside down from a tree, and is quoted as saying, "I love being naked. It makes me feel so close to nature." Then comes the first-rate literature.



Turn-ons: ***Twinkies, Popsicles, and sunsets.***

Most influential person in my life: ***My puppy.***

Favorite sport: ***Naked kayaking.***

Proudest accomplishment: ***Tying both shoelaces in under five minutes.***

Naturally, women see these formidable influences and think, “This is how I have to behave. If I am a freak in the bedroom, and I cook a mean meat loaf, he’ll run out and buy me a ring. Right?” Doubtful. When a man comes home from a hard day’s work, the last thing he wants is to find his wife naked on the front porch, licking a multicolored lollipop, wearing her hair in pigtails, and watering the tulips. He’ll be thinking, “She’s two sandwiches short of a picnic.”

I asked one guy if this is what men fantasize about. He wanted to answer my question but couldn’t stop laughing. Then he said, “Definitely a turn-off. She’s not really being herself.”

A smart, together guy won’t build a life with a woman he feels doesn’t have her feet firmly planted

on the ground. Men do not marry the “little girl” types because they don’t want to feel like they are adopting a young child. The only reason men like stupid women is so they can take advantage of them—in the short term. A quality guy worth his salt wants a partner who is competent and multidimensional. Someone who can handle things when he’s not around.

That doesn’t mean men won’t break their necks to *look* at a woman who is showing a lot of skin. But at the same time, they’ll pass judgment: “Short-term only.” And once a man categorizes you as “sex only,” he won’t see anything beyond that.

## RELATIONSHIP PRINCIPLE 6

**Men see how you dress, and then make assumptions about your relationship potential.**

A man named Doug explained, “It makes a woman *more* attractive if she’s showing *less* skin. It makes you want to find out what’s underneath. A guy doesn’t want to get to bed and think, ‘No big deal. I’ve already seen this.’ You want her birthday suit to be a surprise. That’s half the excitement.”

When women look at clothing, we see colors, fabrics, and styles. What do men see? Whether or not you are a mental challenge. That's why you hear men talk about nurse fantasies or the girl-next-door or librarian types. If a woman wears something that doesn't "show all her stuff," like jeans and a sweater, what a guy reads is: "It's not here on display for you. *You'll have to work a little to get this.*" When a woman shows a little but not all, a guy infers that the sexy parts of her are "privileged" areas. And her stock goes up.

Evan is a classic example of how quickly men categorize women. He met Blair at work and asked her if she'd like to have drinks that evening. She was wearing a silk blouse that showed a little, but not too much. Then she ran home to freshen up. Thinking she was going to "wow" him, she put on a cropped T-shirt that showed tons of cleavage and a belly ring, with large lettering across her chest that read NOT EVERYTHING IS FLAT IN KANSAS. He recalls, "I knew it wasn't going anywhere from day one."

If he wants a serious relationship with a woman, he'd rather see less skin in public and keep the freak show private, for his eyes only. He'd rather see a formfitting blouse than a plunging neckline. Or a



sundress that shows a hint of her silhouette. He's much more fascinated by a long skirt with a slit up the side than a micro-mini that shows the whole leg. Why? The peek-a-boo element. Not knowing when her leg will pop out triggers his imagination. And once you get him curious and *thinking about you*, that's when his thoughts turn to the future.

## RELATIONSHIP PRINCIPLE 7

**When a man sees you wearing very revealing clothes, he'll usually assume you don't have anything else going for you.**

Once he reduces you to one dimension, he'll keep you there. He'll never take you seriously or think of you as having enough worth for a long-term relationship. Men want to marry a woman who is the whole package. News flash: If men were to explain this to women, they'd never get laid.

According to the media, it's *hip* for you to invite a girlfriend over and have a *ménage à trois*. And it's *cool* to break out the naughty-schoolgirl outfit or jump up and down on a pole wearing a wig and a Little Bo Peep costume. Some fitness centers even have

classes that teach women how to dance like a stripper. Women begin grinding their chairs and crawling across the floor on their hands and knees while “Ain’t Too Proud To Beg” is blaring over the loudspeaker.

While it might be really comical to watch as you look on from the treadmill, you can’t be thinking, “Uh-oh. I better give him a lap dance in the La-Z-Boy to keep him happy.” (Slap yourself, before I do it for you.) If you use sex to catch him, you will be guaranteed immediate contact and he’ll put you in his little black book. But you won’t get the rice...the ring...and the nonstick cooking set.

Whom would you see a long-term future with? A Chippendale’s dancer wearing a neon-yellow thong with singles inside his jockstrap, and plenty of wiggle in his jiggle? Or a nice-looking guy in a three-piece suit, with a 401(k)? Likewise, men want the whole package. They fantasize about having a quality woman they are proud of, whom they’d cuddle up with next to a fireplace. Another news flash: A quality guy won’t marry a woman who *cheapens* herself.

Have you ever noticed that even strippers don’t like the word *stripper*? Oops. Excuse me for being so

insensitive. I respectfully confirm they are indeed “exotic dancers” earning an honorable living while paying their way through medical school. And my neighborhood crack dealer is an exotic pharmacist. As soon as he finishes his undergrad in the chemical arts, he is pursuing a doctorate in pharmacology.

Remember, if you show up wearing a rhinestone thong pulled up to your hips on the first date, and on the next date you’re sporting a miniskirt that could double as a tube top from the children’s department, he’ll see you as community property: “Any guy can get to it so I’m not special if I can get to her.”

Not only this, but men are extremely insecure about how many other lovers you’ve had, *especially* if they’re thinking about marriage. Men even admitted that they have a magic number in their heads when they ask how many men you’ve been with. (Anything more than what can be counted on one hand is too many.) And it takes very little for their imaginations to run wild.

If you see him in an old pair of underwear that has a large hole next to little lefty, you assume he hasn’t had a good woman in his life to buy him a new supply of “tighty whities.” With men it’s the opposite. If he sees

you wearing a sexy panty but the elastic is a little frayed or tattered, he'll see it as evidence of a recent humping. The same goes for that black lacy see-through bra you were planning to wear for him. If it's missing a hook or the hook is bent sideways (heaven forbid), he'll think it's been violently snatched off your body a time or two.

### RELATIONSHIP PRINCIPLE 8

**When he sees you scantily dressed, he is not reminded of how great you look naked. He immediately thinks of all the other men you've slept with.**

For this reason, hold fire on the five-piece triple XXX crotch-less outfit with fishnets, rubber, metal studs, and fifteen straps. It will have an "everybody's girlfriend" feel to it. What most men said they find sexiest is a woman in one of his shirts with a sexy pair of panties underneath. This has a "mine only" feel. If you change into sleepwear, wear something silky that looks like you'd wear it for yourself when he's not around. This is more likely to make him appreciate the sex, and appreciate you also.

Stated or not, most guys want to feel like Farmer

John plowing new turf. (And your job is to keep that illusion going.)

**Myth 3:**  
**You Have to Be Whatever**  
**He Wants You to Be**

This is one of the key differences between a bitch and a nice girl. The nice girl meets a guy and acts like she joined a cult. If he's a Grape-Nuts and berry-eating spiritual type, she's eating berries with her morning chants. If he's Italian, she's making meatballs. If he's Jewish, she's rolling up matzo balls. If he's a fan of boating, she subscribes to *Power Boat* magazine. If he's an environmentalist, she's hugging trees, sucking down wheat grass, and trading in her SUV for a hybrid.

This is why when you see a man who is madly in love with his wife, usually she's a woman with a mind of her own. She doesn't "suffer fools gladly." The lights are on...and the bitch is home.

When Michael J. Fox met his wife, Tracy Pollan, they were taping an episode of *Family Ties*. On a lunch break, he walked over to her and made a rude remark about her breath. "Man, did you have the

scampi for lunch or what?” She immediately told him off and walked away. To this day he recalls, “I had a crush on her from that point on.”

If Michael J. Fox is like most guys, what impressed him is that his wife wasn't a pushover. She checked him like a sweaty hockey player when he stepped over the line. *And he liked it.* They're married with four kids, and twenty years later he still talks about how beautiful he thinks she is in TV interviews.

Self-respect is a one-punch knockout to a guy. When you are confident enough to wield your power and you show that you aren't fearful of losing him, he becomes fearful of losing you. “Wow. She's quick. This one is quality. I will need to mind my p's and q's to show her my *finer* qualities in order to keep her interest.” And just like that—Domino's pizza and beer will be upgraded to red roses and Cristal champagne.

Case in point. Roger and Cheryl are as different as night and day. He likes the finer things in life. Cheryl loves the 99 Cent Store, a place where he wouldn't be caught dead. (He says, “That's where peasants shop.”) When she goes into thrift stores, he waits in the car, ducking behind the wheel to avoid being recognized. But that doesn't keep Cheryl from going.

She'll make a sandwich for Roger, and after he eats it she'll harass him: "Pretty good, huh? And all the ingredients came from the 99 Cent Store." The man adores her so much, he'd lie down in traffic for her.

When a man likes you, he will be interested in finding out what you like. If he makes you happy, he feels more secure. Everything men do is intended to impress women—whether it's going to the moon, becoming a rock star, or driving a nice car. The Taj Mahal was built for a woman. The toys, the homes, the power suits...it's all designed to impress a woman. *Be that woman.*

When he asks what kind of food you like, be honest. It's a good thing for you to tell him how to please you because *pleasing you keeps him engaged in the relationship.*

In the beginning, a guy might ask a woman what she likes. The nice girl makes the mistake of shrugging her shoulders. "I like anything you like. Whatever...I'm easy." She thinks she's being considerate, but what she's getting across is, "I'll take you any way I can have you...even if you give me crumbs."

So let's dispel a couple of nice-girl myths.

## **1. To a guy, a “whatever girl” is the same as a “yes girl.”**

A classic example: Picture a guy taking you to a bad movie and then asking what you thought of the movie. If it's horrible and you say, “Great special effects!” he'll respect you a little less than if you say, “Good company, but the movie sucked. And here's why I thought it wasn't that good....” When a man can depend on you to shoot straight and speak your mind, he will view you as a more legitimate candidate.

What men read from the “whatever” or “okeydoke” agreeable woman type is: “I'm not confident enough to make decisions.” This is one of the ways men evaluate whether you are “relationship material” and “marriage material.” He doesn't marry a Stepford Wife or clinker-top toy that nods its head with every movement. This brings us to the second nice-girl lesson:

## **2. The fastest way to become boring to a man is**



**to always “do as you are told.”**

There were many times I interviewed married men who specifically said this attribute would make or break the relationship. One married man said, “There were a few women I dated but couldn’t bring myself to marry. They were always the women who were willing to drop everything and do anything I wanted.”

### RELATIONSHIP PRINCIPLE 9

**Every guy knows he can find a girl who is simply satisfied with satisfying *him*. They are much more turned on by a woman who cares about her own pleasure as well.**

What a quality guy secretly longs for is a lover who is also a best friend. And an equal partner. When I interviewed men, I was always stunned when they talked about “an emotional connection.” One of them surprised me when he said, “A man wants all the things a woman wants. If you really care about her, you’ll wonder what kind of wife she’d be. But most men don’t admit that because they don’t want the woman knowing he cares *that* much. It’s safer to express sexual interest only, because it’s still considered ‘manly.’ But deep down, men want an

emotional connection as well.”

Not only this, but being too agreeable prevents you from learning key things about him before you commit to a long-term relationship. One of the key things you want to learn about a man is how much he *respects your opinion*.

### RELATIONSHIP PRINCIPLE 10

**You can tell how much someone respects you by how much he respects your opinion. If he doesn't respect your opinion, *he won't respect you.***

When you “go along to get along” or are too agreeable and passive, you invite his disrespect.

Cynthia was on a date and Jon asked, “What do you do for fun?” Cynthia responded, “I bought a high-end riding lawn mower. Last weekend I had fun mowing my front lawn.” Then she described a few other hobbies. Here’s what he observed: “She didn’t care that I might think it’s stupid or quirky. That is her thing and that’s who she is. The fact that she was proud of it was a complete turn-on.”

He didn't have to like it. But he respected it. This is why you hear happily married couples say, "We really adore each other...even though we have nothing in common."

Whenever someone is telling you to be *different* than who you are, they are stifling you. There's a kind of bondage that comes with being in the mainstream.

Think of the classic scene from *American Beauty*. At the end of the movie Angela, the pretty, blond cheerleader, gets into an altercation with her dowdy girlfriend Jane. At one point, Angela says to Jane, "At least I'm not ugly!" Jane's boyfriend says to Angela, "Yes you are. And you are boring. And you are totally ordinary, and you know it."

This is the exact opposite of what women are taught. Some women aren't lucky enough to have a parent, teacher, or other role model who tells her to develop a skill set, a career, or to believe in herself. The unspoken message is that women should invest in their man-catching skills instead. "Someday a man will come along and take care of you." Does he? Yes. He rolls out the red carpet when *you don't need him to*. In other words, when you act like you're associating with him because he's cute and you have

some free time to kill. Not because he's the "end all" of end alls. Men pick up on how much you need them *and they instantly feel pressured and back off*. The pressure is lifted when you become passionate about your life, don't give yourself away, and stay focused on pursuing your dreams.

Men used different words, but overwhelmingly they all said the same thing. The pressure becomes unbearable for a man when a woman is overrun by obsession with the relationship, when her whole worldview boils down to him. "What if he does X. Should I do Y? What if he says this?...Should I say that?" Men assume the woman is sprung or obsessed when she stops giving her opinion and becomes afraid to say, "No, I don't want to do that." Or, "No, I won't go there." The end result? A crash landing.

Ever wondered why men are intrigued by redheads? It's because they're different. Men like anything different, that everyone else doesn't have.

## RELATIONSHIP PRINCIPLE 11

**It is better to be disliked for being *who you are* than to be loved for *who you are not*.**

In the movie *Closer*, Natalie Portman asks Jude Law why he is so madly in love with the photographer, played by Julia Roberts. “Is it because she’s successful?” Jude Law quips, “No. It’s because *she doesn’t need me.*”

To better understand why it turns a man on to feel like you are a “cat of a different breed,” let’s refer to another page from the secret male rulebook.

### A page from the male rulebook

It’s a man’s world so we are used to getting our way. But when a woman has her own way of doing things, she becomes very intriguing. Even though we seem a little confused when we don’t get our way, we secretly respect it. Suddenly, we get to see things from a different perspective. And then we spend the rest of our time trying to figure out how we can fit into *her* spicy world.

Now, let’s talk about how to introduce him into... your spicy world.



# 2

**MAKE HIM CHASE *You...***

**UNTIL YOU CATCH *Him***

How to Convince Him

Commitment Was *His* Idea

When women go wrong,  
men go right after them.

MAE WEST

## **The Bitch Gets Him to Drop His Guard**

You can't wrestle a man down like a wrangler at the rodeo and hog-tie him to get a commitment. Just like the little calf, he'll run like hell to get away from you. Instead of trying to lasso or hook a guy, you have to change your approach. When it comes to commitment, *he hooks himself*. All you have to do is be feminine, soft, charming, and enjoyable to be around. Then toss *him* the rope. Watch. He'll get all tangled up in it.

Deep down, men want to be chivalrous. They want to have a woman they can cherish and do everything for. Just like a woman's instinct is to please, a man's instinct is to pursue. He wants you to think he is dark, smoky, and mysterious like James Dean in *Rebel Without a Cause*. He wants to feel he's blindsiding you with his "mojo" spell and you are taken by him. But wait...not *too* easily taken. He wants to win you over...*incrementally*.

RELATIONSHIP PRINCIPLE 12

**Men like to be curious.**



## **They like to feel that there's more to the story than what they already know.**

Mandy is a perfect example of a woman who tried to accelerate this process. Brandon wanted to take her to dinner on a second date, but she insisted on cooking instead. When he came over, he encountered a five-star production. She served foie gras, the finest goose-liver paté in the world. When he reached for the salt, she started apologizing. "My cooking is usually better than this." What she divulged is that she cares too much...and too soon.

Here's Brandon's take: "After foie gras, I know I'm getting laid. And I know she wants a ring on her finger. But if she throws me a sandwich or a sloppy joe, that means I still have something to prove. When I'm not quite sure *howmuch* she likes me, that's when the challenge is on."

If you let on that you are insecure about winning him over, he will know he has you. And if he knows he has you, it's unlikely you will engender that overwhelming feeling of attraction that is necessary for him to want to marry you. Once it's obvious you are *totally* 100 percent hooked, there's nothing exciting about you anymore.

## RELATIONSHIP PRINCIPLE 13

**The mental challenge is not, “Can I get her to sleep with me?” The mental challenge is, “Can I get *and keep* her attention?”**

A man taking on a new relationship is like a young boy opening a new jigsaw puzzle for the very first time. If he opens up the box and the puzzle is already put together, all the fun and excitement is taken out of it. But if the kid has to think, imagine, strategize, and put all the little pieces together, his mind is being stimulated. And then the little boy is tickled pink.

When it comes to securing a man's interest in commitment, your best strategy is to behave as if you like him, but you *aren't* that interested in locking him down. The objective is not to be standoffish, just low key. The lower the profile, the more he'll come in for the kill. And by “low profile” I mean, appear happy to see him, just don't *assume the role of his girlfriend*. When you don't step into that role, he'll lower his guard and begin to pursue *you*.

The reason for this is that men are programmed to protect their freedom. He starts off halfway suspicious

that you want to get married to begin with. So the minute you start talking about commitment, hinting about marriage, or appearing to want to take him down, he'll "do battle" to fight for his freedom. The second you utter words like *monogamy*, *kids*, or *minivan*, he'll put up a wall. In his mind, every woman is looking for a "live one" so she can plot his capture...arrest...and future life in captivity.

Ever wondered why men read women's magazines? They're spying on the opposition. A man will read all the articles like "How to Get Him to Commit Even Though He Slept with Your Little Sister and Cousin with Buck Teeth." They always show a picture of a guy with his back turned to a pouty-looking woman wearing a ninety-dollar bra. So he figures, "All women have a preset agenda."

What makes matters even worse is all the horrible advice about how a woman should verbally "negotiate" a relationship. Whether it's exclusivity in the beginning or getting engaged a year later, the conventional wisdom is to put your cards on the table and tell him you want a relationship (as if he doesn't already know). In other words, get busy on the fast track. This, the so-called experts say, will save time

and cut to the chase so you can know going in whether or not he's "marriage minded." Right? Not so fast.

Men have a name for this. They call it "the talk." It's the first sign of trouble. Here are some of the things women say during dinner conversation or pillow talk within the first couple of months:

### **The Dreaded "Talk"**

*Where is this headed?*

*What do you see in the future?*

*How do you feel about commitment?*

*I'm looking for the one.*

*Do you want to settle down?*

*I refuse to waste my time in a dead-end situation.*

*I'd like to have children.*

*Do you ever see yourself getting married? Or remarried?*

*I am looking for security. What are you looking for?*

*My clock is ticking.*

The woman thinks she's subtly beating around the bush, or helping to move things along. But to a guy? He sees this as *way too obvious*. It's as blatant as a farmer opening up the mouth of a work mule to examine the teeth: "Good stock! I'll take him."

#### RELATIONSHIP PRINCIPLE 14

**Your power gets lost the minute you start asking, "Where do I stand?"**

**Because what you've just told him is that the terms of the relationship are now *his to dictate*.**

If it happens too soon, he will usually feel he's being coerced into a plan that is no longer his. Even one or two of the above questions and...*poof!*

- Alarms will go off,
- His guard will go up, and
- He'll start planning his escape.
- He just won't show it (until after he sleeps

with you).

He may stick around for three months, or he may exit after six. But if you've told him you won't "waste your time in a dead-end relationship" or that you want to be married within one year, all you've done is tell him you're someone he needs to get away from. This is why being up front and "open" doesn't work.

## RELATIONSHIP PRINCIPLE 15

**As soon as a man has his guard up, he will not fall in love or get attached.**

***The only way he'll get attached is if you lower his guard first.***

It's a little like a woman's approach to sex. If a guy hits on you in a bar and comes on too strong, chances are you'll think, "It's hardly a compliment. He's so horny, he'll shack up with anything in a skirt." Because the guy is being so obvious, your guard immediately goes up and you want nothing more to do with him. Right?

This is exactly how men approach commitment and marriage. They feel like most women would marry a

toothless ex-convict as long as he got on bended knee and told her she had a pretty hairdo. So, the second you bring it up, or you seem too fixated on securing a serious relationship from the jump start, you get categorized as having “a plan” or “an agenda.” And then *his interest in anything long term will go right out the window.*

## RELATIONSHIP PRINCIPLE 16

**When a woman rushes in too quickly, a man will assume she is in love with a “fantasy” or the *idea* of having a relationship. But if he has to slowly win her over, incrementally, he’ll think she’s falling in love with *who he is.***

To him, a vacant “boyfriend slot” or an open “husband position” looks about as desirable as stepping into an open bear trap. He wants to feel like he won a special girl who isn’t easily obtained. And no guy feels that way if she comes across as having an opening that was available before he even got there.

Eddie explained:

My ex-girlfriend told me, “Most men

would jump at the chance to marry me. And if you don't marry me, I might end up marrying one of your friends." That's like a guy saying to a woman, "If you don't bang me, I'll get one of your girlfriends to do it." Women say that stuff about marriage all the time and have no idea how it comes across.

In his mind, you are cheapening the relationship. You want a husband quickly, but you don't necessarily want quality. That makes him feel like an ordinary chump. And everyone wants to feel like they are special.

Also, joking won't make your motives any less obvious. Allison is a perfect example. She and Jamie had been out a few times, and one night they had a few too many drinks. She looked at him and jokingly said, "Am I just a piece of ass, or do you have feelings for me?" What this says to a guy is that she has low self-esteem. If she knows she's not a piece of booty, she would never ask that question.

So rule number one: You have to be coy. You have



to come at him in a *different* way than what he's used to encountering.

## RELATIONSHIP PRINCIPLE 17

**Don't even mention the word "commitment."**

*That's the whole trick.*

**The less you say about it,  
the closer you are to getting one.**

In fact, each time you say *commitment* you've just added on a few weeks or months. And don't talk about exclusivity or monogamy. The less you ask, the more he'll tell. All negotiations should be 95 percent nonverbal and 5 percent verbal. You have to act like you are still getting to know him, and that commitment is nowhere on your radar.

This will disarm him. Now he's a warrior without a battle plan because he has no idea how to swing his ax. With the nice girl, he can see what her plan is and win. But with a bitch, he *can't* see his opponent or her plan. This is precisely why he plays...right into her hands.

So let's practice. Let's pretend you are on a date. Imagine that you are sitting in his car under the

moonlight, kissing. While he's putting on the moves he asks, "Where do you see yourself in five years? Do you see yourself getting married?" (Not that he cares. He just has to pretend he's interested in a "meaningful relationship" in order to hit the target.) So you answer, "Oh, yes. I see myself married, with two kids. One boy and one girl." (Cut!!! Wrong answer. Let's rewrite that script and reshoot this scene.)

You have to hit the Snooze button on your biological clock. If a man asks you a direct question about marriage or kids, you have to deflect the question with one of the following:

***"Marriage? Who, me? I suppose if I found someone special enough I'd consider it. But he'd really have to be pretty amazing."***

***"It hasn't crossed my mind. I guess it would depend on the person and how we felt about each other."***

In other words, act about as enthusiastic as you'd be if he asked you what size engine you have in your car.

The point is to give him *no guarantees*. Also, be sure to interject his favorite word: *fun*. Used in a

sentence: “We are enjoying each other and just having *fun*.” Here’s how the word *fun* translates in the male brain:

***No pressure. No expectations. No demands.***

At the end of a date, avoid asking, “When will I see you again? When will you call me?” Instead, play up your femininity. Smile, give him a kiss, thank him, and tell him how much you enjoyed yourself. Then be sure to kick him out. Don’t forget the magic word: *fun*. He is a “really fun guy.” This lets him know you live for the moment. As for what you see in your future? Oops. You can’t see past next weekend.

To a woman, this seems like torture or a cruel circus trick. But for a man, this is relationship utopia and a wet dream come true. Suddenly, he can relax and enjoy himself. “Wow. That’s pretty cool. Finally, I can get closer to a woman without having to worry about her locking me down.” Now you become that cool dream-woman he’s always heard about, but has never met. *Then he lowers his guard and falls in love.*

Therefore, on a date, talk about everything that

interests you. Just don't be all up in his grille about relationships, "the future," kids, or marriage.

The opposite is also true. If you never want to go out with a guy again, keep talking about your biological clock. Tell him the fertility doctor said your eggs are popping all over the place. Say "ooh" and "ah" over every newborn you see strapped to a woman's chest. Tell him you want lots of kids, your religion prohibits the use of birth control, and your mom is moving in to help take care of the little ones. (Less expensive than a restraining order, and far more effective.) To seal the deal, buy a card and leave it on his doorstep with a baby rattle and a Winnie the Pooh stuffed animal. Then write, "I can't sleep or eat. I think about you constantly. I can't wait to begin our future together." (See Charlie? See Charlie run...)

### **The Bitch Convinces Him He "Won" the Commitment**

It's one thing not to offer guarantees, but it's something altogether different when two to three months have passed and you still seem *slightly unsure* how he fits into your future. You should continue to be very sweet. That will confuse him

because he'll be asking himself, "Wait, why isn't she pressuring me for a commitment?" At some point he'll bring it up. A good thing to say is:

***"I really like you but I'm not 100 percent sure. We are still learning about each other."***

His immediate response will be, "You aren't sure? What do you mean you aren't sure? I am the brightest, the 'bestest,' and the smartest!" He'll automatically step up his game to win you over. Why? To prove he is a worthy pick. And then you get a twofer. Not only do you get commitment...you even convince him that it's *his idea*.

## RELATIONSHIP PRINCIPLE 18

**If he has no guarantees, becomes attached, and thinks you could be gone at any time, that's when he'll cherish the idea of securing a relationship.**

He might become suspicious that other men are pursuing you. And it's good for him to wonder a little. But you should never talk about other men directly. Just be unavailable once in a while, and it will automatically turn the coqs in his imagination.

The reason keeping a little bit of distance makes a man fixate on you is that nine out of ten women *assume the role of girlfriend after a month or two*. First, she starts calling him for his nightly bed checks. Then his socks are rolled up into little balls, and his closet is reorganized. His weekends are filled with weddings, open houses, and baby showers. And before long, he starts to miss football Sundays on the couch with his hands down his pants (to make sure he's still got 'em).

This is why men back off. The adjustment is too drastic, too quick, and too easy. Like he's joined the army, his hair has been shaved off and he has no idea who he is anymore. Now he's no longer "the man." Now he is Bambi in the crosshairs, and the crosshairs are aimed right at his little Bambi balls. So he scurries out the door...like he's being shot at.

Remember, you want to discuss commitment, but he does not. Commitment is something a man has to fall into. It's sort of like falling into an eight-foot-deep hole in the ground that he didn't see coming until it was too late. He went out for a nice little stroll and oops...lo and behold...he fell. "Help! I've fallen and I can't get up!" Now he's stuck to the floor like a peanut

butter cup.

## RELATIONSHIP PRINCIPLE 19

**There's nothing more prized to a man than something he had to wait for, work for, or struggle a little bit to get.**

Men are natural-born competitors. And the irony is, when he *doesn't* have you, that's when he thinks the whole relationship is being dominated by him and he's in control of "where it's going." To him, dominance is about getting the woman he really wants. Entrapment is about getting hog-tied by a woman who chose *him*. The latter is emasculating. This is why you want to remain "dumb like a fox" and allow him to think he's in control. Here's how.

### **How to Convince Him He Is a Winner...Almost**

- Begin by seeming as if you don't want to hang on to him too tightly. In his mind, this means he isn't "wonderful"...yet.
- Then give a little encouragement, but

not too much. The best way to do this is with strategically placed compliments. “You are so smart.” Now he thinks you admire him, but he’s dominating the relationship and is in control of “where it’s going.”

- Be sure to say, “I really value your opinion. Could I ask your advice?” He will then take a full hour to show you how “manly” he is. No yawning allowed, simply order another drink.
- Be affectionate in public. Touch his lower back when you are waiting in line at the movies. Stand close to him here and there. Touch his hand at dinner. Rub his knee while he’s driving, because then his hands are busy on the wheel or the gearshift. Don’t do it excessively—just a little. And try to keep sex at bay.
- When he becomes a little more aggressive, don’t respond in a “hot and heavy” way. If he gropes your butt or tries to put his hand close to the twins, give him a little bit of play but



not too much. Then you can say, "Let me come to you." It's every guy's fantasy: having a woman jump his bones. He'll be patient as long as he feels he's not wasting his time, *and can see a light at the end of the tunnel.*

- If he kisses you and you respond with "ooh baby, oh yes," then he reads it as "She is ready for mounting." But if, instead, you remain cool when he's putting on the moves, then he has to question what it is that you want. *That's where you want to keep him because now he's thinking of how to please you and win you over.*
- *The longer you keep him in a suspended state of not knowing if he's won you over, the more he'll cherish you and the more attached he'll become.*
- Cover pot. Let simmer and bring to a slow boil.

When a man is in pursuit mode, he gets the same

feeling he gets when he's playing a slot machine in a casino. He can lose ten times in a row, but he'll still be on the edge of his seat thinking, "I'm almost winning." Every time he thinks he's losing, all you have to do is sweeten the pot. If you ask him to fix something, you make him feel like a winner. If you convince him he had a great idea, he's a winner. If he suggests a shoot-'em-up-bang-bang movie or auto racing, and you say "No, I'm not going," and then twenty minutes later you say "You are right, let's go to an auto race," now he's winning again. He thinks he's dominating the whole show—as long as you make everything *his* "brilliant" idea. He even buys a big fat engagement ring for this reason. Why? So other men will look at the ring and say "I can't compete with that." Now he's a winner again.

Liz and Matt were at a romantic Italian bistro, six months into their relationship. Before dinner was served he said, "Look, I'm not ready for anything too serious. How about you? Do you want to get married?" She came back with a great answer. "Gee, I can't tonight. My dress is at the cleaners and I have to be up early in the morning. But I'm so flattered. Thank you for asking." (A year later, he got up and told that story to the guests at their wedding.)

When a man is left guessing what you want, it makes commitment desirable because he has a chance to bring it up. He also doesn't have to worry, "Is she in love with me, or is she in love with the fantasy?" This is a huge consideration in the commitment equation for a guy.

On the other hand, if you seem to encroach, he'll go into a "holding pattern." A holding pattern means that something has the *appearance* of movement but it really isn't making any headway. Visualize an airplane that is taxiing on a runway, going around in circles, but never takes off. This is what men often do in relationships. They create the appearance that there is progress in the relationship, while putting it on ice. And you sidestep this by ignoring what he says, *by not making it obvious you want a "meaningful relationship,"* and by carefully observing his actions.

Because this is so important, let's do a recap of the typical dating dynamic, *so you recognize the trap you shouldn't be stepping into.*

## **Why Men Get Spooked Out of Wanting a Commitment**

First, he meets a woman he likes a lot. Her independent and slightly elusive aura gives him an important first impression:

***“She doesn’t need me. She likes me for who I am. Let me get to know her better.”***

So far so good. If she starts probing about “his intentions” or “the future,” he will say:

***“Let’s get to know each other slowly and see where it leads.” Or, “Let’s take it one day at a time.”***

Women will sometimes misinterpret this as rejection. Then she begins to press for more verbal reassurance:

***“Where is this going?”***

***“What do you see in our future?”***

***“Where do we stand?”***

(Now let’s hit the Pause button.) Here’s why you

won't get the response you're looking for. If he's operating on his own time clock, commitment or exclusivity will be something he'll bring up after three to six months. Most women don't wait that long. They bring it up after two to four weeks. A man must feel desired *for who he is* before committing, and in his mind you can't possibly know him well enough after a couple of weeks to make that decision. It has nothing to do with seeing other women or "commitment phobia." He wants to feel it's his unique set of qualities you fell for, and that his "magnificence" and "brilliance" won you over. And that you wouldn't be with just any guy who would take you in. This is the number-one reason why men back off. This is why you need to seem as if you haven't made up your mind. He wants your search to be complete and thorough, because you are discerning and will not settle for second best. If you are in a hurry, he'll think:

***"She's insecure and needs to fill a void. She cannot be alone."***

***"I'm just filling a position. She needs me to write checks for her dreams."***

***“Her attention or desire to secure a relationship has nothing to do with me personally.”***

That's when the holding pattern and stall tactics begin:

***“Space. I need space.”***

***“I'm very busy with work. My circumstances need to change before I can commit.”***

***“It's nothing you did, it's all me. I fell off my bike in the third grade, and my unresolved childhood issues prevent me from committing. My therapist tells me that too much intimacy would be harmful to my emotional healing.”***

***“I'm just not ready...right now. But I may feel differently in six to nine months. In the meantime, I could use a little convincing, preferably while naked [pants unzip]. Right***

***here...ooh...yeah, that feels good. Don't stop..."***

Anytime you "lobby for a position" or try to move things along, the guy will be reticent to shift gears. This is true after three months or three years. At every interval, you have to make it *his* idea. Men are hunters. And he has to chase you...until you catch him.

Shawn and Theresa are an example of what often happens six or nine months down the road. They were seriously involved for almost a year. He had been married previously. The ex-wife was remarrying and vacating his Bel Air home. Shawn told Theresa he was thrilled to be moving back into his beautiful house. That Sunday, he drove her by the house to show it to her. As they passed it, she instantly blurted, "When you move back in, I'm moving in with you!" Until then, Shawn had been thinking along the same lines. But when she said that, it made him want him to move farther away from her, in the opposite direction. In his mind, it was his decision to make. Not hers.

RELATIONSHIP PRINCIPLE 20

**As soon as a woman hands a man a more**

## **serious commitment on a silver platter, he'll be reluctant to take it.**

This is why you often hear of how men freak out over a woman leaving her toothbrush or a hair dryer at his place. Like in the movie *How to Lose a Guy in Ten Days* or in the saga of Carrie and Big in *Sex and the City*. There are several things women do to “move things along” that men regard as dead giveaways. Women see them as innocent, but men see them as glaringly obvious. When I interviewed men, they said they pick up on even the most subtle nuances. The following list is based on the feedback they gave:

- Don't introduce him as your “boyfriend” right away. This suggests to a man that you are setting up for the long haul, and you want to preserve the impression you are still undecided.
- No lover's gazes. To you it's romantic. But to him, he's being eyed up like prey no different than the way a lion looks at a gazelle. If you've ever seen a lion look at a gazelle, it hides in the bushes and stares down the gazelle. That's how men feel when you do the goo-goo eyes too soon.



- With voice messages, shorter is better. And don't profess your love from the mountaintop. Something familiar or too cozy like, (Beep!) "Hi, pooky wooky. I just called because I miss you." Or, "Hi...it's just me," or, "You know who this is," after one or two dates can set off bells and whistles. Why? Because of the automatic *presumption* that you two are already an item. When you leave a message, say your name and your number as though it's the first (and last) time you could be calling. This translates: *unobtainable*.
- Don't give him framed pictures of you for his home and office. And no shots fired through the ex-girlfriend's photos, either. For proper disposal of all ex-girlfriend memorabilia, simply wait until you move in together. Between pickup and the scheduled delivery, boxes marked HANDLE WITH CARE shall mysteriously disappear to the dump.
- Don't mention his family or bring him over to meet yours *until he gets serious with you*. It never fails. Your great-grandma will

call him by every ex-boyfriend's name, remind you that you are “no spring chicken,” and ask him when the wedding is. Then she'll scream, “Where's my applesauce!”

- Don't drop the “L-bomb” within the first couple of months. You don't love him, you don't love the sex. You *like* the sport coat. Good enough.
- Don't use new age words like *we*, *us*, *ours*, *destiny*, *soul mate*, or anything with a “togetherness” feeling. Don't use catch phrases like *it was meant to be* or the *universe brought you to me*. If he hasn't made up his mind yet, sappy words will scare the daylight out of him. Let him be the first to use those words with you.
- Don't tell him about your therapy sessions, antidepressant drugs, or childhood issues. And leave out the one about the bladder-control support group.
- Don't try to be Mary Poppins or give him the “I'm trustworthy” speech. Don't tell him you love charity work, orphans, and old

people. Don't say, "I would never lie in a relationship." If you do, he'll know you've just told your first lie.

- Don't try to rearrange his furniture to make your visits more tolerable. He'll think you are moving in. Don't try to feng shui his place. Leave it the way you found it: "ghetto shui." The only way he'll get excited about feng shui is if he thinks it comes with free egg rolls and a fortune cookie. Instead, *think like a bitch*. Leave it nice and miserable at his place, so that when he visits your place it will feel like he's "Movin' on Up" like George and Weezy Jefferson.
- Don't buy wifelike items such as towels or sheets. If you buy a gift, get something less intimate, like a dog bed for his pet. Besides, when you do move in together, you'll want to liquidate all his crap at a garage sale anyway. Plan it on Superbowl Sunday when his favorite team is playing. "See those huge boxes over there? All that crap is one dollar. But only if you get everything out of here before half-time...."

- If he introduces you as his girlfriend, don't gleefully do a victory dance, like you just won the mother lode. Give him a saucy look and say, "Is that so?"

## RELATIONSHIP PRINCIPLE 21

**Don't be so blunt, obvious, or available that you come across as having already made up your mind about the guy.**

Men *want* love and exclusivity just as much as women do. But he won't go there if it's expected or thrust upon him, *or if he didn't feel he had a choice in the matter*. The less you try to sell yourself, the more self-assured you'll seem. *The whole art of seduction involves the appearance of slight elusiveness*. Just kick back, go out, and enjoy yourself, and he'll come up with all of the above ideas. Your aura should say, "I believe in me." That breaks down in the male hard-wiring: *"She is secure within herself and knows how to handle a relationship."*

### **The Bitch Mixes It Up**

Once you start getting cozy, avoid behaving in a way

that allows him to predict your whereabouts at all times. He shouldn't feel that he can always reach you at the same time of day, each and every day. At night, he doesn't get a "round-the-clock booty calling card." If you had to wake up to answer his call, you are not to be joined twenty minutes later.

Even during daylight hours, don't allow there to be an "electronic leash" around your neck with 24/7 access. If you do very early on, it will turn the relationship into a monotonous routine. He'll think, "Okay, I've got this one right where I want her. So let me put her on the backup reserve list and see who else is out there."

## RELATIONSHIP PRINCIPLE 22

**You want to figure out his pattern, but don't let him figure out yours.**

On the flip side, you don't want to make it seem like *he* is expected to check in, either. The mistake women often make is to try to keep tabs on the guy, which turns calling into a dreaded obligation. If he feels like a GPS tracking system has been attached as an ankle device to assess his longitude and

latitude at all times...congrats. His guard will go back up (and access to his heart will be denied).

He can't know you expect him to call or that your happiness depends on it. For example, Lauren was at home when Hugh called her, and they made small talk. Then he asked, "What are you doing for the rest of the evening?" Most women make the mistake of saying, "Oh, nothing. Just talking to you, sweetie." Then he thinks to himself, "Gee, doesn't take much to keep her happy." Instead, Lauren told him, "I'm taking a bubble bath, listening to a new CD, and then I'm watching a movie. I can't wait."

### RELATIONSHIP PRINCIPLE 23

**Men are far more smitten when they feel like they are "stealing" your time away from something else you could have been doing.**

It's not so much *how often* you call or whether you occasionally call him, but rather, *how your demeanor seems* when you talk to him. When he calls you...

**1. Always ask positive, happy questions like:**

“Hi, how was your day?”

“How are you?”

***This says: “Tell me something good, sugar pants.”***

**2. Avoid asking things that sound like a bounty hunter closing in on a fugitive:**

“Where did you go when you left work?”

“You didn’t tell me where you were. I was worried.”

“Why didn’t you call?”

“Your cell rang and went to voice mail. Why aren’t you answering? Why is it on vibrate?”

***This says: “Tell me something bad, you dirty, rotten scoundrel and lying SOB.”***

Do you feel the difference? The second you shift into expecting a call or getting pissed when he doesn’t call you, that’s when he’ll start to dodge you. But if you are happy and upbeat, he’ll keep dropping his guard until he gets deeply attached. The fact that you don’t want to intrude will *drawhim in a very, very big way*. At the onset, that’s your *best* asset—more

than sex, and more than beauty.

## RELATIONSHIP PRINCIPLE 24

**When a woman makes a man feel he's trusted, it makes him feel strong and worthy. It makes him want to be honorable and do the right thing.**

Just like you want to feel secure, he wants to feel trusted. It makes him feel comforted and soothed: "This is not a waste of my time. I'm doing something right." It builds him up, and makes him feel like he doesn't want to break that trust. And, it makes him want to protect you even more.

The question women often ask is, "But what if I want him to call me more?" or, "What if I am pissed off he didn't call me at a certain time?" Mia's situation provides a good example of how to effect a change in his behavior. She was used to hearing from John every night. He would get into his car after work at 5:00 and call her while he was stuck in traffic. She started to feel like he was "checking in," like she was just another errand. It became a little *too* convenient. But rather than ask him to make a change, she made a change. She simply stopped answering at 5:00.



If a man can normally reach you at 5:00 and then suddenly cannot, he'll call at 6:00...at 7:00...and at 8:00, or until he gets ahold of you. This is how you turn a boring phone call into an exciting event. Men love it when they are curious and they wonder and get all jazzed about a woman. (And you mustn't deny him such a jazzy good time.)

If you agree to be somewhere or to call him at a certain time, it's very important to keep your word. It's the *random* phone calls you want to alternate. Here are a few more ways to get what you want, without having to nag or explain a word.

IF HE ...



YOU SHOULD ...

If he takes a few hours to return a phone call ...

Take a few hours to pick up. Monkey see, monkey do. This will keep the relationship reciprocal and balanced.

If he keeps calling to push back the plans from 5:00 ... to 6:00 ... to 7:00 ...

Agree to the first delay. If he pushes back again, pull the plug politely. Tell him to take care of his business and suggest hooking up later that week.

If he calls hours later than he said he was going to ...

Let the answering machine pick up. It's amazing how quickly a couple of missed phone calls will make him ask, "Are you mad at me? I thought you were mad at me." (Correct answer: "Not at all. I've been crazy busy.")

If he calls at 9:00 and wants to get together at 10:00 ...

Tell him you are going to bed early. That will make him plan his outings earlier with more

	Outings earlier, with more advance notice.
If he calls after 10:00 or at a time when you would normally be asleep ...	Wait until your next date and politely tell him not to call you past 10:00. That shows you can live without talking to him, and you aren't that concerned with where he is at night.
If he wants to see you for one or two hours, or just enough time to have sex ...	Tell him you don't work in "little time frames." Suggest another night when you both have more time.
If he doesn't call you when he's out of town ...	He shouldn't be able to get ahold of you when he gets back.

If he is in a crabby mood and you aren't enjoying yourself ...	Give him a kiss on the cheek, tell him you have an early morning, and go home.
Regardless of how many times a week he calls or wants to see you ...	Don't pick up 100 percent of the time.

## RELATIONSHIP PRINCIPLE 25

**Men like rules and they like guidelines. If there's something you don't like, he'll respect you for voicing it. He wants to know what the "do's and don'ts" are.**

It's actually a huge turn-on to most men when they are with a woman who behaves in a way that shows that she has a full life, and that if he wants to be in her world, he will have to integrate himself into *her* life.

This keeps a marriage spicy too. A girlfriend of mine, Nicole, recently got married to a European guy.

Every year, he visits his parents in Europe. When I met her for lunch, she was on the cell phone telling her husband in Germany she was going to see a movie that evening. Then she ended the call and giggled. "He calls me three times a day to see what I'm up to. He wants to make sure I 'behave myself.'" Does she call him overseas? Nope.

Have you ever noticed that men love distracting you when you're on the phone? That's when they love kissing your neck or screwing up your concentration. There's nothing more interesting to a guy than a woman who is distracted or not focused on him.

Being unobtainable or independent is not just about distance or physical proximity. It has to do with how much of your mind space he has access to. You can be living separately and be totally *readable*, or you can be right in the next room and be very mysterious.

For example, Jenny lives with her boyfriend. She was complaining to him that she feels ignored when he watches TV on the couch. Then she did the opposite. She went into the bedroom and started reading a good book. After the third night, he turned the TV off early and climbed into bed, hoping to

cuddle. She didn't immediately put the book down. Predictably, he started poking her, playfully hitting her, and acting like a little kid just to get attention *from her*.

## RELATIONSHIP PRINCIPLE 26

### **Men love knowing there's a small part of you that they can't get to.**

A married girlfriend of mine, Linda, said that whenever her husband starts ignoring her, she'll go into the bathroom, take out her makeup case, and start putting on her glamour-girl face. Then she'll pick out a nice outfit and spray on some good perfume. Instantly, her husband will become alarmed. "Where are you going all dressed up?" So Linda will say something like, "I'm going to Starbucks to meet Sue. We might go to that new martini club," or, "I'm running some errands." And then he'll ask her again, "You are going dressed...*like that?*"

Add to the equation that Linda's husband *knows* when he's being neglectful. So immediately, he worries she might want outside attention. And it never fails. Sometimes he'll seduce her to keep her from going out, other times he'll have dinner reservations or flowers when she gets back.

## RELATIONSHIP PRINCIPLE 27

**Men read a lot into where you've been, by how dolled up you are when you get home. If you are dolled up and you weren't with him, it will keep him wondering a little.**

Sometimes women misinterpret the cliché “Men always want what they cannot have” and assume they have to have a rotation of guys coming around. So let's clarify. He doesn't have to compete with other men. He does have to “win” time from your other interests and all the little things that you like doing.

My girlfriend Helene is a real estate agent who recently got engaged. Her fiancé called and said, “Hey, meet me for happy hour.” She told him she couldn't because she had to show a couple of properties at six o'clock. Then he tried to persuade her to cancel her appointments. “Oh, come on. It's happy hour!” And she jokingly quipped, “For me, happy hour is the hour after the check arrives in the mail. When I open up my envelope, I get happy for a whole hour.”

*The second you put your life on hold, you become less interesting.*

The thing to do is set the pattern from the beginning, when he's asking you out on dates. How? When you talk about when to get together, occasionally mention your *block out* times. In other words, the times he *can't* have access to you. This has to be done very subtly. Don't overdo it. But every now and then, throw in one of these.

## **Block Out Times**

**“I can't see you on X...but I can see you on Y.”**

For example,

“I can't see you on Wednesday because I promised my girlfriend I'd go to her art exhibit.  
Want to do it Thursday?”

“This weekend I can't because I've got family visiting. Why don't we do it Tuesday night instead, after they leave?”



“This week is rough. I’ve got two deadlines at work. Can we get together this weekend?”

“Gosh, Tuesday’s not good. Tuesday is my favorite spinning class. Want to do Wednesday night?”

If he sees he is *not* your only social outlet, he’ll keep himself penciled into your schedule. And this has everything to do with marriage, because it demonstrates the most desirable characteristic he can have in a wife: *You are whole within yourself, and you don’t need him to validate your self-worth.*

## RELATIONSHIP PRINCIPLE 28

**The magic formula is to give a little...  
and then pull back.**

**Give a little...and then pull back.**

It’s a little like a schoolyard game of tag, and you are “it.” If you stand there, he’ll stop chasing you. But if you keep moving, he’ll keep chasing after you. Even when you are married, it charges up his batteries

whenever he can't have full access to you.

When Dolly Parton was asked the secret of being happily married for many decades, she said she just packs a bag and travels whenever her husband seems to be getting a little bit complacent. "That's my secret, honey...I just stay gone!"



# 3

## THE SUN RISES AND SETS

### IN HIS *Boxer Shorts*

How to Start a Fire in Him

That He Can't Put Out

It's not premarital sex if you have no intention of getting married.

GEORGE BURNS

## **Slow and Steady Wins the Race**

Men often have a “Maryann v. Ginger” debate about who was more desirable on *Gilligan’s Island*. Ginger wore her sex appeal on her sleeve and flirted with everyone on the island. Most men would hump Ginger in the bushes, and not bother helping her out of the bushes when they were finished. On the flip side, most guys would pass on Ginger in a heartbeat if it meant having the *chance* to be with Maryann. Why? To most men, Maryann was more desirable sexually. She was wholesome. This made their imaginations run wild.

What does this have to do with marriage? For the Ginger type, he’ll get a nice hotel room for the night. But for Maryann, he’ll buy a million-dollar ranch on twelve acres of land, and put two BMWs in the garage. That’s the girl he marries. Why? Men are territorial about their wives. With Maryann, he doesn’t have to worry about her screwing the milkman while he’s at work.

RELATIONSHIP PRINCIPLE 29

**Women are constantly being told amazing sex**

**will win a man's heart. This is false. Just because a man sleeps with you doesn't mean he cares about you. Nor will good sex *make him care about you.***

It's ridiculous how often you see articles titled "100 Sex Tips That Will Drive Him Wild." Most are so dumb, you feel dumber for having read them. Think about it. It's not really that hard to please a guy. (If he's not horny, make him a sandwich.)

Here's what these so-called experts *aren't telling you*: With adventurous sex that makes you seem like a seasoned pro, he will "hit it and quit it." Why? Because the sex feels *ordinary*.

Let's say, hypothetically, that you followed all 100 suggestions. You busted out with the edible lingerie, the swing, the latex-related items, the bedroom acrobatics, and the furry handcuffs, and you had the disco ball twirling over the bed. Let's say you tied his hands and feet up with your stockings and got on all fours and barked like a dog. Perhaps you wore a sexy costume (*wrongfully* taken from a second-grader who now has nothing to wear for Halloween). The million-

dollar question is: Why doesn't it lead to long-term?

HIS FIRST IMPRESSION	WHAT HE SEES IN THE FUTURE
His first thought is, "This is the best it's ever going to be."	No challenge. Nothing else to work hard for.
His second thought is, "It was automatic, and seemed almost routine."	"I wonder how many other guys she's done this with?"
He decides, "What I do will never be better than what she's already experienced."	I am ordinary, therefore the sex is ordinary.

Every guy wants to delude himself into believing that he (in all his splendor) is going to be the one to introduce you to the wonderful world of sex. He'll be the one to teach *you* something new. And you have

never had an orgasm before meeting him, either. So when you suggest positions he's never heard of, he know you've already been "taught." Then he's thinking, "Why would I want to do tricks taught to her by some other guy?"

When he thinks you may be more seasoned sexually than he is, it automatically makes him think "short term" rather than long term. And most men find it a little emasculating. That's when they start worrying whether they'll be the one wearing the polka-dot skirt in the family (with polka-dot wedgies to match).

Obviously, his objective at first is to jump into bed. Your objective is to preserve the possibility of long term, and take the long view. And that means there is no need to ride all the rides at Disneyland on your very first visit to the park.

While your foot is on the brake, he'll be breaking out all the stops. Since no guy hands the playbook over to a woman he's trying to seduce, I decided to fly below radar and find out the scandalous tricks men use to heat things up. His first objective? To get past your front door.



HIS PLAYBOOK	YOUR PLAYBOOK
<p>At the end of the night, he may ask, "Can I use your bathroom?"</p>	<p>Let him. Then wait with your winter coat and boots on and the umbrella still open. Don't take off one layer of clothing. Not even your gloves or hat.</p>

<p>He may do a few too many tequila shots and then say, "I'm too drunk to drive, can I sleep on your couch?"</p>	<p>He's hoping you'll say, "I'm not going to let you sleep on the couch, silly. You can sleep in my bed, but only if you behave." Instead, break out the strong Colombian coffee and call him a cab. He doesn't get past the kitchen.</p>
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<p>He might offer a massage: "You've been under a lot of stress lately. How about I give you a back rub? I'll be a perfect gentleman, I promise."</p>	<p>After you get warmed up, he'll ask, "Could you unsnap your bra? I just want you to be more comfortable. Can you pull your shorts down to your ankles? I want to be able to</p>
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	massage your <i>lower</i> back. That's where your stress is . . . you poor thing."
He might ask, "Can I come in for a second to use your phone? I need to check my voice mail and my cell phone went dead."	Let him use the phone. After that, be sure he "eases on down the road."

<p>He may take the platonic approach: "Go change. Get comfortable. Pretend I'm not even here and do what you would ordinarily do if you were by yourself."</p>	<p>His first observation after you change will be, "Damn. She's not wearing a bra or underwear." Then he'll say, "Come lie down on the couch. Get a blanket. Let's just watch TV."</p>
<p>Last, but not least, is the cuddle trick: "I'll stay the night and we'll just cuddle as friends. I promise to leave my underwear on. Scout's honor!" Then the story changes: "This underwear is way too constricting. It's itching me. I have to take them off. I hate when this happens ... do you mind?"</p>	<p>(Game over.) Fast forward ten minutes. "I need to put it in just for a second. I want to know what it feels like to be inside you. We don't have to make love. Just the tip ... I promise!" And the next thing you know, he's riding you like a Shetland pony.</p>

The nice girl often gives in too early and then tries to do damage control. "I've never done this before. No, *really*. I don't usually do this with someone I barely

know.” When men hear this, they assume the opposite. They call it “the antislut defense.”

Whenever you hear the words *don't worry* or *trust me*, be afraid...be *very* afraid. That's what the wolf said to Little Red Riding Hood. You should believe everything he says if you still believe in Santa Claus. Whenever a man says, “Don't worry, I promise that I will be a perfect gentleman,” what he's saying is “I can't be trusted.” If he's truly a gentleman, he doesn't need to announce it.

### RELATIONSHIP PRINCIPLE 30

**The way to weed out the contenders from the pretenders is to assess their attitude about waiting for sex. If he likes you, he'll be happy just being in your company.**

Sex is like his favorite spectator sport: football. He will try to “move the ball” down the field a few yards at a time. Then he gets a new line of scrimmage, a first down, and another opportunity to score. If he struggles, his love of the game is elevated. “Woo-hoo!” Butts get spanked and champagne bottles get popped. *He secretly wants you to give him some*

*resistance*. Because if you just give him the ball and an empty field...all the stimulation will be taken out of it.

Paige didn't realize this when she tried to seduce Ted. They had gone out twice but hadn't been intimate. On their third date, they were leaving for dinner when she said, "I went shopping and I want to show you what I bought." Then she pulled out whipped cream and a G-string made out of red licorice. "I hope you like strawberry because we are going to try this stuff out later tonight." Paige thought that Ted would fall out of his tree. "I'll turn him out. He'll never be able to resist me. Then he'll marry me." Instead, it did the opposite: *It accelerated the rate at which he grew tired of her.*

The first way to discern if he's truly interested in you is to take note of how you are spending your time outside the bedroom. Does he spend time with you during the daylight hours? Is he interested in what you like? This is very telling. Even if you like doing something a little boring, like taking your dog to the park, a guy who is really into you will be excited to come along anyway. Silly things will be interesting to him because they are something that *you* are into,

and he finds *you* exciting.

To a guy who wants a partner, a woman who is cautious seems to have more self-worth. Laurie is a perfect example of this. She lives in NYC and Sean commuted to Long Island. After two dinners together, he called her and asked, “Could I sleep on your couch tonight? I have an early morning tomorrow in the city. That way we could go to dinner and I could be a block away from my appointment.” Laurie told him she wasn’t feeling up to it, and she didn’t have to explain why. He got it. And it instantly raised her desirability in his eyes.

The following suggestions will set a classy tone, so he views you as someone he can take seriously.

- ✓ Don’t talk about places you’d like to have sex or what your favorite humping music is. He doesn’t marry the girl who tells him, in the first phone conversation, she likes being “spanked by Daddy” with a broken car antenna in the backseat of the car.
- ✓ Plan activities. Don’t start the dating

pattern of hanging out and watching videos. Not unless you want dinner reservations to sound like this: “We’ll have two cheeseburgers, a large fries, and some Tater Tots. I’ll drive around and pick that up at the second window.”

- ✓ Dress a little sexy, but not too revealingly. When you show a little but not everything, his read is, “Now that’s a woman who is in control.”
- ✓ Avoid heavy petting on the couch or bed until you are 100 percent ready to go the distance. It’s always safe to kiss while standing *vertically* in a door or lobby. There’s a reason that they call it the “horizontal mambo.”
- ✓ Invite him in *before* you leave for your dinner date. Let him pick you up at six thirty if the reservations are for seven thirty. Have a glass of wine and let him meet the cat or the dog. This helps break the ice, and prevents late-night access. Then when you send him on his way at the

end of the date, it won't seem so impersonal.

- ✓ No crying in your beer about how the ex did you wrong. Don't say he was a jerk, that he drove too fast, or that he spent all your money. All that does is reduce your worth in his eyes. Leave the "poor me" story out of the conversation. Besides, it's none of his business. If he asks about the ex, simply say, "Long and boring story. [Yawn.]" Translation: "Over it."
- ✓ When the kissing starts getting heated and you want to stop, don't say "quit it" or "stop it" or "knock it off" like a whiny young girl. *The key is to stop him with your body language.* If his hand is trying to do meet-and-greet with your derriere, this is a good time to reach back there and hold that friendly little hand, and then gently ease away. "We'll miss the show if we don't get going." This also exudes that you are a woman in control. Now he is forced to feel



respect for you.

It's best to avoid heavy petting on the couch for another reason: If you bring him to the point of no return and then hit the kill switch at the last minute, he'll resent it. Besides, you won't sound too convincing if you say, "Not yet, I want it to be special." Especially if you've been dry humping him for an hour and your hand is keeping it warm in his boxers when you break the news. It's a little too late to stop the fiesta when his tool is doing the cha-cha, and the "Boot Scootin' Boogie" in his britches.

### RELATIONSHIP PRINCIPLE 31

**The purpose of waiting is not just to seem classier. You also want to give yourself time to observe him and find out key facts about him.**

...Like whether he has a wife and three kids in another state. Or whether all his friends are hoodlums. You want to figure out whether the ex-girlfriend is still having "breakup sex" with him (because she doesn't know they've broken up yet). And you want to find out about his college days, and whether he's ever gone roller blading through the streets of San Francisco wearing Daisy Dukes and a leotard.

Time allows you to smoke him out. See who he is. And don't adopt the philosophy of Sir Isaac Newton, who said, "What goes up must come down." Don't apply that rule to sex. Remember the sign you see when you walk into a place of business: "We reserve the right to refuse service to anyone"? Hang that one on your bedroom door.

## **We Reserve the Right to Refuse Service If:**

### **IF HE IS TOO AGGRESSIVE**

If he's interested in you, he won't be too grabby or proposition you on the first couple of dates because he won't want you to think he's a pig. If sex is *all* he's focused on, that demonstrates going in that he's not concerned with who you are. If a little resistance is too much for the guy and he takes off, you are better off. In fact, clear a path for him and make sure there's nothing in his way on the way out.

### **IF HE WON'T STAY THE NIGHT**

Don't sleep with a guy who tells you, "I can't stay the night," or a guy who tells you that you can't

stay at his place. This guy is already warning you before you have sex that he intends to keep you at arm's length. If you are making out and he says, "I can't stay over," that's your cue to say, "Who said you were staying over?"

**IF THERE ARE TOO MANY  
"QUEENS IN THE CASTLE."**

Don't get sexually involved with him if he makes it obvious he has a harem of female "friends" waiting to come in off the wings and take your place. And it doesn't matter if he swears they are "just friends." Listen to your gut.

**IF YOU DON'T FEEL COMFORTABLE**

Your instincts are the most valuable thing you have. Never, ever allow anyone to talk you out of what you feel. Kim Basinger: "I feel there are two people inside me—me and my intuition. If I go against her, she'll screw me every time, and if I follow her, we get along quite nicely." Nothing is more important than your body and your health. Treat them like they have some worth.

The nice girl knows that certain guys are "hit and run" artists, but they get seduced by the naughty-girl

element. Not before long, she starts convincing herself there is a potential for a relationship. “It will be different with me! I will be the one to reform this guy. I can change him.”

For example, he’ll be on the bed with a woman making all the moves. Then she’ll stop and say, “Wait. I feel like things are moving too fast. I barely know you.” So the guy lies back on the bed and says, “Okay, ask me anything you want to know, and I’ll tell you. I am an open book.” (It’s like a sales negotiation. Find out what the objection is and then overcome the objection.) So he tells her a sob story about how his first love broke his heart, and how *used* he felt. Then he shows her the scar on his leg, or how his parents liked his older brother better. Then he touches her cheek gently like he’s Fabio. “We don’t have to have sex if you aren’t ready,” he says (while he’s thinking, “What other B.S. can I come up with to get her in the sack?”). What does she say? “I am ready! I am yours!” And next thing you know, the downstairs neighbors have plaster falling down off their ceiling until 2:00 AM.

Fast forward one week for a “state of the union” address. “I don’t know why he’s not calling. He said we had a connection. It was emotional. He said it

wasn't sex...it was making love. He said I was special. Maybe we just got off on the wrong foot. Maybe we're just going through a little rough patch in our relationship."

## RELATIONSHIP PRINCIPLE 32

**Who he *tells* you he is in the beginning has very little to with how he will *treat* you. If there's sex involved, he'll promise you things you've never even heard of.**

Dating Web sites are notoriously misleading for this reason. When a guy is asked to check the box to indicate what type of match he's looking for, which one do you think he's going to check if he just wants sex?

- Casual sex with no protection, and no phone call the next day.
- Commitment, love, and poems under a tree.

He'll check the one that says "commitment."  
Because he is very committed (to seeing you naked).

After all, men are hunters. We're dealing with a

red-blooded hunting creature that prides himself on his ability to conquer. If it were legal, men would have their ex-conquests' heads mounted on the wall, in the den. A bighorn sheep...a moose...a ten-point deer... Jennifer...Natalie...and a fling named Vanessa (because one-night stands get mounted too).

The actor Vince Vaughn is quoted as saying, "If I'm not interested in a woman, I'm straightforward. Right after sex, I usually say, 'I can't do this anymore. Thanks for coming over!'" No guy is going to say, "I would never marry you. But I really want to get laid." If he's not sincerely interested in you, it's not uncommon for him to say what you want to hear. "Marriage? Kids? A big house? I can hardly wait." Whichever ear it hits first, make sure it flows all the way through and makes its way out the other ear.

So, as the "huntee," the intelligent choice for you is not to roll around on the bed or couch until you really get to know the guy. Wait until you feel comfortable. Give him some time to *show* you—not just *tell* you—who he is with his *actions*. Dinners, flowers, and being a gentleman—these are the basics if he sees you as the girl of his dreams.

## **The Heat Between the Sheets**

When you become lovers, it's still important to understand that men are evaluating the long-term potential of the relationship. First and foremost, what most men are looking for is a woman who is natural in bed and who genuinely enjoys sex with him. So I asked men, "What are the clues that a woman isn't into it? Here is some of the feedback they gave:

### **Clues You Aren't Really Into the Sex**

**John said,** "A lot of women scream in a pitch that would stop a charging rhino dead in its tracks. They flip their hair around, strike exotic poses, and put on a stage performance. It's like they think they are being videotaped and there's a professional film crew in the room. Lights... camera...action!"

**Marcus said,** "Try not to make it obvious you're watching the clock or keeping track of time. Before sex, don't say, 'It's eight forty-five. We have to stop in fifteen minutes, because *Desperate Housewives* starts at nine o'clock.'"

**Kent said,** “Most guys would much rather have an attractive woman who is really into the sex than a supermodel who isn’t really into it. Hands down.”

**Frank said,** “You know the woman is not all there when she’s screaming and hyperventilating, and you haven’t even put it in yet. So I’ll stop what I’m doing to see what kind of noises she’s going to make. If she’s screaming and I’m not even touching her, I feel like I can go grab a sandwich and then come back and pick up where I left off.”

Men tend to assume that the theatrical performance has nothing to do with their performance. He’ll think, “Well, I see she’s not into me.” And as soon as he gets the vibe you are *not* enjoying the sex, it will be a deal breaker in regard to commitment.

There’s no panel of judges giving you a score: “I give a 9.0 for artistic showmanship but a 7.8 for technical performance.” If he makes you feel that way, that means he’s a lousy lover—not you. With a good



lover, you don't worry about whether you need a boob job or whether he can see the cellulite on your left butt cheek, because the guy has you sufficiently distracted.

Interestingly, almost all the men I spoke with said that they rarely pay attention to a woman's flaws until she points them out to him. They find the female form beautiful, and they are admiring what's right. So when he runs his hand across your stomach and you say, "I'm doing crunches and it will be flat by summer," he assumes you are busy scrutinizing your own body, and not thinking about his.

According to men, another mistake women make is that they try to act prim and proper, and virginal. This makes men suspicious. He's no altar boy, and he knows you are no virgin. You'll seem classier if you say nothing about your previous lovers. Besides, even a third-grader can do the math. (Mr. Roger's music.) "Good morning, boys and girls. Today we have a word problem. If the ratio of men to women is equal, and all the men have had sex with dozens of women, is it mathematically possible that all women have had sex with only three men? The child who cracks this unsolved mystery will win a gold star and a cap with a propeller on top."

The way men infer that you are loose is not by what you say. They judge by how sophisticated your technique is the first time you are intimate. If you want him to see you as his long-term love, you can't make it seem like half the cast of Noah's Ark has been inside your bed. So don't try to come across as the expert humping champion.

Rest assured, he'll pick up on any little sign that you've recently returned from a humping spree. Hence the need for us to take a tour of the bedroom to ensure that you come across as classy. Think of it as a little "tour-de-virgin."

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## **La Tour-de-Virgin**

- The first time you have sex, don't recycle previously worn hoochie gear. Wear that stuff later on, and make sure he sees you take it out of the bag with the price tags still attached. (I'm serious. Save the bag.) Until then, a pretty lace bra-and-panty set under your clothes is fine. Don't bolt into the bathroom and change into a

Madonna corset with a lime-green thong and a studded dog collar. It will seem too rehearsed, and *too* premeditated.

- Never open a drawer where you keep exotic novelties, like a battery operated turbo toy. If it's bigger than a baseball bat and comes with a clutch and a gear shift, it will ruin the warm and fuzzy ambience. After all, you don't want him feeling like a puddle-jumping Cessna airplane parked next to a 747 jumbo-jet.
- Let him suggest the sexual positions the first couple of times. If you break out sexual acrobatics (that have *him* saying "ouch") and commence to steady riding him like a cowboy, he'll think, "This one has been to a few rodeos."
- Don't be in a mad rush to fling your clothes off in every direction and jump right into mounting position. Let him be the one to undress you...*slowly*. It will keep you from looking like a horn

dog.

- Let him supply the condom. And whatever you do, don't do any tricks where you put the condom in your mouth and then seductively put it on his private parts. "Look at me, Mom! No hands!" He'll think you enrolled and got your "ho" certification. That will guarantee that he'll classify you as short-term. Act like you wouldn't even know where to buy a condom much less identify what one looks like.
- If he didn't bring a condom, never let him see where you hide yours. He can't see the Value Pack from Costco that started out with five hundred condoms (and is now 75 percent empty). Even if it's a twelve-pack and there are six missing, that's six times someone else was inside you. (Not exactly a "mine only" ambience.)
- If he complains about wearing a condom, never say, "*All my*

*boyfriends* wear them and I never have sex without one.” If you have a child, don’t say, “You have to wear one because I get pregnant really easily.” (That will serve to clarify why the Value Pack is now 75 percent empty.)

- Men like women who are girly. They love lightly scented lotions and anything soft and feminine. (If he sees you have a restraint system on the bed, it might concern him a bit.)
- All men are very insecure about their size. If he’s not gifted, you can’t look at it and blurt out, “Is that all?” It’s in the fine print of your contract. You are required to say, “Ooh. Oh boy. I just can’t handle all that. Easy, easy. You are going to knock my back out of alignment.”
- Don’t ask for constant reassurance. Instead of “Am I doing this right?” ask, “Do you like that?”
- The first time he stays over, don’t look like you were too prepared with

the overnight kit, or that you are *used* to male sleepovers. Don't put out extra boxers, a razor, and a toothbrush. Also, don't leave the *PETCO* products in the shower. If the other stuff is strawberry scented, he'll use the flea-and-tick shampoo by mistake.

- Don't serve a five-course breakfast in bed. If you own a magazine that has a picture in it with a breakfast tray, poached eggs, and lilies from the garden—throw it out as a preventative measure so you don't get any bright ideas. Instead, direct him to the nearest coffee shop and ask him to bring you back a café latte. And a pretty cookie.
  - During pillow talk don't whisper in his ear, "You complete me," or, "I always knew we'd be together." He shouldn't feel *he* was seduced by *you*. He wants to feel he did the conquering, not the other way around.
-

Several men also said that they like input from a woman in bed. However, they don't want you to give them a report card or a play-by-play the next day. You can't do the Monday morning postgame review with a pointer in your hand, and a huge chalkboard on the wall, like the guy is retarded. "This is your position X...*here*. This is the hopeful O. *That's me*. When I call the play, your objective will be to run, find the hole, and focus on the G-spot."

For all ego-intensive purposes, any Monday-morning quarterbacking will crush him. Show him or tell him what you want *during* the act...or forever hold your peace. Tact is important, especially when dealing with his performance and his "best friend." Therefore, I asked men what women need to know when giving a guy pleasure (down under). Here are a few of the penile-code infractions men shared.

## **The Penile-Code Infractions**

***Martin said***, "In the middle of giving a B.J. never look up with a cross-eyed look and ask dumb questions. 'Are we close? How much longer is this going to take? What are you thinking?' It's like building a fire and then throwing cold water

on it.”

**Paul said,** “Don’t try to buy time, stall, hold it, or have a meaningful conversation with it. It’s not one of the Muppets or an Oompa Loompa. Don’t use words like *cute* or *adorable* to describe it, or give it a pet name like Little Skippy.”

**Christopher said,** “When women prop their head up for support, they need to be careful of where they lean their elbow. If your elbow is stabbing a main artery in his thigh, it could cause a slightly distracting numbness in his toes.” (Then “twinkle toes” might need to walk it off before you get yours.)

**Allen said,** “Look happy. Don’t look as if you wanted to complain but couldn’t because your mouth was full. At the very least, try to look a little happier than a cat choking on a hairball.”

It’s official. I think it’s safe to say I’ve blown my chances of ever getting a Pulitzer. Although, there is



still a scintilla of a chance I might get a humanitarian award for sharing this next story.

Bobby told me a story about Charlene, who committed a cardinal no-no with the male privates. Charlene was lying on the bed enjoying the afterglow of sex. Bobby had gotten up and was getting dressed. As he bent over to pick up his socks he put one leg up on a chair. Charlene thought his “little trinkets” looked cute and thumped them from behind to see if they would swing. As his knees buckled, he began to hyperventilate and see stars. Psychic hotline prediction: If you do this, you will not hear wedding bells, because he will disappear and stay gone forever. (Nor will he remember you with great fondness and nostalgia.)

With respect to pillow talk, silence is golden. Don't ask questions like “Was it special? Do you love me? Was it good? How good? Better than that other girl? The best you ever had?” If the first thing he hears after a good pump and grind is “That was so much better than that other guy...he was a two-pump chump,” he'll feel like one of many. He doesn't want to picture you with any other guy, so don't make any comparisons—good or bad. Out of sight...out of mind.

Also, don't believe what he says when he professes his love to you right after sex. If he starts talking about "the future," what he really means is it was really good for him too...and he wants to try a different position (in the future).

## **The After-Party**

Women are told that as long as they wait out the five-date rule or the requisite one-month time period before having sex, a man will automatically commit and the "deal has been sealed." She's thinking, "All the games are over. I've reached the goal line. We are now a couple." Right? Don't run out and buy matching "his and hers" terry-cloth bathrobes just yet. After sex...you're only at halftime, sister.

Let's rewind. You got down and dirty and it was good. And now he thinks he's Joe Stud in the bedroom. The morning after, he's cockier than a peacock in prime mating season. He's singing "We Are the Champions" in the shower. "She left walking with a limp. Her legs are probably still quivering. She'll never be able to *think* about sex again without envisioning my face with a halo around it." In his mind, you've been intimate so he thinks he has all the

power. (That's about to change.)

When I interviewed men, I posed the following question: "What would happen if a woman just behaved no differently after sex? What if she was pleasant, but went on about her business like nothing had changed?" (I wish I could videotape their reactions and play them back for you.) Some men turned white. One guy said, "That would turn my world upside down." Most admitted it would freak them out. (Good to know.)

To better understand the "his and hers" after-party dynamics of what's going on immediately after sex, let's review a play-by-play.

## **The Postsex Play-by-Play**

### **WHAT HE FIRST ANTICIPATES RIGHT AFTER SEX**

He's been through the drill with other women and knows that after sex you are likely to expect boyfriendlike behaviors. He will pull back simply because he thinks that a lot will be expected of him. *Act like you expect absolutely nothing.* Don't be more, or less, affectionate. Act no differently. Be the same girl. Here's why that will

work to your advantage.

#### WHY HE'LL PULL BACK

Men want to postpone commitment. He'll alter the dating pattern to avoid regularity and consistency. Why? Because to him, regularity + continuity = commitment. This is why he may pull back, make the rules, break them, switch the rules, and then do another changeup. He'll call more randomly. He'll try to see you on short notice. And he'll try to keep you in second-guessing mode.

#### HOW HE THINKS YOU'LL RESPOND TO HIS PULLING BACK

He's expecting you to be available 100 percent of the time. When you *push*, or you are doting, clingy, or want time and reassurance right after the first time you have sex, he will think that pulling back and keeping you at arm's length is justified. And then he'll make himself scarce.

#### WHAT YOU SHOULD DO

Do the opposite. Stay on the go. Don't pick up the phone all the time. If he calls and you are busy, tell him you will call him back. Stay busy with your own life. Don't be available at the last

minute or seem ready to go anytime he wants to see you.

#### **WHAT MESSAGE THIS SENDS**

You won't be doing all the heavy lifting in the relationship. Now it becomes a relationship of value to him because he sees that you aren't willing to jump into something and give yourself away, just because of one night of passion. Now he sees you as a cool person, not an insecure woman making demands.

#### **WHY THIS LEADS TO COMMITMENT**

He'll think, "If she's not freaking out, I guess things weren't progressing as fast as I thought they were." Then he'll revert to his original routine and continue to pursue you.

#### **WHY THIS IS THE ULTIMATE COUP DE GRACE**

It's a mild ego blow. Now you have his full attention. He's thinking, "That's odd, I thought I was Mack Daddy in the sheets. My phone should be ringing off the hook. What's going on here? Why isn't she chasing me like all the rest of them?"

A woman who behaves more coolly and casually after sex is *the exact opposite of what he is used to experiencing*. If a guy doesn't call you after he's been having crazy sex with you, it's because he is expecting a needy reaction. He's fearing intensity and neediness. Getting the opposite will throw him for a loop and change his orientation very quickly. Now he realizes you are stronger than the rest: "She has standards. She is not a weakling. She is not giggly, stupid, or naïve. She's nobody's pushover."

He'll also wonder why you aren't asking the typical questions he's used to hearing:

- Are we exclusive?
- Are we still cool?
- What's wrong?
- You seem distant.
- Are you mad at me?
- Is everything okay?

*You want him to ask these questions of you.* When you don't become needy, he'll become fixated on why you *aren't* fixated. "Wait a minute. Why isn't she screaming or asking me where I've been? Maybe she was holding back. Maybe it takes more to impress

this one. I better step up my game.”

### RELATIONSHIP PRINCIPLE 33

**When you aren't mind-blown after sex, and you continue to focus on your own life, he'll automatically start looking at you differently. Then he'll start wanting to secure a relationship with you.**

It's like child-rearing. During the first year, psychologists say, you should “enthroned” the toddler. After one year, you are supposed to dethrone the toddler to keep him or her from having a really bad case of the “terrible twos.” The same can be applied to men. After sex, you have to make sure that he doesn't think he's the only one running the show. If he does, chances are you won't be headed toward a commitment.

A lot of women think that the way to reduce themselves to a booty call is to sleep with a guy too soon. But it really has more to do with *how available she is after sex*. She's thinking that after sex, he's died and gone to heaven. She's expecting Hallmark cards, poems under a tree, and walks on the beach. She gets her hair done for him, dresses for him, and

even suffers third-degree burns from her bikini wax to have a pretty “poodle clip” for him. That’s when a woman is most likely to be at a man’s beck and call. He says, “Baby, I miss you. Can I come over?” (Translation: “I’m horny.”) She thinks, “He’s my boyfriend now, so what’s the harm?” Here’s the harm: You are relaxing the standards. And if you do it once or twice? Congrats. You’ve just set a late-night pattern.

#### RELATIONSHIP PRINCIPLE 34

**After sex, behave as if the relationship is still new.**

Men respect anything that they have to invest effort into. It’s no different than a teenager with a new sports car. If you hand the keys to an expensive luxury convertible to a sixteen-year-old on a silver platter, he’ll get into all kinds of trouble. He’ll get speeding tickets, he’ll bang it up, and he won’t take care of it. But if the same kid has to go out and mow some lawns, trim some trees, and flip a few burgers over the summer, he’ll be much more protective of that car. If a buddy of his says, “Hey, let’s burn some rubber and see how fast this will go,” he’ll say, “Are you crazy? I



worked all summer to buy these tires.”

Michael told a very simple yet poignant story about how his fiancée, Kate, won his respect because she kept her presence of mind after sex. The first weekend they were intimate, Kate got a call from her aunt on Sunday morning from South America. She told Michael that it might take a while. Five minutes passed before he started clearing his throat to hint that he wanted her to get off the phone. Kate covered the receiver and whispered, “Do you have something else you need to take care of? Please don’t let me keep you if you need to go.”

Certainly not the advice one might anticipate reading in a Miss Manners column, which would probably advise you to say, “How rude of me. I will jump off the phone and fetch your slippers too!” Kate gave Michael the vibe that said he was free to go—in stark contrast to most women, who typically dote on the guy. What it showed was: “I’m not going to stop being who I’ve always been because of a night of passion. This is my world and I’m not going to stop living the way I always have.”

## **Men are intrigued by anything they do not completely control.**

And when you are upset or sprung, he knows he's in control. So cool your jets. Chill. After sex, just do what guys do: Make a sandwich. Watch a little ESPN. Order Pay Per View wrestling. Watch *SportsCenter*. And then fall asleep on the couch, in that worn-in spot with the butt imprint on it.

Don't agree to let him stop by without calling. Let him put forth some effort. If you pick him up at the airport at midnight, drop him off at his place and split. Regardless of the reason, don't be a late-night convenience. In the South, they have the slang phrase *go stupid*. After sex, don't go stupid on him. Make him treat you with respect.

Don't assume, "That's how guys are. They don't plan things in advance. They don't go out of their way." Wrong. Does he miss the kickoff at the Super Bowl? Absolutely not. If something is important, it gets priority. On the big game day, he'll be checking the batteries in the remote, making sure the beers are on ice, and warming up that favorite worn-in spot on the couch...an hour before the coin toss.

When you don't chase him, he'll come looking for "his girl." Dana and Adam are the perfect story of how a man will come and track you down. They had just slept together and Adam told her he was splitting town with the boys. "I'm going away. [Then he eyed her expecting a response.] Do you have any feelings on this?" He expected her to flip out and reassured her that his cell phone would be on all weekend, but she didn't call. That Saturday night, she went out with the girls. When she came in, there were nine missed calls and four voice mails. (Notice: It doesn't matter how busy he is. If he wants to reach you, he'll find time to call.) The following morning, Dana returned home from church to find Adam sitting outside on the front steps of her apartment.

### RELATIONSHIP PRINCIPLE 36

**When you maintain a bit of privacy and he has to wonder a little where you are, you are stimulating his imagination. The second he can't get ahold of you he'll send out an APB, or "all points bulletin," to find you.**

Jacqueline Kennedy Onassis said, "There are two types of women: those who want power in the world,

and those who want power in bed.” And there’s a third type: the bitch. She gets both.

### **Keeping the Home Fires Burning\***

Picture a guy walking by the water cooler at work. He overhears two secretaries talking and one says, “I’m not giving him any.” Instantly, his ears perk up and it gets stored in his memory bank. There are certain attitudes women have toward sex that register with a man. Here’s why the whole idea of “giving him some” doesn’t go over well. If he’s a good lover, he wants to believe that he’s giving you as much pleasure as you are giving him. And that that “somethin’” is hard to resist.

That said, there are times you don’t want to have sex. After all, women just aren’t as physically strong. We can’t lift a heavy box like they can, we can’t open a jar—and sometimes we just don’t have the physical fortitude to be a pin cushion after a long hard day of chasing kids or meeting work deadlines. If you explain it to him, be sure to do it in a way that makes him feel big and strong while presenting yourself as the delicate little flower. This way you can negotiate a foot massage or a shoulder massage and avoid making him feel rejected. If he feels rejected on an ongoing

basis, he will eventually disconnect from the relationship.

### RELATIONSHIP PRINCIPLE 37

**To a man, a relationship without sex represents a relationship with no love, no affection, and no emotional connection.**

Since most women don't have the same sex drive as men, the frequency of sex often becomes an issue. The way to avert this is to keep him surprised sexually. Then he gets physical and mental stimulation, and is a little off balance. When a man can anticipate that he's will have sex twice a week at a particular time and in a particular position, he'll begin to feel resentful, as though he's been put on a sexual Slim-Fast diet. But when you keep him surprised, he's always flashing back to the images of hot moments you've recently shared.

### RELATIONSHIP PRINCIPLE 38

**Always preserve the mystery. Keep the sex sporadic and unpredictable. It makes it much more intense for a man.**

Now, instead of the predictable “turkey tidbits on Thursdays,” he feels like he is never too far from an all-you-can eat buffet. If you have sex in the hallway on Tuesday and surprise him in the laundry room on Friday—the memories will be burned in his mind. Guys don’t forget stuff like that. Now the *mental foreplay* is ongoing 24/7—even though you’re still having sex only twice a week.

Never underestimate the power of what you say to a man, before or after sex. A man will put far more value in a relationship and feel more connected to you when you genuinely enjoy the sex and make him feel his “stuff” is extra-special. If you crush his ego, “big daddy” will quickly become “crabby daddy.” And then he’ll want no part of a commitment.

After all, the way to his heart isn’t through his stomach...it’s through his boxer shorts.



# 4

***Female Button Pushing:***

**A TIME-HONORED**

**MALE TRADITION**

Why Men Deliberately Annoy Women to Figure Out  
Where They Stand

Well, you know, boys.

A nuclear reactor is a lot like women.

You just have to read the manual and press the right  
button.

HOMER SIMPSON, ON *THE SIMPSONS*



## Taking Back the Remote Control to Your Emotions

If you were a fly on the wall listening to a group of men talking, it wouldn't be uncommon to hear them discuss how men are "logical" and women are loose cannons with no emotional control. Like apple pie and baseball, commiserating with his peers ranks among his all-time favorite pastimes. Drinking...golfing... hunting...fishing...and some good old-fashioned female-story swapping.

This is why men love the Jack Nicholson line from the movie *As Good As It Gets*. When Nicholson's character is asked how he can write a woman's temperament so well, he responds, "I think of a man. Then I take away all reason and accountability." This is how many men perceive women.

It's the dirty little secret they don't want you knowing about: A guy will annoy you deliberately, egg you on, and then be alert to your response. He'll consciously probe around the edges of your "nice girl" facade to see what he will be dealing with. He wants to know what your backbone is like. He wants to see how alert and smart you are. He wants to see if you recognize

when he behaves poorly.

No guy will come in at the end of a bad day and say, “Honey, I need spooning and cuddle time.” Instead, he may try to get attention by provoking you. Then he figures out where he stands by how emotional you become. *When you are upset he knows you care and he knows he’s in control.*

### RELATIONSHIP PRINCIPLE 39

**When a woman reacts emotionally, men get three things: attention, control, and the feeling of importance.**

In the real world, relationships don’t exactly go down like a G-rated plot about sunshine and puppy dogs. Whereas women see no logic in purposefully pissing someone off, men see testing as a tool. I affectionately refer to this process as a “testofest.”

#### *Testofest*

A strategic, premeditated dating ritual that involves pushing your buttons.

The test usually begins with his pulling back in some way just to see what will

happen. He may deliberately forget to call. He may look at another woman. In each instance, he's evaluating your response. He's expecting an *involuntary reflex* caused by a lack of emotional self-control.

After all, relationships don't always come in neat little packages. And sometimes a man will push your pressure points just to see how you react. The second he sees supercharged emotions that he thinks are disproportionate to the perceived snub, you'll quickly get categorized as a woman who can't be taken too seriously. If your feet stomp, tears squirt across the room, and you start screaming in a pitch that would stop a charging rhino, *he will know how much power he has over you.* And:

#### RELATIONSHIP PRINCIPLE 40

**When you are easily manipulated, he will assume he doesn't have to give as much in the way of a commitment in order to keep you there.**

If, on the other hand, you don't become unhinged and you respond with a level head, he'll see it as a

sign of strength. His trust and respect will deepen, and he'll want to take the relationship to the next level. Instantly, he'll shift gears because he'll realize he's dealing with *an equal*.

For example, let's say a guy comes home after a really rough day at the job. He won't say, "Darling, I need attention." Instead, he'll get into a verbal skirmish with you. And, he gets the feeling of satisfaction after you kiss and make up. This encourages him to use you as an emotional punching bag. On the other hand, you can give him no reward. Say, "Okay. I can see you've had a crummy day. I'll let you wind down and I'll be back in an hour. I'll put a beer in the freezer for you. By the time you get out of the shower it will be really cold. See you later." Then split, and stay gone for two hours. Then you will have his full respect. Why? He's thinking, "That was smooth. She saw it coming and read me like an open book. Hmm...she sure sidestepped that. I guess being a jerk will get me replaced."

#### RELATIONSHIP PRINCIPLE 41

**The best way to set limits with a guy when he's testing you is by controlling the ebb and flow of your attention. An emotional reaction is always a**

## reward, even if it's negative attention.

In his mind, he doesn't think he's being a jerk, because he has a specific purpose. So he probes around the edges to find out:

- ✓ What are the important things about her that I don't know about yet?
- ✓ What will she be like when she's at her worst, or when she feels wronged?"

It's a cross between a "gotcha" game and Pop Goes the Weasel. (Hint: you are the weasel.) He's looking to see if you'll be able to hold your own or whether you will *fall apart* like a five-year-old having a tantrum at Toys "R" Us.

Remember, there is a fine line between testing and disrespect. So let's do a quick side-by-side comparison.

**A Test**

Usually early on after sex, he will pull back to see how you'll react.

**Versus Disrespect**

Disrespect is repeated and continual. His inattention is more blatant, more mean-spirited, and usually a sign that the relationship has eroded over a period of time.

<p><b>A Test</b></p> <p>He'll call and cancel a date, just to see how you respond and whether you'll be flexible.</p>	<p><b>Versus Disrespect</b></p> <p>He won't call. He'll just stand you up and call a day or two later with a really elaborate half-baked story.</p>
<p><b>A Test</b></p> <p>He'll glance at another woman to see how you react, hoping you'll cling to him more tightly.</p>	<p><b>Versus Disrespect</b></p> <p>He'll talk to another woman for the whole evening at a party, with little or no regard for how you feel.</p>
<p><b>A Test</b></p> <p>He may tease you playfully, or jokingly harass you or banter with you.</p>	<p><b>Versus Disrespect</b></p> <p>He will be deliberately hurtful, denigrating, or insulting.</p>
<p><b>A Test</b></p> <p>He may show up late.</p>	<p><b>Versus Disrespect</b></p> <p>He'll be MIA. After he's missing in action for a week at a time, he'll pop back up on the radar and call you out of the blue and act like nothing is wrong. Usually the call will come late at night.</p>

In a sense, there is no such thing as a “little bit” of disrespect. Because when a man sees that you’ll accept a little, it entices him to even greater audacity. The fastest way to become despondent is to let someone push you around, because when you come out of the fog, you’ll hate yourself for allowing it. So you have to identify what’s happening before you can learn how to respond.

The first question becomes: Should you stand up for yourself verbally? Or nonverbally? To avoid playing into his hands, you have to be a bitch with your actions, not your words.

## RELATIONSHIP PRINCIPLE 42

### **Men *hear* what they see.**

In the movie *Million Dollar Baby* Morgan Freeman said, “Sometimes the best way to throw a punch is to *take a step back*.” The following sections will teach you how to gracefully do just that.

**Female Button 1:**  
**He may attempt to make you jealous**



## **of another woman.**

In England, there is a proverb: "A woman without jealousy is like a ball with no bounce." This may help explain why men use jealousy to test women. "How much bounce will she have? Will she be like a pinball machine with bells and whistles? Can I get away with murder if I buy her a dozen roses?" If so, that's great fun. For one person, that is. Men know competitiveness is a weakness of most women, which makes jealousy the Cadillac of all the buttons they can push.

One of the first things a man may do is try to convince you that all his ex-girlfriends still want him (even the one who ran off with another woman). His version? "I let her down easy, but she never got over me." If he spends the day at the zoo, the female gorilla wanted him too. In other words, he wants to hoodwink you into believing every woman between the ages of eighteen and eighty wants him so you'll think he's a catch.

This is why they'll take you to a restaurant and be extra suave to the waitress. Or he'll glance at a woman at the movies. This is why he'll give an extralong hug to a female friend right in front of you.

And not the pat-on-the-back kind of hug, either. It's always the kind of hug that makes you want to spray-hose them down like you're breaking up a couple of dogs.

Carmen was dating Sam for several months. He wanted to see where he stood and decided to broach the subject by telling her about a new girl at work. "There's this girl in my department who is always hitting on me and leaving me notes." (The red flag is that he's announcing it. That's clue number one that it's nothing to be concerned about.) Carmen said, "I sympathize with you. And I know how annoying that can be. I have this body-builder guy who keeps bugging me too. He wants me to go to Europe with him, and I barely even know the guy."

#### RELATIONSHIP PRINCIPLE 43

**When a man tries to make you jealous, it rarely has anything to do with his desire for someone else. When you are upset he gets the reassurance that you care.**

Think about it: If he truly had action on the side, would he be telling you? He may as well take out a billboard that says, "I have no action on the side

*whatsoever*. And I get plenty of ‘me’ time in the shower.” If a man does something *that* obvious—like leave a woman’s business card *in plain view* where he knows you’ll see it—he’s most likely doing it to get attention and reassurance that you care. The card was put there so you would see it. If a man looks at another woman when you are six inches away from him, you can’t be thinking, “Radar! Radar! Another woman is better than me. I am not good enough.” He’s doing it because he knows you’ll pick up on it.

Therefore, apply the Hollywood axiom: “*No audience...no show*.” If you don’t provide a reaction you won’t encourage and reinforce the bad behavior.

A classic example is Gary, who took Lindsay to a company Christmas party and then left her alone to go talk to a few attractive female co-workers. He stayed gone for forty minutes. What some women would have done is stand next to the punch bowl all night, pouting. But Lindsay adopted the “monkey see, monkey do” approach, and acquainted herself with the handsome single men in the room. When she spilled her drink, she was surrounded by men who were trying to pat her dry. Gary turned around, and described it as a “pack of wolves swooping in on my tender little

sheep.” His sidebar ended as he made a beeline back to his invited guest. Did he leave Lindsay alone at parties after that? Not a chance.

Another variation of the jealousy button is the guy who says, “You know, the one thing I miss about my ex is that she was a really good cook.” Allow me to translate: He is hungry. He wants you to go to the kitchen and become the Iron Chef. He’s hoping you’ll make a big banquet fit for a king, all to compete with some fantasy ex that never even existed. He may say, “She kept a clean house.” *Whatever he wants you to do more of, that’s what she was allegedly good at.* This is why some men rave about their mother’s cooking to their wives—to keep the hot meals coming.

A girlfriend of mine who is a single mother has a twelve-year-old son who visits his father regularly. Then he comes home and raves about his stepmother’s cooking: “Candace makes the best fried fish.” So you see, it starts early. (That’s some unsuspecting little girl’s future husband in training.)

This reminds me of a cute story about a girlfriend of mine. She convinced her husband that she was a gourmet cook without ever cooking him a meal. How?

One day, she went to a yard sale and picked up a whole box of cooking items for ten dollars. She got a whole pot set, cooking timers, big syringes, and plenty of spatulas. She never cooked a day in her life. But it sure made a spiffy impression whenever he came over and all the pots were in plain view on the stove or kitchen sink. See? Just when you thought that a naked woman soaking in a bubble bath was their ultimate fantasy, you realize...pots 'n' bubbles is just as good.

It is often said that men marry their mothers. But they don't necessarily want a woman wearing an apron and bonnet baking fluffy muffins in the kitchen. It has more to do with "mother knowing best." In other words, they want a competent woman who can think for herself, handle her business, take charge, and tell him to knock off the foolishness—just like Mommy did when he was growing up.

When he's trying to make you jealous, he wants to see who is behind the wheel. When his little plan swirls out of control and he sees you take an unexpected detour, he pulls up the emergency brake and repositions himself. Then he begins to obey the driving rules, and from then on he drives like he has good sense.

Sophie was dating Tyler and they were in a committed relationship. Tyler told her about a female friend who, according to him, “wanted him.” (Again, he’s announcing it. It’s obvious. That means she has nothing to worry about.) Sophie read the situation and responded calmly: “I don’t want to interfere, and I wouldn’t want you to make the wrong decision. If you want to see other people, that’s fine. See if you like her and let me know when you’ve made your decision.” Sophie hung up the phone, and the next day Tyler sent roses to her work. When she called to thank him, he invited her to go away for the weekend to a romantic hotel in Santa Barbara. The mystery woman’s name never came up again.

If you don’t react, guess what? Oops. The button has been permanently disconnected, and is no longer fun to push. If he continues to make innocent references to a particular ex-girlfriend repeatedly, all you have to do is put the shoe on the other foot. “Luke used to make me laugh all the time. And my folks just loved Luke.” He will never see another *Star Wars* movie without cringing at the name Luke.

**Once *you* start doing the same thing *he* was doing, suddenly, the bad behavior will magically disappear.**

If you put the shoe on the other foot, does this mean you were “playing games”? Absolutely not. It was *his* game to begin with. He dragged you into it, kicking and screaming. He ran to first base, stole second, and rounded third. (You simply finished the game and brought him home.)

**Female Button 2:**

**He may forget to call, come in late, or pull back in some way.**

Men are used to having the upper hand. When a man becomes a little standoffish, he’s watching to see how persistent you’ll become. Just like women play hard to get, men do the same. If he gets any inkling that you’re willing to follow him around like a puppy, his next move may be to see if you’ll “work for it” like a puppy jumping for a biscuit. (You have to let him know that your middle name ain’t Sparky.)

That said, he *should* feel desired. He should feel valued, appreciated, and adored. Just not after he behaves badly; otherwise you’ll create a monster.

A perfect example is Thomas, who was used to getting a reaction from Faith after staying out late drinking with the boys. Faith asked him numerous times to call when he was out late. He didn't. This went on for a year. One Friday night he tiptoed in at 4:00 AM, went to the refrigerator, and poured a couple of beers down the sink so it would look like he had come home earlier. After staging the crime scene with the empty bottles, he crashed on the couch. When he awoke Saturday morning, Faith was gone. A girlfriend who is a flight attendant called Faith and asked her if she'd like to hop a flight to Hawaii for the weekend. Thomas didn't know, and for the rest of the weekend he freaked out, panicked, and called her friends and family to locate Faith.

(Fast forward a day and a half.) Sunday night, Faith comes bouncing in with a tan, the smell of coconut oil, and a gorgeous lei around her neck. "Aloha!" Suddenly, there was a complete role reversal. "Why didn't you call? I was worried sick!" Then came a lecture about being more considerate. Faith listened while munching on Hawaiian Mauna Loa nuts. Then she responded, "I don't understand why you are giving me such a hard time. Didn't I bring you back some nuts? Besides, if you total up the hours you've stayed



out late drinking in the past year, it wouldn't even be a fraction of the hours I was gone." Then she pranced upstairs to unpack. Thomas never forgot to call Faith again. He went out half as often, came in at a decent hour, and even bought her a fancy cell phone so they could always reach each other.

## RELATIONSHIP PRINCIPLE 45

**When a man doesn't call, a bunch of scenarios will typically run through a woman's mind. Similarly, his imagination will run wild when he doesn't hear from you.**

If you can't afford a trip to Hawaii and don't know any flight attendants, there is another, far less expensive alternative to deal with the "partner rolls in just before dawn" dilemma. There is a new invention that is sold at Home Depot or any hardware store commonly referred to as a dead bolt. (When used once in very cold temperatures, it has a 99 percent effectiveness rate.)

When a man is coming in late or he doesn't call, he's in control. Some even play up the party-boy facade: "Oh, man, I am so hung over. We had so many mai tais last night." He probably had beer nuts,

a stolen green olive from the bar, and one light beer. "If I stay out all night drinking, will she leave tread marks in the carpet from pacing back and forth?" So he'll act like he's a beer-drinking pig...and damn proud of it. Why? Because when he knows someone is waiting, worried and upset, he feels cared about. It's the same feeling you get when he sends roses, a limo, and tickets to the theater.

Even teenage boys do this with their mothers. Stevie, age thirteen, said, "If I know my mommy is going to yell at me, I may as well stay out at the arcade even later, and have another soda pop. If you call while you are out, you know you are going to get yelled at anyway. So why spoil all the fun? You may as well just get yelled at once when you get home, instead of getting yelled at twice."

On the other hand, if he comes home and you aren't even there for his grand entrance, it's no fun anymore. "Where is she? I didn't get my adrenaline kick. Wait, she doesn't care where I am or where I've been. Why *isn't* she upset?" I've even heard some men come right out and say, "I stay out late because it makes my girlfriend appreciate me more." (Her reaction reassures him she cares.)

As common as the “drinking late” scenario is the “working late” scenario. Brett was dating Andrea for a short while. He called and said he was thinking of canceling because of a grueling day at the office. It was left that he wanted to “play it by ear.” When Brett called back at five o’clock, he had a second wind and wanted to get together, but Andrea had already made other plans. She then used the magic words: “I didn’t want to make you feel any pressure. So, I made plans to go to a barbecue.”

Remember this magic phrase: *I don’t want you to feel any pressure*. It works like a charm with men who work really hard at their careers. Successful men explained that they are constantly fielding demands to do things out of obligation, pressure, and commitment to work. The last thing he needs when he’s Donald Trumpin’ is a lover who gives him more of the same. Be the exception to the rule.

If he has a legitimate reason for not calling, be understanding. If you do address it, the best thing you can do is be direct, use reasoning, and keep your response measured. This shows self-control. If a guy is late a couple of times, in a matter-of-fact tone say, “I noticed you’re always late. So if we make a date, and

you're not here by eight thirty, I'm going to run over to my favorite Pilates class that starts at eight thirty. At the very least, give me a heads-up so I don't miss you." This is called a "truthful untruth." You are saying "give me a heads-up" instead of "call me" and telling him that you will make other plans if he keeps you hanging. The casual approach takes the "stink" off of it. Translation? Self-control.

## RELATIONSHIP PRINCIPLE 46

**The more rational and calm you remain, the more emotional he will become.**

And keep your radar antenna pulled up. If he says, "I lost track of time with the boys," or, "I completely forgot," that should signal your radar that he's doing it to get attention. If you give him some, he'll do it again, so act like you didn't even notice. The only time you *should* address it is if you had tentative plans and he held you up by not calling. Then lower the boom. How? With men, don't start with a long story that leads up to what you are going to say. That tells him you are unsure of yourself. Instead, just call it...fix it...and get over it.

<p><b>1. Call it.</b></p> <p>"In the future, don't leave me hanging. My time is valuable to me, and there were a lot of other plans I could have made."</p>	<p><b>Between the lines:</b></p> <p>Note that you said <i>your</i> time is valuable. You aren't necessarily indicating your time <i>with him</i> is valuable.</p>
<p><b>2. Fix it.</b></p> <p>"Please give me the same courtesy that you would give to a client you work with."</p>	<p><b>Between the lines:</b></p> <p>You are equating the situation to a work example. (Lo and behold, a logical woman.)</p>
<p><b>3. Get over it.</b></p> <p>Now drop the subject like it never came up.</p>	<p><b>Between the lines:</b></p> <p>Translation: The negotiations are now over.</p>

What a lot of men infer is that when you drop hints or beat around the bush, you don't feel comfortable enough with yourself or the communication in the relationship to speak your mind. When you state your case in two sentences, *and then drop it*, it demonstrates confidence. "Uh-oh. If I try that again, it

will get me replaced.” It makes him consider commitment much more strongly when he sees that you can’t be trifled with.

## RELATIONSHIP PRINCIPLE 47

**To a man, it is totally inappropriate to be emotional when talking about something important.**

**When you speak calmly, he assumes it’s much more important.**

The first thing he will hear is *your tone of voice*, and only then will he give clout or credibility *to the content* of what you are saying. If your voice is supercharged with emotion, he will assume that even you don’t know what is wrong. “She’s emotional, so I’m just going to tune her out.” Then he will hit the Mute button and tune you out. “She’s under my thumb. I can do whatever I want and she’ll still be there.” Therefore, if you want him to hear you, you have to be very matter-of-fact.

The first thing a true fighter learns is that one must pick one’s battles wisely. A champion fighter won’t stand there swinging hard and slugging it out with a ninety-pound weakling. A good fighter knows that if he fights every battle, even if they are strong ones, he’ll

start losing because of battle fatigue.

So a way to avert a fight is to call him out, in one sentence or less.

In a matter-of-fact tone say,

***“This is unnecessary, wouldn’t you agree?”***

Or you can ask in the form of a question. Tilt your head and ever-so-casually ask,

***“Is this something you think is normal?”***

If he asks you what you are talking about, simply rephrase it.

***“Is this something you regularly do? I was just wondering.”***

Then be silent. If he gives you a response that doesn’t fly, say,

***“I see.”***

Then nod, take a sip of your cocktail, and change the subject.

Notice how you *aren't* being pulled in, but at the same time you are signaling that his behavior is unacceptable. Whenever you take the high road, others are quicker to feel low. When you don't give him a negative reaction, you aren't giving him anything to assuage his guilt. He can't put the "crazy mark" on you. He can't say, "She's a live wire. Look at her. She's attacking me for no good reason." That gives him an out, so he never has to examine his own behavior. *Or correct it.*

This reminds me of the motto from the movie *Primary Colors*, in which John Travolta plays a satiric version of former President Clinton. When he is asked why he won't do attack ads against his opponent and run a negative campaign, he quips, "I just don't want to give that son of a bitch the power to make *me* the son of a bitch."

Whenever you sense you are being pulled in, remember this saying: "Never wrestle with a pig. If you do, you'll both get filthy. But the difference is *the pig will love it.*"



**Female Button 3:**  
**He may say something off-color  
to see how you respond.**

Part of testing is finding out where *your* unique buttons are. (Inquiring egos want to know.) So a man might put his boots up on your coffee table. He may use your pretty Ralph Lauren bathroom towel with the decorative pink bow on it to mop up around the toilet after he “sprays.” As he grows more comfortable, he may emit a deadly plume of toxic or lethal fumes after eating chili. Or he may say something a little outrageous or off-color, like ask you to come over in a trench coat and high heels, to see how you’ll react. It’s all by design to see how you come at him.

One guy even admitted, “I sometimes say things to piss my girlfriend off because she looks so sexy when she’s annoyed.”

To show you how commonplace in the male “school of thought” that it is perfectly acceptable to deliberately provoke someone (even if you like him), I have excerpted a classic example from one of Donald Trump’s books, *Trump: Howto Get Rich*. Not only

does he admit he tries to rile people, he advises his readers to do the same. Why? "To see what the reaction is." Here's what he says:

If you say something seemingly off the cuff, you may get a revealing response. I might make an outrageous comment in a meeting just to see whether the other people play along or take a stand and disagree. It's a good way of assessing the mettle of the folks across the table. Do they want to be liked? Are they comfortable with unpredictability? Are they capable of candor?

Men do this all the time to get you to drop the "nice" veil, so they can see how you scrap. It's a little like what a carnivorous animal does when it's curious. It's called "gumming." A bear will break into a car and then gently nibble on a small object to see what it is. Is it an animal? Is it still alive? Is it edible? What texture does it have? The bite is not a death blow. The bear just shakes it around a little and gives it a little nibble.

Where do men learn this? Let us now explore the

origins of this learned behavior by “getting in touch with his inner seventh-grader.”

When a young boy is growing up, chances are he played a game on the playground called The Dozens. Basically, several boys gather around and begin to bag on one another. They exchange verbal potshots with precision:

Boy 1: “Your mom has an ass that’s so big, it covers two whole zip codes.

Boy 2: “You don’t look anything like your daddy.

Boy 3: “Your auntie has a flat face like a Pekingese dog.”

If one of the little boys loses his cool or shows any sign of crying, whimpering, or cracking under pressure, *he gets kicked out of the game*. So they learn: Vulnerability equals hell. This game is also called Lemon Squeezer because a kid might want to cry but can’t. So his facial expression will look like he just bit into a lemon because he’s wincing and fighting back the tears. The winner is the little boy who kept his cool and had the most convincing comebacks. This is how men learn to trade verbal blows.

Adult men playfully abuse one another the very same way. They see it as emotional toughening and a male form of affection. If one guy shed a tear in 1986 because his team lost the playoffs, he'll never live it down at the weekly poker game.

*“Hey, Bobby? I bought you a box of Kleenex tissues with your name on it. It’s in the powder room. Help yourself.”*

*“Bobby, get me a beer from the kitchen while you are up. Don’t forget my doily. Bobby likes being the bitch in the relationship.”*

*“Bobby has a nice ass. Wouldn’t he look good in a push-up bra?”*

This is where his jokes come from when he roughhouses with you. It’s actually endearing. It’s his way of telling you he sees you as an equal. They think of it as a playful way of “romantically sparring with you.” One guy explained, “You want a woman who’ll joke around and be your partner in crime. No guy wants a yes-girl.” He’s looking to see if you’ll be able to stand up for yourself *without falling apart*. If you can

give it right back, he'll see you as a trusted partner. "This one is well rounded."

## RELATIONSHIP PRINCIPLE 48

**Many men reduce women to a set of givens. A man relies on the fact that most women are emotional and that he'll be able to push your emotional buttons once he finds out where they are. When he can't, he'll often crumble and become the more vulnerable one in the relationship.**

Men assume women simply cannot be analytical, and that we are "technically challenged" in the sciences. I recall overhearing a few guys watching a news program that featured a female astronaut on a NASA space mission. One guy looked so spooked, the other guy began to console him. "Look, someone's gotta to do the cookin' and washin' up there in space."

Men banter and say things in jest about women being in the police force too. And the military. Why? Women are too emotional, and emotional creatures can't be fully armed. When the platoon goes out commando style, men are afraid that the girlie in the

unit will get scared, cry, panic and empty her automatic weapon in the wrong direction—and accidentally mow down half her platoon. If they could turn back the clocks, they would. All the women would have to turn in their rifles and get certified to carry vegetable peelers. During the dedication ceremony, you'd hear the trumpets play and the soldiers would be honored with Purple Heart pins. Then the “little ladies” would get little purple pots. “We hereby honor you for whipping up a great snack in the face of incoming mortars.”

So men tend to be a little predisposed. And when you surprise him with a reasoned approach, he'll think, “This one's got fire. She's a keeper.” A lot of women don't realize that showing you have a brain and a mind of your own is often the way to win his trust and respect.

#### RELATIONSHIP PRINCIPLE 49

**He is testing to see if you believe in yourself. He wants to know who is at the controls. When you aren't easily shaken he sees “This one can't be manipulated.”**

A girlfriend named Renee has a great comeback

she always uses with her boyfriend. Sometimes, he'll call her in a crabby mood. To avert a spat, she'll end the conversation in a cute way. She'll say, "Have you eaten? You sound hungry. Go eat something, and don't call me back until you have a full belly." It's sort of like the one where men say, "Are you having PMS?" Only it's affectionate rather than insulting. And, the best part is that it can be used as a defense to his crabbiness during breakfast, lunch, dinner, and every hour in between.

A guy named Harold talked about what he finds irresistible in his feisty fiancée. "When I harass my fiancée verbally, she'll put me in my place." They were talking about marriage and he said, "Why buy the cow when you can get the milk for free?" Instead of getting defensive, his fiancée Robyn, laughed and came back with, "I know what you mean. Why buy the pig when all you want is a little sausage?"

Before he'll go on a roped bridge to cross from one mountaintop to another, he'll shake it to see how secure it is or whether it will fall apart. Men will watch to see how you do battle. "Is she a warrior? Or will she be din-din? Before he becomes your knight in shining armor he wants to know, "Is she even worth

defending?”

#### **Female Button 4:**

**He may push the envelope to see how much he can get away with.**

A happily married woman of thirty-five years told me a story about her husband. When they were newlyweds, her husband would leave sopping wet towels everywhere. On the bed, on the floor, over the doors—you name it, there was a towel on it. When asking him to pick up his towels didn't work, she started throwing them out the second-floor window onto the “towel tree.” Before every shower, he would go outside and pick a towel off his tree. Summer turned to winter and the towels were losing their “effervescent smell.” And that's when he decided to comply with the U.N. household resolutions. (If it isn't in the hamper it does not get washed.)

What some men do is pretend they are incapable of doing something, so you'll always get stuck doing it. My girlfriend Julie is a good example of this. Her husband dressed their daughter in a green shirt, yellow shorts, and red socks. Julie wanted to say, “Are you color blind? She looks like Bozo!” But



instead she said, “Oh, honey, thanks for getting the baby dressed while I showered. That was so thoughtful.” Then she did a little damage control and changed the baby’s socks while Big Daddy started the car.

Men do it all the time. They feign incompetence. They’ll deliberately do a horrible job on the dishes, the laundry, and the ironing—to avoid being asked to do it again. If you criticize him about any domestic duties, parenting things, or stereotypically female chores, he’ll say, “Fine. If I don’t know what to do, then you do it.” This is precisely the scenario you want to avoid because from then on, you’ll get stuck doing it.

## RELATIONSHIP PRINCIPLE 50

**To encourage the right behavior, state what you want, and then give him the solution. Show him how he can be your hero.**

Paulette did this with her husband, to a tee. She and her husband both work full-time. They have an understanding that whoever gets home first is the one who starts cooking dinner. Paulette said, “Whenever I pull up and I see he’s not home, I keep driving and stay gone long enough for him to get the food ready. I

pick up dessert, and then I rave about how good his cooking is. Now he does all the cooking.”

If you want him to do the grocery shopping, appeal to his ego. Say, “I don’t know what you like. And you are so much better at it than I am. You should go. Here’s my list...” When he gets back, tell him, “You are definitely the expert with this. Nobody does it better.”

Strategic helplessness can be very *helpful*, indeed. Animals use similar diversionary tactics in the wild. When a mama duck has a brood of baby ducks and a predator is around, the duck creates a distraction by pretending to be wounded and flapping around everywhere. She steers the predator’s attention away from the babies. And as soon as he’s been lured far enough away from the little ones, she flies back to them.

### **The Buttons on *His* Remote Control**

Another rule of thumb when communicating with men: You should never say, “Honey we need to talk.” He will run for the hills like there’s a hurricane warning.

**Warning:** *A flurry of feelings ahead.*

**Outlook:** *Not so good.*

**Tonight's forecast:** *Flannel muumuus, turbulence, and unexplained headaches in the bedroom.*

Pop psychologists tell you that if you don't want someone to feel attacked when you address a conflict, you should begin every sentence with "I feel..." rather than "You..." With the male species, it pushes the right buttons a lot quicker if you leave feelings out of it and tell him what you *think*. When in Rome...talk like Romeo. Romeo would begin sentences with

*"I believe..."*

*"By my estimation..."*

*"My take is..."*

*"How I analyze the situation is..."*

*"Objectively speaking..."*

You will get his immediate attention when you use nonemotional words (which he is completely unprepared for). Following are the seven words men love to use, interchangeably. I've included a quick-

reference guide to the male definitions of these words.

## **A Crash Course in Male-Speak**

### **LOGICAL**

Used when he endearingly describes you to all his buddies, over a few beers: “She is uncontrollable. Luckily for her, I am logical.”

### **SENSIBLE**

Sensible is another favorite. Men think women aren't sensible because they buy a lot of shoes and expensive handbags to impress other women. Men, on the other hand, are sensible. For example, he thinks it is “sensible” to buy a forty-thousand-dollar studded motorcycle, so that he can enjoy the benefits of internal bleeding (and irreversible hearing loss) while riding in style. It's even better when he's wearing two thousand dollars' worth of Harley leather clothing so he can look stylish wearing that neck brace in the ambulance.

### **PRACTICAL**

Men think that home items like throw pillows or decorative towels in the bathroom are ridiculous and “impractical.” Curtains are impractical. Practical is what he insists he is being when he hangs up a Mexican serape from Tijuana in lieu of a curtain and then refers to it as “mood lighting.” After all, nothing screams “do me” like a scratchy blanket covered in dog hair.

## **STRATEGIC**

Men love the word *strategic*. “Since we both work, I think it would be a good move strategically if we employed a maid.” The word *strategic* makes him feel like he is an important businessman, like he is El Presidente of the household. Not only this, it stirs up fond, soothing memories of when they were children playing with their miniature soldiers.

## **ANALYTICAL**

An ability bestowed only upon the male species, to “analyze” how women are too emotional.

## **REASONABLE**

His opinion.

## **UNREASONABLE**

Your opinion.

Our male-speak class is now adjourned, but before you go, remember your homework assignment. Instead of “We need to talk about my feelings,” say, “Let’s analyze the situation *rationally* and *logically*.” Now you are the one holding the remote and pushing all the buttons.

The first thing that will happen is that he will turn and look at you. Then he will look confused. He may look down to see if you are still genetically female. Then the lights will go on. Not only will it impress him, it will even make you look like you know what you are talking about. As for the look on his face? Priceless.



# 5

**WANTED:**

***Joe Paycheck***

Why Financial Independence

Makes You Desirable as a Wife

I like compliments. But I prefer cash.

ANONYMOUS



## The Captain of My Gravy Train

There are certain things a man who is dating you will not come out and say. First and foremost, a man won't tell you that he's scared of having his clock cleaned in a divorce. Or that he's horrified of being stuck in a marriage with a woman who makes him feel like an ATM machine. Or that he is valued only because of what he can provide. To a man, that is the worst kind of entrapment.

When my editor Amanda Murray asked me what the subtitle of this book should be, I asked a couple of men for their input. One guy jokingly said, "It should be called *Why Men Marry Bitches: A Woman's Guide to Early Retirement*. Funny though it is, it speaks to the heart of what men fear most: a woman who is marrying because of her "business acumen." *Not because of true love.*

### RELATIONSHIP PRINCIPLE 51

**When he's dating you, he'll constantly be on guard and watching to discern, "Does she like me for who I am? Or for what I can provide?"**

When a man takes a bitchier, independent woman out to dinner, he's not thinking to himself, "Without me, she won't eat." If he takes her away for the weekend and he's discussing the \$1.6 million real estate deal he closed, her response will be, "Good for you. Congratulations." But she won't seem terribly impressed or hungry to get a piece of it. If he picks her up in a \$350,000 Aston Martin, she'll get into the car and say, "Thank you for picking me up. It was thoughtful of you to drive so far out of your way." *This shows that she appreciates him, not the car.* This is the woman who will make a man get out of his "me, myself, and I" mode and get him thinking in "we" mode. Why? Because she is *unimpressed* by the shallow things most women are impressed by. This sets her apart.

It's your independence that wins his heart. He marries the woman who lets him know she'd sooner be picked up in a used Dodge with dents in the side and hubcaps missing, than to be treated with disrespect. If he has a bad attitude or isn't a gentleman, he has to know you will hail a cab or take the bus home. It's when he feels you can't be "bought" that he thinks about marriage.

When it comes to marriage, men tend to shy away from women who know all the expensive hot spots. Or a woman who name-drops, and is all too familiar with accoutrements of success. When she says, “Nice Rolex!” what he sees is a potential shakedown on his horizon.

Ever seen those want-ads where a woman places an ad looking for a “generous man” to “take care of her”? What the guy’s read is, “I’m selling myself like a used Buick with a bad transmission.” It doesn’t matter what else that ad says. She can talk about walks on the beach until the cows come home. All he’ll see is a financial agenda. Here’s what he’ll interpret when reading between the lines:

### **WANTED: JOE PAYCHECK**

Do you have a house I can take? Are you plenty happy being a working fool and handing over all your money? If so, I’ve got a prize package for you featuring three interest-earning babies so I can expand my retirement portfolio. If you call now, I promise to tell all my girlfriends you’re hung like a three-hundred-pound llama, even if you are hung like a light switch. Plus, I’ll even convert to make the in-laws happy. I am an equal

opportunist. So hurry, I'll be standing by with all my bonbons.:-

A quality guy won't say, "Gee, where do I sign up for that?" Remember, bitch stands for Babe In Total Control of Herself. It doesn't stand for Because I Took Charlie's House.

## RELATIONSHIP PRINCIPLE 52

**When a man sees you are focused on your own dreams or on elevating yourself, he feels safer marrying you because he doesn't worry about what you'll be trying to take away *from him*.**

Men, more than ever, are warming up to the idea that a woman who can contribute financially can be an important asset. He marries a woman who has depth. Men worry about making ends meet and what you would do if he fell short of cash.

Men are secretly afraid of being inadequate and of showing their weak side. They are afraid that after they woo you, and they turn out to be less than the Prince Charming fantasy you fell in love with, you'll up and split. Rest assured, men have dreams of finding that special girl to spend the rest of their lives with.

But in his dreams, his partner is someone *he can count on*. This is why a bitch appeals to men. She's more real, she doesn't buy into his BS. She's less likely to bolt when he drops his veil.

Men don't talk about this need for "security" because it's not considered manly. It's taboo. But they want the feeling of security also. Here's what runs through his mind when he thinks about marrying you:

*"Would she grab the next available cash cow if I was struggling financially?"*

*"Would she be able to hold down the fort if there was an emergency?"*

*"Would she leave me for a guy with a new Mercedes and a bigger house?"*

Men tend to approach love as though it's a business-deal negotiation. One of the most common things I heard in my interviews with men was the question, "What is she bringing to the table other than sex?" Here's where the bitch quotient comes in again. Men usually label a weaker woman as a liability and a stronger woman as an asset. It's just like business

school when there is an acquisition and they calculate the “value added.” His knee-jerk observation goes something like this:

<p><b>Liability:</b></p> <p>A woman who is desperately looking for a guy to rescue her from her life. Her only goal is, “I need a boyfriend.” “It will be like adopting a child I’ll need to take care of. She needs someone to pay the bills.”</p>	<p><b>Asset:</b></p> <p>A strong woman with goals, who won’t give herself away. Then he feels, “She really loves me for who I am. She’s not with me because she needs a meal ticket or a daddy.”</p>
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As Will Smith said, “Competence is the thing that is most attractive.” Men regularly said the same thing: They want a woman who can TCB (*Take Care of Business*). It turns them on mentally and sexually also. It gives him something men aren’t supposed to need: a feeling of protection and safety.

When he meets a woman who can buy her own cup of coffee, she exudes a do-it-yourself attitude that immediately earns his respect. Men are drawn to women who see themselves as winners.

Peter recalled his early impressions of his wife, Kim. “She was a native-born Chinese woman who came here from another country and didn’t even speak the language. She started her own business and became successful. And that’s pretty amazing, considering the fact that she didn’t speak a word of English when she arrived.” I asked him if Kim’s traditional upbringing made her submissive in their relationship. “Oh, hell no. She doesn’t put up with any crap from me. Not for a second.” Notice what he respects: Kim’s strength of character. The only time she’ll take a handout is when it’s coming from her *other* hand.

Now compare this to a woman who isn’t building anything other than a wardrobe, and comes into a relationship with a sense of entitlement. She is pretty, but then she starts talking about her “goddess” energy or her “diva-like” qualities. Or she’ll use the word *queen*: “I am a queen. Any man of mine has to *worship* the ground I walk on. And he has to worship

my dog Princess too.” Then she orders the most expensive thing on the menu because “she’s worth it” and poses on a barstool as if she’s Queen Elizabeth having her portrait painted. All of which comes back to bite her in his exit speech. “Dating me is not going to be fair to you. As a goddess, you deserve so much more. I can’t treat you the way you deserve to be treated and I would hate to see you suffer. I think we need to take a break from dating.”

A friend of mine named Bobby said, “Sometimes you feel like you want to ask a girl, ‘Hey, uh, could you bring your credit-card statements to our next date? I want to know what kind of *lifestyle you’ve become accustomed to* before things get too serious. Are you a cash burner? Do you spend three times what you make?’”

## RELATIONSHIP PRINCIPLE 53

**Men don’t judge how much money you have. They notice *how you budget* what you do have.**

As early as the first date, he’ll be imagining what his life would be like if he stepped inside your world. So he’ll start fact gathering and recording everything in his memory bank-like a video camera with two



legs. Here's what he'll record:

## **The Marriage “Risk Assessment”**

*Things men notice:*

- If you carry a three-thousand-dollar designer purse (with fifty cents inside).
- If you have a new car that is all scraped up and looks like a rolling storage unit.
- If your place is clean and inviting or unkempt (he'll assume that's what he'll come home to every day).
- If you have a huge stack of old bills on the countertop.
- If you have knobs missing off the TV or stereo (he'll assume you break things).
- Whether your animals are well taken care of.
- Whether you have a rotation of roommates who don't stick around

very long (this means you are hard to live with).

- If the electricity or phone gets turned off (he infers he'll be adopting a young girl who will constantly need to be taken care of).
- If you are paying the cell bill with a maxed-out credit card and the collection agents are knocking at your door (you'll screw up his credit).
- If you have a closet crammed with shoes and clothes and tons of makeup scattered everywhere in the bathroom (your appearance is all you have to offer).
- If you don't return videos on time, or if you bounce checks.
- If you keep a well-stocked bar but have no food in the refrigerator (you might be a party girl, and not really suitable to live with).
- If you borrow money, or use the word *help* and have to rely on friends or family to make ends meet.

- If you've been married before and made out like a bandit in the divorce (he'll be worried that he's about to get dusted off as well).

#### WHY THESE SIGNALS MAKE OR BREAK YOUR MARRIAGE POTENTIAL

These are clues that tell him whether you can build a life together. He's looking for signs of neglect because he wants to see how you'll treat the things he will work hard to provide. He won't comment on it, bring your attention to it, or break up over it. But he'll store everything in his memory and weigh the information *heavily* when deciding to move forward with marriage.

Most women think they have to worry about the guy's finances because he's the so-called provider. But today more than ever, men are looking at your finances also. Yes, even the wealthy ones.

The *Leave It To Beaver* standards have changed because of how much the cost of living has gone up. Back in the 1950s or 1960s, a Cadillac cost five thousand dollars and a home cost fifty thousand. Times are different. Now that same Cadillac costs fifty

thousand and a house in a metropolitan area can easily be a half a million to a million, or more.

A really successful man named Kenny explained: “Women are taught they just have to be pretty, and a guy will take care of them. I’ve known women who made very little money, and lived in one-room apartments. But every time a bill needed to be sent out, it was sent out on time. She managed with what she had. She didn’t dig herself into a hole. I’ve also known women who had a lot of money, but spent it on nonsense like two-hundred-dollar face creams with fetus protein in it, or a five-hundred-dollar dress. Two weeks later she cried because the electricity was turned off. Or she ran out of gas with her BMW, and had to walk to the gas station in a Chanel outfit. Then she acted like the whole world was picking on her. That’s the type of woman who will put you in an early grave.”

#### RELATIONSHIP PRINCIPLE 54

**Men admire women who want to elevate themselves and pull themselves up by their own bootstraps, and fear women who are social climbers at a man’s expense.**

It can often be the reason he'll call off a wedding. Lee and Tracy are a perfect example of this. She was a hairstylist living with a roommate, and Lee was a very successful entrepreneur. She had dreams of owning her own salon, and Lee admired that. After nine months they got engaged, and he gave her a gorgeous canary diamond engagement ring. He also told her he'd pay for the wedding. She chose the Ritz-Carlton, a ten-thousand-dollar Vera Wang gown, and Tiffany's for the wedding registry. All the guests would be treated to a night at the Ritz with a complimentary facial or back massage (on his dime). The only thing that he told her he objected to was the Tiffany registry because he worried his working-class relatives wouldn't be able to afford the high-ticket gift items on her list.

Lee recalled, "I couldn't get my mind wrapped around why anyone would need to register for a nine-hundred-dollar Tiffany crystal punch bowl. I started to feel uneasy and it made me question the situation I was about to step into. When she quit her job, I realized I was making a huge mistake and broke off the engagement. I didn't feel like the wedding was about a true blue 'love thing' and that we'd be taking on the world together through thick and thin. It became

about putting on a show for all her friends. It wasn't a life together that she wanted to build. It was a fairy tale she wanted me to pay for."

Since men don't usually share the Cinderella wedding fantasy, try to be mindful of how your anticipation looks to a guy. Men notice when a woman who has nothing of her own suddenly develops very expensive taste.

If you aren't self-sufficient (or *working* toward being self-sufficient), everything you say about commitment and marriage will be looked at with suspicion.

<p><b>She asks:</b> "What are we doing for the holidays?"</p>	<p><b>He hears:</b> "I can't wait to meet my new in-laws!"</p>
<p><b>She asks:</b> "Do you own a home?"</p>	<p><b>He hears:</b> "I want to give a thirty-day notice and move in."</p>
<p><b>She asks:</b> "Can I borrow your car?"</p>	<p><b>He hears:</b> "Can I drive <i>my</i> new car?"</p>
<p><b>She asks:</b> "Do you ever <i>think</i> about getting married?"</p>	<p><b>He hears:</b> "I can't wait to quit my job."</p>
<p><b>She asks:</b> "What are your intentions?"</p>	<p><b>He hears:</b> "Where's my ring?"</p>
<p><b>She asks:</b> "I refuse to waste <i>my</i> time."</p>	<p><b>He hears:</b> "I bought the dress. Time's up. Let's set a date!"</p>

This is what frustrates men, because they rarely

hear a woman say, “I can’t wait to start a business.” Or, “I can’t wait to take that real-estate class.” With most women, their goals are, “I want to be married within one year.” So she goes to the gym, buys makeup, looks fabulous, and doesn’t understand why the relationship isn’t moving forward.

Remember the classic scene from *My Cousin Vinny*? Marisa Tomei’s character asks Vinny when they are going to get married: “My clock is ticking like this...[*stomp, stomp, stomp*].” It was great in the movie, but in real life this is the last thing he wants: a woman who is stomping her feet and who is pissed off because she can’t believe she is being cheated out of the marriage she’s *owed*. Men are so frustrated by this, they even have slang phrases they use with one another describe it.



**“On a mission.”**

Defined as any woman who wants to fall in love with a beautiful wedding, and isn't nearly as concerned about whether she's in love with the groom.

**“Filling a position.”**

The feeling he gets when he realizes her interest in marriage has nothing to do with him.

This is why you instantly become the one who is “different than all the rest” when you don't act like marriage is the holy grail.

The whole biological-clock thing is not just about babies. Women are socialized to believe that they have a shelf life, sexually. And, women buy into it. They don't see themselves as a prize after a certain age. When I spoke with men about the pressure on women to be married by a certain age, I was surprised to hear most men say this was a myth. If a woman takes care of herself, she can be sexy in her thirties, forties, fifties, and beyond. There is no “shelf life” for marriage. According to men, what makes a

woman less desirable is the insecurity surrounding her sexuality, not the lack of it. Or, when a woman thinks *the only thing she has to offer is sex*. If a woman is twenty years old, attractive, and has her whole life in front of her, but she thinks her only bargaining chip is “I have a nice rack” or “look how cute my butt looks in these jeans,” she will quickly become boring. If that’s all she has to offer, if she isn’t competent, spicy, and independent, that’s what will make her less desirable.

Whenever I met a happily married man, I always made a point of asking what it was that made his wife different. Michael shared the following story. “When I met my wife, she held a prestigious position with an ad agency. Then she lost her job. So she waited on tables until she found a replacement job. She never took the ‘oh, poor pitiful me’ attitude. She was realistic. The bills needed to be paid, and she grabbed the bull by the horns. I respected her because she rolled with life’s punches. And I knew then I could build a life with her.” He was won over by how she handled adversity. It was her character that won him over. Even when times were tough, she wanted to stand on her own two feet.

This affects how a husband treats a wife after they

are married too. Eva is happily married, and until recently her husband was the breadwinner. When she wanted to buy something from the Home Shopping Network, she would ask her husband. Sometimes he'd say, "Let's wait a week," which sounds a lot like something you'd say to a child: "Wait until you save up your allowance and then I'll buy that for you." So one day, without asking "prior permission," she took the initiative and got a part-time job. Now, instead of "Can I buy this?" she walks in and says, "Honey, look what I bought." And a funny thing happened. Eva noticed her husband's passion went through the roof.

Men actually feel more emotionally connected to a woman who can be a little authoritative sometimes. The woman who can get up and leave at any time is the one who can put him in check. When a man meets a competent woman who doesn't need him, he instantly treats her *differently* than the woman who seems unsure of what she wants out of life. That's the woman he marries.

#### RELATIONSHIP PRINCIPLE 55

**He doesn't want to marry a helpless little girl whom he will have to take care of.**

The helpless or frail woman who can't make decisions will quickly turn him off in the bedroom also.

Although there is an exception to every rule. Once in a blue moon, you'll come across a guy who wants a helpless wife or a "little girl" who will stay in the kitchen and bake cookies. This is why some men get a mail-order bride. Of course, his drastic decision to marry a foreigner usually comes on the heels of a horrifying experience (like dating an American woman who used too many big words). So he swears off American women and runs off to a distant land to meet the bride of his dreams. (Just as soon as he's done getting a few hair plugs put in.) And it is pure bliss, just like they promised in the...

## **Mail-Order Bride Catalog**

*Your Blushing Bride Comes with  
the Following Tender Moments...*

She doesn't speak a word of English. Therefore, she will never voice an opinion or disagree. She will simply give you dirty looks and use expletives in her native tongue when you don't allow her to go to the prom.

If you have TiVo, you can eliminate all the horrible documentaries about the “Women’s Movement” and show her the finer things in life: Shake ’n Bake.

The vows will be nondenominational. “Do you promise to obey...and obey...and obey, until immigration status do you part?”

At the reception, we’ll provide a rum cake for all the adults. We’ll also provide Puddin’ Pops for the bride and her classmates.

We’ll even give you a sentimental gift, gratis, from our wedding registry. You can choose from either a harness, a swing, or a swatting paddle for the honeymoon in Hoboken, New Jersey.



It's true. You never hear about a messy divorce with a mail-order bride. She stays until the green card comes. After that, she goes to the market to buy a quart of milk and is never seen or heard from again. *Poof!* She disappears into thin air like a mafia turncoat entering a witness protection program.

Obviously, men who mail-order brides are taking advantage of these women's economic situation. But this is the exception, not the rule. Men don't want a helpless little Stepford Wife. If he has a lot going for him, he wants a partner who will have his back. When he sees that a woman can make good decisions in her own life, he will instantly feel closer to her. "Cool. We are like-minded." That's the woman he'll take with him to pick out a starter home, new carpet, and new furniture. She becomes an asset. A man likes a

woman who knows her own mind, who can think, especially if he trusts her. Because then a lot of pressure is lifted off him when he doesn't have to always make all the decisions.

## RELATIONSHIP PRINCIPLE 56

**For a man, the words *respect* and *trust* are interchangeable. If he doesn't respect you, he will not trust you. And without trust, he will always keep you at arm's length.**

### **Appreciation:**

#### **The Inroad to His Heart**

More than food, more than sex—whether you make a man feel appreciated when you are seriously dating will often make or break whether he ties the knot. And that's another thing you never hear about in a woman's magazine. Appreciation is the way to a man's heart. He'll go to the ends of the earth just to have a woman make him feel revered and adored. Mary Kay Ash said, "There are two things people want more than sex and money...recognition and praise."

Sometimes a guy will do something for you, like

bring a gift, buy flowers, run errands with you, put gas in your car. When he does small things and you don't say, "That was so thoughtful. Thank you," he will start to give less. Eventually, whatever he gives will become mechanical—offered with little or no real feeling on his part. His feelings will wither away until he disconnects altogether.

This is why men stay late at work until nine o'clock, and avoid going home to their wives. It's why they stop making an effort. Nothing will de-motivate him faster than feeling that he's unappreciated.

#### RELATIONSHIP PRINCIPLE 57

**When he gives you something, always acknowledge the kindness behind the gesture, not the material item itself.**

**Just like women can't get too many compliments, a man can't get too much appreciation for his contribution.**

Danny told a story about a woman he had wined and dined for several months. One weekend, she invited him over for a steak dinner to reciprocate. When he got to her house and opened the fridge, he noticed there were two items inside: mustard and



stale bread. Debra said, "I meant to get to the grocery store. Could we go to the market?" He accompanied her into the market and started pushing a cart for her. She grabbed a second cart and announced, "We're going to need both." She then proceeded to pack both carts to full-tilt capacity. The carts were so heavy that she could barely push hers through the checkout stand. The bill? Close to two hundred dollars.

Danny said, "I paid for it all, and she never thanked me or even acknowledged it. To top it off, she didn't even cook me a decent dinner. She opened a Value Pak and made me a four-ounce piece of chicken. [And Danny is a big guy.] The sixteen-ounce steaks I picked out mysteriously vanished." When I asked him if he ever took her out again, he said, "I'd sooner date a mugger who wore a ski mask and robbed me at gunpoint."

When I interviewed men, this was one of the biggest reasons that they had reservations about marriage. If you want to *talk a man out of* being generous, all you have to do is create the impression that what he just gave was consumed, vaporized, and absorbed with very little appreciation. It's the quickest way to take the fun out of his courting you. As one

man put it, “Your days will be numbered.”

## RELATIONSHIP PRINCIPLE 58

**A man’s favorite word is *appreciate*.**

**He wants more than anything to feel revered,  
and valued by a woman.**

**When she’s appreciative, it motivates him to give  
her the world.**

When you act like you appreciate his accomplishments, what he did for you, what he gave to you, and so on—this is the most important validation he can get. This explains why men will forget a birthday, an anniversary, and Mother’s Day... but they’ll never miss a “coach of the year” award ceremony to get that crummy little trophy cup.

He won’t hand over his heart on a platter, buy a ring, pay for a wedding, and give you a house if you wolf down a dinner like it meant nothing to you. Therefore, if you want him to give you the stars, the sun, and the moon (and the pear-shaped diamond), be sure to say the magic words.

**Acknowledge what he did and make a fuss over  
it.**

***“I appreciate your fixing [whatever he fixed]. It is so helpful.”***

***“It was really fun the other night at [wherever he took you]. Thanks again.”***

***“I absolutely love [a gift he gave you, even if you hated it.] Thank you again.”***

**Then add:**

***“Thank you, that was so generous of you.”***

***Or, “That was thoughtful of you.”***

There are no sweeter words to a man's ears.

Now let's look at the situation with the polar opposite: the guy who refuses to give. At the same time that you should acknowledge kindness and generosity, don't be too tolerant of a guy who is cheap. Beware of the guy who suffers from a disease called “tightwad-itis.” It reveals his lack of interest in anything long-term.

For example, Samantha went on a date with a guy who was well off. We'll call him Squeaky. (As in, some guys are so tight they squeak when they walk.) Before the dinner, he took Samantha to an ATM on the way to the restaurant and made her wait in the car while he withdrew twenty bucks. After he got in the car, he put the twenty dollar bill on the dashboard as if to let her know, "This is all that's going to be spent." Then he took her to a hole-in-the-wall place ("Cheapskates Bar and Grill") and suggested that they share a greasy appetizer. They got out of there for just shy of twenty dollars including tip, and you could clearly see it was very unnerving and painful for him. He practically needed 3-in-1 oil to help get his wallet open.

This is the date you want to cut short. Do the math. Twenty dollars should have lasted roughly forty-five minutes. That's one dollar for every two minutes with five extra courtesy minutes for the "just friends" speech. ("Just friends" is code for "no sex.") If he takes it hard, add two minutes for pity-time, and then skedaddle.

## RELATIONSHIP PRINCIPLE 59

**A man will not be thinking about how much he**

**spends on you if he believes you could be “the one.” In the beginning, he will be *happy* to pick up the tab.**

A flight attendant I met told me that she went with a guy to the movies. He met her there on the first date. At the ticket window, he took out a two-for-one coupon so she got in free. They didn't have dinner because he “wasn't hungry.” She was starved, so when they walked by the concession stand she said she wanted a hot dog. He said to her, “Let's go get our seats first, then we'll get food.” They got their seats, and he stayed seated. So she got up and said, “I'm going to get a hot dog. Would you like anything?” He said, “Okay. I'll have a large Coke. Wait...” When he opened his wallet, she thought he was going to take out a \$20 bill. Instead, he took out a coupon that said ONE FREE 32-OUNCE COKE and gave it to her.

Not that this is a bad arrangement, necessarily. It's wonderful to have platonic friends you can go to the movies with, especially if they are gay. (At least then, you may get some good fashion and makeup tips.)

A girlfriend of mine named Chloe was invited on a first date to a baseball game with a guy named Joe. After the game, they were in his car and he asked for

reimbursement of her ticket. She said she didn't have money, so he said she could send a check. "Your ticket was thirty-six dollars. Just give me forty, and that will include the gas. I'll pay for the hot dogs and nachos." She said, "Um, you invited me, so I didn't come prepared with any money." He said, "Aw, hey. No problem. Just pay me next week sometime."

The following week, Joe called and left his address on her voice mail. She returned his call and said, "I'm sending a check. However, I'll be deducting \$1.42 for this toll call, 39 cents for postage, and a quarter for the envelope. Since you're such a tightwad, I won't charge you for my ink. But only if you promise never to call here again."

#### RELATIONSHIP PRINCIPLE 60

**A man who is financially comfortable but still very stingy doesn't want to give—*anything*. He won't want to be inconvenienced with his time, with sharing a dresser—much less a home or a life together.**

After all, partnership is about sharing your life together. A man who feels he may have met his soul mate will not be that obsessed with what he spends,

as long as he thinks you aren't taking advantage of him. If he likes you, the only thing he'll care about is getting your affections. As one man explained, "It's a good feeling to a guy to be the generous one, and to be able to take a woman out when you are in love with her."

Coupons, refunds, splitting plates, or a severe reluctance to pick up the tab—all of these should not go unnoticed, because he's showing you he doesn't really take the relationship seriously. As one man explained, "A guy cannot be madly in love with you and be really cheap at the same time." And if he is just a cheap bastard? You wouldn't want to be with him anyway. Imagine what those wedding vows would sound like. (A trailer-trash moment to behold.) "I promise to love and honor...in sickness and in health...until death do us part...unless I have to drop twenty dollars and then I'm outta here!"

## **Playing House**

Vanessa met Jean Marc and they had a whirlwind courtship. Three months later, he professed his love, bought her a ring, and they decided to live together. She sold her condo, quit her job, and moved into his

place an hour away. Soon after, she started noticing a change. Whereas before, he was respectful, he slowly became condescending toward her. Nine months later, she moved back out. Trivia question: What's wrong with this picture? Everything.

First is the timing issue. You never want to move in with a man after a few months or relocate to his stomping grounds. That's just way too soon. Also, when you move into his place, his "bachelor pad" is rarely going to be conducive for two. Because of this, it is highly unlikely that you will ever really feel like it's *your* place too. It will feel like a slumber party gone horribly wrong. If you try to change his place around to make it more suitable, he'll start feeling like he's giving up too much of *his* space. And you'll have to part with a lot of the stuff that makes you feel comfortable in your own home. All in all, not a good situation.

#### RELATIONSHIP PRINCIPLE 61

**When you move into someone else's place, you don't just give up your personal space and belongings.**

**More important, nearly always you also lose**



## ***your feeling of independence.***

When you bring two cats home together as kittens, they get along well. But if you bring a cat into another cat's territory, the cat whose territory it is will dominate the other little cat from then on. This is why women feel off balance when they move to a man's turf. It's a territorial thing.

Therefore, either let him move into your place (if there's enough room) or, better yet, go look for a place that is new to both of you. That is the best-case scenario because you'll be able to negotiate for everything you need. A closet of your own...a bathroom of your own...and anything else that floats your boat. And I highly recommend a king-size bed. Not for you. For *him*. It's the considerate, loving thing to do. It will prevent you from accidentally strangling him in your sleep because he hogs the bed and leaves you just enough room to dangle off the lower left corner of the queen mattress. Trust me: king size.

Let's assume he does have an enormous house, with a California king bed, and you move in. And let's say he's a multimillionaire with stupid money, and you end up quitting your job. At some point you still run the risk of having an argument, only to have him turn and

say, "Where do you think you would be if you didn't have me? Look around. I provide you with *all of this*." This is precisely what you want to avoid. So the best thing to do is move into a new place *you both choose* together. Then, maintain your independence. Keep your job. Keep your friends. And definitely keep your own bank account and your own credit cards. It will give you the leverage to be treated how you want to be treated: with equality and justice for all.

Also, one quick final note:

## RELATIONSHIP PRINCIPLE 62

**If marriage is extremely important to you and you are ready to set a wedding date, don't move in unless you have a ring and a date.**

If he's already "playing house," he won't have a reason to accelerate the process or take that next step.

### **Shotgun Weddings**

This chapter would not be complete without one final discussion about pregnancy as it relates to marriage. It happens all the time and no one likes to talk about it.

Yes, we are going to “go there.”

Malena was dating a successful oncologist for six months. During that time, he was very good to her, but he made it very clear he didn't want children right away. Six months went by, and he hadn't proposed. Malena became increasingly impatient and “accidentally” got pregnant. Later, she admitted that she went off the Pill because they made her queasy (neglecting to mention that until it was too late). He tried everything to persuade her to terminate the pregnancy. In the end, she had her daughter and he turned out to be a great father. Just one glitch: He wanted nothing more to do with her. And Malena was stunned. She thought he'd have a chauffeur driving her around to go shopping all day (with the baby in its own separate limo).

Having a baby is one of life's biggest responsibilities, and you should never knowingly have a baby with someone if he *makes it a point to tell you* he doesn't want to be a father. You simply can't have a relationship based on mutual consideration and at the same time nullify a guy's right to make such an important choice. The reason it backfires speaks to the “attitude of entitlement” that men repeatedly said was a deal killer—whether it's a nice dinner, living

together, or marriage and kids. After Malena dropped her bombshell, to him she became the most unattractive woman in the world.

The father of the baby explained why it ruined her chances for marriage. "It's wonderful to have sex, right? But what if a man was to force you against your will? It would not be so wonderful anymore. That's how a guy feels about an unwanted pregnancy that he suspects is deliberate. If she shanghai's the guy into it, he may love the child. But he will feel nothing but resentment toward the woman every time he looks at her. At that point she becomes frightening. What it tells him is that there is something very dangerous about her and that she is capable of anything. That's the woman who will sleep with your best friend and think nothing of it. Once a woman crosses a certain line, the odds of him marrying her, or even continuing to see her, are slim to none."

Men ultimately respect a bitch. Why? She's not a bitch because she's having a bad day. She's a bitch because she's a principled person who lives by her values. Standing up for yourself is one part of the equation. Being a stand-up person is the other part.

I've also heard several men tell stories about being

engaged. And sometimes, during a heated blowup, some men ask for the ring back. In one instance, the guy's fiancée said no and claimed she had lost the ring (coincidentally that day). The next day, a mutual friend confided in him that she had pawned it. After that, the relationship was on again...off again.

She still wanted to get married, and for six months they had "break-up sex." But he refused to make a commitment because he couldn't get past feeling duped about the ring. Here's how most men think: If you appear honorable and say, "Here, I want you to have this ring back," he will say, "No, you keep it." His pride won't let him take it. But if you have a sense of entitlement or make him feel taken advantage of, he will want the ring.

If a man has any kind of substance and isn't as deep as a puddle, he'll have a couple of morals. What earns his respect is *decency*. Whenever I spoke with men about what they were looking for in a wife, I never once heard, "She has to be a good cook," or, "She has to wear Victoria's Secret lingerie every night." Instead what I heard time and time again was, "I want someone I can trust and count on."

## RELATIONSHIP PRINCIPLE 63

**The biggest turn-on for a man is knowing that he is in love with a woman he can really count on, who will *really* be there for him.**



# 6

## BREAKING INTO THE

### *Boys Club*

Stolen Secrets—

All the Highly Classified Things

Men Will Share Only in the

Company of Other Men

A good marriage depends on the husband's ability to take a step back, and see where his *wife* is wrong.

ARCHIE BUNKER



## Highly Classified Secrets from My Covert Operatives

Brace yourself. This chapter will give you a rare glimpse inside the minds of some of the men I interviewed. As you'll witness, my information-gathering techniques would stump even Dirty Harry. Much of my scientific training was acquired in a very controlled setting. It began with a diet soda, a large bowl of popcorn, and watching back-to-back episodes of *Wildlife Journal* on Animal Planet.

In this chapter, you will hear the chattering of the male species from deep within the trenches of the dating jungle. To record the primates speaking, I did what any zoologist would do: I approached the creatures in a very nonthreatening way. I also learned not to approach during feeding time, for fear that they would growl and retreat back into their habitats for the winter.

I am also happy to report that my interrogations did not require any torture methods like the use of bright lights, sleep deprivation, electric prods, or playing reruns of *Little House on the Prairie*. Nor were they forced to watch *Ghost* with looped scenes of Demi

Moore whimpering over her clay pot. I used no coercive methods whatsoever. At no time did I resort to the most horrifying threat of all: removal of one battery from the remote control.

We, here, at the headquarters of Bitches-R-U's, do not believe in animal testing. Therefore, no men were harmed *physically*. (I cannot comment on their current mental state.)

I now present to you my first subject. His name is Timmy. He is nine years old.

Sherry: How old are you, Timmy?

Timmy: I am nine years old.

Sherry: Can I interview you? I am writing a book.

Timmy: I am going to write a book too.

Sherry: What's the title?

Timmy: "Why Girls Are Dumb."

Sherry: I hear you have a girlfriend. Is that true?

Timmy: Yes, her name is Sandy. And I know she

has a crush on me.

Sherry: How do you know?

Timmy: Because she's really nice to all the boys...but *she's really mean to me.*

Timmy was the youngest of my interviewees. As men get older, they get more guarded about what they are willing to divulge to their partners. They feel that if they show their hand all the time, they'll lose control over their relationships. After all, certain sensitive subjects don't exactly make for good dinner conversation.

Most men were very open, but others were less comfortable revealing their secrets. I found that the guys who were "commitment material" were far more willing to talk about the types of tricks many of their friends use on women. I came to realize it's a little bit like breaking the law. (When you are doing something illegal, you don't want to go telling everyone about it.) That confirmed what I already knew: Men have a secret code with respect to commitment, marriage, and the inner workings of relationships.

I've excerpted some of the most truthful

confessions in this chapter, verbatim. Here is what my “covert operatives” revealed. The men were from all walks of life, all nationalities, and all ages. Some were married, others were single. And with the exception of nine-year-old Timmy, I’ve withheld their names and identities (to protect the not-so-innocent).

**Question 1:**

**Do men mislead women about wanting commitment and marriage to get certain sexual “benefits”?**

**1.** “Absolutely. A THOUSAND PERCENT.”

**2.** “All guys know that their girlfriend will be more sexually responsive and more emotionally understanding if she is made to believe their relationship has ‘long-term potential.’ All you have to do is use the right buzzwords, like *we* or *our* or *future* or *probably someday*. Men routinely use this to their advantage. ‘I bet I could get her to do X, if I told her I was thinking of marrying her. *Someday*.’”

**3.** “If a man is seeing a woman, she’ll usually let you know what she wants to hear. She projects to him what she needs to be told, and he says it. She makes the bed and he lies in it. It isn’t until a year later she will start to get frustrated because she’s not seeing any progress. He won’t move in with you, he won’t give you a key to his place, he won’t even leave you alone in his place, and she doesn’t have a ring. That’s when she starts seeing that the relationship has reached its ceiling.”

**4.** “Women think they are being sneaky, but if she’s trying to drag me to a wedding every other Saturday, it’s hardly subtle. If she starts putting pictures of the two of you everywhere, that is obvious as well. Let him be the one to put the picture up, otherwise he’ll see it as the old fire-hydrant marking.”

**5.** “Guys are tricky. If they have a big house in a nice area, they’ll often use it as a hook. He may ask you to help pick out the paint for the ‘baby room.’ For when you have a kid together *someday*. And if periwinkle blue doesn’t work out, it can always be one hell of a

game room. Or he'll ask you to help him pick out furniture. If you tell a woman that you just bought a house and you need help decorating it, she'll practically handcuff herself to you. And your bedpost."

**6.** "Men have relationships with women out of state. And women always think it's going to lead to something more. It won't. The guy gets off the plane, has sex all weekend, and then goes home. You can justify the come-and-go because you live in a different city. There's a built in excuse. Guys refer to this as a *long distance booty call*."

**7.** "Guys are sneaky. We have one friend who told his girlfriend, 'The only way I would get married is if a woman woke me up with a BJ every single morning.' The poor girl wore herself out every morning for three years, and he never proposed."

**8.** "What a man will do is tell the woman she's intelligent, funny, sophisticated, and that he's interested in her mind, and her soul (as he pulls her

thong down). Essentially the goal is to make her feel like you don't see her as a sexual object. Then she thinks, 'Finally, a man who sees me as more than an object!' and she jumps in the sack with you. Men do it all the time. The goal is for her not to know what you are really after."

**9.** "Men act like the perfect lover boy. You'll say something like, 'I've never cheated on anyone. I'm not a kid anymore. My days of running with the boys are over, and I'm looking for something *real*. I'm more settled now and I have my eye out for Mrs. Right. I feel different with you. I feel like I could confide in you things that I couldn't confide in anyone else.' When a guy comes on that strong, be careful. Usually the opposite is true. And if that's well delivered, he has most likely said it many times before."

**10.** "Some guys will call a lot, or seem very interested in boring conversation. I've actually fallen asleep during phone calls and woke up and said, 'Really? Then what happened?' And when a guy isn't really listening, that's a sign he's not interested in you."

He's just biding his time until he gets into your pants."

There are two things to glean. First, if the wrong guy has too good a read on what you want (marriage, commitment, or material things), he'll use it to manipulate you. Pay close attention to the guy who said, "It's like giving a guy a manual on how to manipulate you. All he has to do is tell you what you want to hear, and it will take you a couple of years to figure it out."

A married man named Gene explained, "When a woman says, 'If you want to date me, you have to propose by the end of the year,' it goes over about as well as someone saying, 'I just wanted to go out tonight because I didn't feel like being at home.' In other words, the only thing he edged out was a rerun of *Seinfeld*. Instantly, you back off when you *aren't the reason* they are there."

#### RELATIONSHIP PRINCIPLE 64

**Set your own timelines and limits, and leave if it's time to get out.**

**Until then, don't let him know about your**



**timelines or deal breakers.**

**Then keep your eyes open and watch how he manages his 50 percent of the relationship. Then you'll get the real deal much quicker.**

**Question 2:**

**How would you describe the traits of a confident woman (aka bitch) versus an insecure woman?**

**1.** "The worst thing a woman can do is see a guy every night of the week. That's how she becomes his good-time girl on his "reserve list." What will happen is, the guy will start coming over at nine o'clock and then he'll leave by ten thirty. If he gets access or what he wants from her anytime he wants it, he won't have to lift a finger to keep it going."

**2.** "Men are competitive. When he buys a car that is a limited-edition model, he feels like he has something special. Guys in the street who race cars usually race for pink slips because they want to win, conquer, and take the other vehicle. That carries over to women. A woman who is easy won't scratch his competitive itch. When she stops expressing her opinion and starts

agreeing with everything he says, that's usually when a man starts to feel bored."

**3.** "A woman should never go looking for him or chase him down at three different places where he said he *might* be having a drink. If he says, 'Either I'll be at the Cheesecake Factory or some bar on Twenty-sixth,' don't try to track him down. If you want to be his 'steady,' let him come track you down."

**4.** "My fiancée was the first woman to put me in my place. She constantly reminds me, 'Hey, nobody's forcing you to stay.' If I try to BS my way out of a situation, she'd say, 'Let me save you the time and energy. Don't give me that shit, because I ain't buying it.' I know if she caught me cheating she'd smack me over the head with a frying pan. And I respect her more than any woman I've ever known."

**5.** "If he can sum you up in one sentence, he'll be bored."

**6.** “Confidence is when you don’t try to interpret or overly process everything that you are observing out loud. It prevents the relationship from progressing on a normal course. For example, every time I gave this woman flowers, she would remind me that her ex stopped bringing her flowers. What she really wanted to ask was whether I’d keep doing it in the future. That made me feel like she didn’t really enjoy the flowers, or appreciate the present moment with me.”

**7.** “A woman shouldn’t say, ‘You don’t call me enough,’ or, ‘You never tell me you love me.’ As a woman, your best asset is to be unpredictable. He should never be able to figure you out. When he can always predict what you are going to do next, you’ve lost him as a long-term partner. *He’ll look for someone else, whom he can’t understand or control.*”

**8.** “If she feels strongly about something, she’ll have a backbone. This woman is the woman he respects. Not a “melba toast” cracker that crumbles with very

little pressure.”

**9.** “You have to seem like you aren’t giving yourself fully. ‘Here I am. Take me.’ Men want to be kept guessing. Think about it. When a guy picks out a movie, he wants to be on the edge of his seat from the very beginning. If someone doesn’t lose a limb or get shot and buildings aren’t blown up all within the first twenty minutes, he’ll think he got cheated out of twenty bucks.”

**10.** “A woman shouldn’t even crack a joke about marriage. I was on a second date with a girl and we are both from Ireland. Back home we have a saying, ‘If you kiss me you are going to have to marry me.’ If you have the desire to get married, never let a man know that up front. If you do, it’s the same as handing him a manual and telling him exactly how to dangle a carrot and play on your weaknesses.”

**Question 3:**

**What are the signs that a woman is wasting her time?**

**1.** “When you get the nagging feeling you are always left hanging. If he’s closing doors, saying things like ‘gotta go’ or ‘talk to you later,’ that means, ‘I’ll call you when it’s your turn.’ And don’t listen to the ‘I missed you so much’ nonsense he tells you when he’s coming around for sex. He won’t disappear for a week at a time with a woman he’s committed to.”

**2.** “If he sees you one hour a week, it’s casual. If you aren’t going to the movies, meeting his friends, eating dinner together, and he says, ‘I’m really not much of a phone guy’ when he doesn’t call—it is clear. With a woman he cares about, there will be consistent contact. A man will rarely break dates with a woman he’s in love with.”

**3.** “What a lot of guys do is say he’s too busy working. Work never gets in the way of who he really wants to be with in his personal life. If a man really wants to see a woman, free time will magically appear.”

**4.** “If a man is truly busy, he’ll be specific about when he’ll call you back. “I’m tied up right now, but I will call you back X. Then he specifies a date and time. But if he says, ‘I’ll get back to you,’ and doesn’t say when, that is a sign of disrespect. If he was out of town, same rule applies. If he can’t reach you he’ll pinpoint a day he’ll be inaccessible—not a whole week.”

**5.** “When you start hearing that the cell battery went dead, or the cell reception wasn’t good, or he left his cell phone in his car or at the office, he’s not being honest with you.”

**6.** “If it’s been over two years and he won’t give you a key to his apartment, you haven’t met anyone from his family, and he won’t discuss living together or marriage, it’s not progressing because he doesn’t want it to.”

**7.** “A lot of guys keep women on a ‘reserve list.’ If he knows you’ll always be there, he’ll think, ‘I know that

one wants me, so let me put her on the reserve list and see who else is out there.’ This is why you can never be too available, or let the guy get *too comfortable*. He has to worry that you won’t be there.”

**8.** “If a man says, ‘Let’s just keep things the way they are,’ he’s pretty much telling you that he doesn’t see marriage on the horizon.”

**9.** “When the relationship is based on comfort and familiarity. From the very beginning, there will be no effort. You can tell from the little things a man does or how he acts when he’s around her. Does he walk her to her car? Will he drive out of his way? Or does he pull up to the curb and beep? And don’t drive to his place in the late evening. It’s a fool’s errand.”

**10.** “What a lot of guys will do is the ‘jewelry store drive-by’ with ring promised but not purchased. Or they’ll look at a bridal magazine and say, ‘You’d make a much prettier bride than her.’ Then he has to get a

promotion or a raise before he can afford to go through with it.”

## RELATIONSHIP PRINCIPLE 65

**A guy who really thinks you could be “the one” will say very little about marriage. He’ll be much more reserved, and will slowly open up over the course of several months, because he won’t want to scare you off.**

If he says things like, “Marriage is so antiquated. It’s just a piece of paper. It’s not really necessary. I have friends who have kids and have never gotten married. Who needs marriage?” keep him as a friend to go see a movie with, and don’t close off your options.

**Question 4:**  
**What secrets do men keep with regard to sex?**

**1.** “Don’t believe everything a guy tells you, especially in bed. One guy I know told a girl while they were having sex, ‘I’ve always wondered what married sex feels like. Oh, baby. This is what it feels like to make love to my future wife. You are my dream. You are my



shadow. Look at what you do to me.’ It was the most sickening thing I’ve ever heard. No guy tells a woman he loves her and wants to marry her for the first time during sex. If a woman hears, ‘I think I love you,’ for the first time during a bump-and-grind session, she should end the sex right there. That’s a total con artist she’s in bed with.”

**2.** “The reason men watch shows like *Sex and the City* and *Desperate Housewives* is to learn about women. They worry, ‘Is that what my girlfriend is really like?’ It scares men that women are so fixated on these shows. We want to believe she’s too innocent to be fascinated by anything that decadent.”

**3.** “Never discuss your past, or your lack of a sexual past. A man doesn’t want to think about another man on top of you working up a sweat. Whenever someone is trying to convince you they are a ‘good girl,’ there’s a 90 percent chance that the opposite is true, so anything you say will make you look guilty. He’ll think you knocked boots with the whole football team in high school and they retired *your* jersey when

you graduated.”

**4.** “If a woman gives a fantastic blow job the first time you are together, and she does it without hardly batting an eyelash, he’ll be thinking, ‘Where the hell did she learn how to do this?’ If you seem like a pro, you might be a ‘ho.’”

**5.** “If you sleep with him right away, he probably won’t be around very long. With a one-night stand, deep down you *aren’t doing something you are proud of*. You know that’s not how it’s supposed to be.”

**6.** “Men don’t tell women that half the things they see in porn are a bit silly and over the top. If the woman is screaming, ‘Give it to me, Daddy’ in bed, immediately I’ll be concerned that she has a troubled past.”

**7.** “A lot of women think pillow talk consists of confessions wrapped up in self-pity. After sex, you

don't want to hear about what a woman doesn't like about herself or have to be the one to make her feel confident. I had one girl say, 'I wish my legs were longer from my knees to my ankles. And I hate my hips because they are so wide.' It tells the guy she has low self-worth and that she's easily taken advantage of."

**8.** "Sometimes a guy will call late and try to have sex with a woman. It may piss him off because she didn't say, 'Sure, come on over.' But the next day he feels more interested in her because she's not a fool. She keeps him honest and doesn't roll over and acquiesce to every whim."

**9.** "When a guy is in bed with a woman, if he's really turned on and he doesn't want to climax, he'll start thinking of things like sports, being in a locker room with a bunch of sweaty guys after a rugby game, yard work, and that leaky sink downstairs...anything to take his mind off the moment. He does not want to earn the title of 'five-minute man.'"

**10.** “I don’t understand the appeal of the little-girl outfits. If a woman wears her hair in little braids at age thirty-five, and she has a little dog named Binky dressed in a pink sweater and matching jacket and a rhinestone leash, that’s not going to get me in the mood. If a guy is into nasty little-girl stuff, he shouldn’t be left alone with children unless he’s closely supervised.”

A lot of the men admitted that although the “instant gratification” part of them wants to have sex on the first date, if they really want to have a lasting relationship, they prefer to wait. He really wants that diamond of a woman, someone whom he can really be proud of. If he ends up in the sack with you on the first date, he won’t see you as “the one.” Moreover, when he tells you all the things *he thinks* you want to hear, and you seem unimpressed or nonchalant, he’ll usually start to pursue you on a more honest level.

**Question 5:**

**Why do men test women?**

**And is it done purposefully?**

**1.** “Yes, it’s conscious. The reason men test women is we believe that if you are going to be spending your life with someone, you really have to see who she is from all sides. You want to know if she’s crazier than a road lizard, or whether she’ll be compatible with you.”

**2.** “Most men see women as too emotional. This is why he’ll give you a rundown of all his ex-girlfriends. While some escape with just being called a drama queen, others are labeled psychos (otherwise known as schizos). Every guy talks about that one psycho ex, with that one episode in which she lost it, and the men in white coats had to come and throw a net over her, and shoot her with a tranquilizer dart. You know, just like they do with a dangerous animal that escaped from the zoo.”

**3.** “What a guy will do is watch a woman when another woman walks in the room. If she’s the least bit jealous it will show all over her face. Then all he has to do is say that that woman has on a pretty dress, or she has nice hair, or she has a nice walk. And he knows that is all it takes to set off his girlfriend. She’ll

get so pissed, steam will be coming off of her. The truth is, he doesn't really give a damn about the other woman, he just wants to rile up his girlfriend. It may sound immature, but we want to know you still care."

**4.** "Let's say you've made a statement that you don't like it when someone is late. That gets stored in his memory bank. If he wants to test you, he'll show up an hour late with a good story. If you scream, shout, or curse, he won't think of you as marriage material. A calm reaction is, 'I was a little worried about you, but I'm glad you are here. Give me a call next time.' That tells you she is classy and graceful and, most important, she can be reasoned with. And that's the woman you'll consider marrying.

**5.** "Don't ask, 'Do I look fat in these jeans?' A guy might answer, 'Not too fat. Just stop eating all that ice cream.' What he's doing is keeping you insecure so that you'll work harder to please him. A lot of men think that giving lukewarm compliments to a woman makes it easier for them to manipulate her. If you need to be complimented constantly, men will assume

you aren't secure with yourself.”

**6.** “Part of a guy feeling comfortable with a woman has to do with how she treats him after he screws up. It's a little like dealing with your mother. Every man knows when he's doing something wrong. If I do something out of line, and my wife doesn't go to the gutter to address it, it wins my respect. That's a big turn-on to a guy.”

**7.** “When a guy is in love, he won't go out drinking or fishing as much. But he still wants to do it every once in a while. If he wants to go to a strip bar, he understands that it's disrespectful. But if he wants to go to a football game, be supportive. Ask if you can get any hot dogs for the tailgating party. This way he'll be thinking that marriage to you will be a lot of fun, and that he won't be missing out on the other little things he enjoys.”

**8.** “A woman cannot go off and have emotional outbursts all the time. He'll slowly lose respect for her,

especially if she does it in front of his children. The most unattractive thing a woman can do is stomp her feet like a child. You don't ever want him to think of you like that."

**9.** "It's extremely important for a man to maintain his love and lust for a woman. If there's always drama, his sexual attraction will slowly turn off like a dimmer switch. Every time she is reasonable, strong, and rational—it makes a man want to give her the world."

**10.** "You have to be willing (or at least pretend to be willing) to listen to what he has to say. When a man feels he's really being listened to, or understood, that gives him hope that you can have a positive outcome. He has to think you don't rush to judgment, and that you'll listen. Even when he's telling you a bunch of BS, you can still listen. That gives you more credibility when you say, 'No chance in hell I'm ever going to buy that crap. If this ever happens again, I suggest you come up with a better excuse than that because that BS is not going to fly.'"



Now that you've heard it directly from the horse's mouth, remember not to get your panties in a ruffle. He's not doing it to get a perverse thrill, but rather to get attention. It's like a toddler in a high chair who throws his rattle down on the floor. Why? So Mommy will come pick it up. Then Mommy comes and picks it up and gives the rattle back to the toddler. And what does the toddler do? He throws it down again. Why? To get attention.

## RELATIONSHIP PRINCIPLE 66

**The more control you have over yourself, the more of a hold you will have on his heart.**

A person with self-control is a person who can get up and leave at any time. Men instinctively know this, which is why self-control raises the benchmark of how he treats you. Adopt the attitude "I refuse to walk around like an exposed raw nerve. I've made up my mind that I'm going to be upbeat, positive, and I won't believe what other people tell me about myself." This is true empowerment and confidence. And it not only makes you a man magnet, it will make you a people magnet as well.

## **Question 6:**

### **What are men secretly afraid of?**

**1.** “Men are afraid of being stuck with the wrong woman, particularly someone who makes him miserable. He’s afraid she’ll nag him like his mom did, and start looking like his grandmother did. He’s not afraid of a wrinkle or two. He’s afraid she’ll transform into someone he doesn’t recognize, who he couldn’t imagine going to bed with.”

**2.** “Men are afraid of having to compete with your BOB (Battery Operated Boyfriend). He wants to believe his magic pole is doing the job, and if you use BOB in front of him and it gets the job done quicker and better, he’s going to lose his desire because he knows he can’t compete with that.”

**3.** “Men are afraid of showing weakness. If I’ve had a really crappy day, I may not want to talk about ‘feelings’ with my partner. I might even avoid seeing her altogether because I don’t want to take it out on her. As a man, you want to be strong for a woman you

care about.”

**4.** “He’s afraid of a woman driving his car. Men feel that most women don’t appreciate equipment and fine craftsmanship. A man’s car is his pride and joy. It never fails. A woman will open a door onto a curb and crash it right into a newsstand. But if he really loves a woman, he’ll let her drive the car. Once or twice. It’s a symbolic gesture. That means he trusts her and values her more than the car.”

**5.** “Men are afraid of losing status or of falling apart emotionally, and not being able to pull himself together. That’s why men meet at the campfire to cowboy up. Once you have a couple of beers with the guys, your problems tend to go away. That’s why men don’t want to see themselves lying on some shrink’s couch, with someone handing him a tissue.”

**6.** “A guy’s biggest fear is that his wife will cheat on him. Most men are very afraid of that happening, especially after there are children involved. Men have

thoughts that run through their minds. He knows if it ever happened, he would be faced with having to weigh the emotional welfare of his children versus his own emotional welfare. It's the kind of thing that ruins lives."

**7.** "I'm deadly afraid of having stupid kids. That's why I couldn't marry a woman who had a blank stare. No guy wants a glassed-over look, or a lifeless woman with no spark. You know the type—the ones where you begin to wonder if there was too much inbreeding with the cousins."

**8.** "Men want to have a good-looking wife, but they are afraid of being held to the same standard. Men wouldn't be able to handle it if he was crazy about a woman and was put under the same scrutiny. If his wife said, 'Hey, you are starting to have a potbelly, and I'm not feeling so attracted to you.' That would make him feel the heat, and he'd head straight to the gym."

**9.** “Men are afraid to be made into suckers, fools, or to be taken advantage of. No guy wants to be suckered into becoming a meal ticket. If you are a meal ticket, you feel cheap. Then you have resentment that begins to grow, and you start to feel that all women can’t be trusted.”

**10.** “Men fear divorce, because it’s a woman’s world in the divorce court. And if you have kids, your goose is cooked.”

The pressure to be “manly” will influence how he approaches a relationship. Remember, men don’t have different feelings from women, just a different style. It doesn’t matter how unemotional they seem, men are vulnerable as well. They, too, can get squashed like a grape. A man has a deep need to be validated, and he often won’t tell you when he feels vulnerable. If he’s bothered he’ll say, “Aw, hey, that’s no problem,” even though he could be crying on the inside.

**If a man really cares, he feels vulnerable. That's when he needs a protective shield the most and that's when he'll often behave more coolly.**

**Question 7:**

**What is the best way for a woman to reignite a man's interest if it might be starting to cool off?**

**1.** "She shouldn't."

**2.** "If a guy isn't keeping up the routine of what he's doing, she should stop all the calls. Make him think you lost interest, and become scarce. She should become unavailable and stop sleeping with him. He needs to think, 'Wait a minute? She usually calls by now.'"

**3.** "It's the old saying, 'You don't miss the water till the well runs dry.' Cut off the water supply with no explanation and no reason. The best thing a woman can do is cut off contact with no explanation and let him come through with a grand gesture."

**4.** “If a guy staggers in at 3:00 AM, don’t be home when he gets home. Call up a girlfriend and stay over at her place. That will be an instant wake-up call.”

**5.** “One guy I know would stop off to have a drink every day after work. Then he’d wait for his girlfriend to start calling him and beg, ‘Come home. When are you coming home?’ One time she didn’t call. He started calling the house and the phone just rang. Then he got up and ran home looking for her. Suddenly, going home became interesting. But as long as she was waiting on him, he was bored.”

**6.** “One girl I dated would say to me, ‘I’ll call you right back, in five minutes. I’m right in the middle of something.’ Then I wouldn’t hear from her. That’s when I realized I was taking her for granted and redoubled my efforts.”

**7.** “To rekindle his interest, split for the weekend with the girls. Tell him you are going on a trip and don’t call

while you're gone.”

**8.** “She can call him out. She can say, ‘Listen, if I’m taking up your time here, and you are feeling like you’d rather be somewhere else, that’s cool. There’s someone out there for everyone.’ If she recognized it and called him on it, it lets him know that she’s in tune to what’s going on and she isn’t too accepting of disrespect. That keeps him on his toes.”

**9.** “Pick up your own hobby. Don’t wait on him. Get busy with something else so he is unsure when he can see you.”

**10.** “You never want to be like a dog that waits at the door. An animal will wait for you because it makes its day. If you become like that, you’ll become disinteresting. But if you always explore new things, and he can see you are growing independently, he will respect you. There’s nothing more attractive than a woman who is passionate about her own life and discovers new things. He’ll work to be a part of that,



and he'll work to keep himself just as interesting."

## RELATIONSHIP PRINCIPLE 68

**Whenever boredom sets in, simply break the routine. As soon as the routine changes, it will pique his interest and the relationship will become interesting again.**

### **Question 8:**

**How can a woman tell if a man's really in love and thinking about forever?**

- 1.** "He's thinking for two, not one. He'll create things to do, and he'll be thinking for two—rather than thinking for one. He'll start making important life choices with you in mind. Where he lives, what house he buys, the trips he takes. The bachelor outings will become a once-in-a-while thing to see his friends for an occasional pool game. You'll become his favorite best friend to spend time with. If he has one week of vacation, he's planning it with you, not his long-lost buddy from college."
- 2.** "His interest will be consistent. If he's thinking long-

term, there won't be severed contact. He won't give his time sporadically and he won't contact you every now and then. On the other hand, when everything else in the world comes before you and you start hearing "My second cousin's brother's father-in-law's sister needs me to watch the kids, so I can't see you all weekend," it's not about love. When he truly cares, you won't get the on-again, off-again intermittent contact. You'll have continuous access and you'll know all aspects of his life."

**3.** "He'll be on his toes a little with her. When a guy cares about you, he's much more alert and wants to please you. He has a certain sweat and a nervousness about him. You can call him any time of the day and ask him for something. If you walk up on a puddle of water, you get the feeling that he would throw his jacket over it. You aren't just taking up physical space like a piece of furniture. You occupy his mind and his thoughts also, and he feels a little tingle when he's with you."

**4.** "He won't give excuses. There will be no degrees

and levels to love. No ‘I love you but I’m not *in* love with you.’ When a man is in love, he may have a bad day every now and then, but he doesn’t waffle about wanting to be with you. If someone is separating love into different categories, making distinctions between love with a cherry on top and love with only whipped cream, then that’s not love.”

**5.** “If he really enjoys talking to you at the end of the day, that’s a huge sign. When a man is in love with you, he’ll call almost every day throughout the week, not just on weekends. When you drive somewhere or go to dinner, you never run out of things to talk about.”

**6.** “He won’t ask you out by always saying, ‘Feel free to stop by.’ He’ll want to see you on an appointment basis because it’s special. He’ll be thinking, ‘Let me build up to this. Let me drag this out.’ That’s when you know you are a prize—not just a piece.”

**7.** “He’ll be in your corner, even when you are wrong. His friends won’t be able to put you down, and he’ll be

protective of your feelings. If a female co-worker calls him at midnight, he will ask her not to call that late. You will always feel like you are number one in his life.”

**8.** “He will give you open access to his life. You won’t get less attention after six months than he gave in the first month. At a certain point, he’ll even let you answer his phone. Almost anything he does, you’ll be invited to do with him.”

**9.** “He’ll go out of his way. With a woman he’s crazy about, he’ll put in all the overtime in the world. He’ll be doing things for you, he’ll be considerate, he’ll want to please you, he’ll try to cheer you up if you are down, and he will enjoy every moment because you are the person he values most.”

**10.** “He’ll ask you to marry him.”

Above all, *he will respect you as a woman*. When a man is in love with you, he'll never refer to you as a "chick" or a "girl" or "his old lady" or his "ball and chain." He'll refer to you as his woman, or his girlfriend, or his wife, or his fiancé. He'll refer to you *with respect*, because he sees you as the girl of his dreams.



# 7

## FROM “I MIGHT” TO

### *“I Do”*

Getting a Ring on the Finger

That He’s Wrapped Around

Protect yourself so that nobody overrides you, overrules you, or steps on you. Just say, “Just a minute. I’m worth everything, dear.”

MAYA ANGELOU

## Stepping off the Marry-Go-Round

In a perfect world, Romeo meets Juliet. After a year of a whirlwind courtship, he rents a Lear jet, flies her to a private island, and drops to one knee and proposes. Then fireworks light up the sky, the planets align, birds are chirping, dogs and cats go skipping into the sunset, and everybody goes home happy.

Reality check: More often than not, proposals don't happen like they do in the movies. You may get a good ring, or a good proposal, but they don't always come together (unless he's got a great scriptwriter, or has spent a lot of time in the Hallmark aisle). Sometimes there's no fanfare at all. Behind closed doors the guy is saying, "All right, all right. We'll go look at rings, I promise. There's two minutes left in the Super Bowl. Can we discuss this another time?"

Ever noticed that men act funny when a jewelry commercial comes on? The reason men hate these ads is that they can literally feel the tension thicken in the room. "*For Valentine's Day, shower that you love her. Diamonds are forever.*" Then they show a woman beaming with joy, with sappy music in the background. Then the bride and groom running down



the beach in their gown and tux. *“May your love last as long as the diamond does.”* After the commercial is over, his girlfriend is looking down at her left hand with a sad pouty face, like a little girl who dropped her ice cream cone. Like a cartoon, an imaginary bubble pops up over her head. “Where the hell is my ring?” Meanwhile, the bubble over his head reads, “Which Madison Avenue asshole decided to interrupt my playoffs with this crap?”

Since most women generally are at a loss to find the right language to talk about engagement, this chapter will help you improve your skills in that area. The information you are about to read is based on the feedback I gathered from a number of men who have either recently gotten engaged or are already married. The first thing all men unanimously agreed on was the following:

#### RELATIONSHIP PRINCIPLE 69

**You have a much better chance of getting engaged when a man doesn't feel pressured into it.**

When it comes to the “negotiations,” the bitch's approach works better than the typical nice girl's

attempts to get a proposal. The bitch doesn't pout. She doesn't hint. She doesn't nag. For a whole year, there is none of that. She goes out, has fun, and doesn't tip her hand or discuss commitment. Why? Because a year or so later, he is attached. He is powerfully hooked. He finds her desirable to be around. She doesn't represent pressure...or an obligation. She is a prize he worked for and won... almost. All of this gives her clout.

The bitch's approach is subtle, for two reasons. First, she understands that guys aren't stupid. He doesn't have to be the spelling-bee champ to understand that most women wouldn't exactly consider the relationship a smashing success if they simply lived with a guy for years on end. Unless he was raised by a pack of wolves, he knows this much.

The second reason she keeps her approach subtle is that if it's been a year, asking him "Where is this going?" is moot. If he hasn't brought it up, asked you to marry him, or given a serious indication that he's going to soon, it's crystal clear where it's *going*: He is trying to have his cake and eat it too.

A newlywed named Jeff explained:

*"I'd lived with other women before I got married to my wife.*

*And all guys know that after a year or two at the most, the woman loses a bit of her dignity. And truthfully, you lose respect for the woman if she stays, because on some level the guy knows the relationship has become a free ride. He knows he's getting all the perks without giving anything up.*

*If the woman wants to get married and he's stalling for a couple of years, he knows he's taking advantage of the woman.*

*Or he knows he can ride it out, until he's ready to leave.*

*If she is willing to stick around, the guy is thinking, 'Oh good, I don't have to marry her.' But then you begin to think, 'Why is she letting me have a free ride?*

*There is something wrong with her."*

In other words, he begins to lose respect. He assumes she is naïve...or desperate. She becomes less appealing because he knows he's taking advantage of her and she's not standing up for herself. As they say in Hollywood, "They'll kill you with encouragement."

This is often when the devaluing process begins. “Why do I need to prize and cherish her?” An even more basic assumption lies below this one: “I have the option to keep her until I get tired of her. Or until something better comes along. I’ll enjoy this until I feel like going back to my bachelor life.” And this is precisely the level of security a bitch will not allow a man to have.

## RELATIONSHIP PRINCIPLE 70

**The bitch won’t allow herself to be with a man who is biding his time until something better comes along.**

This directly relates to why men marry bitches. A *bitch has strength of conviction*. As painful as it is, as afraid as she might feel—she will leave if she doesn’t get what she wants. And guess what? That’s precisely why she gets what she wants. When a bitch *subtly* gets the point across that she *won’t* wait forever, it becomes the same as any other negotiation. When one person is willing to walk off the showroom floor, the other person has to come up with a better offer.

That said, you can’t give him an ultimatum. But

here's what you can do: You can have one or two conversations with him. The first conversation is a fact-gathering session. And if you don't like what you hear, in the second conversation you lower the boom.

If it's been a year and you want him to propose, the first conversation should be one where you are very matter-of-fact. Say something like:

*"We've been going out for a year. I love you and think you are wonderful. And I accept things as they are. But I'd like a little bit more from a relationship than what we have right now and this doesn't really seem to be progressing."*

(Then, be silent.)

The less you say after that, the more power you will have. The objective is to create a nonthreatening opening for him in a very casual way. Your job is to keep a poker face and show no emotion. Why? You want to get the truth. You don't want lip service or to be told what he thinks you want to hear—you want to get his *real* answer. He may tell you he's madly in love with you and he's been planning a surprise. Then he might hint about going away for the weekend. Or, he

might ask if you want to shop for a ring.

If he doesn't give you the answer you want to hear, and you get a vibe that he's avoiding the subject at all costs, that's your cue to become scarce. Whatever time you normally spend with him, cut that back 60 to 70 percent. See him once or twice in a two-week period. Then plan a weekend getaway with the girls. (That always petrifies them because they don't know what your friends might tell you.) If he asks you whom you are seeing, assure him you aren't seeing anyone else. Just keep yourself busy and outside his reach. But don't explain why. *He will know.*

## RELATIONSHIP PRINCIPLE 71

**The bitch does not hint about marriage or ask, "Where is this going?" Instead, she hints about the removal of herself from the relationship.**  
***The word marriage never even comes up.***

Rest assured, he'll get it. Within a couple of weeks, it's likely that another conversation will come up because he will notice a change and ask you, "What's wrong?" When he does, you don't want to seem as though you are let down, devastated, or upset. If he is still not telling you he wants the relationship to move

forward, you may want to consider telling him the following:

*“We’ve had a wonderful time. And I don’t regret the time we’ve spent together. I think the world of you. But obviously we want different things, so we need to do the right thing. I love you and I want you to be happy, I want you to have what you are looking for also. I think it’s time for us to move on.”*

This is when you have to be classy and show him that you are different. No late-night drama. No crying. No guilt trips. No martyr or victim on the premises. Don’t give him the impression that you feel you’ve been shortchanged. And don’t have any further conversations with him. This is not a beg-a-thon.

The reason silence is golden at this point is that anything you say after that will let him know he can buy time, stall, or “okeydoke” you. Any weeping or crying in a discussion like this will show him, you are unsure, and he’ll think he doesn’t have to change a thing. *What it tells him is you can be manipulated and he doesn’t have to take you seriously.*

Simply emphasize what you want, and then appear

strong and mature. “I don’t want you getting into something that you are not ready for.” If you are calm, it scares a man far more, because then he knows it’s not a hormone-driven decision. You’ve based it on what he’s offering, who he is, and what he has shown you he is willing to contribute. And you don’t intend to settle because you don’t see yourself as desperate. This raises your stock. “Uh-oh. I have to give her a reason to stay, or I will lose her.”

Now let’s recap:

- ✓ He doesn’t get an ultimatum.
- ✓ He doesn’t get pressure, hear “marry me, marry me,” or have the feeling he’s being tied up like a Thanksgiving turkey.
- ✓ You are mature, open, honest, and nonjudgmental.
- ✓ You aren’t shooting the relationship down, expressing anger that he’s “milking the cow for free,” or telling him he screwed up.
- ✓ You simply said, “You are fun, neat, and cool, and I love you. But before



we waste any more of each other's time, we need to get this thing figured out.”

It's not what you say, it's *how you hold yourself when you leave*. You have to hold yourself with a calm that is unlikely given the circumstances. Then he thinks, “Hmmm. This one is a cat of a different breed.” Then you become irreplaceable. It's all about character, and it's all about class.

Men are socialized to believe that women are the weaker sex. So when you are willing to stand on your principles even though it might be painful or it might cost you something, you become the ultimate warrior. “Wait a minute. I had her. Now I can't get my way with her. What's going on here?” When you can pull back, collect yourself, and act like you are aware of what's going on, guess who comes out on top?

This is what most men are looking for in a wife. This is their ultimate dream girl—a feminine woman who is not ruled by emotions and insecurity. There's a quiet dignity about certain women. It's like a force field around her that melts him like butter. She doesn't scream. She doesn't shout. Her subdued self-worth and faith in herself is the true essence of what makes

her a bitch.

Jessica and Rick are a perfect example of this dynamic. They were together for three years and had a great relationship. Nevertheless, he was dragging his feet with respect to marriage.

Jessica then said, "If you don't want to marry me after three years, we should go our separate ways. Bye-bye." I remember her telling me this story and waving her hand as she said "Bye-bye." Then she cut off all contact. Three months later, Rick called Jessica and asked, "Can I see you for dinner tomorrow night. Please?" She declined. He kept persisting every night. She finally agreed, reluctantly. At dinner, he proposed with a beauty of a ring.

It's how men think. If a quarterback gets sacked and leveled by a very hard hit, he'll get back up. It won't faze him, and he'll still try to throw his touchdowns.

If you are backing away and he asks, "Can we still see each other sometimes?" tell him, "Of course." Then, every time he wants to see you, be unavailable to see him. Take your time with him from 60 to 70 percent available down to a 97 percent unavailable.

Avoid him *without* the appearance of doing so. This will allow his imagination to run wild. That's when the loneliness and the lack of companionship will begin to set in.

What you *don't* want to do is talk openly about seeing other men. Why? No need. He will already be petrified at the thought of another man penetrating his woman. "Another guy is going to deliver something I can't deliver?" Then he will start envisioning you being serenaded and serviced by some other man (who might do it better), which will be enough to drive him over the edge. He's been sleeping with you for a year, and in his mind you were built just for him. The thought of another man is...*unthinkable*. This is why you have to make yourself scarce, so that the *unthinkable* starts to be *thought* about over and over...to the degree that it keeps him up nights. That's when he'll make a beeline to the nearest jewelry shop.

Every man *thinks* he wants his freedom...that is, until he gets it. Then, separation anxiety coupled with meeting a woman in a bar who says, "What kind of car do you drive?" makes him realize he's losing the best thing he's ever had.

I call this my “beer nuts analogy.” If you are a good woman, you represent his relationship diet. You are a healthy breakfast, lunch, and dinner. Some other girl he might get attention from represents beer nuts. And as long as he gets three meals a day at home, he can grab a little attention, or a few beer nuts, with a cold beer with the guys. But when you remove yourself from the equation altogether, he has to make three meals out of beer nuts. That’s when he quickly realizes the grass isn’t so green on the other side. “Hey, these are crappy beer nuts.”

Remember, you want to take the high road. Don’t subtly threaten him that you will be dating other men, because it goes without saying. He will feel like you are trying to hold something over his head: “Do what I say, or else.” To some men, this is terribly offensive. “If I don’t get what I want when I want it, I’ll throw everything we had away in a heartbeat.” That makes it seem like the relationship may not be worth “forever.”

Jane and Darren were dating and she gave him a direct ultimatum after one year. Two weeks later, he stopped by and was going to propose. And when he came in, she proceeded to show him all the e-mails she was getting from a guy she had already gone out with a few times. She did not know at the time that he

had a ring in his pocket. Although he was devastated, he saw it as a sign that the relationship wasn't worthy of forever.

At the end of the day, your character and willingness to stand by your convictions are all he can really rely on. He knows that the wrong woman can ruin him emotionally and financially. When a bitch stands up for what she believes in a decent and honest way, it brings all his emotions to the surface. The relationship becomes very real. There is a genuineness and an authenticity about her. By being willing to tell him, "I'm putting it all on the line and I'm willing to walk out on comfort and security to get what it is I truly want," he'll often feel that he needs the woman. He can't exist without her. That's when she becomes "the one."

## RELATIONSHIP PRINCIPLE 72

**When you stand up for yourself in a dignified, feminine, and womanly way, you can get *anything* you want from a man.**

**When you place a high value on yourself *in the right way*, so will he.**

Sometimes it takes minutes for him to come

around, other times it takes weeks or months. If he's in love with you he will come around. And if he doesn't, *he would have wasted your time for five years or ten years* and you would have ended up with the exact same outcome. *So you lost nothing.*

So give the guy a chance to propose. After all, men aren't predisposed or conditioned to think about marriage. He's not lying in bed at night dreaming of a gondola ride for two in Italy, with both of you being serenaded by a guy with a thick accent singing "O Solo Mio," to the strum of a little guitar. However, a year has gone by and now he's attached. And now you are not so easily replaced or forgotten.

Whereas women fall in love in a man's presence, men tend to realize they are in love in a woman's absence. And sometimes all he needs is a little time to make that realization.

### **Changing the Lens You See Yourself Through**

In one of her diary entries, Marilyn Monroe wrote that when she was walking down the street with Joe DiMaggio, she felt like he should walk on the inside of

the curb and she should “walk in the gutter.” She was arguably the most beautiful woman in the world—a legend. And even with all her beauty and sex appeal, she had the nagging feeling that many nice girls share because of low self-worth—like an anchor is dragging them down in life.

When choosing a wife, men notice whether you are happy. Or, whether you feel good about yourself. Michelle and Michael are happily married, and when they were dating she said something to him that he remembered years later: “If I’m married, I’m going to be very happy. And if I’m single I’m going to live a great life and be happy also. So it’s not really a priority.” This is precisely what a bitch brings to a relationship that an insecure “nice girl” does not. A joy of life...a joie de vivre.

What is the difference between Michelle, an ordinary woman, and the legendary Marilyn Monroe? It boils down to this:

### RELATIONSHIP PRINCIPLE 73

**In life, half the battle has to do with the lens you choose to see yourself through. Your fulfillment hinges on whether you see yourself through a**

## **positive lens or a negative one.**

If you don't feel like you are "enough" *without* a husband, you will not feel like you are "enough" with a husband. If you see yourself through a negative lens, you will tell yourself things like, "What's wrong with me? All my friends are married...*except me.*" Being single doesn't make you less than...any more than marriage is a guarantee for happiness. If that were the case, half the marriages wouldn't end in divorce.

However, seeing yourself through a positive lens is the best chance at happiness you've got. Enjoy every day. Live it to the fullest. Be positive. Love yourself. And screw what anyone else thinks if they don't approve of you. Don't let anyone darken your doorstep. Otherwise, when you get married, you will still be unhappy and, like Marilyn Monroe, you will feel like you belong in the gutter.

As you have heard from men throughout this book, a man desires...craves...and holds out for a strong, spirited woman who knows who she is. He doesn't want to feel like he's adopting an orphan or taking in a needy child who apologizes for her need, can't speak her mind, and needs someone else to tell her if she's worthy. So don't think about "happy endings"...think



about a happy beginning. And start that today... regardless of your marital status.

Why does this make you more likely to find a husband? A married man named Mark explained, "Men know that if a woman isn't happy with herself, if he marries her he will become the recipient of her disillusionment, and resentment. It will become 'all his fault' that she's not a happy person. This is why men are instinctively drawn to a woman who is happy with him...or without him."

*It's why men marry bitches: A guy will be less likely to worry about losing his freedom to a woman who doesn't appear to need him to make her happy.*

Of course, this is isn't what women are taught. In the movie *The Joy Luck Club*, there's a scene that typifies the self-abnegating, doting behavior that Rose uses to win her husband over, not understanding why it's having the opposite effect. "I told myself that was the loving way. Over time, I could see that Ted was becoming bored. *So I tried harder.*" Then it cuts to a scene in which she and her husband have a discussion about what they'll be having for dinner (which is painful for him because she's become silent

to everyone...including herself).

*Rose:* Honey, should we eat in, or go out to eat tonight?

*Ted:* You decide.

*Rose:* If we eat in I have lamb chops. Or I could call Square One. I didn't mean to interrupt your work.

*Ted:* You're not interrupting me. Really I meant what I said. I want to hear what *you* want.

*Rose:* You've had a hard day and I don't really care. I just want you to be happy.... Honey, what's wrong?

*Ted:* It's just that once in a while I'd like to hear what *you* want. I'd like to hear *your* voice, even if we disagree. You used to be different. You used to have an opinion.

Notice how apologetic she is, or how afraid she is to impose. She sees herself as an imposition...as lower than him. That is her lens. Later, when she changes that lens, she gets a backbone and her husband's respect reignites.

In a magazine article, Meg Ryan said, "In my everyday life, I find myself apologizing for a need...or the way I feel about something. I don't want to live like that anymore." And I submit to you, that you shouldn't either.

#### RELATIONSHIP PRINCIPLE 74

**Men rarely take it as a compliment when you bend over backward or become too agreeable. Men want to feel special, and when you are *too nice* he feels ordinary, because he assumes you'd acquiesce and become a yes-person with *any man*.**

Most "nice girls" are given the wrong information. They are taught the following:

- "If I show him I love him every few hours, it will sink in and he'll love me

more.”

- “If I ‘go along to get along,’ he’ll think we are more compatible.”
- “If I sacrifice myself, I will better our relationship.”
- “If I always agree with him, he’ll think more highly of my opinions.”
- “If I look good, I’ll get the respect I want.”
- “If I double my efforts, it will double his appreciation.”

Then she pleases him right out the door. A man will lose respect and be less likely (not more) to commit whenever he senses that:

- His decision is the final say.
- He is the authoritative figure in the relationship.
- He can do no wrong in your eyes.
- You assume an inferior place in the relationship.

You will never prove to a man that you are the best thing to happen to him by bowing down or

compromising yourself. Nor will you prove you are more “worthy” by kissing a man’s ass...because *then you won't have his respect*. Deep down, men don't find it emotionally fulfilling to be in a relationship that makes him feel as if he's being idolized by an underling.

## RELATIONSHIP PRINCIPLE 75

**He doesn't marry a woman who puts him on a throne. He marries a woman who is his equal... that special woman whom he can share all of life's special moments with.**

A man wants to feel like he is your hero. Men need to feel validated. He wants to feel that you admire him, look up to him, and that he is the protective one in the relationship. *But he wants that from a self-respecting woman who has a backbone and who first and foremost loves herself.*

So begin with changing your lens...or sharpening your focus. Change the way you see yourself, be careful of those who try to convince you of who you are. If they can convince you that you are ugly when you are beautiful...that you are stupid when you are

smart...that you are incapable when you are capable...they can also convince you that you are not worthy when you really are. So don't believe what anyone tells you about yourself. When you do, and their view of you is negative...you lose your feelings and your opinions. You become afraid to approach... afraid to be bold...afraid to pursue new heights. You become silent to everyone...including yourself. And that's how you lose the most precious commodity you have to bring to a marriage—*you*.

Before we end, I think it's important to do one last thing. Let's rewrite the fairy tale, shall we? Let's forget everything we learned in Cinderella, Sleeping Beauty, and Dorothy, Toto, and the Land of Oz—and let's give the fairy tale a little makeover. The storybook ending should read like this:

**Once upon a time** *there was a princess. Along came a prince who asked her if she'd like to ride on his white horse. She said, "I'd like to take a ride on your horse, but I can't right now because I'm a little busy getting my own horse. Go ride off into the sunset without me, and I'll catch up to you a little later."* Suddenly, the prince is dumbfounded. He's never heard

*anything like this before. Something clicks inside him, and it starts a fire within him that he can't put out, because she doesn't need him. And then he says, "I have to be with her for the rest of my life."*

Then they fall in love, marry, and ride off into the sunset. And then she tortures him...*lovingly ever after.*





**SHERRY'S  
RELATIONSHIP  
PRINCIPLES**

## RELATIONSHIP PRINCIPLE 1

**In romance, there's nothing more attractive to a man than a woman who has dignity and pride in who she is.**

## RELATIONSHIP PRINCIPLE 2

**He marries the woman who *won't* lay down like linoleum.**

## RELATIONSHIP PRINCIPLE 3

**He doesn't marry a woman who is perfect. He marries the woman who is *interesting*.**

## RELATIONSHIP PRINCIPLE 4

**When a woman is trying too hard, a man will usually test to see how hard she's willing to work for it. He'll start throwing relationship Frisbees, just to see how hard she'll run and how high she'll jump.**

## RELATIONSHIP PRINCIPLE 5

**Don't believe what anyone tells you about yourself.**

**RELATIONSHIP PRINCIPLE 6**

**Men see how you dress, and then make assumptions about your relationship potential.**

**RELATIONSHIP PRINCIPLE 7**

**When a man sees you wearing very revealing clothes, he'll usually assume you don't have anything else going for you.**

**RELATIONSHIP PRINCIPLE 8**

**When he sees you scantily dressed, he is not reminded of how great you look naked. He immediately thinks of all the other men you've slept with.**

**RELATIONSHIP PRINCIPLE 9**

**Every guy knows he can find a girl who is simply satisfied with satisfying *him*. They are much more turned on by a woman who cares about her own pleasure as well.**

## RELATIONSHIP PRINCIPLE 10

**You can tell how much someone respects you by how much he respects your opinion. If he doesn't respect your opinion, *he won't respect you.***

## RELATIONSHIP PRINCIPLE 11

**It is better to be disliked for being *who you are* than to be loved for *who you are not.***

## RELATIONSHIP PRINCIPLE 12

**Men like to be curious. They like to feel that there's more to the story than what they already know.**

## RELATIONSHIP PRINCIPLE 13

**The mental challenge is not, "Can I get her to sleep with me?" The mental challenge is, "Can I get *and keep* her attention?"**

## RELATIONSHIP PRINCIPLE 14

**Your power gets lost the minute you start asking, "Where do I stand?" Because what**

**you've just told him is that the terms of the relationship are now *his to dictate*.**

#### RELATIONSHIP PRINCIPLE 15

**As soon as a man has his guard up, he will not fall in love or get attached. *The only way he'll get attached is if you lower his guard first.***

#### RELATIONSHIP PRINCIPLE 16

**When a woman rushes in too quickly, a man will assume she is in love with a "fantasy" or the *idea* of having a relationship. But if he has to slowly win her over, incrementally, he'll think she's falling in love with *who he is*.**

#### RELATIONSHIP PRINCIPLE 17

**Don't even mention the word "commitment." *That's the whole trick*. The less you say about it, the closer you are to getting one.**

#### RELATIONSHIP PRINCIPLE 18

**If he has no guarantees, becomes attached, and thinks you could be gone at any time, that's**

**when he'll cherish the idea of securing a relationship.**

**RELATIONSHIP PRINCIPLE 19**

**There's nothing more prized to a man than something he had to wait for, work for, or struggle a little bit to get.**

**RELATIONSHIP PRINCIPLE 20**

**As soon as a woman hands a man a more serious commitment on a silver platter, he'll be reluctant to take it.**

**RELATIONSHIP PRINCIPLE 21**

**Don't be so blunt, obvious, or available that you come across as having already made up your mind about the guy.**

**RELATIONSHIP PRINCIPLE 22**

**You want to figure out his pattern, but don't let him figure out yours.**

RELATIONSHIP PRINCIPLE 23

**Men are far more smitten when they feel like they are “stealing” your time away from something else you could have been doing.**

RELATIONSHIP PRINCIPLE 24

**When a woman makes a man feel he’s trusted, it makes him feel strong and worthy. It makes him want to be honorable and do the right thing.**

RELATIONSHIP PRINCIPLE 25

**Men like rules and they like guidelines. If there’s something you don’t like, he’ll respect you for voicing it. He wants to know what the “do’s and don’ts” are.**

RELATIONSHIP PRINCIPLE 26

**Men love knowing there’s a small part of you that they can’t get to.**

RELATIONSHIP PRINCIPLE 27

**Men read a lot into where you’ve been, by how dolled up you are when you get home. If you are**

**dolled up and you weren't with him, it will keep him wondering a little.**

**RELATIONSHIP PRINCIPLE 28**

**The magic formula is to give a little...and then pull back. Give a little...and then pull back.**

**RELATIONSHIP PRINCIPLE 29**

**Women are constantly being told amazing sex will win a man's heart. This is false. Just because a man sleeps with you doesn't mean he cares about you. Nor will good sex *make him care* about you.**

**RELATIONSHIP PRINCIPLE 30**

**The way to weed out the contenders from the pretenders is to assess their attitude about waiting for sex. If he likes you, he'll be happy just being in your company.**

**RELATIONSHIP PRINCIPLE 31**

**The purpose of waiting is not just to seem classier. You also want to give yourself time to**



**observe him and find out key facts about him.**

**RELATIONSHIP PRINCIPLE 32**

**Who he *tells* you he is in the beginning has very little to do with how he will *treat* you. If there's sex involved, he'll promise you things you've never even heard of.**

**RELATIONSHIP PRINCIPLE 33**

**When you aren't mind-blown after sex, and you continue to focus on your own life, he'll automatically start looking at you differently. Then he'll start wanting to secure a relationship with you.**

**RELATIONSHIP PRINCIPLE 34**

**After sex, behave as if the relationship is still new.**

**RELATIONSHIP PRINCIPLE 35**

**Men are intrigued by anything they do not completely control.**

### RELATIONSHIP PRINCIPLE 36

**When you maintain a bit of privacy and he has to wonder a little where you are, you are stimulating his imagination. The second he can't get ahold of you he'll send out an APB, or "all points bulletin," to find you.**

### RELATIONSHIP PRINCIPLE 37

**To a man, a relationship without sex represents a relationship with no love, no affection, and no emotional connection.**

### RELATIONSHIP PRINCIPLE 38

**Always preserve the mystery. Keep the sex sporadic and unpredictable. It makes it much more intense for a man.**

### RELATIONSHIP PRINCIPLE 39

**When a woman reacts emotionally, men get three things: attention, control, and the feeling of importance.**

#### RELATIONSHIP PRINCIPLE 40

**When you are easily manipulated, he will assume he doesn't have to give as much in the way of a commitment in order to keep you there.**

#### RELATIONSHIP PRINCIPLE 41

**The best way to set limits with a guy when he's testing you is by controlling the ebb and flow of your attention. An emotional reaction is always a reward, even if it's negative attention.**

#### RELATIONSHIP PRINCIPLE 42

**Men *hear* what they see.**

#### RELATIONSHIP PRINCIPLE 43

**When a man tries to make you jealous, it rarely has anything to do with his desire for someone else. When you are upset he gets the reassurance that you care.**

#### RELATIONSHIP PRINCIPLE 44

**Once *you* start doing the same thing *he* was doing, suddenly, the bad behavior will magically**

**disappear.**

**RELATIONSHIP PRINCIPLE 45**

**When a man doesn't call, a bunch of scenarios will typically run through a woman's mind. Similarly, his imagination will run wild when he doesn't hear from you.**

**RELATIONSHIP PRINCIPLE 46**

**The more rational and calm you remain, the more emotional he will become.**

**RELATIONSHIP PRINCIPLE 47**

**To a man, it is totally inappropriate to be emotional when talking about something important. When you speak calmly, he assumes it's much more important.**

**RELATIONSHIP PRINCIPLE 48**

**Many men reduce women to a set of givens. A man relies on the fact that most women are emotional and that he'll be able to push your emotional buttons once he finds out where they**

**are. When he can't, he'll often crumble and become the more vulnerable one in the relationship.**

**RELATIONSHIP PRINCIPLE 49**

**He is testing to see if you believe in yourself. He wants to know who is at the controls. When you aren't easily shaken he sees "This one can't be manipulated."**

**RELATIONSHIP PRINCIPLE 50**

**To encourage the right behavior, state what you want, and then give him the solution. Show him how he can be your hero.**

**RELATIONSHIP PRINCIPLE 51**

**When he's dating you, he'll constantly be on guard and watching to discern, "Does she like me for who I am? Or for what I can provide?"**

**RELATIONSHIP PRINCIPLE 52**

**When a man sees you are focused on your own dreams or on elevating yourself, he feels safer**

**marrying you because he doesn't worry about what you'll be trying to take away *from him*.**

**RELATIONSHIP PRINCIPLE 53**

**Men don't judge how much money you have. They notice *how you budget* what you do have.**

**RELATIONSHIP PRINCIPLE 54**

**Men admire women who want to elevate themselves and pull themselves up by their own bootstraps, and fear women who are social climbers at a man's expense.**

**RELATIONSHIP PRINCIPLE 55**

**He doesn't want to marry a helpless little girl whom he will have to take care of.**

**RELATIONSHIP PRINCIPLE 56**

**For a man, the words *respect* and *trust* are interchangeable. If he doesn't respect you, he will not trust you. And without trust, he will always keep you at arm's length.**

#### RELATIONSHIP PRINCIPLE 57

**When he gives you something, always acknowledge the kindness behind the gesture, not the material item itself. Just like women can't get too many compliments, a man can't get too much appreciation for his contribution.**

#### RELATIONSHIP PRINCIPLE 58

**A man's favorite word is *appreciate*. He wants more than anything to feel revered and valued by a woman. When she's appreciative, it motivates him to give her the world.**

#### RELATIONSHIP PRINCIPLE 59

**A man will not be thinking about how much he spends on you if he believes you could be "the one." In the beginning, he will be *happy* to pick up the tab.**

#### RELATIONSHIP PRINCIPLE 60

**A man who is financially comfortable but still very stingy doesn't want to give—*anything*. He won't want to be inconvenienced with his time,**

**with sharing a dresser—much less a home or a life together.**

**RELATIONSHIP PRINCIPLE 61**

**When you move into someone else's place, you don't just give up your personal space and belongings. More important, nearly always you also lose your *feeling of independence*.**

**RELATIONSHIP PRINCIPLE 62**

**If marriage is extremely important to you and you are ready to set a wedding date, don't move in unless you have a ring and a date.**

**RELATIONSHIP PRINCIPLE 63**

**The biggest turn-on for a man is knowing that he is in love with a woman he can really count on, who will *really* be there for him.**

**RELATIONSHIP PRINCIPLE 64**

**Set your own timelines and limits, and leave if it's time to get out. Until then, don't let him know about your timelines or deal breakers. Then keep**



**your eyes open and watch how he manages his 50 percent of the relationship. Then you'll get the real deal much quicker.**

**RELATIONSHIP PRINCIPLE 65**

**A guy who really thinks you could be "the one" will say very little about marriage. He'll be much more reserved, and will slowly open up over the course of several months, because he won't want to scare you off.**

**RELATIONSHIP PRINCIPLE 66**

**The more control you have over yourself, the more of a hold you will have on his heart.**

**RELATIONSHIP PRINCIPLE 67**

**If a man really cares, he feels vulnerable. That's when he needs a protective shield the most and that's when he'll often behave more coolly.**

**RELATIONSHIP PRINCIPLE 68**

**Whenever boredom sets in, simply break the routine. As soon as the routine changes, it will**

**pique his interest and the relationship will become interesting again.**

**RELATIONSHIP PRINCIPLE 69**

**You have a much better chance of getting engaged when a man doesn't feel pressured into it.**

**RELATIONSHIP PRINCIPLE 70**

**The bitch won't allow herself to be with a man who is biding his time until something better comes along.**

**RELATIONSHIP PRINCIPLE 71**

**The bitch does not hint about marriage or ask, "Where is this going?" Instead, she hints about the removal of herself from the relationship. *The word marriage never even comes up.***

**RELATIONSHIP PRINCIPLE 72**

**When you stand up for yourself in a dignified, feminine, and womanly way, you can get *anything* you want from a man. When you place**

**a high value on yourself *in the right way*, so will he.**

#### RELATIONSHIP PRINCIPLE 73

**In life, half the battle has to do with the lens you choose to see yourself through. Your fulfillment hinges on whether you see yourself through a positive lens or a negative one.**

#### RELATIONSHIP PRINCIPLE 74

**Men rarely take it as a compliment when you bend over backward or become too agreeable. Men want to feel special, and when you are *too nice* he feels ordinary, because he assumes you'd acquiesce and become a yes-person with *any man*.**

#### RELATIONSHIP PRINCIPLE 75

**He doesn't marry a woman who puts him on a throne. He marries a woman who is his equal... that special woman whom he can share all of life's special moments with.**

\* For Advanced Bitches Only

- And chocolate Purim bunnies

*\* This one is a biggie.*