

# Why He Disappeared



THE SMART, STRONG, SUCCESSFUL  
WOMAN'S GUIDE TO UNDERSTANDING MEN AND  
KEEPING THE RIGHT ONE HOOKED FOREVER

by Evan Marc Katz

Your Personal Trainer for Love

[www.evanmarckatz.com](http://www.evanmarckatz.com)

# Why He Disappeared

---

THE SMART, STRONG, SUCCESSFUL  
WOMAN'S GUIDE TO UNDERSTANDING MEN AND  
KEEPING THE RIGHT ONE HOOKED FOREVER

---

**By Evan Marc Katz**

<http://www.evanmarckatz.com/products/why-he-disappeared/>

© 2010, All Rights Reserved

# Why He Disappeared

## TABLE OF CONTENTS

|                                                                        |    |
|------------------------------------------------------------------------|----|
| Introduction                                                           | 7  |
| If It Sounds Like I'm Speaking Directly To You, Here's Why...          | 8  |
| But First, Why Did <i>She</i> Disappear?                               | 8  |
| Stonehenge. Reincarnation. The Universe. Men.                          | 11 |
| Welcome to the Male Perspective. I Am Your Tour Guide, Evan.           | 12 |
| Men Are More Hung Up On Feelings Than On Looks.                        | 14 |
| Your Mom Was Right. Life is Unfair.                                    | 16 |
| Men: Not Entirely Bad                                                  | 17 |
| Change: Why Can't Everybody Else Do It Instead?                        | 19 |
| And If <i>That</i> Tough Love Revelation Doesn't Irk You...            | 20 |
| Part 1: Why He Disappeared After Your Date                             | 22 |
| It's Not Him, It's You.                                                | 23 |
| If Nice Guys Finish Last...Where Do You Finish?                        | 24 |
| Perception Is Reality.                                                 | 26 |
| Excuse Me, Did You Say "Masculine Energy"?                             | 27 |
| You Want to Be President. And Congress. And the Supreme Court.         | 29 |
| "If You Can Tell A Man What To Do, He's Not Really a Man."             | 31 |
| But I Don't WANT The Nice Guy!                                         | 34 |
| You Want to Date Yourself. He Doesn't.                                 | 35 |
| You Say "Honest", We Say "Exhausting."                                 | 38 |
| The Way to a Man's Heart Is Through His Heart, Not His Head.           | 39 |
| Being the Best Version of You                                          | 42 |
| You're Just Not That Into Him (and If You Are, You're Not Showing It!) | 43 |
| Dates Are A Two-Way Street. Why Is There Only Traffic on One Side?     | 44 |
| We're Putting on A Show. The Least You Could Do Is Applaud.            | 45 |
| Seriously?                                                             | 48 |

# Why He Disappeared

## TABLE OF CONTENTS

|                                                                               |        |
|-------------------------------------------------------------------------------|--------|
| You Mean Dating Can Be Fun? _____                                             | 49     |
| I Get It! So Is There a Checklist I Can Use to Make a Man Feel Special? _____ | 52     |
| How You Can Turn a Bad Date Into A Good Date. _____                           | 54     |
| Forgive the Ignorance _____                                                   | 56     |
| <br>Part 2: Why He Disappeared During Your Courtship _____                    | <br>58 |
| <br>If You're So Independent, What Am I Here For? _____                       | <br>59 |
| What's Good for the Goose Is Unfair to the Gander. _____                      | 61     |
| Forget "The Why." _____                                                       | 63     |
| Okay, Okay, I Get It. But Then Why Was He So <i>Nice</i> To Me? _____         | 65     |
| It Doesn't Matter What Happens On The Date – Only What Happens After. _____   | 66     |
| Newsflash: Women Have The <i>Easy</i> Role In Dating _____                    | 67     |
| Embrace The Feminine. _____                                                   | 68     |
| Don't. Do. Anything. _____                                                    | 70     |
| But What If I Actually <i>Do</i> Have 6 Things That Are More Important? _____ | 71     |
| It's <i>Not</i> All About You. _____                                          | 73     |
| Setting the Bar So High That No Man Can Clear It _____                        | 73     |
| Who Pays? When Do We Kiss? When Do We Have Sex? _____                         | 76     |
| It's a Fake Reach...Until It's Real. _____                                    | 76     |
| Turning The Other Cheek _____                                                 | 78     |
| Women Look For Love and Find Sex. Men Look For Sex and Find Love. _____       | 80     |
| Rounding the Bases...At <i>Your</i> Pace. _____                               | 82     |
| Don't Sleep With a Guy Until You Know He's Your Boyfriend. _____              | 84     |
| You Want to Read the Last Page of the Book Before You Read the Book _____     | 86     |
| Putting Men Under the Microscope _____                                        | 88     |
| I Don't Want To Get To Know Him Organically. I Want Answers! _____            | 89     |
| No More Mr. Nice Guy! _____                                                   | 90     |
| Oh, Yeah? What If I Don't? _____                                              | 92     |

# Why He Disappeared

## TABLE OF CONTENTS

|                                                                            |     |
|----------------------------------------------------------------------------|-----|
| Part 3: Why He Disappeared From Your Relationship                          | 95  |
| You Treat Him Like He's Going to Hurt You.                                 | 96  |
| A Girlfriend In Need...Is No Longer a Girlfriend.                          | 98  |
| Negativity Creates Fear. Fear Kills Confidence. Confidence Beats Scissors. | 99  |
| Role Playing: Not Just For Halloween and the Bedroom                       | 102 |
| Don't Cry Wolf                                                             | 103 |
| The Golden Rule                                                            | 105 |
| Mulligans                                                                  | 106 |
| The Next Guy Has Nothing To Do With The Last Guy.                          | 110 |
| Really? Or Are You Just Saying That to Make Me Feel Good?                  | 113 |
| Why Men Are Still Boys, And Why You Should Be a Cooler Parent.             | 115 |
| I'm Only Breaking into Your Emails, Not Your Cell Phone Records!           | 116 |
| You're Not As Cool As His Guy Friends.                                     | 117 |
| By Popular Demand: Why She Disappeared                                     | 118 |
| The Chemistry Trap                                                         | 120 |
| What <i>You</i> Get Out of Being Cool                                      | 123 |
| You're Not Perfect, But <i>He'd</i> Better Be.                             | 124 |
| Accepting the Unacceptable                                                 | 126 |
| Wise Women Walk Away. Most Women Aren't Wise.                              | 127 |
| Something Important, Earthshattering, and Revolutionary                    | 128 |

# Why He Disappeared

## **Notice To People Who Think That Passing Around Copyrighted Work Is Cool**

This book is copyright 2010 with all rights reserved. It is illegal to copy, distribute, or create derivative works from any parts of this book. When you purchased this book, you agreed to the statement similar to this one that is listed on my website:

©2010, All Rights Reserved. While I really care about you and want you to find the love you deserve after reading this book, if you try to copy, steal, or distribute all or any parts of my book or this web page without permission, you will hear from my attorney. My lawyer is extremely diligent and he regularly searches the internet for people who violate my copyrights (hey, he has to earn his money, right?).

By purchasing this book, you agree to the following: You understand that the information contained in this book represents a personal opinion and should be used for entertainment purposes only. You are responsible for your own behavior and no part of this book should be considered legal or personal advice.

I expect you to abide by these rules. Now that we're finished with the bad people notice, let's learn about how to be successful with men.

# Why He Disappeared

---

## Introduction

---

# Why He Disappeared

## **If It Sounds Like I'm Speaking Directly To You, Here's Why...**

You'll notice that the tone of this book is extremely conversational. It's that way because I want to talk to you in the same exact way I'd talk to my closest girlfriend or my younger sister if they turned to me for advice. I've spent a lot of time thinking about this material, and it's important that I share everything I know with you – even when it's embarrassing, even when it makes men (especially me) look bad. In short, I'm not going to patronize you. I'm not going to coddle you. I'm going to assume that you genuinely want answers to some of your most lingering, painful questions, even when the answers may challenge your beliefs.

Just know that every step of the way, I'm on your side, I appreciate your trust, and I thank you deeply for agreeing to learn *Why He Disappeared*.

## **But First, Why Did *She* Disappear?**

It was 1998.

She was a Harvard-educated dentist with a close family and a positive attitude. I was a quick witted screenwriter with the gift of gab. We'd met online, had three lengthy phone conversations and made plans to meet. We went for drinks at the W Hotel. We talked about life, love, work, friends, philosophy, and literature. We shut down the bar at 2am. We made out in her car until 2:30.

# Why He Disappeared

I never heard from her again.

I remember writing her emails for weeks afterwards – asking *why*? Didn't we have fun? Wasn't there a connection? Was I just a terrible kisser? Just give me an answer!

I never got an answer.

In that moment, I realized: it didn't matter why she disappeared. We had fun, we had chemistry, we had an effortless evening. And if she was too busy to follow through, or too enamored with another guy, or too indifferent about me to meet me again, there wasn't much I could do about it. I certainly wasn't going to beat myself up over something I couldn't control.

I've got a feeling you've spent a *lot* of time beating yourself up over things you couldn't control. That's why you got *Why He Disappeared* – to get clarity on those mysterious, gut-wrenching, disappearing guys. And here I am, telling you, in the introduction, that there are certain questions that literally can't be answered. What B.S.! What's the point of this book, anyway? In a word: perspective. Thus far, you've only experienced the world through your eyes. For the next hundred pages or so, I'm going to flip things around so you can see things from a man's point of view.

You will experience the entire dating process from the male perspective – first dates, courtship, and relationships. You will learn both why he disappeared and what you can do differently to prevent it from happening again. I can't speak for every man in every

# Why He Disappeared

situation, but I can assure you that this stuff is real. This is what men talk about when you're not around. In a matter of minutes, you're going to get the unfiltered truth about *Why He Disappeared* from a guy who once did a *lot* of disappearing.

I'll be the first to admit that a tour inside the male mind is not always pretty, but once you're aware of how men think, you will be empowered forever. For the rest of your life, you can make fully informed choices – and rid yourself of that cloud of confusion that surrounds you each time a man disappears.

Believe me, we men suffer through the same confusion. Haven't you ever had a man who wouldn't stop calling you after a date? He felt a connection and couldn't understand why you wouldn't go out with him again? And you say to yourself, "Yeah, you were a nice guy, but honestly, it wasn't all that." I mean, you had fun. And you did sort of say you'd see him soon. And sure, you kissed him on the cheek at the end of the night, but you were just being polite. But the guy doesn't get it. He felt something real and he's persisting, despite the fact that you haven't called him back. He should take the hint, right?

"No, this is different!," you might think. "You can't compare me to some clueless guy who can't take a hint. I'm telling you – we had amazing chemistry. We laughed. We talked about a future. How can you say that it's the same thing?"

Yeah, that's exactly what I told myself about Harvard Girl.

# Why He Disappeared

## Stonehenge. Reincarnation. The Universe. Men.

You probably accept the idea that there are some questions that have no answers. Still, you have great trouble accepting ambiguity about why a guy disappeared.

Maybe he found someone younger. Maybe he went on a third date with another woman and became exclusive with her. Maybe he was slammed at work and didn't have time to give to anyone right now. There are times – plenty of times – when there's absolutely nothing to learn, and absolutely no one to blame for why he disappeared. In such situations, it's best to follow the second of Don Miguel Ruiz's *Four Agreements*: "Don't take anything personally."

It's easy to get stuck on how things *should* be. What men *should* do on a date. What they *should* do in a relationship. What they *should* do in bed. I'm positive I'd agree with you on every single point. But we can't spend our time worrying about how things *should* be – all we can do is focus on how things *are*.

The value of this book is not in grasping for answers to unanswerable questions. It's not about attempting to change things you can't change. It's in looking at your own behavior, learning what you can control, and letting go of what you can't control.

You can't control men.

# Why He Disappeared

You can, however, control your perspective on them. And the best way to do this is by understanding *their* perspective.

## **Welcome to the Male Perspective. I Am Your Tour Guide, Evan.**

In case you don't know me, I'm not a psychologist or a psychiatrist or a social worker. I'm a dating coach who has written two previous books on relationships, and coached thousands of women about how to understand men. While I'm a regular guy in many respects, I was always unusually serious about finding love. I dated over 300 women, to the point where CNN actually labeled me "a serial dater" in 2004. It wasn't my proudest moment, but I couldn't really deny it. During 15 years of being single, I had numerous six-month girlfriends, three-month trial relationships, six-week flings, and, yes, even a few one night stands. When I tell you I've seen it all, I'm not kidding.

These days, I'm happily married (sigh of relief for you!), but I haven't forgotten what it's like to be single. I remember what it's like to be frustrated with the opposite sex. Disappointed when you've gotten your hopes up. Unwilling to go out on one...more...date... because it was most likely going to fail. I remember what it was like muddling through mediocre coffee dates, meeting weird people who lack social graces, and taking out women who weren't attractive to me. These experiences are universal to all single people and I trust that you have had a few of them as well.

What you may not have experienced, though, is what it's like to be a desirable bachelor. To be torn between wanting to settle down and wanting to play around. To want love,

# Why He Disappeared

security, and family; and simultaneously crave excitement, variety, and irresponsibility.

To battle your demons and know that your primal urges will never entirely go away.

Instead of being surprised at this, I want to take you inside the male mind to explain what's *really* going on – and how you can better connect to men just by understanding them.

And yes, I'm going to go out on a limb and suggest you've spent your whole life misunderstanding the motivations of men. I'm not talking about men who are alcoholics, addicts, 50-year-old bachelors, and emotionally unavailable guys. There's nothing to learn when the biggest problem is that your man is messed up. Truth is, you don't *need* a book explaining why those guys disappeared. Just be glad that they're gone.

Instead, this book is designed to give you insight into the men that you actually *want* to keep.

Starting now, you're going to learn some surprising things about men that you will never ever forget. Like this concept, for example...

**There's nothing to learn when the biggest problem is that your man is messed up.**

# Why He Disappeared

## Men Are More Hung Up On Feelings Than On Looks.

The number one reason men disappear is not what you think it is. That's right. It's not because you're successful. It's not because you have opinions. It's not because you're a few pounds overweight.

Men disappear because they don't feel good around you.

Conversely, men stay with you because they *do* feel good around you.

It's challenging to consider that despite your big heart and your best intentions, men don't always feel connected to you. Especially since you're doing the best you can.

I don't mean to suggest that there's something wrong with you. There's not. But that doesn't mean your behaviors are always *effective* in helping you connect with men. In "Why He Disappeared," I will never tell you what's right and wrong; I will often point out what's effective and ineffective.

**Men disappear  
because they don't  
feel good around  
you.**

If you want to attract a successful man who is a natural leader, but want to micromanage all of his decisions, you're not "wrong" - but you may be ineffective.

# Why He Disappeared

If you want to have a family, but need to know after three dates whether a man is father material, you're not "wrong" - but you may be ineffective.

**If you're only viewing the world through your eyes, you're only getting half the picture.**

Thus, you're never "wrong" for feeling what you're feeling. It's that you may not have finessed your message in a way that's palatable to men. And if you want to have the kind of relationship you've always craved – filled with laughter, trust, passion, and comfort – it's in your best interests to open up to a more effective way of dealing with men.

I don't know you personally, but if you're reading this, you're probably an intelligent, thoughtful and busy woman – who accidentally makes men feel bad about themselves. You're in good company. Unfortunately, when men don't feel good around you, that's when they disappear.

We'll get into this later. But the key to your success lies in your ability to step outside of your own shoes and into his. If you're only viewing the world through your eyes, you're only getting half the picture.

# Why He Disappeared

## Your Mom Was Right. Life is Unfair.

At certain points in *Why He Disappeared*, I'm sure you'll get frustrated: "Why do I have to be the one to change? Why can't men learn to be better boyfriends? Why does the responsibility always fall on the woman to improve how she relates to men?" These are reasonable questions – and I can only give you the most reasonable answer:

The reason you should learn how to handle men better is because you can't make men handle you better! I wrote this in my second book, *"Why You're Still Single – Things Your Friends Would Tell You If You Promised Not to Get Mad"* and I'll probably write it in my next book as well. We spend so much time trying to figure out how to change the world that we ignore the one thing that we can change: ourselves.

You're not wrong in wishing that men were better communicators, that they acted with integrity, that they didn't string you along without any intention of committing. It's just that neither you nor I can change 3 billion men and all of recorded history.

**The reason you should learn how to handle men better is because you can't make men handle you better!**

What we can do together is provide you with the wisdom to understand, once and for all, what's really going on with men. If you've struggled your whole life to figure out why man after man has disappeared, you will get your answers in just a few minutes.

# Why He Disappeared

Of course, it's not like you're starting from scratch here. I mean, you've been on the planet long enough to know a few fundamental things about men:

How we crave the chase.

How we covet youth and beauty.

How we don't communicate clearly.

How we fear commitment.

How we often say one thing and do another.

Yes, all of these things are true. But they're not the entire story. If it were, you wouldn't want a relationship with a man. They'd be too toxic.

Instead, allow me to remind you of something that's really easy to forget:

## **Men: Not Entirely Bad**

We love to make you laugh.

We love to make you tingle with pleasure.

We cherish how you look at us when we do something impressive.

We want to buy you dinner, jewelry, and romantic weekends away.

We want to share our deepest, darkest secrets with you and only you.

I trust you've experienced this with a man before, which is what brings you back to the possibility of love, no matter how much it has the potential to hurt you.

# Why He Disappeared

So each time I acknowledge something about men that gets you agitated, I want you to remember the things you love about them. Their strength. Their humor. Their generosity. Their confidence. Their kindness. Your ability to focus on the glass half-full is imperative. Assume that all men are liars, cheaters, and perverts, and you'll find plenty of evidence to support it. You'll also send all the good men running for the hills.

Shifting from negativity to positivity – from closed to open - is undoubtedly what turned me from a serial dater into a married man. I only share this with you because I'm probably similar to a few of your men who have disappeared. I don't say this with any pride. Quite the opposite. I was a charmer. I was a player. I never wanted to hurt anyone, but that didn't mean I didn't break a few hearts. So how did a former commitmentphobe like me quit playing around and suddenly drop to his knee and propose?

Well, I finally met a woman who consistently made me feel good - a conclusion that most stable, desirable men arrive at as well. I realized that the qualities that matter most – kindness, consistency, fun, warmth, loyalty - were the very traits I had been undervaluing for years. The reason I changed was because after making the same mistake forever – chasing impressive resumes and ignoring little things like “compatibility” and “values” – *something* had to change.

That something was me.

Just like that something is now you.

# Why He Disappeared

## Change: Why Can't Everybody Else Do It Instead?

The thing is that you don't *really* want to have to change yourself.

You'd much rather change *him*.

**Men change because *they* want to change, not because you want them to change.**

You want him to call more.

You want him to want to spend more time together.

You want him to be exclusive with you.

You want him to say he loves you more.

You want him to plan for the future.

And yet *none* of those things are up to you. They're all up to him.

Men change because they want to change, not because you want them to change.

I'll repeat that:

Men change because *they* want to change, not because you want them to change.

You may have bought *Why He Disappeared* because you want to make some guy realize that he loves you. But you can't *make* a guy do anything. All you can do is understand what he thinks, let go of your attempts to control him, and be the woman

# Why He Disappeared

that any sane man wouldn't want to give up. Trying to convince a man to appreciate you is the same as me trying to convince Harvard Girl to appreciate me: a big ol' waste of time.

## **And If *That* Tough Love Revelation Doesn't Irk You...**

Something else in this book will.

Probably a lot of things, to tell you the truth. And that's okay.

Because if I'm going to be some combination of your best friend, your big brother, and your ex who disappeared, it's pretty much inevitable that I'm going to piss you off a little bit. But that doesn't mean I don't care.

I'm well aware of how challenging these ideas may be, which is why, before we get to the meat of the book, I want you to keep the following in mind:

I am your friend.

I am empathetic to your struggles.

I have nothing but your self-interest at heart.

I've successfully coached thousands of women using these lessons.

I am not trying to make excuses for men, change your character, or tell you that you are a bad person in any way.

After all, you and I are a lot alike: you have a lot going for you, you have a ton of love

# Why He Disappeared

to give, and you're incredibly frustrated that all of your efforts to find a relationship have ended in disappointment.

Sounds like me just before I met my wife. I assure you – a happy ending *is* possible.

So...

If you're smart and want a man who is an intellectual equal...

If you're successful yet still desire a man who could take care of you...

If you're confident and refuse to settle for a man who treats you poorly...

This book was created just for you. I hope it gives you something to think about.

At the very end, I'm going to say something so important, so earthshattering, so revolutionary, it's going to change your entire perspective on disappearing men.

At least that's what I'm shooting for.

In the meantime, strap yourself in, take out a pen and paper, and get ready to learn, once and for all, *Why He Disappeared*.

# Why He Disappeared

---

## Part 1:

### Why He Disappeared After Your Date

---

# Why He Disappeared

## It's Not Him, It's You.

My friend Rachel Greenwald wrote a book called *“Why He Didn’t Call You Back.”* In it, she interviewed 1000 men and asked them why they didn’t follow up after a first date. What she learned wasn’t surprising to me whatsoever. It echoed all the same reasons that I didn’t call dates back, my friends didn’t call dates back and my male clients didn’t call dates back. However, there was one huge “Aha!” that I got out of *“Why He Didn’t Call You Back”* and I’d like to quote it for you:

*“78 percent of women believed that a man hadn’t called her back for reasons beyond her control, yet only 15% of men agreed with that assertion. The remaining 85% of the reasons men gave for not calling a woman back involved a negative impression he got after she said or did certain things.”*

So, have you ever told yourself these things after a guy disappeared?

He’s too busy for a relationship.

He’s getting over an ex.

He’s not that attracted to me.

He got the sense I wasn’t into him.

He’s intimidated by me.

If you’ve ever thought this, you probably misdiagnosed the problem.

# Why He Disappeared

Are there *some* times when he's not attracted to you? Sure. About 15% of the time, according to Greenwald's research. The rest of the disappearing has to do with something you *did* on the date. Shocking, I know!

Websites have surveys, restaurants have feedback cards, companies have customer service forms. Yet we go our entire lives without hearing how we come across on dates.

Just imagine if any of the men that you've blown off over the years got to hear why you didn't call *them* back. They go on date after date, doing the best they can, never realizing the *real* reasons you're not interested. The only people who hear the truth are your girlfriends, when you come home to dish the dirt. You think a few men could have learned something valuable that would benefit them on future dates?

You bet! So please, take these suggestions to heart. If they don't apply to you, I can assure you they apply to someone you know.

## **If Nice Guys Finish Last...Where Do You Finish?**

Allow me to start with a very true, very embarrassing confession. For the first 18 years of my life, I attributed the reason I did poorly with girls to the fact that I was a nice guy. The way I saw it: since the guys who got dates in school were jerks who cut class and treated girls like crap, I was doomed. If being mean was my ticket to getting laid, I guess I was sentenced to a life of celibacy. I simply couldn't pretend to be anybody else.

# Why He Disappeared

As a mature woman, you probably know that I didn't fare poorly with women *because* I was a nice guy. I fared poorly because I didn't act with confidence. Because I refused to lead. Because I constantly sought approval. Because I wasn't sexually aggressive. Because I sacrificed my personal power to be conciliatory. Because I didn't inspire attraction. These are all common attributes of nice guys, yet nice guys usually think that women don't like them *because* they're nice.

Not true. After all, you *do* want a nice guy who treats you well. You just want him to have opinions, to stand up for himself and to take control. You generally don't respond to "nice guys" because they don't give you what *you* want – a strong, confident, inspiring leader who makes you feel safe. Hey, I don't blame you. If I had a dollar for every woman who said, "I'm looking for a nice guy with an edge," I'd be a very rich man.

The reason I bring this up is that you may have something in common with nice guys.

The same way that nice guys think that being nice is the root cause of their dating woes, smart, successful women often think men flee *because* they're smart and successful.

This is also not true.

# Why He Disappeared

## Perception Is Reality.

And our male truth is different than your female truth.

Our truth is that the very traits that you may call “smart, curious, interesting, and confident”, he may incorrectly interpret as “competitive, controlling, argumentative, and difficult.” Whether it’s fair or not, it’s still *his* reality.

There is real disconnect going on here. One of the many reasons for this disconnect is this: the traits you value most in men are probably not the same traits a man values in you.

**The traits you value most in men are probably not the same traits a man values in you.**

Ambitious, successful, strong – the qualities in which you may take the most pride - are not your most desirable assets to most men. It’s not that they don’t matter. It’s that what most men want on a first date is a woman who is easygoing, fun, and appreciative. You may be all of those things too, but if they get dominated by your masculine energy, your date might not even notice.

# Why He Disappeared

## **Excuse Me, Did You Say “Masculine Energy”?**

Hey, I didn't make up the term, I'm borrowing it from a number of women psychologists, metaphysicians and Zen Buddhists. Masculine energy isn't a bad thing and it has nothing to do with cigars, jockstraps, or toolbelts. It's pretty much a yin/yang thing.

To understand masculine energy, I'd like you to consider these statements about men:

Men are go-getters.

Men are leaders.

Men are fixers.

Men are passionate.

Men are workers.

Men are tough.

Men are blunt.

Men are logical.

Men are not afraid of conflict.

When you find yourself attracted to a guy, very often it's because he has a surplus of these characteristics. He's the guy who runs his own company, the guy who is the lead singer in the band, the guy who would stand up for you in a bar fight, the guy who can build a deck in his own backyard, and so on. But what happens when you land a guy like this? You realize that even attractive alpha males have their downsides, too.

# Why He Disappeared

They can be too driven and spend too much time at the office.

They can lose their sense of priorities and lose balance.

They can be insensitive to your feelings.

They can be selfish about their needs getting met.

They can be micromanagers who don't want to listen.

They can be bullheaded and stubborn.

They can be narcissistic and wrapped up in their own egos.

Thus, masculine energy both draws you to men and frustrates you about them as well.

Now take a look at those lists again.

Do you possess any of those characteristics yourself?

If so, you have some of the very same qualities as the men you desire. And, sure enough, those same qualities will both draw and repel men in equal measures.

We love your feistiness. We tire of the battles.

We love your active mind. We tire of the arguments.

We love your passion. We tire of the drama.

And while you may choose to put up with the battles, arguments and drama because you're so strongly attracted to intelligent, charismatic men, those same men often conclude that it would be much easier to be in a peaceful relationship.

# Why He Disappeared

It's easy to assume that all of these men are threatened by your intelligence, ambition, and independence. No doubt, some of them are. But so what? You don't want a weak-minded man who is intimidated by you, anyway. So if you were dating a good, solid, relationship-oriented man who suddenly disappeared, chances are not that he's threatened; but that he's looking for for someone who makes him feel better about himself than you do.

## **You Want to Be President. And Congress. And the Supreme Court.**

My client Cami is a perfect example of a feminine woman who felt she intimidated men. Mid 40's, a vice president of a big corporation, never married. Like many of my clients who could be considered "a catch", Cami was looking for a man in the 95% percentile of everything. That means he has to be taller, smarter, wealthier, more generous, and more patient than she is. That's a pretty high bar to jump.

But Cami was open to coaching, and together, using the techniques I developed for my *[Finding the One Online](#)* audio series, we rebranded her on *[Match.com](#)* with new photos and a new profile. Suddenly, she was getting a lot of attention and going on a lot of dates. One day, she told me a story about how her latest date made reservations at a restaurant on Saturday night. But when he told her where they were going, she wasn't too pleased with his choice. So, instead, he asked her which restaurant *she'd* rather go to.

This drove Cami nuts!

# Why He Disappeared

“He’s a man!” she exclaimed to me. “Men are supposed to be leaders. They’re supposed to make decisions. They’re not supposed to say things like ‘what do *you* want to do?’”

I told her that I empathized with her. I’ve heard lots of women complain about the perceived weakness of men who can’t make simple decisions like choosing a restaurant without asking for feedback. But I had to challenge her for a moment.

*“You wanted him to make a decision, right?”*

“Yeah,” she said.

*“He made a decision. He chose a restaurant – albeit one that you didn’t like. So when he asked you, ‘where do you want to go?’ that’s because you’ve already suggested to him that his decision making is inadequate. Therefore, it makes a lot more sense for him to just ask you where you want to go. That way he can’t get it wrong.”*

“I see...” she said, processing this.

*“Basically,” I said, “You want your date to be a leader. To take control. To be the man with the plan--”*

“Yes!” she exclaimed.

# Why He Disappeared

*“—except you still want the right to veto his decisions.”*

Cami burst out laughing – because she knew it was true. She wanted to have her way – and wanted him to intuit what she wanted without telling him. This is why men joke about having to be mindreaders.

**She was making him wrong,  
and emasculating him from  
making his own decisions.**

In Cami's head, she just thought she was choosing a restaurant. But actually, she was making him wrong, and emasculating him from making his own decisions. And if Cami's second-guessing him *before* the first date, any reasonable man would wonder why he should go out with her again. He can already picture what *that* future looks like.

**“If You Can Tell A Man What To Do, He's Not Really a Man.” - Dr. Pat Allen**

Yet despite the fact that Cami saw exactly what she was doing, she couldn't help herself. Her aggressive, decision-maker side was exactly what made her so successful at work. How could she turn that part of herself off when she's on a date? I acknowledged that it wasn't going to come easily or naturally. All I did was break it down to her own desires. Did she want to be effective or ineffective in relating to smart, successful men?

*“You've got two choices,” I told her. “Let him lead...and follow along, or tell him what to do and accept the consequences.”*

# Why He Disappeared

“I don’t like the way either of those sound,” she said.

*“I understand,” I replied. “But the strong, successful men you’re attracted to don’t respond to orders. Conversely, the men that do respond to orders are generally going to be weaker. So either find the guy that always lets you have your way - or deal with the fact that if you’re dating an alpha male, you don’t get to make every decision. Sometimes you just have to go with the flow.”*

Cami chose to go with the flow and enjoy letting the man be the leader. She’s never had more success in dating. She realized that if she allowed a man to take control, she can sit back and be the prize. This is feminine energy at its finest. By relinquishing control, her man has to win her over on each and every date. All Cami

**By letting go of control of the small things, you get to win the big ones, and have a healthy relationship with a type A male.**

has to do is sit back, watch him design his own strategy, and thank him for his efforts – as opposed to telling him what to do. This doesn’t make Cami a doormat; this makes her savvy. By letting go of control of the small things, you get to win the big ones, and have a healthy relationship with a Type A male.

Moreover, by allowing a man to make choices on her behalf, Cami acknowledges her man’s efforts to make her happy. Men are constantly trying to do things to win you over. But when you refuse to let them because you want things *your* way – you send the

# Why He Disappeared

message that they're not good enough. A capable man – the type of man you desire – should be allowed to make decisions, even if they're not the exact same as yours.

Cami agrees. She opened up to a new way of being and landed a successful man – even though he wasn't what she always pictured. Here's what she wrote in her last email:

The guy I'm now dating isn't college educated (but is smart, has common sense and owns his own successful business for over 13 years -- a business similar to the one my dad owned and I worked at through my teen years), has been smart about money and done well, but most of all, he is NICE to me, as I am to him, and very down to earth. As my profile states, he feels like "home." I've found that what looks good on paper isn't always what is best for you. Walking into the dating scene with a laundry list of "must haves" is a really bad idea, and significantly limits your options.

-Cami

You may think her compromise sounds awful, but there's liberation in ceding control. Otherwise, you turn each relationship into a battle of wills with no winner – just two losers who have great chemistry and no compatibility.

To be clear, you are not obliged to be with a Type A male. You can have a much smoother ride with the Type B's – because they're laid back and don't like making decisions. But if you want to be with a leader, the best way to do it is to let him lead. Insist on leading with your work persona and only one guy is going to put up with that:

# Why He Disappeared

The nice guy. The pushover. The pleaser. The guy without edge. The man with few opinions is all that's left, because he's the only man who will take orders. Unfortunately, you can't have two drivers sitting in the driver's seat.

## **But I Don't WANT The Nice Guy!**

I hear ya!

After all, shouldn't relationships be 50/50? Isn't that the definition of equality?

Sure is. But you need to appreciate the male/female dynamic. Letting a man be a leader doesn't mean that he's *your* boss. However, if you want him to ask you out, pick you up, pay for the meal, be a perfect gentleman (or not), and call you the next day, it only seems fair that he should be able to pick a place for dinner. Letting a man lead is not about giving up power or losing control. It's about being generous and receptive. He's giving you a gift, and all you need to do is graciously accept.

This doesn't mean he should be tone-deaf to your needs. If a guy is a cheapskate, only takes you to burger joints when you're a vegetarian, or doesn't make plans more than 5 minutes in advance, you can address that down the road, when you're part of a couple. After all, the man of your dreams *wants* to make you happy. If he doesn't try, he's not right for you and you should walk away. But if you're going to *get* into a relationship, it is more effective to go with the flow early on, rather than turning everything into a negotiation.

# Why He Disappeared

Ultimately, this isn't about restaurant choices. This is about a way of being. If you consider yourself a smart, strong, successful woman, chances are that

**A man wants from a woman what he can't get at the office, what he *can't* get from his guy friends.**

you've got a dose of masculine energy. It's what makes you a rockstar at work. It's what allows you to live an extraordinary life. It also means you inadvertently give off little signals that indicate that you're not the things that *he* values most. And that's where you – impressive, amazing you – probably can't help yourself. The same superlative traits that have spurred you to become a small business owner, a law firm partner, or a C-level executive are the ones that often cause friction with men on dates.

Listen, I'm not asking you to disown what makes you "you." After all, your career is a big part of your life. Maybe you've traveled the world, own a home or possess strong opinions. Yet none of these are reasons that men choose girlfriends. A man wants from a woman what he can't get at the office, what he *can't* get from his guy friends: affection, concern, unconditional love and support. And, of course, sex.

## **You Want to Date Yourself. He Doesn't.**

Before we go any further, I just want to clarify two things. First of all, I am making generalizations because generalizations are necessary when writing about large groups of men and women. Not all men are either alpha males or nice guys. Not all career women are opinionated and high-maintenance. If I'm not exactly describing you or the

# Why He Disappeared

men you desire, please take the spirit of the advice, but don't negate it. Secondly, I have never said that you shouldn't be yourself. That would be both impossible and unhealthy. But since perception is reality, and you can't alter who you are, all you can do is alter the *perception* of who you are.

Why should you have to do this? Shouldn't you be yourself at all times? Isn't that the real you? Shouldn't the "right" man be willing to accept that?

Theoretically. But if you find that the "right" men always disappear, there may be some value in taking a different approach. Just as a smart man might want to be a better listener if he is to connect with a woman. Or a smart employee might want to act like a team player even when he wants to take credit. These habits may not come naturally, but the effort goes a long way.

Understand, I'm not asking you to give up your sense of self or authenticity to be attractive to men. I'm pointing out that right now you're incredibly attuned to *your* needs – what you want, what you will accept, what you won't accept. But you may not be all that attuned to *male* needs. (Yes, we have needs, too!) We need affection. We need appreciation. We need a soft place to land at the end of a hard day. Thankfully, you don't have to give anything up to provide this. You can still be an intellectual powerhouse and superstar businesswoman and still make men feel valued, important, and attractive.

Cami may still have the impulses of a control freak, but she chose to tone them down

# Why He Disappeared

to be in a relationship with a man who has the same Type A character traits as she does.

And that's one of the trickiest things I would urge you to accept. *You* might want to date a male version of yourself – taller,

richer, smarter, stronger – but the alpha male doesn't want to date himself. He doesn't feel like justifying his views on politics, religion or love. He doesn't need you to tell him what he could be doing better in life. Basically, he wants someone to make him smile, someone to make him feel sexy, someone to be a safe haven from all the crap he deals with at work.

***You might want to date a male version of yourself – taller, richer, smarter, stronger – but the alpha male doesn't want to date himself.***

It's hard to make a guy feel like a million bucks if he's always on the defensive, backpedaling because he made a mistake or did something you didn't like.

I can tell you from my own vast personal dating experience.

There was one woman who criticized me for eating meat.

There was another who told me that I must have “issues” if I was a dating coach.

There was another who told me she wouldn't judge me for how many people I slept with – as long as it was under a certain number.

All were attractive, all were interesting, all were successful – none got a second

# Why He Disappeared

date. I'm sure all of them are wonderful, kind people who have the capacity to be extraordinary girlfriends, wives and mothers. I just wasn't sticking around to find out.

In fact, as I recall, the woman who criticized me for being a meat-eater - let's call her Paula - also told me that she thought that I was too argumentative. Moi? Okay, she was right. But why would she say this to a man who, presumably, she wants to like her? It would be the same as me telling her she was too judgmental. I may be correct, but I'm also being rude. Who wants to hear this stuff on a first date, anyway?

## **You Say “Honest”, We Say “Exhausting.”**

The funny thing is that if Paula were to give an appraisal of our first date, she'd probably guess that we'd see each other again. Our date may have been challenging and heated, but there was definite physical chemistry.

Yet if I were to give an appraisal of our first date, I'd say that, despite the banter, I felt exhausted, like I was battling Paula in a boxing ring for 12 rounds. She may have had a lot to offer, but I never felt like I could just be myself around her. We'd only spent 90 minutes together, and she'd already offered a number of problems she had with me.

Paula would likely respond by saying, “I was just being honest. I don't see what's wrong with that. I want a strong man who can handle me.”

But in a world where the most desirable men have hundreds of dating options facing

# Why He Disappeared

them, first impressions matter more than ever. It's not that Paula was incorrect that I could be more sensitive to animals. It's that she didn't have a clue that it was inappropriate to tell me what was wrong with me on Date 1. Take it from an argumentative guy who likes to get into debates with strangers: it's a bad idea. Sure, you always have the right to your opinions. But you don't always have the right to state them. Date 1 is when you should be laughing and bonding and learning things about each other. It's not where you test his husband-worthiness by challenging him about his views on feminism. Even if he passes your test, you end up failing.

## **The Way to a Man's Heart Is Through His Heart, Not His Head.**

Believe me, I understand if you identify with my former dates. I understand if you feel that I'm being unfair to them. I can even imagine you saying to yourself: "I don't see why men don't want strong women" or "I'm not going to dumb myself down for a man."

**Yet no one is asking for you to play dumb. All I'm asking for is for you to make your date feel good.**

Yet no one is asking for you to play dumb. All I'm asking for is for you to make your date feel good. Again, this doesn't involve fundamentally changing who you are. All it means is acknowledging male needs, the same way you'd like a man to acknowledge your needs. There's nothing wrong with you wanting a man who is

chivalrous, generous, and attentive. After all, if *he* isn't all of those things, chances are good you'll pass *him* up for a second date. Likewise, it's perfectly fair for a man to

# Why He Disappeared

want a woman who is, above all, fun, easygoing and appreciative. There is no inherent contradiction.

Yet this is one of the biggest outcries I hear from women: “What? I’m just suddenly supposed to be a Stepford Wife and have no opinions?” Not at all.

You can have opinions...but not be too attached to them being the “right” ones.

You can like a certain food...but still be cool if the restaurant isn’t your ideal choice.

You can have ideas about how your date can improve...but not tell him on Date 1.

I assure you, intelligent men like hearing your opinions. I’m about as much of an intellectual snob as you’re going to find and I find engaging conversation to be an aphrodisiac. But there is a difference between stimulating intellectual banter and having your opinions and choices aggressively challenged and criticized, especially on a first date. At the end of the day, men prefer women who are supportive, not critical. No man is perfect – but, similarly, no man needs a woman to constantly remind him of his flaws.

In short, men like nurturers. Not ass-kissers. Not bimbos. Nurturers. I remember reading a poll in which men were asked which three professions were most desirable for a potential wife. Want to know what they said? You’re probably going to roll your eyes:

Nurse.

Chef.

Kindergarten teacher.

# Why He Disappeared

No surprise.

Nurturing career = nurturing woman.

This is not to suggest that you can't be nurturing as a corporate lawyer or a small business owner. It's that men respond to your nurturing side more than your lawyer side.

I know, I know. I've beaten this horse long enough – to the point that you can probably acknowledge that what I'm telling you about men is true in most cases. But where does that leave you if you're a smart, successful, “alpha” woman?

You just have to remember that it's not an either/or. You can leave your work persona at work and still get in touch with your fun side on a date. Relationship guru Alison Armstrong suggests that women should give men “decompression” time after work to clear their heads. You should do the same for yourself. No more going straight from the office to a date. Instead, give yourself at least an hour to rid yourself of stress, so you can be fully present when you meet each new guy in person. Men respond best to you when you're feminine and attentive, not when you're in a power suit, clearly still preoccupied with work.

# Why He Disappeared

## Being the Best Version of You

Think of the best dates you've been on with men. Who showed you the greatest time? The dour guy who was fed up at work? The exasperated one who'd been burned by his ex? No! It's the guy who lights up when he sees you and shows you a fun time no matter where you go. The guy who plans the date from top to bottom, leading you effortlessly, like an expert ballroom dancer.

Being a great date – whether you're a man or a woman – means channeling your happiest, most open self. So, when are you at your very best? Is it when you're hosting close friends for a dinner party? Is it when you're making your co-workers laugh in the break room? Is it when you're giggling with your siblings when you're home for the holidays? *That's who* you're supposed to be on a date. That's the best, most likeable version of you, and your positive energy will be contagious to men.

I know it's a challenge, but each date should be seen as a fun opportunity to get to know a new human being. If you think of dating as a time-draining, soul-sucking enterprise, you can see how men might not respond to you. I'm not necessarily a Law of Attraction guy, but it's very clear that your mindset about dating has a strong hand in dictating your results. If you've ever gone out with a guy who hated dating, you know what I mean.

Keeping a positive attitude – just like you would on a job interview – doesn't mean that you're lying or being inauthentic. It means you're putting your best foot forward and earning the opportunity to continue to learn about each other. While you might not be

# Why He Disappeared

sharing all of yourself on the first date, that's perfectly fine.

Because if he's having fun and he feels good about himself while he's with you, there's absolutely no reason that he wouldn't come back for a second date.

Well, except for this one...

## **You're Just Not That Into Him (and If You Are, You're Not Showing It!)**

Two years ago, I had a client in the Midwest. Laura. Mid-30's, successful, a healthy amount of self-esteem. I remember going through our dating coaching process, explaining why men do what they do, and how most of them have no clue about how to understand women. She laughed and agreed, wholeheartedly. I shared with her that women have to be very patient with men, especially on first dates. I call this "Forgiving The Ignorance" – as most men have no idea what to do on dates. As I told her, men would pull your hair like third grade boys if they thought it'd make you like them more. Laura loved hearing this, as it validated all of her experiences with clueless men.

I then described what it would be like if a man were a *perfect* date – and I took Laura through an entire list of behaviors that the ideal man would do every time. *"If he did all of these things, he'd probably get a second date, right?"* She breathlessly agreed. Then I turned the tables on her. *"Okay, so what is it that you do on a first date to ensure a second date?"* She paused for a second, before saying, with a giggle:

# Why He Disappeared

“I dunno. I guess I just show up.”

Laura wasn't kidding. I asked her to elaborate.

“I'm a great catch. I'm beautiful, successful, intelligent. Why do I have to *do* anything? He's taking me out to impress me!”

## **Dates Are A Two-Way Street. Why Is There Only Traffic on One Side?**

Now you may not feel the same way as Laura, but I'm shocked at how few women have bothered to consider that there's actually something that you could *do* to be a better date.

Consider the dozens of things that men must do to make sure that they impress you: making plans in advance, choosing a good restaurant in a convenient location, checking in with you during the week, confirming the date, showing up on time, dressing appropriately, opening the car door, asking you questions about yourself, listening to your answers, telling relevant stories, not hijacking the conversation, being polite to the waitress, flirting without being too aggressive, indicating that he's looking for a long-term relationship, not being negative about dating, work or exes, picking up the check with no questions asked, having a nearby bar to take you to when dinner's done, getting you home safely, knowing how to make the first move, agreeing to call the next day, calling the next day. That list may seem obvious to you, but how many guys actually do all of the above? I'll bet you'd be happy if a guy got *half* of those things right.

# Why He Disappeared

And then there's Laura, whose job, apparently, is to just show up and be entertained by her male court jester, like a medieval Queen of England.

It's no wonder that, despite her considerable assets, Laura had trouble establishing an emotional connection on her dates. She thought it was all about her and forgot the fact that half of the date is actually about *him*. This is a dangerous and common area that you can lapse into when you're a great catch, and *especially* when you're jaded about dating.

So you go on the date, but you're not really all there. You show up, you give him courtesy time, but you're not doing anything actively to let him know that he's valuable, too. As a result, men take you out but feel like the lowest thing on your priorities list. So why should they do it again? Because you're pretty and smart and are kind to your friends? That's not always good enough for us. We need a little positive feedback!

## **We're Putting on A Show. The Least You Could Do Is Applaud.**

My client Rich, a 38-year-old architect from Pennsylvania, shared with me a dating story that was all too common. He saw a woman on Match.com, thought she was attractive and rushed into a date without talking on the phone first. Big mistake. For nearly two hours over dinner, Rich listened to this woman yammer on about herself. And unless he is going to see a one-woman show, he's not so sure he wants to hear about *anyone* talk about herself for 120 minutes. As an experienced dater, Rich subtly tried to steer the conversation back towards himself, but he couldn't do it. His date wanted a stage to

# Why He Disappeared

brag about herself and she got one. She just didn't get a second date.

Being an active listener isn't a terribly difficult job, but the rewards are tremendous. Many men, as you know, like to hear themselves talk. They want to inspire you, make you laugh, and make you think. So the next time you're out on a date, try this little experiment: look him in the eyes, smile, and treat what he's saying like the most interesting thing in the entire world. Yes, you're allowed to blink, but the entire point is to make him feel interesting. Just ask him questions and listen to his answers *without* interjecting your own stories.

This isn't an experiment for the sake of temporarily manipulating him. This is a microcosm of what you should be doing *all* the time. It's really easy to forget that men put themselves on the line on every single date. The fact is, if he's taking you out, he's probably a little nervous or eager to impress. Listening creates a safe space for him. Listening is the best way to value him, show compassion, and be a good human being. Finally, listening makes him feel great about himself, and, more importantly, *you*.

This doesn't mean that I'm encouraging you to just show up, look pretty and smile vacantly. Seriously. Being a good listener doesn't mean you should take any joy in putting up with some clueless narcissist who prattles on for 90 minutes about his new car, his golf game or his latest real estate investment. Listening attentively just means that you're doing your small part in making the date a success.

Successful first dates are all about reciprocation and awareness. Guys are often really

# Why He Disappeared

clueless about how to act on dates, which doesn't make your job any easier. But the ones who "get it" know that their job on the first date is to put on a good show. I even provided a checklist a few pages ago. So if our job is to put on a good show – our chivalry, generosity, integrity on full display – what is *your* job after watching the show? Same as your job after watching a good play – show your appreciation.

Because as we discussed earlier, men respond to women who are generous in spirit: the teacher/nurse archetype. And nothing indicates a lack of generosity more than failing to thank him for planning the night, picking you up, and getting the tab. You don't have to even like the guy, like the meal, or want to see him again. But as you were taught when you were young, "thank you" is the only appropriate response for any thoughtful gesture.

Currently, you probably do say a rote "thanks" precisely because you've been doing it your whole life. But do you really do all the little things that make a man feel appreciated on a first date? Or is your idea of a first date to see how he can impress you and then evaluate if he's second date worthy? If so, you're falling into the same trap as Laura.

If you want a visual metaphor that will help you be a great first date: Imagine you're having sex.

# Why He Disappeared

## Seriously?

Seriously. Imagine you're having sex. Now imagine that the man is incredible in bed. He's working up a sweat, trying to find every possible way to please you for an hour straight. He's doing an amazing job. You're having the time of your life. But you give him absolutely *no* reaction. No moans, no squeals, no howls, no nails.

Nothing.

How is this stallion supposed to feel about himself? How is he supposed to feel about you? How is his confidence going to hold up when he gets no reaction? How long is he going to be able to sustain his excitement when your non-reaction makes him feel like a lousy lover? *That's* what it's like to take you on a date without any positive feedback.

**No matter what a guy is doing on the date – no matter how stupid or tone-deaf or awkward – believe it or not, he's trying to impress you.**

Understand, each date is a partnership. It may be a one-time partnership, but it's a partnership nonetheless. And no matter what a guy is doing on the date – no matter how stupid or tone-deaf or awkward - believe it or not, he's trying to impress you. Really. So if you want him to ask you out a second time, the least you can do is let him know he's done a good job the first time.

# Why He Disappeared

Oh, and that's the other unspoken benefit of being appreciative: it builds his confidence. And a confident man generally makes for a more attractive date, wouldn't you agree?

## **You Mean Dating Can Be Fun?**

Have you ever met a person who was so negative and awful that he/she just sucked the air out of the room? No matter how hard you tried, this person's mere presence couldn't allow you to be yourself. Around such a person, you just clam up and hope he/she goes away. This shows how someone – with no particular negative agenda towards you - can inadvertently impact your behavior.

Now consider how your behavior can inadvertently impact a man on a date.

If you cross your arms and lean back, he'll feel insecure and unattractive.

If you look over his shoulder while he's speaking, he'll feel unimportant and resentful.

If you're indifferent to his conversation, he'll get nervous and talk to fill in the silence.

On the other hand...

The happier you are to be out with him, the happier he'll be to be out with you.

The more enthusiastic you are about him, the more enthusiastic he'll be about you.

The more you seem focused on him, the more he'll be focused on you.

As previously stated, paying close attention costs you nothing and makes him feel

# Why He Disappeared

unique and interesting. And since you now know that men are all about feelings, it's highly likely that he'll ask you out again to get another dose of the warm fuzzies that you provided. It's the exact same thing that I would advise men to do when taking you out – if only they would ask me!

Barbara is a successful lawyer in her early 50's. She's incredibly sophisticated with deep knowledge of travel, architecture, opera, and literature. It takes a pretty stimulating man to keep her attention. Moreover, she's so cerebral that she has trouble making any emotional connection on dates. If a guy talks about something conventional, like sports or entertainment or his job, she tunes him out. If he talks about something high-minded, she'll have a stimulating conversation – one that's always more academic than flirtatious. As a result, neither the average guy or the sophisticate tends to ask her out again.

I gave Barbara three separate pieces of advice:

- 1) Pay closer attention to the conventional men, even if she was not interested. I didn't care if she went out with them again; I wanted her to have the *option* of going out with all of them.
- 2) Steer the conversation in a lighter direction with the sophisticated men – for example, funny Match.com dates. (Trust me, you *can* talk about dating as long as you don't sound bitter!)
- 3) Smile and act as enthusiastic as if she were seeing an old friend.

# Why He Disappeared

To her credit, Barbara listened and made a point to warm up to her dates. Suddenly, she was giving a hug and a kiss to men when she first met them. She asked an “average” man about how long he’d been a Yankee fan – and listened to his answer about how his Dad took him to his first game when Mickey Mantle was still playing. She shared her own story of a first date who was a germophobe and had to go to the bathroom to wash his hands after touching the menu and the ketchup bottle.

Two things resulted from Barbara’s shift. First, she got a higher proportion of second dates. Fewer men disappearing was not only good for her social life, but good for her ego as well. The other noticeable result of her newfound enthusiasm for dating

**By making men feel interesting, she actually became more interested in them as well.**

was this: she was finally having *fun*. She was able to relax and lighten up and not treat dating like some dreaded project at the bottom of her priority list. Can you imagine going out twice a week with new men and feeling good about it, even if there’s no love connection? Barbara can. By making men feel interesting, she actually became more interested in them as well.

Hey, I know this isn’t easy. There are tons of men out there who are really poor at dating, who make the entire endeavor unbearable. They dominate the conversation, they’re clueless about chivalry, they get physical way too soon. I’m not defending that. But don’t let their poor efforts cause you to forget that *you* have to be a good date, too. Sure, it’s easy to sit back and say, “here we go again” when you’re out with some guy

# Why He Disappeared

and there's no chemistry. But your most powerful move is to try and turn every date into a great one. A positive attitude can transform a nervous guy into an easygoing guy – the same way your positive reaction can turn a nervous lover into a confident one.

Dale Carnegie, author of “How to Win Friends and Influence People”, gave the greatest advice about how to make people like you. It occurred to me, after reading that book, that it doesn't matter whether you're selling insurance or going on a first date. All people want to feel validated, heard, and understood. Yeah, some men will always be suckers for youth and beauty – but you want to know what everybody likes?

To feel special.

The fewer signs you give him that he's special, the less he's going to respond to you.

## **I Get It! So Is There a Checklist I Can Use to Make a Man Feel Special?**

Why yes, there is! And it's not nearly as long as the one men have to memorize. It's incredibly easy to take the following simple steps to make your date feel great:

Look him in the eyes.

Smile when he talks.

Ask him about his life.

Laugh at his stories.

Focus on his face and his conversation.

# Why He Disappeared

Touch him lightly on the hand or knee.

Praise him on his choice of restaurant, his industriousness in business, or his eyes.

Thank him for the meal.

Let him know that you had a great time and would like to do it again.

Give him a kiss goodnight.

This may seem really obvious, but it's not. Men are accustomed to having women check their Blackberries, look at their watches, cross their arms, look over their shoulders, and generally act like they'd rather be anywhere else in the world. And how is he supposed to react to that? With humor? With confidence? Your indifference – or hesitancy to open up and act enthusiastic around him – actually brings out a worse side in your date. It makes him feel insecure – even if he's not, in general.

All of this doesn't excuse men who do the same things on a date. I know how a man can make you feel when he's not attracted to you. He sits with his arms folded. He stares at the waitress. He seems antsy to leave. He mentions he's dating other women. He starts talking to you like a "friend" instead of a date. How can you feel good about yourself – or him – when he lets you know you're never going to see him again? It's no wonder your behavior changes around this guy. Suddenly, your tones are clipped. You smile less. You're not eager to ask questions. All because you're reacting to his indifference. This just goes to show how much your date's behavior can affect you on a date. And if your date's behavior can affect you like that, don't you think your behavior can affect him similarly? Your warmth, your attention, and your understanding are all keys in making him feel good around you.

# Why He Disappeared

## How You Can Turn a Bad Date Into A Good Date.

Here's a perfect example of how a decent guy planned a terrible date – and how the understanding woman's reaction redeemed it.

So this guy decided to come up with a really creative first date. He'd take his eHarmony date to a restaurant in Koreatown and follow up with drinks, bowling and video games at a nearby bowling alley. On the surface, it wasn't a bad idea. Alas, the execution was horrible. The restaurant was closed on Sundays, so he had to squire her around the cold empty streets on a windy December night, looking for another open restaurant. When he finally found one, the menu wasn't even in English. He literally ordered by pointing to some Korean writing and ended up receiving two unidentifiable, inedible entrees. Finally, when they arrived, still hungry, at the bowling alley, it turned out to be a real dive. The pool table was torn. Gang members abounded. Even some of the video games were broken. That was it. End of date.

Put yourself in the shoes of the woman and ask yourself what you'd do in her position. How would you feel if you went to a closed restaurant, wandered the streets to find an open one, ordered cheap, rubbery food, and went to a sketchy bowling alley for a nightcap? If you said that you'd be less than enthralled with the man who planned this evening, you wouldn't be alone. If you said that you'd have asked him to take you home midway through the night, you wouldn't be alone. If you said that he was a moron who doesn't deserve a second date, you wouldn't be alone.

# Why He Disappeared

But you'd also be missing out on a pretty good guy.

I was that guy. And my date was astounding. Instead of grumbling that it was cold out, she thought it was a good excuse for me to put my arm around her. Instead of complaining that we couldn't eat our food, she joked about being on a new Korean no-food diet. Instead of freaking out that we were playing a broken Centipede game from 1982, she challenged me to best out of 3 matches. In another woman's hands, my ill-fated "fun" date would have been a disaster, but in her hands, it was genuinely fun.

In a few short hours, she demonstrated to me that she was cool, easygoing, flexible, silly, playful, non-judgmental, and forgiving. None of these traits, by the way, are mutually exclusive with being intelligent, tough or independent. And if I'm designing the perfect woman, these are the qualities I'm starting with.

I can't say whether you are the positive, fun first date or the serious, uptight first date. But I can say that your reaction to a man's dating missteps reveal an awful lot about you.

# Why He Disappeared

## Forgive the Ignorance

Which brings us back to Queen Laura, who told me after her first date with a man named Kenneth that she was on the fence about seeing him again. When I asked why, she explained that, at some point, he went on a ten-minute rant about his ex-wife. Laura was surprised and somewhat disappointed by his tone. She thought it made him look ugly.

I couldn't disagree with Laura. But I did have one question for her:

*"If you remove his ten-minute rant about his ex-wife...how was the rest of the date?"*

The question caught her by surprise.

"Actually," she said, "It was really good. He was cute, he took me to a nice restaurant, conversation was easy. It was just this one weird thing that threw me off."

*"Then forgive him," I said. "You probably pushed a button and allowed him to feel safe in sharing his innermost feelings. His rant doesn't mean he's a bad guy. It just means he had a bad divorce that's still raw. Go out with him again. Let me know what happens."*

Laura reported that her second date was, literally, the best date she'd ever had.

If it seems unfair that you should accept a man for his verbal miscues, when he can

# Why He Disappeared

still judge you for being argumentative, I want to acknowledge that seeming hypocrisy. But remember what I wrote at the very beginning: *“The reason you should learn how to handle men better is because you can’t make men handle you better!”* It’s not about right and wrong or an eye for an eye. It’s about *effective* and *ineffective*. I talk about this concept in greater detail in my [Finding the One Online](#) audio series, which tells you how to flirt and communicate effectively online to create the love you deserve.

Make a man feel good about taking you out once, and he’ll probably want to take you out again and again and again. That gives you the power to determine if you continue seeing him. And that, to me, is the most effective strategy of all.

# Why He Disappeared

---

## Part 2:

### Why He Disappeared During Your Courtship

---

# Why He Disappeared

Courtship, as it will be defined here, is essentially what you'd call "the dating process." From making plans, to following up on your dates, to initiating sex, to deciding whether he wants to be exclusive, courtship can take anywhere from three hours to three months. It's a lot easier when it takes three hours – because there's no time for things to go wrong – but, for most of us, courtship is a very confusing period, where you don't know where you stand, and you definitely don't want to mess things up.

Understanding how men perceive you during this fragile time will make a big difference in terms of how you approach them.

## **If You're So Independent, What Am I Here For?**

One of your greatest assets is your independence. You might *want* a man, but you don't *need* a man to pay the bills, to take you for a weekend away, or to keep you company. Your independent spirit has created you a life around the pursuit of individual happiness, regardless of whether you're in love. This is a smart strategy as a single woman who, unlike previous generations, can't depend on the presence of a man.

And if you're anything like the independent women I know, your life probably looks a little something like this. You work from 9-7. You're highly accessible by Blackberry or iPhone. You try to make time for yoga and the gym but can't always pull it off. You manage occasional drinks with co-workers. You do spa weekends with your girlfriends. You spend time with your nieces and nephews. You travel with your college friends. You have a really full life – by both necessity and design.

# Why He Disappeared

You're determined to fall in love and build something greater than yourself. But what you have right now is pretty great. The last thing you want to do is have to sacrifice your busy and satisfying schedule in exchange for a man who may or may not stick around. So you keep up your breakneck pace – long work days, travelling for business, hanging out with close friends on weekends... and, not coincidentally, you never meet any men.

Finally, when you *do* decide to pursue a relationship, you don't really want anything to change. You don't want to cut back on work, or jogging time, or friend time. You want everything that you had in your incredibly full life – just with a man in it! But where can you possibly slot him in? All your hours are already accounted for by your full single existence.

**You want everything that you  
had in your incredibly full life  
– just with a man in it!**

So what happens when he tries to make plans with you and you're really jammed with a project at work? You tell him you'll call back, but it slips your mind and you wait an extra day. You exchange text messages about seeing each other, but you don't have a spot on your schedule until Sunday. And, frankly, you don't feel like getting dressed up to see him on your one day of rest. Plus, you've got this business trip scheduled for Wednesday and you need a couple of days to prepare, and a few days to decompress when you get home...

This is all perfectly fair. It's your life. You've earned it. But it doesn't make a man feel very good to be number six on your list of To-Do items.

# Why He Disappeared

## What's Good for the Goose Is Unfair to the Gander

This reminds me of my client, Helen. Early 40's, thin, attractive, successful, Helen turned to me to jumpstart her online love life because she didn't have time or opportunity to meet men in "real life." You may know how that goes.

After a few weeks of working with me, Helen suddenly had dozens of men on [Match.com](http://Match.com) urging her for a date. Most of them she ignored. A few, she let through. It was hard for her to find time to talk, but she tried her best. Sometimes she waited too long to write back or return a call, and a guy would disappear, but there was always another guy to replace him. But it wasn't until Todd came along that Helen considered making a sacrifice for love.

Tall, dark, handsome, a litigator with a love of surfing – Todd was in high demand. After a few emails, he asked for Helen's phone number and she offered it immediately. But two days had passed, and Todd still hadn't called.

During our weekly phone session, Helen vented to me about how rude Todd was. "Just because he's hot and successful doesn't mean he can just ask for my phone number and then ignore me!" she said. "Who does he think he is?"

I barely suppressed my smile. "*He's just like you,*" I noted.

Helen didn't say anything. I could swear I heard her grind her teeth though.

# Why He Disappeared

“Look in your inbox,” I continued.

**If you’ve done nothing wrong, then there’s nothing to learn.**

Sure enough, there were dozens of emails that had not been acknowledged from weeks ago, follow up notes from guys who wanted to schedule a date with her, phone numbers that had gone completely ignored. Yet all Helen could see was how rude Todd was. She’s not wrong: Todd *should* have called. Helen’s blind spot was that she did the *exact same thing* to the men who were courting her – she made them feel unimportant. And, as I’ve told you, if you’re making a man feel unimportant, he has no incentive to stick around.

Two friends who read this had the exact same reaction to this story: “I don’t care about the men Helen’s *not* interested in. What I want to know is why *Todd* disappeared!”

Sorry. You’re never going to know why Todd disappeared.

As I said on page 1, some questions don’t have answers and there’s no value in driving yourself crazy looking for them. If you’ve done nothing “wrong”, then there’s nothing to learn. Maybe Todd went back to his ex-girlfriend. Maybe he chose to pursue a 24-year-old. Maybe he had literally 20 women after him and had to choose 2 to focus upon. You’ll never know, so stop agonizing over it.

Believe me, I appreciate how important it is for you to have closure. Women are all about connection and nuance. On the other hand, men are all about the end product. In other words, you care infinitely more about the “why”; we only care about the “what.”

# Why He Disappeared

Alas, your striving for understanding has caused you a lot of unnecessary pain.

I'd like to offer to take that pain away from you right now.

## **Forget "The Why."**

Imagine you're dating a guy and you know that he's trouble. He's hot, he's charismatic, he's funny, he's busy, and he's really hard to pin down. You've been sleeping with him for a few months, and although he treats you well, you have no idea where you stand with him. All you know is that you want to play it "cool" so as not to scare him off. So what ends up happening? He keeps up his once-a-week texts and biweekly booty calls. You get stuck on the emotional hook, waiting for things to change. And blind yourself to the fact that it will *never* change. Clearly, if he *wanted* it to change, he'd be making a greater effort to be your boyfriend.

Then, suddenly, he disappears.

You're distraught. Even though he caused you nothing but pain. Even though you were always on eggshells around him. Even though you were sick to your stomach thinking about him. All you can obsess about is "Why?"

"Why didn't he call me consistently?" "What did I do wrong?" "What was he looking for?" And, of course, "Why did he disappear?"

# Why He Disappeared

Here. I've got your answer for you:

*He disappeared because he had a poor relationship with his mom, so he never understood the concept of unconditional love, and is more drawn to emotionally unavailable women than women like you who treat him well.*

Do you feel better now?

No? Okay, maybe this answer will resonate:

*He disappeared because even though he thought you were cool, he wasn't that attracted to you and so he went back to sleeping with his neighbor who was his friend-with-benefits all last year because she's not pressing him for a committed relationship.*

Does that work any better?

I'm not teasing you. I sincerely get why you want to understand the "why." My whole point is that even if you figure out the why, it doesn't change a thing.

**My whole point is that even if you figure out the why, it doesn't change a thing.**

He's a player. He's a commitmentphobe. He's emotionally unstable. If any of these things are true, you don't really want him anyway. All there is to know is whether you have any responsibility in why he disappeared. If you don't, you've gotta let it go.

# Why He Disappeared

## Okay, Okay, I Get It. But Then Why Was He So *Nice* To Me?

Alison Armstrong, in her Understanding Men seminars, jokes about how men often talk about how they want to settle down, be in love and have kids...and it never even occurs to them that you think he's talking to *you*. He's not. He's just speaking in theory. He's just thinking out loud. *One day* he'd like to be married to *someone*. But it doesn't mean now, and it doesn't mean with you. Yes, even if you're the beautiful woman across from him who's holding his hand as he says it.

Thus, I'm afraid I'm going to have to introduce you to about the most infuriating concept you'll read in this entire book: There is utterly no correlation between what a man says on a date and what he feels in his heart. It doesn't mean he's bad, it doesn't mean he's calculating. It means that he is having fun, he's attracted to you, and he wants to show you a good time. That's it. He'll sort the rest out later.

It's really hard to accept this because you don't operate this way. You don't compliment a guy if you don't think he's great. You don't sleep with a guy if you don't care about him. You don't bring up a future with a guy who is only Mr. Right Now. Well guess what? Guys do this. They do it all the time. Just look at your past.

**There is utterly no correlation between what a man says on a date and what he feels in his heart.**

# Why He Disappeared

It's not fair. It's not right. But it is what it is. Better to understand this and act cautiously in the future than to keep being surprised each time a guy disappears on you.

**It doesn't matter if he slept with you, had breakfast with you and named your kids on the car ride home... all that matters is how quickly he follows up to see you again.**

I know how awful that sounds. Again, I'm not defending men – just pointing out what you and I have seen our entire lives. Guys charm you and disappear. Happens all the time. So what are you supposed to do to protect yourself if, in fact, you can't believe anything that a guy says on a date?

## **It Doesn't Matter What Happens On The Date – Only What Happens After.**

Okay...deep breaths. I know you want to figure out which men are the real deal and which men are gonna break your heart. I don't blame you. The problem is that even the guys themselves don't know the answer to that question. That means you can't either.

Not with any degree of certainty, anyway. All you can know is this:

It doesn't matter if he slept with you, had breakfast with you and named your kids on the car ride home...all that matters is how quickly he follows up to see you again.

Big talk and hot sex, followed by a week of silence, is unacceptable. If you make excuses for his absence, he'll continue to sleep with you, with no commitment, as long

# Why He Disappeared

as you let him. Thus, it's pretty easy to figure out if a guy's your boyfriend or not. If he's your boyfriend, he calls himself your boyfriend! And if you're still unsure and debating whether he's into you? Think about how you act when you're dating a man you like.

You talk to him every night before you go to bed.

You shuffle plans just to be with him.

You spend your entire weekends together.

You want him to meet your friends and family.

You give consistently and provide emotional support when needed.

*That's* how a man should act when he really likes you.

If he's not doing those things after 2-3 months of seeing you, it's only a matter of time before he disappears.

## **Newsflash: Women Have The *Easy* Role In Dating**

So Todd disappeared, which, we now know, had nothing to do with anything Helen did. But Helen is still complicit in why the other men courting her might disappear. By treating men like Jehovah's Witnesses who rang her doorbell during dinnertime, she's sending the unmistakable message: "You are not important!"

Of course, nobody's going to be *that* important after only a few emails (except maybe Todd, that jerk!). Still, if making men feel important is essential, what's your strategy?

# Why He Disappeared

Well, a good place to start is to consider what a guy in the courtship phase does to make you feel important. Think back to the beginning of your last decent relationship. What does a good man do to show his interest?

He calls every day. He emails frequently. He doesn't rely on texting as his sole means of communication. He doesn't play videogames when you're talking. He carves out time in his schedule to see you. He expresses his remorse when he can't get together. He makes it clear that you're the only person he's dating.

That's what men do when they like you. It's a lot of work. Yet if they don't do these things, they're taking the risk that you might disappear on them.

Thankfully, your strategy during this all-important courtship phase is surprisingly easy.

## **Embrace The Feminine**

As Dr. Pat Allen so effectively described in "Getting to I Do", masculine energy is proactive and feminine energy is receptive. Men win you over by giving to you. We ask you out. We call you. We pay for dates. We initiate sex. We ask for commitment. We propose marriage. We give. You receive. Reverse this order by asking him out, initiating sex, asking for commitment, or proposing marriage, and a masculine guy will feel, well, emasculated. Thus, if you want a masculine guy, your greatest move is to embrace your passive feminine side.

# Why He Disappeared

You may hate the word passive. You may think it sounds like a 1950's housewife, or a helpless woman who can't do anything for herself.

Not quite.

**Being proactive in the courtship phase is *ineffective* in making a man feel attracted to you.**

Being passive doesn't mean that you *can't* do anything proactive. It means that you're choosing *not* to do anything proactive, because being proactive in the courtship phase is *ineffective* in making a man feel attracted to you.

Here are a few common examples of being proactive:

You have a great date, you email him the next day to say you had a lot of fun.

You haven't heard from him all weekend, you text him to make sure he's doing okay.

You want to see him next week, you tell him his favorite band is playing downtown and you can get tickets.

You're confused about where your relationship stands, you ask him where things are headed.

You think you're being real; he thinks you're acting clingy. The man of your dreams doesn't *need* to be pushed to be your boyfriend.

The disconnect is this: You want men to actively pursue you. But most men do not want to be actively pursued. The only guys who do are really shy, really insecure, or

# Why He Disappeared

really clueless about women. Most men will value you more if they have to win you over. That's what guys mean about a "challenge." So step away from "The Rules", which tell you to refuse to return his calls or act like you're busy when you're not. All I'm asking you to do is embrace your receptive feminine energy.

**You don't have to *do* anything. Just see what he does, and mirror his efforts.**

## **Don't. Do. Anything.**

Seriously. That's it. "Don't do anything."

As a woman, you just have to sit back and let him do what he wants.

He wants to meet you; he has to approach you. *You say yes.*

He wants to plan a first date; he has to ask you out in advance. *You say yes.*

He wants to kiss you; he has to make a first move. *You say yes.*

He wants to see you a second time; he calls the next day. *You say yes.*

He wants to check in to tell you he's thinking of you; you take his calls. *You say yes.*

He wants to take you on a weekend away and introduce you to his friends. *You say yes.*

He wants to commit to you and become exclusive. *You say yes.*

He wants to sleep with you and offers a condom. *You say yes.*

You see what I mean? You don't have to *do* anything. Just see what he does, and mirror his efforts.

If he doesn't do anything, you have your answer.

# Why He Disappeared

This is the most effective way to deal with men, and yet you've been searching for far more complex answers for most of your life. You try to learn what "games" to play, or how to "figure men out," or "how to make him commit" to you. It's all bull. There's nothing to know beyond what we're *doing*.

If we want to call, we'll call. If we want to commit, we'll commit. If we want to marry you, we'll ask you. And if we don't call, don't commit, and don't propose to you (all in a reasonable amount of time), then guess what? We're not going to. We're just going to continue with our happy, low-stakes status quo that you so generously allow.

Your only leverage when the time is right? Leave. Say that you need to know you're investing in a future. And since it's pretty clear after three months that he doesn't want to see you more than once a week, you're gonna have to cut him off. The end. Buh-bye.

You never have to be weak or needy. You never have to look foolish. You never have to be *that girl* who writes, "I haven't heard from you in a few days. What are you doing this weekend?" If a man's into you, you don't have to reach out to him. All you have to do is make things as fun and easy as possible when he tries to see you. However, if you've got 6 other things that are more important, it's not all that easy to date you.

## **But What If I Actually *Do* Have 6 Things That Are More Important?**

Maria is an architect in her late 40's. She runs her own business and is a mother to two adolescent boys. She barely has time to do her hair in the morning. And yet she

# Why He Disappeared

wants a love life. She desires companionship. She misses a man's touch. And so, by my request, she actually blocked time on her calendar to find love. It's nothing extraordinary; but it was enough to prevent her from falling back on any of her regular excuses for not meeting men. Work. Kids. Friends. Errands. Paperwork. Home Improvement. Hobbies. Downtime. It's not like any of these can be discarded. It's that if Maria didn't formally budget time for love, it would be completely impossible for her to date.

Here was Maria's dating calendar – suggested by yours truly:

- 20-30 minutes every day on Match.com.
- 1 hour, twice a week, for phone calls with potential dates.
- 1 weeknight date on weeks that she has custody.
- 1 weekend date on weeks that she doesn't have custody.

Essentially, I asked Maria to devote about an hour a day to the most important aspect of life: love. You may think it's a lot of time, but it's not. You spend at least five times longer at work. Budgeting time to meet men may seem a bit silly, but Maria had no complaints.

Two months into our coaching, she met a widower in his early 50's. I don't know if they're getting married; I do know that she would never have met him if she didn't make time to pursue love.

# Why He Disappeared

## **It's *Not* All About You.**

Being busy is just the most obvious sign of how men may feel unimportant around you. But there are countless ways you may make a man feel more like your employee than your partner.

Rachel Greenwald talked a lot about this in a section of *“Why He Didn’t Call You Back”* called “The Boss Lady”. Sounds a little harsh, since you probably don’t see yourself that way. Then again, most charismatic, attractive, successful men don’t see themselves as “Toxic Narcissists”, “Perverved Mama’s Boys” and “Emotionally Unavailable Workaholics”, and yet, we know plenty of guys who meet those descriptions, don’t we?

So what turns an otherwise grounded woman like you into a Boss? You’ve probably got a lot going for you, and you have a very high set of expectations. You’re demanding of yourself and you’re demanding of others. You have a definite idea about how dates are supposed to work, how men are supposed to act, and what’s supposed to happen. You have made an adamant vow not to “settle.” You have a finely tuned B.S. detector. Yet pretty much every guy you meet ends up setting it off.

## **Setting the Bar So High That No Man Can Clear It**

You may pride yourself on your strong values, and assume that the “right” guy will not trip off any of your warning signals. That’s possible. But it’s also possible that you’re eliminating a number of decent men based on technicalities. As I tell my amazing

# Why He Disappeared

women clients every day: “He hasn’t read your rulebook! Forgive him for not knowing everything he’s supposed to do to make you happy.” Similarly, author Jillian Strauss once wrote on her blog: *“Courtship is really not a good predictor of what kind of boyfriend or husband a man will make. Most of us judge the person by how good of a dater or planner they are, but many of my happy committed friends tell me that the men in their lives are wonderful partners but didn’t exactly wow them in the courtship phase.”*

In other words, a smooth dater isn’t necessarily a great catch, and an awkward dater can be an amazing husband.

So when a guy shows up five minutes late to pick you up, give him a break. He’s human. When he’s making \$35,000/yr and allows you to split the check, give him a break. He’s not necessarily cheap. He’s struggling. When a man tries to kiss you at the end of the first date, give him a break. That’s what we do when we’re attracted to you. If all of these things can be dealbreakers, most men will be disqualified extremely quickly.

Julie is a 51-year-old writer from Manhattan. She genuinely looks 5-7 years younger than her age and has a wit to match any man. Her trouble is that she sees personal slights from men even when there are none intended. Steve, who was supposed to take Julie out on a Friday night, cancelled that day because he was offered front-row tickets to the new Yankee Stadium. And although Steve apologized profusely and assured her that this wasn’t indicative of his character, Julie still couldn’t leave it alone.

# Why He Disappeared

When he tried to reschedule, she gave him attitude. When she finally did reschedule with him, she couldn't help but to bring it up again on the date. Not surprisingly, Steve disappeared.

**Most guys' main problems aren't that they're bad guys – it's that they're clueless as to how they're coming across.**

It's not that Julie had no right to be disappointed. It's that she was equating this one selfish act – from a man whom she hadn't yet met – with an entire pattern of behavior. Instead of being understanding, she turned this Yankees game into a value judgment – an assessment of how much he liked her - which it wasn't. It was simply a golden opportunity to see a baseball game up close. If Julie had gotten backstage passes to see the Stones, I'd hope she'd go, and that Steve didn't take things too personally.

When I ask you to "Forgive the Ignorance," what I mean is this: no matter what stupid thing might be coming out of a man's mouth – believe it or not, he's doing the *best* that he can. Seriously! Remember, his goal is to make you like him. From my vantage point, most guys' main problems aren't that they're bad guys – it's that they're clueless as to how they're coming across. And if he's never gotten any feedback from a woman, he's never going to learn why women are constantly turned off by him.

Men may never learn – but you can. You're already over halfway there.

# Why He Disappeared

## **Who Pays? When Do We Kiss? When Do We Have Sex?**

I'm not big on rules, per se, but since they tend to take the guesswork out of dating, I'd like to offer you some ideas on how to best handle the touchy subjects of paying, kissing and sex. Make no mistake, all three questions have a huge say in whether a man stays or disappears. You've probably dumped men – and rightfully so – because of how cheap they were or because of how strong they came on after a few drinks. Men do the same, for the opposite reasons. When you take his generosity for granted, refuse to kiss him, or come up with an arbitrary waiting period for sex, plenty of decent men get turned off. As I'll explain, your job isn't to pick up the check or put out on the first date – it's simply to understand where he's coming from.

Once again, I'm giving you the most honest, accurate portrayal of what goes on in men's minds, even when it doesn't make us look good, okay? Better that you should hear it from me than to deal with it on a date and wonder once again why he disappeared.

## **It's a Fake Reach...Until It's Real.**

Some of the most awkward dates stem from your assumption that the man pays for each date, in full, every single time. Would it be simpler if a man always pays? Yep. Does it show a certain generosity of spirit and chivalry? Absolutely. Hey, I *encourage* men to pay in full during the entire courting phase. But, unfortunately, most men haven't asked to hear my thoughts on paying. All they know is that if they go on two dates a

# Why He Disappeared

week and only half the women want to meet them again, they feel like they're throwing an awful lot of money down the tubes.

So what are you to do if you're a successful woman who still wants a man to pay?

Follow these easy steps and you can never go wrong:

- Always reach for the check.
- If he waves you off, thank him sincerely for his generosity.
- If he doesn't wave you off, put down your credit card and offer to split the check.
- If he accepts your offer to split the check, do your best not to hold it against him.

Like it or not, a lot of men don't know where they stand in a world where many women make equal money yet still expect men to pay for everything. I implore you to forgive them.

We love to give to you. We love to make you happy. We just don't like being taken for granted. Which are why there are few things more heartening to a man than when you reach for the check after Date 4 and exclaim, "No, I insist!"

# Why He Disappeared

## Turning The Other Cheek

Men are interested in sex. Once again, I am observing a fact, not suggesting that you are obliged to “put out” in the name of being easygoing. However, there’s a difference between sleeping around and making a guy feel attractive. I highly encourage the latter.

If successful dating for men is built on truly understanding *your* emotional needs – the need to feel heard, the need to feel safe, the need to feel valued – it’s in your interest to understand men as well. But when sex is involved, it’s easy to retreat to your own point of view. For example:

“I don’t kiss on the first date.”

It’s fine that you don’t kiss on the first date. But lots of men do. And since they’re the aggressors – the ones putting themselves on the line for rejection – you might want to consider the consequences of saying no to a kiss after a promising first date. Let’s say you’ve had a really nice date with a guy. He was cute. He was respectful. He made you laugh. He took you out to a nice dinner. He asked you questions about yourself. You’ve already concluded that you want to see him again. You felt so good about him and were so attracted to him that you just leaned in and—

He gave you his cheek.

“Sorry,” he said. “I don’t do that on the first date.”

# Why He Disappeared

I'm actually laughing as I'm writing this because it's so absurd. But if you're the woman who felt chemistry and you got shut down by a man who thought you were moving too fast, how would you feel? Probably embarrassed. Definitely confused. Certainly rejected. Afterwards, you'd run through the date in your mind: "How horrifying! I mean, I *thought* we were having fun, and he *seemed* to be attracted to me, and I can't believe I was so clueless. I guess he's not attracted to me but was just being polite on our date. I don't even think I can face him again."

That's what goes through the mind of a guy who tries to kiss you and gets denied.

You may think that you're just moving slow, keeping boundaries, asserting control of your own sexuality – what you don't realize is that a kiss is his way of expressing his attraction to you. It doesn't mean you have to hop into bed with him or call him your boyfriend. But it sure is a nice way to leave a guy in anticipation of a second date.

Remember, men need positive feedback – otherwise they lose confidence. So if he leans in for a kiss, and you're *potentially* interested in him, I recommend you give it a whirl. If you don't kiss him because you "don't do that until you're sure," that's cool. Just know he's going to feel extremely confused, rejected, and embarrassed – not exactly the emotions you want to evoke in a guy on a first date.

Of course, if you're *not at all* interested in him, turning the cheek works just fine!

# Why He Disappeared

**Women Look For Love and Find Sex. Men Look For Sex and Find Love.**

You wouldn't sleep with someone you weren't interested in.

We will. Gladly.

Until you get this, until you truly embrace the fact that we think with our penises and allow our brains to catch up weeks later, you're always going to be surprised at the disconnect between men's words and their actions.

I'm not defending this. I'm pointing out that it's extremely common among men. To counter men's cavalier attitudes towards sex, people try to come up with rules, like this one, from Steve Harvey's book *"Act Like a Lady, Think Like a Man"*, which got a ton of attention on Oprah: *Women should make men wait 90 days before sex. If he refuses, he is a player who doesn't really respect you.*

If you believe in rules like this, it's because you have concluded that such rules will protect you. But that doesn't mean that these rules work for each and every guy. In fact, I'd venture to guess that if you follow a 90-Day rule, you will have a very hard time forging a connection with most men.

My client, Janie, sure did. Janie's a schoolteacher in her early 30's who informed me before we started that she had already worked with another dating coach.

# Why He Disappeared

This coach - a woman who happens to be a licensed therapist in Manhattan – told Janie that she should be setting stronger boundaries with men. To that end, the coach recommended that she not sleep with any man until he's taken her out on at least 10 dates.

Why 10 dates? Who knows?

All I know is that the next guy Janie dated disappeared after 7 dates. It's not that she was "wrong" to make him wait. It's that she was tone-deaf to how her rules were making him feel. Same as the kissing thing. It's easy to conclude that the "right" man would have no trouble waiting 90 days for sex, but that's not true. In fact, the right man doesn't like being tested by a woman who tries to make him prove himself. If he disappears after 2 months of not sleeping with you, it's not because he's a sex-obsessed jerk, but because he would rather be with a woman who doesn't live by a set of arbitrary rules. Sex isn't something you *allow* him to do. It's something that you share and create together. Turn intercourse into a reward for good behavior and you're missing the entire point.

Don't get me wrong; I understand why the rules exist. They're designed to save you from getting hurt by jerks who don't follow up after sex. I get it, and I appreciate it. After all, many men are sexual hypocrites. They push you for sex, then blame you for having it. They're particularly stuck on the idea that if you hop into bed with them quickly then you must do this with lots of other men as well. This lowers your value in their eyes. After all, if everyone can sleep with you, you can't be all that special, can you?

# Why He Disappeared

It's ridiculous. It's unfair. But the answer isn't simply to ignore the importance that men place on sex. He's not wrong for wanting to move fast any more than you're wrong for wanting him to pay for the date. You want what you want. He wants what he wants. The key to successful dating - for both sexes - is arriving at a solution that makes *both* parties happy. Here's a suggested solution for how to keep a man sexually interested... without actually having sex.

## **Rounding the Bases...At *Your* Pace.**

Think back to high school, or whenever it was before you lost your virginity. Think about how much time you spent on foreplay as opposed to intercourse: first base...second base... third base... I probably spent three years on third base! The "bases" provide a useful lesson that still applies today: it's not all or nothing. Just because you kiss a guy doesn't mean you have to sleep with him; just because you invite him inside doesn't mean you have to sleep with him; just because your pants are off doesn't mean you have to sleep with him.

Men may be all about instant gratification, but what we really want to know is this: Are we *eventually* going to have sex? It doesn't have to happen tonight, tomorrow or the next day. It just has to be possible at some point in the not-so-distant future. So if you, as a woman, need time to determine where your relationship is headed before having sex, you should consider going back to high school. Use foreplay. A good night kiss on the first date. Full-fledged making out on the second date. Some clothing removal on the third date, and so on.

# Why He Disappeared

If this concept makes you feel a little uncomfortable, I understand. *You are in no way obligated to do anything sexual with any man at any time.* Just recognize that if you refuse to kiss him at all, he'll feel rejected. If you do nothing but kiss him for four straight dates, he's going to get frustrated. However, if you give him incentive to stick around – a sneak preview of what's in store – he may just decide that it's worth his wait. That's not using sex as a weapon; that's understanding his point of view and adjusting accordingly.

The good news is that you decide what happens. *You* set the boundaries.

At the end of the day, your job is not to make up some arbitrary number of dates to go from holding hands to making love. Your sole responsibility before having sex is to figure out if he's interested in *you* or in *sex*.

**Your sole responsibility before having sex is to figure out if he's interested in *you* or in *sex*.**

I repeat: Your sole responsibility before having sex is to figure out if he's interested in *you* or in *sex*.

If you don't know the answer, don't have sex.

If you think you know the answer, then have sex.

And if you can't handle the emotional consequences of making an occasional mistake, you probably shouldn't sleep with anyone until you're in a committed relationship. So if

# Why He Disappeared

you're looking for one hard and fast rule about sex, I've got one that's easy to remember and is virtually foolproof.

## **Don't Sleep With a Guy Until You Know He's Your Boyfriend**

This, of course, is assuming you want a boyfriend. If you don't, have all the safe sex you want, as long as you're not getting hurt.

However, if you desire a relationship, and you're looking for a timeline, you're not gonna find one here. It can happen on date 10. It can happen on date 3. As long as you know he's not seeing anybody else and he's going to call you the next day, you're all set. And if you're not exclusive, you don't have to have a lengthy conversation about it; in fact, you can be really straightforward and light when rejecting his sexual advances.

"I would love to ravage you right now. It's just that I don't sleep with anyone if I'm not in an exclusive relationship. Trust me, I'm not pushing you for a commitment; I'm just saying that, as bad as I want you, I won't have sex until I know you're not seeing anybody else. In the meantime, I can think of plenty of other fun things to do..."

This short statement illustrates four important things:

- 1) *You're attracted to him and you really do want to have sex with him.* This makes him feel good and doesn't make the "no sex" part feel personal.
- 2) *You have boundaries and respect yourself.* Men really do respect women who have

# Why He Disappeared

sexual boundaries. They don't want the woman who sleeps with them right away. And by saying yes to foreplay, but no to intercourse, you show a man that you're a sexual being who is discriminating in her choice of partners.

- 3) *You're not pushing him for a relationship.* You're not giving him an ultimatum to be your boyfriend or else. You're cool with the way things are now.
- 4) *You get to see where he stands on your relationship.* If he runs, he's not boyfriend material. If he sticks around on your terms, he may become your boyfriend.

Again, if you don't want a boyfriend and you can handle the consequences of the occasional disappearing man, don't worry about this. But if you've been hurt and want to find a reasonable way to protect yourself from players, the no-sex-until-he's-your-boyfriend rule beats the hell out of some arbitrary 10 date rule.

Your intention in forestalling sex for 3 months may be a noble one. But if the result is that most men flee, you're not weeding out the bad guys; you're sabotaging yourself. I hope I've offered you a viable alternative, and that no men ever disappear again over sex.

There is, however, one last reason that men tend to back away during the courtship phase. And it may be the one that resonates with you most of all:

# Why He Disappeared

## **You Want to Read the Last Page of the Book Before You Read the Book**

You've probably been hurt by guys in the past.

One boyfriend may have cheated on you. Another may have dated you for three years but didn't want to get married. Another one might have been a friends-with-benefits guy who never wanted a relationship with you.

And because you've had these life experiences, you're determined to learn from them. You tell yourself that you're never going to find yourself in *that* position again. So you become vigilant. You look for the signs.

You put in your profile that you don't want any "players."

You discuss your views of religion and children on the phone.

You make it clear on the first date that you're serious about a relationship.

You quiz him about his past relationships— looking for a sign that he's been unfaithful, that he's a commitmentphobe.

You question his habits – fishing to see if he's got an unstable job, that he may have been a drug addict in the past.

You let him know up front that you won't sleep with him right away.

You ask him on the second date if he's dating anyone else.

You put out feelers on the third date about where this whole thing is going.

Then you wonder why he disappeared.

# Why He Disappeared

Here's the deal:

Men are not puzzles to be solved.

We are not heartbreakers looking for our next victim.

It is never our goal to hurt you at any point in time.

Like you, we are confused. We don't know what we want, exactly. All we know is that we'll know it when we see it.

But you've gotta give us the chance to reveal ourselves over time. Because the interrogation process just makes us feel like objects. Or criminals. Or specimens to be analyzed and dissected. This is not as much fun as it might sound.

# Why He Disappeared

## Putting Men Under the Microscope

As a dating coach, I am very sensitive to women who are trying to protect themselves. I'm working with an amazing woman right now who is in her early 30's, cute, successful, intelligent and has a huge heart. Elinor's been hurt by lots of disappearing guys. In talking to her at the beginning of our coaching, it wasn't obvious why she was having much trouble. She really seemed to have everything together. But the longer we worked together, the more I'd see hints of the Interrogator.

After date 1: "We had a lot of fun but we only talked about superficial stuff. What happens when he finds out that there's a deeper side to me?"

After date 2: "He was 15 minutes late for our date. Does that mean he doesn't really respect me and my time?"

After date 3: "He hasn't taken down his profile yet. Is he just using me until he finds someone else?"

Do you identify with Elinor's concerns? It's normal if you do. But if you're focused on these questions, you're living in fear, and threatening to sabotage yourself.

Every step of the way, you're waiting for the other shoe to drop.

Every step of the way, you're looking to head off heartbreak at the pass.

Every step of the way, you find excuses to break things off before he leaves you.

# Why He Disappeared

You can continue to play the “what if” game. You can continue to drive yourself mad. The only things that reveal how a man feels about you are *time* and *effort*.

If he calls every night, and always ends a date by asking for another date, and wants to see you exclusively, then congratulations, you have a boyfriend.

**The only things that reveal how a man feels about you are *time* and *effort*.**

If he freaks out when you act vulnerable on date 6, or flakes out on three straight dates, or goes 4 straight months without seeing you more than once a week, you probably don't.

But you *can't* know that on date 1, 2, or 3. And your attempts to figure things out too early on end up killing your chances to get to know him organically.

## **I Don't Want To Get To Know Him Organically. I Want Answers!**

It's like you've got this 700 page novel to read, but you don't really want to wade through the actual story or get to know the characters or anything. You just want to flip to the last page to find out if everyone lived happily ever after. You think you're getting your answer, but, in fact, you're ruining the entire story.

# Why He Disappeared

My wife and I hung out once a week for four weeks at the beginning of our relationship. I didn't take her on a traditional "date" for over a month. She never wanted to know where we were headed, never called me to make plans or check in, never did anything except be cool. If I wanted to talk to her, I called her – and got a happy voice on the phone every time. Whenever we got together, we had fun. And while she wasn't typical of the women I was used to dating, at a certain point, I realized she was just what I needed. Positive, easygoing, fun – and confident enough in herself to not put any pressure on me.

My wife let me choose her - because that's what men do when they're into you. Remember, you don't have to actually do anything to make it happen. Resist the urge to manipulate the situation. Embrace that receptive feminine energy. Allow him to earn your love every step of the way. You are a catch. You are a commodity. And the only way he can win you over is with his effort. Sit tight and trust that the right man will do so.

I know how hard it is to stay cool when you want answers, you want commitment, and your mind is clamoring for clarity. But, as you've done for this entire book, please consider the plight of men who also want answers.

## **No More Mr. Nice Guy!**

One of the biggest mistakes a guy can make with you is when he tries too hard, right? He texts you fifteen times in a row. He tells you ten times on your date how attractive you are. He wants to know what you're doing tonight and tomorrow and the next day.

# Why He Disappeared

He talks about your future before you have a present. He's in such a rush to be your boyfriend that he seems to have skipped the whole getting-to-know-you part. Nice men who get too excited too early end up killing their own chances with you.

If you're an Interrogator, it doesn't mean that you're being eager like that guy. Instead you act like an undercover cop who is subtly trying to solve a case called, "Is this guy going to hurt me one day?" And while this makes sense in your head – after all, you don't want to waste your time with some alcoholic, semi-employed, STD-carrying jackass – all you end up doing is making the guy feel like he's under investigation.

"But," you're crying out in your head,  
"I don't want to waste my time! I don't want to spend six weeks learning about a man, hooking up with him, and getting emotionally invested if he's just going to wake up and disappear one day."

**You have to open up, you  
have to invest time, you  
have to start with trust  
and optimism.**

I hear you, my friend. Except it's not always about what you want. No more than it's always about what he wants, right?

While no woman wants to waste time, build up hopes, and get crushed by a man with issues, I promise you: there is no successful alternative. You have to open up, you have to invest time, you have to start with trust and optimism.

# Why He Disappeared

## Oh, Yeah? What If I Don't?

If you don't play it cool and assume a level of trust, here's what happens:

You pepper him with intense questions about his intentions way too early.

You second-guess his long-term motives from the get-go.

You turn up the heat for him to make a decision on your future before he's ready.

And although you're doing it in the name of "protecting yourself", all you're actually doing is driving him away with your insecurity and fear.

Relationships, especially at the beginning, should be about having fun and connecting. Once you've made a sound connection based on mutual attraction and consistent effort, you can *then* learn if you're compatible in the long run. Reverse the order and try to figure out your long-term prospects at the beginning... and the whole thing falls apart.

My wife probably wouldn't have put up with me if I started asking her during our first month if she were open to Jewish kids. No, I saved that for six months in, when she already loved me.

I probably wouldn't have put up with her credit card debt if she shared it with me on date 1. By the time I learned about it nine months later, I was already all-in.

# Why He Disappeared

Is this duplicitous? That's up to you. All I know is that you have a lot more leverage with someone who loves you than with someone who has known you for a total of three hours. And in your desire to find out if your burgeoning relationship has a happy ending, you end up ruining the fun "getting to know you" part of the dating process.

You're not wrong for wanting to avoid pain.  
You're not wrong for being curious. You're not even wrong for being wary of men. God knows, there are a lot of bad ones out there. But, as smart salespeople know, "People want to buy. They don't want to be sold."

**You have a lot more leverage with someone who loves you than with someone who has known you for a total of three hours.**

The more you force a man to make a decision on you before he's ready, the more likely he's going to decide he doesn't want a relationship with you at all.

Elinor is currently going on Date 4 with her guy – and each week, she shares with me her impulse to say something to him that will mess things up. I'm glad I'm there to catch her. She's so afraid to be vulnerable – so cautious that this guy will end up like the last disappearing guy – that she wants to *get answers now*.

But that's not how dating works. It is a process that unfolds organically. Let go of trying to find out how it all ends and try enjoying the journey.

# Why He Disappeared

Because if you enjoy the journey, he'll enjoy the journey.

And if he enjoys the journey, he's gonna want to keep you riding shotgun with him for the rest of his life.

Just ask my very calm, cool, and collected wife.

# Why He Disappeared

---

## Part 3:

### Why He Disappeared From Your Relationship

---

# Why He Disappeared

Relationships are complex. Relationships are unique. Relationships are murky. Which is why it would be impossible for me to say definitively why *your* last guy disappeared.

What I can say is that there are clear patterns as to why men don't feel enthusiastic enough to stay in a long-term relationship with you. Needless to say, a lot of the blame falls on men themselves. Guys who *are* players. Guys who *are* cheaters. Guys who *are* emotionally unavailable. Guys who *don't* actually want to be in love.

We've covered this earlier, but I must reiterate: there's *nothing* to learn from these guys.

When you are victimized by a liar who wastes your time, the only thing you can do is look back and say, "How did I choose this man and why did I accept the terms of that relationship?" And vow never to do so again.

Your frustrations with disappointing men lead to one of the most common reasons that they disappear from your relationship...

## **You Treat Him Like He's Going to Hurt You.**

It's completely logical. You can't help yourself. Maybe you can't even see it. But when you've been burdened with a lifetime of heartbreak and disappointment, it's hard to fully detox from your bad dating experiences. You carry them around with you wherever you go. You may think your baggage can fit in the glove compartment of your car, but you're actually lugging it in a 50lb rucksack on your back.

# Why He Disappeared

This baggage is designed to protect you from getting hurt, but all it does is keep the well-adjusted, open, relationship-oriented guys at bay. Let's see how.

Jenna, 37, has a history of choosing the wrong men. Her longest-term boyfriend fell out of love with her and in love with another woman, whom he later married. Her next most serious boyfriend cheated on her. Her rebound guy was just a long fling, until he got antsy to date other women. In other words, all evidence supports Jenna's thesis that men are eventually going to leave. It would be difficult for her to conclude otherwise.

Then she meets Matt. Matt is 39, never married, successful, cute, and charming. Jenna knows from her past that guys like this are probably too good to be true. So she does everything she can to make sure that he's for real. She interrogates him – about his intentions, about his past, about his future. Everything she does is geared to *spare* her the heartbreak of getting emotionally invested in another guy who is going to disappear.

But what she doesn't calculate during her interrogation is this: all of her questions about Matt's character don't accomplish her goal. They don't make him feel good about himself, and they certainly don't make him feel good about Jenna. Which is why interrogation always backfires. The very thing you're doing to protect yourself actively drives men away.

Not only that, but your insecurity creates a strange push-pull dynamic that can undermine your relationship. I'm sure you've seen it as well.

# Why He Disappeared

## **A Girlfriend In Need...Is No Longer a Girlfriend.**

David Coleman (a.k.a. The Date Doctor) has said that “The person who is the least invested in the relationship maintains the emotional upper hand.” That means that if you’re more emotionally invested in the relationship than your boyfriend, you will feel more needy, weak, and in need of constant reassurance and validation. And the more you look for reassurance and validation, the less attractive you become.

If that somehow seems unfair, consider how you’ve felt when a guy was fearful that you were going to leave him. He asks why you’re in love with him. He buys you gifts all the time. He asks for praise from you because he doesn’t know if you’re leaving. He compliments you to no end, but you don’t even take him seriously. He initiates relationship discussions and wants to know where you stand.

He’s a nice guy, you want to like him more, but he’s exhausting. He’s lost his confidence, he’s lost his edge, he’s lost the very thing that made him attractive to you in the first place! That’s what happens when a man acts too needy. It doesn’t matter how great he is, how cute he is, how funny he is – when his insecure side takes over, your interest in him wanes. Hell, I’ve *been* this guy – and have been dumped because of it!

Men have the same reaction to emotional neediness. It’s not that you have no right to be insecure about your future with a new boyfriend. It’s that your obsession with not getting hurt starts to dominate. Suddenly, all the fun he was having with you starts to become a lot less fun. You start spending more time talking about couplehood and a lot

# Why He Disappeared

less time *being* a couple – going out, having fun, making love. The next thing you know, your fear of abandonment has become your dominant personality trait. Being around you isn't nearly as enjoyable as working or being around his guy friends.

What motivation does he have to stay in this draining relationship? No more than you'd have for staying with the insecure guy who needs as much attention as a puppy.

## **Negativity Creates Fear. Fear Kills Confidence. Confidence Beats Scissors.**

You probably prefer men who are confident. Well, according to the Harlequin Romance Report, confidence is also the number one quality men find attractive in women. That's right. The assets that give you confidence – your brains, your beauty, your passion – are always in style, especially when bolstered by your fun, nurturing side. Yet all of these dynamic qualities are worthless if you openly agonize over whether he's going to disappear. Soon, your confidence becomes overshadowed by fear. And fear is little more than wasted energy; not just wasted energy, but *negative* energy.

Have you ever spent time around a man who gives off negative energy? He complains about his health. He's obsessed with money. He's distant from his friends. He dislikes your family. That guy's not much fun to be around, is he? Then again, neither are you when you're in your fearful place.

Yet if your love life has been dominated by failed relationships, you may have trouble controlling your own negative energy. That's understandable. You've been burned so

# Why He Disappeared

often that you can't help but to be insecure around men. But what choice do you have other than to play it cool? Trust that the more secure you are, the more likely it is that a man will stick around.

Of course, you may find it challenging to play it cool. My client Susan sure did.

Fifty-two, vibrant and quirky, Susan came to me following a 25-year marriage and 2 years of online dating. Her ex-husband was cold and distant before leaving her for another woman. The men she met through the Internet had no integrity or follow-through. Truly, Susan had plenty of reasons to feel that this whole dating thing was a big waste of time. Despite that, I encouraged her to persevere, keep an open mind, and veer her energy towards the light. *"Men get lost in the darkness,"* I told her.

I reiterated that staying positive wasn't about right and wrong, but about effective and ineffective. Susan may be "right" to expect the worst from men; but expecting the worst from men isn't a very attractive trait. She'd be far more effective by simply approaching each new man with a broad smile and an open mind. I also reminded Susan that her natural effervescence was one of her greatest traits and that it should not get buried under the weight of formerly disappointing men. If she's bubbly - and men like bubbly - then she should be bubbly!

To her credit, Susan implemented these tips flawlessly. Here's the last email I received from her following our coaching sessions:

# Why He Disappeared

Hey Evan,

I've got a 4th date with a man I'm very much attracted to. A TOTAL gentleman - he's 2 years older, from Spain, 6'2" (hee, hee) and owns a beautiful upscale Spanish restaurant and specialty food store. I've been to his home and it's GORGEOUS - I would say our lifestyles and interests are in sync. I'm also communicating with other men---after all, I'm NOT stupid!

Since I signed-up with you, I actually haven't experienced ANY time when I didn't have one or two men up my sleeve.

Thanks for getting me back in the game. I'll keep you posted.

Susan

It's not magic. It's not The Secret. In fact, it's pretty much common sense. Act like the woman who's going to get hurt and healthy guys are going to run away from your pain. Act like the woman who is confident that she deserves love, and men will find their way into your arms.

**Act like the woman who is confident that she deserves love, and men will find their way into your arms.**

# Why He Disappeared

## Role Playing: Not Just For Halloween and the Bedroom

It's common among my fellow relationship experts to say things like "always be yourself." The problem with this school of thought is that it fails to account for the times that "being yourself" is a bad strategy. The guy who complains about how much he hates his job is being himself. The man who is bitter at his ex-wife is being himself. The dude who can't keep his hands off you on a first date is being himself. Do we want to keep on encouraging this behavior because it's "authentic?" I didn't think so.

So even if you've been hurt, even if you're insecure, even if you're jealous, it doesn't mean it should all spill out. You may feel entitled to speak your mind on everything under the sun, but discretion can be quite valuable. I know many people who think "being honest" is code for "No matter what I say or do that is inappropriate, just forgive me because deep down I'm a nice person." But it doesn't actually work that way, does it? Not if the "honest" man is telling you to grow your hair longer, lose a couple of pounds, or stop talking so much. And not if your "honesty" means calling out every errant move your boyfriend makes.

Because what's easy to forget in those moments of insecurity and annoyance, is that your boyfriend has chosen you above all others. And if he's dating you exclusively, he ultimately wants to please you. I swear. Men may be selfish and we may be clueless, but we don't like hurting you. If you get hurt at every thing that can be considered a perceived slight, there's going to be a lot of friction. You can avoid tons of conflict just by remembering that your boyfriend doesn't want to hurt you. Otherwise, he wouldn't be

# Why He Disappeared

your boyfriend.

This brings me to something personal I'd like to share with you. It's an article that I asked my girlfriend to write for my blog after we were dating for six months. I remember thinking at the time that she was different from anyone I'd ever dated, so instead of me writing about her uncanny mastery of men, I asked her to write down the Top 3 things she did to be an excellent girlfriend. What follows is a concise and highly effective way to deal with men in relationships. It requires confidence, patience, trust, and forgiveness – all cornerstones for successful couples. And if you're wondering if this stuff really works, let me assure you:

That girlfriend is now my wife.

**You can avoid tons of conflict just by remembering that your boyfriend doesn't want to hurt you.**

Here's how she got a player like me to stop disappearing and start proposing:

## ***Don't Cry Wolf***

*"Women are crazy."*

*How many times have you heard this from your mate, your brother, or a guy friend?*

*I've heard it more than I care to admit, and, sadly, I can't entirely refute it. The fact that we are more in touch with our feelings means that sometimes our emotions get the best*

# Why He Disappeared

*of us. It's natural. And, yet, do we have to let that happen all the time? Do the men in our lives have to walk on eggshells in fear that something they say will set us off? Do they have to always be extra cautious in case we start yelling, crying, or giving them the silent treatment?*

*If something bothers us in the relationship, it makes sense to let them know. But what if we were to “emote” every time a little thing rubs us the wrong way? Then when something important comes along and we are justified in being a little emotional, he will not take it seriously. Men literally become desensitized to our emotional outbursts. So rather than him saying, “Honey, what did I do that upset you?”, instead he thinks, “Here we go again, another dose of the crazy.”*

*Evan will tell you I'm even-tempered. I'm proud of that because, although it now comes naturally to me, it didn't always. I've been a slave to my emotions in the past and I know it is not pretty when I unleash the crazy on some poor unsuspecting guy. I have since figured out that not every little thing that bugs me is worth an emotional meltdown. But there was a point in our relationship a few months ago that caused me to have feelings I could not control.*

*Evan RSVP'd to an out-of-town wedding mere moments after meeting me. How could he know that we would turn into a relationship, right? I knew about the wedding, but we never really talked about it as it was months away. Well, months passed and we were still together and before we knew it, the wedding was upon us. I was disappointed that I couldn't go with him, but he seemed a bit glib about it. At least that's how I read it.*

# Why He Disappeared

**Because it wasn't my M.O. to have emotional outbursts, he didn't just blow it off – he took it seriously.**

*While Evan was gone, he called me several times each day, texted me during the reception and mentioned over and over that he wished he had brought me. And, yet, even with all this attention, I couldn't shake the feeling that he didn't care that I wasn't there with him. I needed to vent. When he returned, I did just that. Instead of thinking I was*

*crazy, Evan listened intently, validated my feelings, and reiterated many times that he wished I had been there. My feelings may have been justified, or they may have been completely irrational, but because it wasn't my M.O. to have emotional outbursts, he didn't just blow it off – he took it seriously.*

## **The Golden Rule**

*This is such a simple concept – treat others as you would like to be treated – that I feel a little silly mentioning it. But truthfully, I think we women are often unaware of the extreme hypocrisy of our behavior. We would never want our mate to boss us around, yet we want to force him to do what we want. Sometimes we use guilt, sometimes we use anger, sometimes we use sex. But we often try to manipulate men in a way that we'd never want to be manipulated ourselves.*

*If your coworkers invited you to join them for drinks after work, but this was going to delay dinner with your boyfriend, you'd expect him to understand. You wouldn't even think it was a problem – you'd only call your mate to be polite, not to request permission*

# Why He Disappeared

*to have drinks. Yet we often make our men feel like they have to ask for a special, one-time only waiver to slightly change our plans. And then we expect them to “make it up” to us somewhere down the road.*

*Men are so used to this that I think they’ve come to expect and dread it. Case in point: About a month ago, Evan and I had tickets to a classical music concert. A few days after we made the plans, Evan found out that his friend’s whitewater rafting bachelor party was the same weekend. Risking ridicule, he told his friends he couldn’t go to the party because it was on the same weekend as our concert. When I heard this, I immediately told him it was ridiculous to miss an entire weekend of fun with his guy friends for a few hours at a concert. Evan was surprised and admitted this was not what he expected me to say. Why not? I mean, wouldn’t I assume that if the situation were reversed he would give his blessing for me to spend time with my girlfriends? I think men have become so accustomed to giving up their freedom just to be in a relationship that they often lose what makes them men. Not that a relationship isn’t worth the sacrifice, but does it have to be such a sacrifice?*

## **Mulligans**

*For those not familiar with the golf term, a mulligan happens when a player gets a second chance to tee off if his first shot is errant. In general speech, the term has come to mean any minor blunder which is allowed to pass without consequence. Can you see where I’m going with this?*

*Guys are simple. I don’t mean this in a derogatory way, but, truly, women are more*

# Why He Disappeared

*complex. We notice not just what men say, but how they say it, what they were doing when they said it, and what they said afterwards, etc. Since it is in our nature to dissect what men say and do, you can imagine how many times we will be hurt by something they said or did. So give them mulligans. Lots and lots of mulligans.*

*My theory is this: If a man cares about me, I make the assumption that he wouldn't purposely try to hurt my feelings or make me angry. So, when a man says something and for a moment I think, "What the fu—" I stop myself, let the moment pass, and remind myself that this man who loves me was most likely unaware of what he did. He gets a mulligan.*

**By bringing it up later she will have had time to cool down so the "discussion" does not turn into a full-blown argument.**

*Now, you may be thinking, "Well, if he doesn't know he angered or hurt you, he'll continue to do it." I agree. Men can't read our minds. But you have to remember what's important in the grand scheme of things. Is it better to assume he is being malicious and tell him so? Or is it better to give him the benefit of the doubt and, in doing so, keep the peace? My method is this: If I am still thinking about that annoying thing he said the next morning, then perhaps it warrants a discussion. A man who loves a woman wants to know if he did something to offend her. And hopefully by bringing it up later she will have had time to cool down so the "discussion" does not turn into a full-blown argument.*

# Why He Disappeared

*Evan is truly the most conscientious and self-aware boyfriend I've had. But even he will say things that could bother/hurt/anger me if I let them. For instance, it has never upset me when he makes fun of my love of food (if you catch any woman on the wrong day - and, no I don't mean just that time of the month - she*

*could interpret this as, "you eat too much, you're getting fat"). I also take it in stride when he says that one of his female friends is the funniest or sweetest or most in-shape girl he knows (it wouldn't be too difficult to hear, "I wish you were funny/sweet/in-shape"). Since I know he would never purposely hurt my feelings, I don't try to read between the lines to extract some other, less-flattering meaning to his off-handed comments.*

**And since he couldn't take back what he said, that's all I could ask of him.**

*But I am human and my feelings do sometimes get hurt. One time I remember Evan saying that I did not fit the mold of what he thought he wanted. Of course, I already knew that. He always pictured himself with an Ivy-league educated, East Coast Jewish girl. And I pictured myself with...well, not a guy like Evan. But it wasn't the East Coast Jewish comment that bothered me. It was the "Ivy-League" part. Even if I didn't go to a nationally ranked school, I want my boyfriend to appreciate my intelligence. So, one night before we went to bed, I let Evan know how I felt. He apologized and reassured me that he does think I'm intelligent, he doesn't care about labels, and he'd make an effort to be more sensitive in the future. And since he couldn't take back what he said, that's all I could ask of him.*

# Why He Disappeared

*Now imagine if EVERYTHING he said was dissected like this one issue. How could he ever feel comfortable speaking freely? How could he ever be himself around me?*

*The answer is, he couldn't.*

*Like I mentioned in the "Don't Cry Wolf" section, Evan would end up feeling like he had to walk on eggshells around me for fear that I will interpret something he says in a way that could upset me, even if that is clearly not his intention. So he would end up having a different persona with me than he does with any of his other friends. We women do not want to have to act differently in our relationship than we do at work or with our girlfriends, so we shouldn't force our men into that awkward situation by jumping all over everything they say.*

*I hope this resonated with you. Again, I don't consider myself an expert in anything but my own life. Thanks for reading.*

Yeah. My wife's pretty cool. And while you may not agree with her philosophy of dealing with men, I can tell you one thing for sure: it's highly *effective*. Any time I was ever tempted to explore other dating options during our courtship, I always came back to the same realization: no other woman I'd ever met loved me for myself and didn't try to change me. No way was I walking away from that.

So what allows you to fully accept a man and know that he's going to honor you?

# Why He Disappeared

Trust.

Because of your experiences with men, you may not have much trust. That's why every bump in the relationship seems like a threat to ruin things. It doesn't have to – unless you make it that way.

Which is why I tell all of my clients the same thing when entering a new relationship:

## **The Next Guy Has Nothing To Do With The Last Guy.**

And in case you don't believe me, here are some facts:

If your last boyfriend cheated on you, it has nothing to do with the next guy.

If your last boyfriend was obsessed with porn, it has nothing to do with the next guy.

If your last boyfriend was an alcoholic, verbally abusive, or financially unstable, it has nothing to do with the next guy.

Each new man is an independent roll of the dice. You can't assume that the sins committed against you in your past will be committed by each new man in the future.

You may be *drawn* to emotionally unavailable men who treat you poorly. You may be *drawn* to charismatic CEO types who have no time for you. You may be *drawn* to impossibly good looking men and get blinded by their dismissive attitudes. But this has nothing to do with men, in general. That has to do with your decision making.

# Why He Disappeared

There is a perception that “men” are one way, and “women” are another. We focus on these stereotypes and find real-life evidence to support them. So, if we listen to conventional wisdom, what do we know about men? Well...

Men are liars.

Men are fools.

Men are dangerous.

Men are idiots.

Men are pigs.

I literally found these phrases on Google. The danger of such stereotypes is not that they're entirely false – but rather in you believing that they're *always* true. Because if such stereotypes are to be roundly believed, what do they tell us about men?

Men cannot be trusted.

Men are lazy and can't multi-task.

Men are prone to violence.

Men are likely to be unfaithful.

Men don't have feelings and don't express themselves.

Men want sex all the time.

Men treat women poorly.

If you're a woman, you have probably met a man like this: an uncommunicative, sex-obsessed liar. But I'm wondering if you've also met a man who:

# Why He Disappeared

- Treated you extremely well
- Consistently told you how he felt
- Wasn't all about sex
- Never cheated on you
- Kept his word when he made a promise
- Led a balanced life with work, friends, and cultural interests

In other words, a man who is the complete opposite of the toxic male stereotype. By assuming that all men are destined to break your heart and disappear, you lose sight of the big picture: somewhere out there is a great guy who has no idea that you exist.

Wouldn't it be a shame if he believed these stereotypes, also found on Google?

Women are angry.

Women are overly sensitive.

Women are goldiggers.

Women are too talkative.

I bristle at those caricatures, but I didn't make them up. They're commonly held sentiments among men, just as male stereotypes are commonly held among women. But unless you want to be grouped together with women who embody the worst of your gender, you should stop treating men as a monolithic series of tired clichés.

For every player out there, there's a man who's dying to get married. For every CEO

# Why He Disappeared

who works a 75-hour week, there's a successful small business owner who works 45. For every hot bad boy, there's a cute, dependable guy who can perform wonders in bed.

These are the reasons you must continue to pursue love.

Because there's hope. There's always hope.

## **Really? Or Are You Just Saying That to Make Me Feel Good?**

I mean it. Your whole life is predicated on hope. Without it, there's no reason for you to go on. You wouldn't sign up for a gym if there was no hope of losing weight. You'd never fill out a job application if there was no hope of getting hired. So why would you possibly date if there was no hope of finding a worthy man?

That's right. You wouldn't.

One of my first clients ever, Linda, is an embodiment of hope. Bright, successful, articulate, she was a divorcee in her 40's when I first wrote her dating profile. Three years later, she sent me this email, sharing her story of the husband she'd met online.

Life is much better when you live it with love. My life is the best it's ever been. I have the love of my life, my kids, meaningful work, and I'm healthy. When challenges come, Steve reminds me that we share them. I live on a whole new plane today. I am more relaxed, more self-assured and I appreciate each day. Surviving the process and not becoming

# Why He Disappeared

bitter and cynical is extremely important. Which is why it's good that you dispel untrue myths and preconceived notions in your writing.

I knew all of this was possible - getting here was the challenge.

Thanks,

-Linda

If Linda had assumed that Steve was like her first husband, he'd have disappeared after one date and their entire relationship would never have gotten off the ground. By reserving judgment and letting the relationship take its natural course, Linda allowed him to see her at her best, thereby allowing him to be at *his* best.

What you'll find remarkable about not judging each new man by the previous man's failures is how well men respond to being *trusted*. Trust was an eye-opening concept for me, as my previous girlfriends constantly harped on my checkered dating history, my unabashed flirtatiousness, and the fact that I have a life outside my relationship.

My wife is different. Instead of getting jealous at my outgoing ways, she promotes them.

She'll tell stories of my former flings as if they're her own.

She'll encourage me to play poker and basketball with my guy friends.

# Why He Disappeared

She'll tease me when I spend too much time talking to another attractive woman at a volunteer event by saying, "You had a little crush on her, didn't you?"

In other words, she doesn't spend any time telling me how I should be. She accepts me as I am, knowing full well that I would be foolish to abuse her generosity.

## **Why Men Are Still Boys, And Why You Should Be a Cooler Parent.**

In a way, I'm encouraging you to be like a permissive parent instead of a strict parent. When a boy has strict parents, he wants to rebel – to sow his oats, to get attention, to show you who's boss. But when he has permissive parents – as I did – he pretty much wants to please them. Just as you want to please your boss who trusts you to do your job instead of micromanaging you.

When a man has a girlfriend or wife who trusts him, he doesn't want to leave. It's so rare that men find women who are cool, who are confident, who actually believe that we will honor our commitments, that we'd be stupid to disappear. Honestly, how many women do you know who would accept a man as my wife does?

**There's either *full* trust,  
or *no* trust.**

I'd guess, given your experience, that it sounds crazy to be that trusting and permissive.

But here's the thing about trust: there's either *full* trust, or *no* trust. You can't trust him

# Why He Disappeared

and also demand to know why he still talks to his ex-girlfriend. You can't trust him and worry that he looks at other women on the street. You can't trust him and ask him every night where your relationship is headed.

## **I'm Only Breaking into Your Emails, Not Your Cell Phone Records!**

Full trust is accepting him fully as he is, and allowing him to *choose you*. If he doesn't honor his commitments, if he actively hurts you, and if he never intensifies his efforts to become your husband, you have every right to leave him. A man who doesn't value you fully is not one you want in your life.

**A truly confident woman like you knows that your trust will be reciprocated by his devotion.**

Just know that by assuming the worst in him, you actually bring out the worst in him. Insecure men stay with women who don't trust them because they're lonely, scared, or addicted to good sex. Happy, confident men just don't have the patience to not be trusted.

Assume the best and the right guy will live up to it. He doesn't need verbal pressure. He doesn't need jealousy. He doesn't need someone to grill him on his whereabouts and intentions. He needs a woman who is trusting, vulnerable and pretty damn confident.

True confidence doesn't stem from having good looks, a high IQ or a big bank account. A truly confident woman like you knows that your trust will be reciprocated by his devotion.

# Why He Disappeared

As we've discussed, you're most likely to inspire his devotion by enhancing his life – making it better, easier, and more pleasurable than if he was single.

Yet that's not always easy to do. When you have strong opinions, it's hard to be easygoing. Everything would just be simpler if he just did things your way instead of his way, wouldn't it?

Alas, that's not how it works.

## **You're Not As Cool As His Guy Friends.**

It's a strange fact: Men rarely fight with their friends.

You don't hear too many stories of "catty" guys who talk behind each other's backs. You don't observe much infighting within a weekly poker game. You don't get many instances of men discussing their friendships until 2am. In short, male relationships tend to be drama-free. For men, relationships are generally of the low-risk, medium-reward variety – and that's the way we like them.

When we get together with our buddies, it's simple. Watch a football game. Grab a beer. Shoot the breeze. Bitch about work. Ask business questions. Swap dating stories. Organize a tee time, a house party, a trip to Vegas. Wash, rinse, repeat. It's not nearly as deep and meaningful as a lifetime partnership with a woman, but then, it doesn't

# Why He Disappeared

have to be. Male bonding fulfills many of our basic needs – except for the ones we set forth earlier – the need for femininity, unconditional love, nurturing, support, and sex.

Getting our needs met by other men is relatively simple. I may have to put up with some teasing, or some flakiness, or some emotional inaccessibility from my buddies, but I always have a bunch of pals to show me a good time. So if I'm getting most of my social needs met by my guy friends, why spend a lot of time with an exclusive girlfriend? Well, it'll sure be a lot easier to be with a woman if I don't have to sacrifice all of the things that I like doing as a man.

And that's where you may not understand men. We know that we have to make compromises to be with you, but if the majority of our time with you is spent doing things that we don't like, we don't have all that much reason to stick around.

All of this "accept men as they are" stuff may be a little bit grating. *"Why don't they accept me as I am?" "Why do women have to be the ones to loosen up?" "Why can't men learn to be more sensitive to my needs?"* You're right, you're right, you're right! Jeez. I'd love to write this exact book for men – Why SHE Disappeared! In fact, let's try a first draft right here:

## **By Popular Demand: Why She Disappeared**

Because he doesn't listen. Because he's arrogant. Because he's cheap. Because he doesn't call consistently. Because he doesn't want to grow up. Because he flirts with

# Why He Disappeared

other women. Because he's insensitive. Because he's got no ambition. Because he's unfaithful. Because he won't propose. Because he doesn't want a family. Because he doesn't make you feel safe.

Yes, it would be *very* easy to write this book.

Except for one tiny thing: men won't read it.

Men read "self-help" books like "The Game" to learn how to get women in bed, not books like "Men Are From Mars, Women Are From Venus" to understand how the sexes can better communicate. This is a fundamental, if unfortunate, difference between our genders. Women tend to be process-oriented, while men are results-oriented.

Which is why I have to keep reminding you that neither you nor I can do anything about how men act. The only way a guy will choose to change is if he fears he's losing you. So you're not at all mistaken for wishing men were better at understanding your needs. I wish they were, too. You're mistaken for holding onto the idea that they *want* to change. Change is a personal choice. You can't make that choice for a whole gender.

To your credit, you chose to learn a new approach to male behavior.

Whether you use it will be entirely up to you.

# Why He Disappeared

## The Chemistry Trap

Part of making sound decisions in love – and finding yourself a guy who will not disappear – is in seeing the blind spot in your own dating habits. Maybe you're drawn to hot guys. Maybe you're drawn to brilliant guys. Maybe you're drawn to rich guys. But no matter which one you're drawn to, there's always a trap that you miss every time.

See, chemistry is wonderful, but it can also be blinding. Under the influence of chemistry, millions of women like you have stayed devoted to men who seem great on paper but are terrible matches in real life. But your chemistry is so strong that you don't even pay attention to the red flags; instead you focus on his most enticing attributes.

These attributes, as I mentioned earlier, all come with a significant downside. Think about the men you've dated, and see if any of the below descriptions are accurate:

*A very good-looking man* is more likely to be a narcissist. He may be a player and a flirt. He's less likely to want to settle down with you because he covets the attention of women. He has charm in abundance and it allows him to get away with bad behavior.

*A masculine man* is more likely to be emotionally inaccessible. He doesn't want to hear about your day and doesn't really want to share details of his. His strength may make you feel feminine, but it's hard to feel connected to him because he's so different from you.

# Why He Disappeared

*A rich, successful man* is more likely to be a workaholic. He's extremely driven by his career, which means he might travel a lot, spend long hours at the office, and put his job ahead of his relationships. He may think he can buy your happiness with his money, instead of being truly connected to you. His entrepreneurial spirit may mean he's a bit bossy and used to people catering to him.

*A highly intelligent, educated man* is more likely to be opinionated and arrogant. He may be stubborn and a know-it-all. He may not be very good at compromise. He also might like to hear himself talk a lot more than he likes to listen. He may be socially awkward because of the above reasons.

**Every good quality that attracts you to me is coupled with a bad quality as well.**

*A creative, sensitive man* is more likely to be intense or moody. He may experience more ups and downs and bring more drama to the relationship. He may be weak and vulnerable because he craves connection and understanding. He's quite possibly financially and emotionally unstable.

Did I describe any of the men you've dated in the past? Yes, there are exceptions, but as a rule, it's useful to understand that every good quality that attracts you to men is coupled with a bad quality as well.

# Why He Disappeared

As I wrote in my second book, *“Why You’re Still Single - Things Your Friends Would Tell You If You Promised Not to Get Mad”*, your shift is in learning to accept that, no matter what kind of man you choose, there will *always* be something lacking. The Marlboro Man isn’t going to want to discuss relationship issues and the Sensitive Artist isn’t always going to make you feel safe. Instead of trying to change your man to suit your every emotional need, figure out which kind of man has issues you can handle. Some women need the strong, silent type. Others feel disconnected from him. There’s not a universal right answer. Just know that if you always go for the brainy guy, or the gorgeous guy, or the rich guy, there are some inherent drawbacks. If you can’t take the drawbacks, you may want to choose a different kind of guy in the future.

**Instead of trying to change your man to suit your every emotional need, figure out which kind of man has issues you can handle.**

Yet you’ve likely gone your whole life trying to find the man who meets all of your desires. I also talk about this in *Finding the One Online* – how we click on a series of arbitrary buttons to find love (He’s tall! He’s a writer! He’s got an MBA! He’s got thick, wavy hair! He can salsa dance! He likes Coldplay! He loves big dogs!), instead of realizing that no man can be everything to you. Men figured this out a long time ago, which is why he doesn’t need you to watch the Giants game with him on Sunday, or come down to Home Depot when he needs a new drill bit. Men want you to be a source of warmth, supportiveness, and affection, not necessarily their buddy.

# Why He Disappeared

However, if you *can* be their buddy – and be as fun, easygoing, and non-judgmental as their guy friends – they’re going to want to spend a lot more time with you.

*That’s* what I mean by being as cool as his guy friends.

## **What You Get Out of Being Cool**

A woman who is as cool as his guy friends is a woman that he’s going to want to have around more often. I’ve seen this play out in my own life, as well as the lives of all of my closest male friends who have gotten married in their mid-30’s. Each and every one ended up with a woman who fit in seamlessly with his male friends. Our wives encourage us to take guy weekends together, but are so much fun that we’d rather get together as couples. What’s their big secret? Mostly acceptance of our typical male behavior.

How we still tease each other for embarrassing drunken hookups in college.

How we still beat each other up when we’re playing volleyball in the pool.

How we still giggle like schoolboys when playing Taboo, yet feel like lucky men to have landed such amazing and understanding wives.

In other words, the more they encourage us to be ourselves, the closer we feel to them.

Once upon a time, I had dinner with another couple at a restaurant in Hollywood.

They’d had a long-distance online relationship before she moved from New York to Los

# Why He Disappeared

Angeles to become his wife. Wonderful story. Except they didn't seem like a wonderful couple. The entire time that we were out to dinner, the wife was trying to encourage her husband to give up his dream of being a television writer. She'd turn to me – a former TV writer myself – and ask for validation of how tough it is. She'd talk about the lack of stability that a writing life creates. She cited the heartlessness and cruelty of the entertainment business. She was right on every single point. But it didn't matter.

This was her *husband*. This was the man she vowed to support, for richer and poorer. And over the course of a two hour meal, she spent nearly every second browbeating him publicly. I watched this miserable couple and wondered what it would be like to be in a relationship where I had my biggest fan shaming me, reminding me that I had to change.

What's interesting is that guy friends always accept other guys in full. You probably accept your flawed girlfriends in full as well. So what is it about dating that makes it so hard to accept a guy as he is? Why the compulsion to change your man to fit your ideal mold instead of realizing that he's fully formed without you?

## **You're Not Perfect, But *He'd* Better Be.**

I think it's because we have so much more invested in a partner that we try to make things perfect. But really, what, in life, is perfect? Your body isn't perfect. Your job isn't perfect. Your family isn't perfect. Yet your boyfriend has to be?

# Why He Disappeared

You've heard me tell you over and over to accept men as they are – which may have rubbed you the wrong way. But you accept a lot of things in life that are imperfect – and still manage to enjoy them. Why should relationships be different?

**You accept a lot of things in life that are imperfect – and still manage to enjoy them.**

Maybe you have a Hollywood fantasy idea about how it's supposed to feel.

Maybe you think other couples have perfect partnerships.

Maybe you dream that with the right person, it's always easy.

Alas, none of that is true. In fact, the only thing that all successfully married people know is that relationships are never perfect – and that's okay. If you feel that your boyfriend has to be a perfect fit – and you try to mold him to be one – he's likely going to disappear for the woman who loves him unconditionally despite his flaws.

Accepting imperfections is one thing; being a pushover is another. And, as we head towards the conclusion of this book, I'd like to give you a whole new paradigm for dealing with men.

Because for all of my talk about accepting men, I would never encourage you to accept someone who is unacceptable. There's a huge difference between a man who verbally abuses you and a guy who is a good boyfriend even though he doesn't make a big deal about your birthday. You dump the former. You keep the latter.

# Why He Disappeared

## Accepting the Unacceptable

Being the “cool” woman doesn’t mean accepting less than you’re worth. It doesn’t mean accepting that he’s rude to your friends, that he’s unemployed and leeching off of you, or that he’s writing to other women on the Internet. Those are character flaws, not bad habits, and you shouldn’t invest any time in a man like that.

The real issue you probably face is this: You accept the very worst qualities in men, but give up on the guys with merely annoying qualities. Thus, you get rid of the guy who tells corny jokes (a bad habit), but you try to hold onto the guy who only calls you once a week (a character flaw).

Neither of those guys is going to change, but at least the first guy treats you well. The second guy is worthless, and you have to stop making excuses for him.

**You accept the very worst qualities in men, but give up on the guys with merely annoying qualities.**

Thus, there are two steps in figuring out whether you’re being “cool.”

1) Consider his habits that annoy you, then accept them, tolerate them, and learn to laugh at them. Harmlessly flirting, watching football on Sundays, leaving his laundry on the floor. If you feel you should throw away a husband for these reasons, you may be throwing away a really good guy. Not *everything* should be a deal breaker.

# Why He Disappeared

2) Consider how he treats you: Is he nice, loving, supportive, and affectionate? Does he call you every day? Does he sleep with you regularly? Do you know your weekends are full? Do you know that he's not seeing anybody else? Does he call himself your boyfriend? Does he say he loves you? Does he hint at a future?

If he doesn't do *all* of that, you have every right to reassess your relationship. That doesn't mean telling him to treat you better, sleep with you, call you, or commit to you. It means evaluating how much effort he gives to the relationship and *leaving* when you determine that he doesn't provide the trust and security you deserve.

## **Wise Women Walk Away. Most Women Aren't Wise.**

Men – especially the men that you covet – aren't stupid. They'll give as little as they can to maintain a relationship. And if all you need is one text a week for him to keep sleeping with you, then that's exactly what you're going to get. Accept a man's lack of effort and you will get his continued lack of effort. This doesn't mean leaving if you don't have a ring in six months; it may mean leaving if you're not a girlfriend in three.

**Accept a man's lack of effort and you will get his continued lack of effort.**

Conversely, most every man will stay in a relationship where you make him feel good about himself. It's pretty much the theme of this book. Which is why there's no sense in constantly criticizing the things you don't like about him.

# Why He Disappeared

**If you're tolerant of his flaws and intolerant of his lack of effort, no guy will ever disappear on you again.**

The best girlfriends are as cool as guys. The smartest girlfriends know their worth.

And if you're tolerant of his flaws and intolerant of his lack of effort, no guy will ever disappear on you again. Either he'll stick around to be your devoted boyfriend, or you'll leave because you're not getting your needs met.

No matter what, it's a positive outcome.

## **Something Important, Earthshattering, and Revolutionary**

I told you at the beginning that I was going to give you something so important, so earthshattering, so revolutionary, that it was going to change your entire perspective on dating. Well, here it is:

You bought this book because of a man.

A man you loved.

A man you believed.

A man who got so deep beneath your skin that you felt lost without him.

A man who ultimately disappeared from your life.

For all I know, you bought *Why He Disappeared* not to actually learn why he

# Why He Disappeared

disappeared, but rather to figure out how to get him back.

Well, guess what? (Here's the revolutionary advice...)

*You don't actually want him back!*

You may think you do. But you don't.

I know this because every single day, women call me about a guy.

But not just a guy. A guy they've got great chemistry with. A guy that makes them weak in the knees. A guy who could be the one... if only he weren't being so elusive. These days, all he does is email once in awhile and hint at making plans.

It's almost as if he's forgotten how amazing that first intense month was.

It's almost as if he's acting like he's not interested in a serious relationship.

It's almost as if he doesn't care.

And yet every woman wants to know the same thing: How do I get him back?

To which I invariably ask: *Why do you want a boyfriend who doesn't call you, doesn't communicate with you, doesn't make you feel special, doesn't make an effort to show you he cares, doesn't follow up quickly to see you, and doesn't indicate in any way that*

# Why He Disappeared

*he's currently interested in an exclusive relationship with you?*

“Because of how he makes me feel.”

*You mean anxious, insecure, needy and depressed?*

“Well, not that, exactly. I mean, it's not like that when we're together.”

*How often are you “together”?*

It's been a few weeks. It's definitely not like it was in the beginning. I just want that feeling back. Evan, how can I make him want me like he did before?

Here's what I say, ever so gently, to those women:

*If you want true power and control over your love life, it's about breaking that pattern of trying to fix relationships with broken men who treat you like crap, and making healthier decisions about men. If your goal is to “get this guy back,” you're missing the point. Dating coaching isn't about making men do anything. The emotionally unavailable guy is still going to be unavailable when we're done coaching. But when we're done coaching, you're going to realize that you don't actually want a guy who doesn't make you feel special. You're going to be free to have a relationship with a man who actually gives you the love you deserve. How does that sound to you?*

# Why He Disappeared

In other words, if you still want to figure out how to get the disappearing guy back, you've missed the entire reason I created this book. If he disappeared, his mind's already made up. He's looking for someone else. Move along.

Once a guy disappears on you, it's easy to spend way too much time dissecting what you did wrong, what he's thinking, and what you can do to make it better. This ignores the most important point....

It's never about the guy who flaked on you.

It's about *you*.

There's always another man, another passionate start, another disappearing act, another broken heart. Your power comes in being able to understand your role in all of this. If you follow all the suggestions in *Why He Disappeared*, you're not going to be remotely worried about how to get that one guy back. In fact, you're going to be focused on finding the guy who *doesn't* disappear. The guy who doesn't disappear is the real keeper.

The guy who does disappear is – by definition – *not* your future husband!

I get how amazing the disappearing guy is – how strongly you felt about him – how much chemistry you had - how he made you light up inside. But that ends up masking his fundamental flaw: he didn't feel all that strongly about you.

# Why He Disappeared

When you're looking for certain qualities in a future husband, don't you think that the first thing you should be looking for is a man who loves you unconditionally, and wants to stick around forever and ever?

If not, it should be.

So stop giving the Disappearing Guy a free pass to your heart. The Disappearing Guy sucks. And despite how you may feel, he's not really good for you anyway. What you do want is a way to connect with a new guy so that your love can finally blossom.

Give up on the idea of "getting him back" and focus on "letting him go."

Because the secret of *Why He Disappeared* is that it doesn't matter why the wrong guy disappeared. All that matters is that you create an open space for the *right* guy – the one who listens, the one who gives, the one who *never* disappears.

With love and affection...

Your friend,

A handwritten signature in cursive script that reads "Evan".

P.S. If you're not already getting my free weekly dating advice, stories, and solutions to the most common obstacles smart, strong, successful women face in dating, then be

# Why He Disappeared

sure to register at <http://www.evanmarckatz.com/newsletter/>

If you enjoyed Why He Disappeared and want to attract the right man into your world,  
I'd be honored to work with you. Learn more about my coaching at:

<http://www.evanmarckatz.com/coaching/>

Much love,

A handwritten signature in cursive script that reads "Evan".