

Why He Disappeared *Online*



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

by Evan Marc Katz

Your Personal Trainer for Love

www.evanmarckatz.com

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TABLE OF CONTENTS

Introduction	5
Most Men Are Awful At Online Dating. But You Have a Choice.	7
Reason 1: You Criticize The Way He Hits On You	9
Dear Bill, Your Email Sucks, Your Profile Sucks, You Suck...Hey, Where Are You Going?	9
The Golden Rule is a Pretty Good Start...	11
Reason 2: Your Idea of Flirting Is Not His Idea of Flirting	16
Men Have Feelings, Too	17
Because I Don't Know How to Flirt?	21
Assume The Answer Is Yes and He Will, Too.	23
Everybody Wants to Climb the Tree. Including You.	24
Reason 3: He Has Hundreds of Other Options	27
You Don't Know What You Don't Know	28
Walk a Mile in a Man's Shoes...	29
Dispelling "The Player" Myth	30

Why He Disappeared *Online*

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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 *Online*

Introduction

While you may not be dating online right now, literally half of all single people in the United States have tried it. Generally the reason that women quit is because they don't get the results that they're looking for – some combination of not enough men, not enough high-quality men, and not enough consistency from the “best” men. All are reasonable and common frustrations which lead to the strong temptation to quit.

Don't.

If your friends are married, you're over the bar scene, you're not being fixed up, and you work in a small office, you must learn how make online dating work for you, no matter how disappointed online dating makes you feel.

In this eBook, I'd like explain why you shouldn't be disappointed – especially when you haven't done anything wrong. And if you have done something wrong, you'll now be able to identify it and see how it contributed to *Why He Disappeared Online*.

There are many reasons that men disappear from you online, but I'm only going to focus on the top 3. Two of them are things that you can control. One is something that you can't control. Worry about what you *can* control, let go of what you *can't* control and you're well on your way to online dating success.

Why He Disappeared *Online*

And believe it or not, there are *millions* of success stories in the online world. My sister is married to a Nerve.com guy, my best friend from New York got married to an eHarmony guy, my sister's best friend is married to an eHarmony guy, my wife's best friend is married to a Match.com guy. I have personally guided hundreds of clients into happy relationships online. After seven years of coaching in this arena, I've learned that the only two ways to guarantee that online dating *doesn't* work for you is to a) quit or b) not try doing it a different way.

I can't stop you from quitting, but I can offer you a different way of dating online.

Please let me know at support@evanmarckatz.com how it works for you.

Your friend,

A handwritten signature in black ink that reads "Evan". The script is cursive and fluid, with the first letter 'E' being particularly large and stylized.

Why He Disappeared *Online*

Most Men Are Awful At Online Dating. But You Have a Choice.

Most men who date online are not very good at it. Wait, I'm being too kind. Most men who date online are *horrible* at it. They routinely write to the youngest, most physically attractive women first, get widely rejected by 90% of the population, and continue casting out their wide nets without having any plan whatsoever.

If you've ever seen a guy who offered his phone number in the first email, asked you out in the first email, or who wrote a cut-and-paste form letter describing himself – this is a guy who has no clue about online dating.

This doesn't mean he's a bad guy. It does mean that he's tone-deaf to your needs. You want a guy who is confident, funny, and flirtatious. You want a guy who can build up a sense of rapport and trust via email, so that you can feel comfortable meeting him in person. You want a guy who charms you, makes you feel special, and lays the groundwork for a great first date. Hey, I don't blame you. The thing is that most men have *no clue* that this is the case. All they know is that the hottest women disappear on them after a few emails and the least attractive ones lie about their weight and age for weeks at a time. Put yourself in a man's shoes, and you, too, might try to save time by rushing to meet in person quickly.

This dynamic – spurred by male desperation and failure - explains all the lame winks, flirts, awkward come-ons, and “I-hate-emailing-let's-see-if-there's-chemistry” emails you receive. Since 90% of men's first email inquiries get ignored, their logical conclusion is

Why He Disappeared *Online*

to write more emails and put less thought into them. I'm not making excuses for them. I'm just noting what you've already observed yourself. More importantly, I'm letting you know that it doesn't have to be this way. Really. It doesn't. You have more control.

Since 90% of men's first email inquiries get ignored, their logical conclusion is to write more emails and put less thought into them.

Just because a guy's cute and gave you his number doesn't give him the right to meet you instantly. A man should have to make an effort, however small, to win you over. I spend a lot of time in my audio series, *Finding the One Online*, explaining this concept, in which you can actually show men *how* to please you. It's not always easy, but by understanding men, you can actually make them want to be patient, chivalrous, consistent and generous. It may not always come naturally to him, but if those are the traits that make you happy, those are the traits a man must display to earn your trust.

And if you're not a hot 22-year-old who has every single man clamoring for her attention, you probably have something to learn. Namely, that to have men clamoring for your attention, it's best to treat them in such a way that makes them feel *important*.

As silly as it might sound, I'd like you consider what *he* experiences when he corresponds with you. It may not be what you intend.

Why He Disappeared *Online*

Reason 1: You Criticize The Way He Hits On You

**Dear Bill, Your Email Sucks, Your Profile Sucks,
You Suck...Hey, Where Are You Going?**

Elisa, a 37-year-old real estate broker, can't help herself when she gets subpar emails from men. She knows exactly how she wants men to approach her; if they fail to meet her standards, she does her best to turn them around.

Dear Bill 102,

Sorry it's taken me so long to get back to you. I've been really swamped at work and, to tell you the truth, I'm not that crazy about online dating. Too many creepy guys who only have one thing on their mind. And so, while you look nice, I don't respond well to men who send me their phone numbers right away. Especially since I don't really know you, and your profile doesn't say very much. So please tell me a little more about yourself. What do you do for a living? Do you enjoy it? When was the last time you had a relationship? What are you hoping to get out of your time on Match.com? Just so you know, I like to move really slowly – to become friends first by email – and then, down the road, we can talk. I hope that's okay. Hope to hear back from you soon.

Sincerely,

Elisa

P.S. By the way, do you have any more photos? The one of you doesn't really show your entire body. Thanks.

Why He Disappeared *Online*

This is a perfectly reasonable email by Elisa. In fact, I couldn't criticize her for having a single one of those thoughts. But to actually write them in an email? Uh uh. Within a few short lines, Elisa's already told Bill that his profile's no good, his email is no good, she doesn't trust him, he's got no chance of meeting her soon and if he answers her questions incorrectly, he'll probably never meet her. While Elisa might have a lot to offer, her email only makes her sound uptight, bitter, negative, bossy, selfish, demanding, fearful and clueless about men. What incentive exactly does Bill have to write back?

Not much. Not much at all.

Elisa's intentions (be honest, protect herself from bad men) only served to drive Bill away. She was tone deaf to how he felt - the same way that the guy who writes "Your hot. Call me!" is tone deaf to how *you* like to be courted.

And if you ever find that men disappear, without explanation, in the middle of emailing, I'd like you to consider whether you've ever communicated like Elisa:

- Have you waited five days after reading his email to finally write back to him?
- Have you been busy with work and travel, and used it as an excuse for your unavailability?
- Have you said you were going to talk on the phone but been unavailable to talk?
- Have you ever told a man by email that you don't know anything about him from his profile and that he should tell you more about himself?
- Have you ever asked him serious questions about his job, his past, his height or

Why He Disappeared *Online*

weight, his intentions?

- Have you ever been in the middle of an email dialogue but found another cute guy who seemed more interesting?
- Have you been burnt out by going out on too many bad dates, so you try to slow things down to ensure he's serious about a relationship?

If you do any of these things – and believe me, they're all very common – you are the woman who doesn't make men feel important. And if a man is attractive and has a decent number of options, he's got no incentive to sit around and wait for you. He's going to write to someone who *does* write back quickly, who *does* make time to

If a man is attractive and has a decent number of options, he's got no incentive to sit around and wait for you.

call, who *doesn't* question his profile and motives, who *does* follow-up consistently, who *does* sound like she wants to meet, who *doesn't* slow things down to a crawl.

So what should you do to combat the great disappearing guy who doesn't feel valued?

The Golden Rule is a Pretty Good Start...

Respond to his email on the spot.

Momentum is a key to your online dating success. Slow things down unnecessarily and you can't be too surprised when men look for women who give them more effort.

Thus, there's not much for you think about. Just do what he does. He writes you back

Why He Disappeared *Online*

instantly, write him back instantly. The concept, as described in *Why He Disappeared*, is called mirroring.

You're not playing games. You're not being clingy. You're simply being real. After all, wouldn't you like him to reply to *your* emails in a timely fashion? Or would you rather him read your email and let it sit in his inbox for a week while he contemplates his next move? If you're concerned that you seem needy or are trying too hard, remember this: He likes you. That's why he wrote to you in the first place. And as long as you're interesting, confident, and upbeat in your emails, you can't really mess things up by writing back.

Hide your profile temporarily.

If you find that you're juggling too many men at once, this is a smart course of action (yes, even if it means you lose your free 6 month guarantee on Match!). Otherwise, you may be forced to carry on conversations and go on first dates with 5 guys in a week, which isn't good for you *or* any of the men. I understand that you're communicating with a ridiculous number of guys. But you have to learn the fine art of time management. Truth be told, you don't need 20 suitors at once. You need about 7 men on the dating site, 3 of whom get your phone number and 2 of whom get potential dates in a given week. That's it. When one falls out, you promote a new one from the minor leagues.

I've often heard from attractive women who refuse to take down their profiles. Why? Because if they hid themselves, no one will write to them! But why do you need any more people to write to you? You already have twelve candidates in your inbox who

Why He Disappeared *Online*

If there are only three men out of fifteen that excite you, hide your profile and focus your energies on them.

are clamoring for your phone number. Four of them actually seem pretty promising. You really need ten more? Keeping your profile up when you already have a full dance card is like ordering another steak when you're already full. It may still taste good, but there are diminishing returns. At a certain point, adding more men into the mix is no longer practical and more about soothing your ego. After all, you can't go out with fifteen guys at a time, much less have fifteen engaging conversations. So really, what's the point?

You're going to like some men more than others. That's okay. Now, it's time to prioritize. If there are only three men out of fifteen that excite you, hide your profile and focus your energies on them. It gives those relationships a greater chance of success than if you try to juggle fifteen guys. And if, for some reason, none of your three prospects pan out, you can always activate yourself again, and pick up where you left off.

Renee, 37, is a tall, attractive government employee from Washington D.C., who found great success in online dating after a few coaching sessions with me. The dilemma that this created was that she had more men than she had time, and she needed help on focusing her energies on the top candidates. After cutting down her "list" to a manageable four men, Renee hid her profile, and proceeded to go on dates with all four. After the first round of dates, she cut her list to three. After the second round of dates with three men, she cut the list to two. Three weeks later, Renee had chosen herself a boyfriend – which is exactly what she was seeking all along.

Why He Disappeared *Online*

Don't talk about how busy you are.

Unless, of course, you like getting lame excuses from men who are too busy for you. If you're busy, let him know beforehand, i.e. "I'm out of commission for the next four days, but if you give me your regular email address, I'll be able to ping you while I'm out of town. Talk to you soon! Emily." No man likes to know that he's absolutely, positively, 100% *not* a priority in your life.

The trick to dating – for women and men – is to make your date feel special...even before they're actually special. Really. You don't want a guy who tells you that he's seeing three other women, a guy who can't find time during a business trip to call you, or a guy who makes it clear that nothing will tear him away from his college football game. You want a guy who makes time for you, or, at the very least, expresses his intention to make time for you. Don't be like the busy guy.

Don't criticize or question his profile or emails.

You wouldn't tell a cute guy at a party that you thought he could color-coordinate better. You wouldn't inform him that he's telling a boring story that's not holding your interest. And I sure hope you wouldn't say to him that he needs to be a little smoother in asking for your number.

Yet it's very easy, upon reading something that is vague, boring, or unlikeable to *tell* him what you didn't respond to in his profile. It's not that you're wrong for not liking something he wrote. It's that it doesn't serve any purpose to tell him. You're not the judge and jury and most guys don't write to women hoping for constructive criticism.

Why He Disappeared *Online*

Great online dating flirtation is like great cocktail party conversation, where you're keeping it light and talking about everything *except* serious stuff. You could ask for his recommendations for good burger joints, express your mixed emotions about American Idol, or tease him about the Red Sox' latest defeat.

Establish rapport, make him look forward to your emails, and he will not want to disappear.

Do your best to work on his timeline.

Heather, 29, an assistant producer from Los Angeles, was sick of guys who offered their number in their first email. She was equally annoyed with the men who spent a month emailing and never asked for her number. That's when she contacted me for dating help. Since she couldn't afford private coaching, I referred her to the 4th volume of *Finding The One Online*, in which she learned my 2/2/2 Rule, a technique to effortlessly shuffle men from the dating site to the first date.

The 2/2/2 Rule states that men are working on a different timeline than you are. If he's struggling with online dating and has faced a lot of rejection, he's going to be more inclined to move fast. With a lot of dating options and no time to take you out, he may keep you on the back burner until his other women disappear. Since you can't change this guy, all you can do is understand his psychology and subtly manipulate this to your advantage.

With the men who move quickly, you want to slow them down, but not make them feel

Why He Disappeared *Online*

stopped. That's why it's smart to keep things moving, instead of turning him into your Match.com pen pal. A simple timeline might be 2 emails on the dating site, 2 emails off the dating site, 2 phone calls and then a first date. This can all take place in 5-7 days, provided that you're emailing and talking on the phone semi-regularly. With the 2/2/2 Rule, a man feels like you're speeding up, but you're actually slowing down. You get to screen men more thoroughly, build up a level of trust and anticipation, and make sure that each guy achieves *his* goal – a date with you that doesn't involve a month of courting.

Heather tried this 2/2/2 Rule to great success. Not only did she get more qualified first dates than before, she got men who were more invested in her, because she made them work a little harder before meeting. By keeping things fun, and by making things move quickly, you create a win/win situation for both you and your new guy.

Alas, there are plenty of other reasons that men disappear in online dating. A real big one that I see with some of the smartest, strongest, most successful women is this:

Reason 2: **Your Idea of Flirting Is Not His Idea of Flirting**

How do you feel when a guy writes, "You're hot. Here's my number." Probably pretty bad. You don't take it as a compliment, but as a lazy come-on from a guy who couldn't take the time to read your profile and come up with something witty to say.

Why He Disappeared *Online*

How do you feel when you get an email back from a man who just writes short, one-line answers to your questions and doesn't ask you any questions? Probably pretty frustrated. How can you get to know him better if he doesn't tell you more about himself?

How do you feel when a guy gets overly sexual when he barely knows you? Probably pretty uncomfortable. There's a time and a place for dirty talk – it's usually not after two emails on Match.com.

So, if those are things that *he does* that *you* don't like... What are the things that *you* do that *he* doesn't like?

Men Have Feelings, Too

First of all, we don't like being treated like criminals or idiots. And yet, when guys write emails such as, "You seem pretty great, I think we have a lot in common, let's grab a drink. Here's my number." you end up replying with, "I don't even know you. I don't call men first. Why don't you tell me more about yourself and then I'll decide if I want to meet you." We discussed this earlier with the fictional email to Bill. It's not that your sentiment is wrong – it's completely fair for you to feel what you feel. It's that your subtle message is a big turn-off. You're essentially telling him that he's a moron with nothing to say and that he doesn't even know how to hit on you properly. Can you see why he might not want to write back a second time?

If you were to respond to his same boring email in a fun, flirtatious way, you might write:

Why He Disappeared *Online*

Dear Bill,

What a sweet email. You're absolutely adorable. But I've gotta tell you, if I called back every guy who gave me his number in the first email, you wouldn't get a call until May, 2017. LOL.

So, tell you what – because I don't want to wait 8 years to meet – I'll give you my regular email address if you can answer these 3 very difficult questions.

Careful...spelling counts. Ready? Go!

1. Paris or Thailand?
2. Boxers or briefs?
3. Angelina or Jennifer?

Talk to you soon...if you answer correctly. ☺

Your move,

Nancy

I'm not saying that you should use that exact email as a template. I'm sharing with you the tone that you should be striking. It's fun. It's flirtatious. It's light. It makes it clear that he has to work to get your phone number, but you're giving him enough positive reinforcement that he'll *want* to work for it.

If you're uncomfortable saying something brash like that, you could try a different variation that will still get him to play by your rules:

Why He Disappeared *Online*

Dear Bill,

What a sweet email. You're absolutely adorable. But you know that girls don't call boys first. ☺
So, tell you what, I'll give you my private email address if – and only if – you can indulge me by answering these three incredibly challenging questions:

Chocolate or vanilla?

1950's or 1960's?

Early mornings or late nights?

Hope you don't have to do too much Google research! Talk soon,

Nancy

Clearly, the questions don't have to be "A or B?" That's just an easy formula. The real idea is to slow things down and keep things fun for him. Because if you're fun and give him positive feedback, he'll do whatever you want – emails, phone calls, you name it.

If this still doesn't sit well with you and you're wondering why I'd even suggest techniques like this, it's because your alternatives are even less appealing. Consider what happens if you do exactly what men want you to do:

a) He gives you his number; you pick up the phone and call him.

Here's how that sounds:

Why He Disappeared *Online*

You: "Hi, this is Shelley."

Him: "Who?"

You: "Shelley, from Chemistry.com. You gave me your number and told me to call."

Him: "What was your username again?"

You: "Um, BlueEyedGirl1964?"

Him: "One more time? I'm not sure I remember."

You: "Forget it..."

Him: "Wait, I remember. You're the one who likes to laugh! Very nice to meet you."

Yeah, that's an awesome way to meet a guy.

Of course, if you don't want to call him first, you could just follow his other suggestion:

b) He never even calls you but recommends you meet him for coffee.

Here's how that goes:

You: "What a nice coffee shop. I didn't know you could do this much with plastic chairs."

Him: "Oh yeah, I take all my first dates here."

You: "Ha, ha. Very funny."

Him: "No, I'm serious. I'm all about finding out if there's chemistry right up front. What's the point of spending time emailing, talking on the phone, or spending money on a woman who you can't picture sleeping with?"

You: "Excuse me?"

Him: "Face it. This is an interview. You're forming opinions about me. I'm forming

Why He Disappeared *Online*

opinions about you. I don't care what you do for a living or how often you travel internationally. I just want to see if I'm attracted to you."

You: "And?"

Him, looking at his watch: "Can we hurry this up? My 2:30 is arriving soon."

I joke, of course. But since blind phone calls and blind dates are the most awkward ways to possibly meet someone, I'd really suggest you learn the art of online flirtation. I acknowledge that it's not easy. There's something about email that makes amazing women lose that sexy confidence you have in real life. Still, it's your job to bring that same light, confident energy to each and every email exchange.

If it doesn't sound like something you'd say in real life, why would you say it online?

Because I Don't Know How to Flirt?

Don't worry. It's not that hard.

Good flirtation is all about being indirect. It's not about complimenting him or asking for his phone number right away – it's about the excitement of each person guessing where the conversation is headed. In real life, you see a cute guy in a Starbucks, you don't pinch him on the butt and say, "Buy me a latte!" But you may tap him on the shoulder, point into the pastry window and say, "Hey, I've wanted to try the blueberry scones for awhile, and there's one in the back that's been here for about six weeks. Would you take a bite of it and tell me if it's okay?"

Why He Disappeared *Online*

That's flirting.

Sarcastic. Playful. Confident. Fearless. And perfectly suited to online dating.

See, the great thing about online dating is that you know a lot more from a guy's profile than you do about that same guy at Starbucks. Thus, you should be able to be wittier online. I know guys often don't give you much to work with – but you have to keep conversation light and entertaining. Because if your email dialogue consists of “What do you do?”,

Good email flirts know that online flirtation strikes the *exact* same conversational tone that you'd get in person.

“How long have you lived here?” and “What are you looking for in a relationship,” you can understand why a man might feel like he's being interviewed. Think about the few guys who are good at flirting via email – I can assure you that they're not just asking standard questions. Good email flirts know that online flirtation strikes the *exact* same conversational tone that you'd get in person.

And in real-life dating, we take a much more oblique approach to flirting. For example, could you imagine a man coming up to you at a party and saying, “You look attractive. I also like skiing. Would you like to give me your phone number?” That would be one really weird cocktail party conversation. Yet we say things like that all the time on the Internet.

The problem with being too direct and earnest online is that there's no tease, no dance,

Why He Disappeared *Online*

and no tension when you just give yourself away too quickly. That's why striking the same flirty tone via email that you'd use in "real life" is essential. By the way, the same exact principle holds true when men write to you. You *don't* love it when he tells you how amazing you are, how much you have in common, and how he wants to meet you immediately. You love it when he makes you *laugh*.

Assume The Answer Is Yes and He Will, Too.

Flirting online is about being confident and striking the tone that *yes*, he likes you, *yes*, he wants to know you better, *yes*, you're in control, and *no*, you don't have to do anything to convince him that you're worthy of a date with him.

And if you're worried about actually sounding confident, remember: half the battle is in knowing what *not* to say. Don't say how cute he is, what you liked about him, what you have in common, why you'd like to meet him, give him your phone number, or offer a plea for him to look at you and if he likes you, then respond.

Yep. I'm telling you to stop writing EVERYTHING you normally write to men.

What does that leave you with? Mainly, your personality. Say something funny. Say something interesting. Offer an opinion about something in his profile. An opinion isn't: "You like Japanese food? I like Japanese food!" An opinion is musing about how much sushi one must have to eat to become a sumo wrestler. Or how you can't go to Japan and go to an "American food" restaurant. Or how it's easy to stay thin when you can't

Why He Disappeared *Online*

even pick up rice effectively with chopsticks.

Simply put, online flirtation is about light, witty, banter and not the most obvious topics: where you live, what you do, how long you've been dating online....SNOOZE. And since most men aren't particularly adept at online flirtation either, it becomes *your* job to bring out a more interesting side of them via email. The good news is that, since most email conversations are colossally boring, it's not hard to stand out from the pack.

One other common reason he disappears online is the opposite of shutting him down. That's when you're *too* eager to meet him. And when you're too eager to meet him, it has the same effect as it has on you when a guy is too eager to meet you.

You lose interest. Immediately.

Everybody Wants to Climb the Tree. Including You.

He writes: *"Hey gorgeous. You're easily the sexiest woman on this entire site. Your profile was fascinating and I think we'd make the perfect couple. I'm really excited to meet you. So here's my phone number – 555-1212. I want to take you to the best restaurant in town on Friday, so call me to let me know where to pick you up. Can't wait!"*

And you think: "Slow down there, tiger. Let's get to know each other before you declare me your ideal woman."

Why He Disappeared *Online*

The same ‘slow down’ impulse happens when you show too much excitement about a guy too early.

Hey, I understand what it’s like to see a promising prospect – especially after sifting through hundreds of losers’ profiles. But that doesn’t mean you should lose your cool. That doesn’t mean you should lose your mystique. That doesn’t mean that you should forget the most important thing: you’re in control. He hasn’t earned a date with you yet!

Your cool confidence disappears as soon as you find a cute, smart, funny guy.

Yet your cool confidence disappears as soon as you find a cute, smart, funny guy. Suddenly, you start fantasizing about what it would be like to meet this man and you write some email that sounds like this:

Dear Brad,

I read your profile and thought –WOW – how can this amazing guy still be single? Seriously. You’ve got a cute smile, kind eyes, and I think it’s super cool that you run your own small business. I’ve always wanted to do the same thing but haven’t gotten around to it yet. ☺ Anyway, I’m sure you’re very busy and get a lot of attention here, but if you like my profile and think we have something in common, I’d really love to hear back from you.

Hope to talk with you soon.

Ingrid

555-1212

Why He Disappeared *Online*

It's articulate, heartfelt, enthusiastic...and hopelessly weak and needy.

When you write an email like this, you seem to forget how amazing you are and how lucky *he'd* be to go out with you. Your confidence needs to shine through. *You're* the catch. *You're* the commodity. He has to *earn* a date with you. But if you just lay it on thick like Ingrid did above, what guy will feel like he's accomplished anything? It almost sounds like he'd be doing you a favor if he wrote back to you!

Believe me, I'm not a game player, but guys do like a challenge, and if you make it too easy, he's going to lose a little respect for you. I discuss this in [*Finding The One Online*](#) – and call it the Pedestal Principal: once you put a guy up on a pedestal, he's immediately looking down at you. He can't even help it. The same way you can't help losing respect for guys who kiss your ass to try to win you over.

So stop with your compliments and your eagerness to please. Be the apple at the top of the tree that he has to climb to reach, instead of being the apple that falls down on the ground right in front of him. If you can flirt with him successfully via email, you can make him chase *you*. That's why he's going to choose you over other women. Because he *earned it*.

If you don't make him earn it, he will likely gravitate to a woman who does.

But ultimately, the biggest reason that men disappear online is the one that you have the *least* control over – which is why it's really important for you to understand it.

Why He Disappeared *Online*

Reason 3: He Has Hundreds of Other Options

There are two types of guys you're going to be interested in online. One is the regular good guy. We'll talk about him later. The other guy is the alpha male stud. He's cute, he's tall, he's smart, he's successful. In other words, this man's got the pick of the litter. While you think that you're very well matched with him, you lose sight of the fact that hundreds of other women also feel the exact same thing. This alpha male stud usually has the ability and desire to choose the youngest, most attractive woman on the entire online dating site.

I hesitate to call myself an alpha male stud, but I can say that, when I was single and actively dating online, I had a lot of options. And if I wrote to five women in one week, and five women initiated contact with me, I had to have a cheat sheet by my phone to keep track of everyone. It's a recipe for emotional disaster for all parties involved, which is why it's important to understand that even if an alpha male is serious about a relationship, it's really difficult for him to not abuse his ability to trade up.

There's always someone who seems more tantalizing to the alpha male. It feeds into his ego and narcissism – his desire to conquer. If that sounds foreign or distasteful to you, I'd ask you to consider whether you do the same thing. If you're like most women, you probably do compare men, side by side, seeing which ones have the most desirable qualities. Younger. Cuter. Taller. Smarter. Wealthier. I'm not judging. I'm just pointing out that this is a *human* trait – not just a male trait.

Why He Disappeared *Online*

The men you desire are such “maximizers” that they feel that the grass is always going to be greener if they keep on looking.

And while you don't want to spend too much time dwelling on your competition, if every woman on the site is also hot for the alpha male stud, it shouldn't be too surprising when he drops you like a hot potato. Too many dating options make it next to impossible for him to stop and choose just one woman. This is known as the Paradox of Choice. More choices don't make us happier, yet

we can't help ourselves. The men you desire are such “maximizers” that they feel that the grass is always going to be greener if they keep on looking. So if they have 90% of what they're looking for in a mate, maybe they just won't rest until they find 94%. You probably do the same. Online dating has created a monster out of all of us.

Of course, men don't disappear only because of their deli-sized menu of dating options. He could have a sick parent. He could be closing a multimillion dollar deal in China. He could be finishing the final draft of his novel. There's any number of reasons why he might be here today, gone tomorrow. But the most realistic ones have to do with the volume of his options.

You Don't Know What You Don't Know

Maybe he's got ten emails and only has time to respond to three of them. Maybe he's recently out of a relationship and is not ready for anything serious. Maybe he got intimate with someone on a third date that he now wants to pursue exclusively. In no

Why He Disappeared *Online*

instance are you going to get a written explanation of why he disappeared. The fact is: it doesn't matter. As long as you're not moving too slow, you're not being too boring, you're not being too uptight, and you're not being too eager, you're doing just fine. Statistically, it makes sense that the most desirable men would disappear – so don't get too bent out of shape when it actually happens. The same exact thing happens to men when they write to the most desired women, ages 25-34. The most attractive women in this demographic get literally hundreds and thousands of emails – and no man should take it personally when these women write back once and then disappear. But, of course, men take things just as personally as you do. They're just more accustomed to dealing with rejection. How much rejection?

Well, consider what it's like to be one of those “regular” good guys on a dating site. His looks are a 6. His career is a 7. His kindness is an 8. Solid guys like that get lost in the shuffle and really struggle for attention. You know why? Because *you're* so hung up on the cutest, tallest, richest men that good guys have to write 10 emails just to get 2 replies.

Walk a Mile in a Man's Shoes...

So imagine a typical male dating online for the first time. He writes to fifty women at once and forty of them reject him. That's a lot of rejection! Yet that also means ten women *have* written back. He didn't anticipate that. But what man has time for ten women? He can't pay attention to all of them, get all their numbers or take them all out on dates. No, he has to prioritize. This explains why he'll write you one email and suddenly disappear. It's not because you did something wrong; it's because he's got

Why He Disappeared *Online*

too many women on his plate and has to make a choice. He's usually going to choose the youngest, thinnest, cutest woman first.

Sounds a little harsh, but you've probably blown off plenty of men for similar reasons. Think about it. At any

given time, you're choosing between five guys at once. You're evaluating them on looks, education, geography, height, income, profile, and, verbal skills. And as long as you have options, you're going to continue to exercise your right to be picky. So if *you're* not wrong for giving up on the boring guys, or the poor spelling guys, or the overeager guys, believe me, the men who disappear on you aren't evil either. They're just being practical, given all their dating options and the consistent temptation to continue searching for more.

If *you're* not wrong for giving up on the boring guys, or the poor spelling guys, or the overeager guys, believe me, the men who disappear on you aren't evil either.

This may be a bitter pill to swallow, but *Why He Disappeared Online* is not just about flirting, understanding the male dating experience, and treating him the way you'd want to be treated. More importantly, it's about giving you an empowering perspective on online dating – one based on knowledge, logic and facts – not just hurt feelings.

Fact: According to Match.com, 75% of men online are looking for a serious relationship.

Fact: According to a Columbia University study, 80% of men's first emails get ignored.

Why He Disappeared *Online*

Fact: According to industry standards, the average man quits online dating within 3 months due to failure.

Dispelling “The Player” Myth

So please, get over the idea that all men on dating sites are players or losers or perverts. They're not. I spent ten years looking for love online, and acknowledge that it would be very easy to label me a player. But, as I see it, I was just like *you* – struggling to get the attention of the best catches on the site, surprised when I got rejected, and annoyed that the most promising prospects seemed to disappear more quickly than the rest. Yet I wasn't willing to settle and kept turning to the Internet as a means to create opportunity. At a certain point, I accepted the facts: the most promising women disappear faster, since they have more options from which to choose. The “best” guys do, too.

The question is how to attract and determine the “best” guys – especially since looks can be deceiving. If you really want to learn more about how to make the most desirable men chase *you* down for a date, I highly encourage you to click here and check out [Finding the One Online – How to Master Online Dating and Create the Love You Deserve](#). It's a 7CD audio series, with a 35 page workbook and a 180 page transcript – literally *everything* you need to learn if you want to attract quality men online.

Thanks for reading. Please let me know any feedback you have on Why He Disappeared Online at support@evanmarckatz.com.

Why He Disappeared *Online*

With love and affection,

Your friend,

A handwritten signature in black ink that reads "Evan". The script is cursive and fluid, with a long, sweeping tail on the final letter.

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