



EVAN MARC KATZ

DATING COACH FOR SMART, STRONG, SUCCESSFUL WOMEN

7 THINGS YOU MUST KNOW ABOUT MEN BEFORE YOU GO ON *Another Date*



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Here's my not-so-scientific theory:

Men and women are 90% the same. We want to be accepted. We want to be admired. We want to be appreciated. We want to be understood. We want to be loved.

These are basic human needs, especially when it comes to relationships.

But I'm going to go out on a limb and suggest that even though men and women are equals who are 90% the same, it's the 10% difference that causes most of the friction between us.

- He doesn't understand why it's so important to bring a gift to a party.
- You don't understand why it's so important for him to see the big game live.
- He doesn't understand why it takes you so long to get ready to go out.
- You don't understand why he can't stop looking at other women when he has you.

Yes, these are broad gender stereotypes and I'll be the first to admit that not every single man or woman adheres to them. However, as a dating coach who specializes in helping women understand men, I think these 7 things explain a lot of why you're perpetually confused and frustrated when it comes to the opposite sex.

When you're done with this special report, you'll not only be able to make better sense of your past relationships, but you'll be able to have greater empathy for the man in your future. Right away, you'll have an advantage on the other women who DON'T know this stuff!

Keep reading to learn what you must know about men before you meet another man.

Warmest wishes and much love,

7 THINGS YOU MUST KNOW ABOUT MEN BEFORE YOU GO ON *Another Date*

1. We haven't read the rulebook in your head.
2. We sometimes get nervous, too.
3. We appreciate when you appreciate us.
4. We're not bad because we find you attractive and want to sleep with you.
5. We're not made of money.
6. We have no idea where this is headed.
7. Believe it or not, we're doing the best we can.

#1 THING YOU MUST KNOW

Rulebook **We Haven't Read the in Your Head.**

You've heard the stereotypes of men.

We're selfish.

We're clueless.

We're narcissistic.

We're inconsistent.

We're immature.

We're stubborn.

We're all about sex.

We have fragile egos.

We're inconsiderate.

We can both find plenty of evidence to support the claims above – which were dictated to me by a group of women on a high-end retreat when I asked them to describe what's “wrong” with men. Here's what those same women said about what's “wrong” with women:

You're overly emotional.

You're anxious.

You're demanding.

You're clingy.

You're complicated.

You're insecure.

You're controlling.

You're high maintenance.

You expect men to be psychic.

That list, too, has an element of truth. Especially, if you're a man dating women. Which is to say that stereotypes of both genders have a basis in truth, but are not always true.

But if you look at that second list – the one written by your fellow women – you can see a lot of overlap that indicates that many women have unwritten rules in their heads about how men are supposed to act and get extremely upset that men don't follow those rules.

1. We haven't read the rulebook in your head.

The problem is that the rules are not the same for all women.

Some women like when a man goes for a kiss on the first date. Some don't.
Some women like when a man shares personal information. Some don't.
Some women like when men text rather than call. Some don't.

The point is that you'd be well served to throw out that imaginary rulebook in your head. Good men want to make you happy, but don't want to have to apologize or walk on eggshells every time we do something that doesn't adhere to your made up rules.

***“Throw out that
imaginary rulebook
in your head.”***

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This doesn't mean that you aren't entitled to your feelings or to enforce healthy boundaries, but rather that you shouldn't get disproportionately upset if he lets you pick up a check, tells a story about his evil ex, or reaches out at the last minute without planning.

He's not necessarily “bad.”

He's probably just a man – a man who sees things differently than you.

#2 THING YOU MUST KNOW

We *Sometimes* Get Nervous, Too.

You ever meet a guy who seemed a little out of your league? Even though you know you're a superstar, something about this guy just turned your legs into jelly.

Not that everyone has the same type, but I invite you to imagine a man in your past whose mere presence turned you into a stammering fourteen-year-old girl.

Tall. Handsome. Funny. Successful. Cultured. Confident. Sexy. A bit of a bad boy.

Perfect on paper. Everything you were ever looking for.

So why are you so nervous?!

That's exactly what men go through as well. If you're a quality man and you go on 100 online dates with women who don't live up to their profiles, when you finally find one who does, you can get a little too excited.

And what happens when you get a little too excited about someone?

You catch yourself staring at him with an open mouth.

You turn into a big chatterbox, afraid to have a moment of silence.

You clam up, afraid to say anything that might screw things up.

You start confessing all of your flaws, like he's some sort of therapist.

You tell him the truth: that you're wildly attracted to him and can't think straight.

Any of these examples are enough to make a confident guy say "Check, please!" which, frankly, is a shame. It's like he's using your own enthusiasm and attraction against you. Wouldn't it be great if he could overlook how awkward you are and give you a fair shot to redeem yourself?

Sure would.

2. We sometimes get nervous, too.

Which is exactly why you should give a chance to the guy who gets nervous with you on a date. Buy him a shot. Tell him you think he's cute. Let him know he's doing fine. Reset the evening and show him that he belongs. That's what you'd want the perfect guy to do when you start acting like that nervous teenage girl.

“Give a chance to the guy who gets nervous on a date.”

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#3 THING YOU MUST KNOW

We Appreciate When You
Appreciate **Us.**

I wrote about this first in *Why He Disappeared*, and I can't emphasize it enough:

"We're putting on a show for you. The least you can do is applaud."

It's hard to put yourself in a man's shoes, but in this instance, I want you to try.

Guy goes online, writes to 100 women. 10 write back. He manages to swing a date with 3 of them. One doesn't look like her photo. One feels no chemistry for him. You're the third one.

This guy – who's already expended so much energy just to procure a date – knows that he has about 90 minutes to impress you enough to get a second date.

He knows that he has about 90 minutes to demonstrate to you that he's generous, interested, interesting, supportive, sane, stable, witty, successful, and commitment-oriented. If he doesn't, he runs the risk of going back to the drawing board to write to 100 more women.

This is what it's like to be a man.

So when a guy tells a funny story, laugh.

When he shares something personal, tell him you understand and you appreciate him opening up.

***"When a guy tells
a funny story, laugh."***

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3. We appreciate when you appreciate us.

When he picks up the check, thank him profusely for his generosity and for choosing the place.

When he makes a move at the end of the night - presuming you're interested - reciprocate and let him know that you also find him attractive.

Everything a man does on a date – whether it works or not – is designed to impress you.

Let him know that it's working – that you're impressed and attracted – and every man who receives your appreciation will want to see you again.

That gives you a LOT of power - literally, the ability to make every man fall for you – just by offering him the appreciation he craves but rarely gets.



A close-up photograph of a young Black man and woman smiling warmly at the camera. The man is in the foreground, wearing a light blue button-down shirt, with his arms around the woman. The woman is behind him, leaning her head against his shoulder, wearing a light pink top. They are both looking directly at the camera with bright, genuine smiles. The background is a soft, out-of-focus indoor setting with light-colored walls and a hint of a window.

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#4 THING YOU MUST KNOW

We're Not Bad *Because* We Find You Attractive and Want to Sleep With You.

That may seem obvious. After all, you find certain men attractive and want to sleep with them, too. The difference is how men and women usually go about it.

There are exceptions to every rule, of course. Some men save themselves for marriage. Some women are perfectly comfortable having sex with a stranger on a first date. There are no judgments here, only observations.

What I've observed as a dating coach since 2003 is that men, in general, have lower standards for having sex. You've probably seen this on your own.

If it's 1am, he's had 4 drinks, and you're willing to go home with him, most men will gladly have sex with you. That doesn't mean he likes you personally. That doesn't mean he finds you attractive. That doesn't mean he sees a future with you. It means that sex is a fun form of recreation and he doesn't have to have any feelings towards you to engage in it.

Most of the women I coach operate in a different fashion. It's not that you don't lust for certain men, but rather, you're more judicious in who you bring into your bed.

You want to know that he's not violent.

You want to know that he's STD free.

You want to know that he's kind and smart.

You want to know that he's looking for a relationship, not a one-night stand.

But sometimes, it's hard to figure this stuff out. Sometimes, he's just so seductive and it feels so good that you don't want to stop.

The next thing you know, you've had sex with a stranger. Not only do you have no idea if he's violent, STD-free, kind, or relationship-oriented – you also don't know whether he finds you attractive, likes you, or sees a future with you.

4. We're not bad because we find you attractive and want to sleep with you.

Your first instinct may be get angry at him. How DARE he have sex with you when he has no feelings for you and no intention of seeing you again?

I'm not defending him; I'm pointing out what you've already seen – most men easily separate sex from love – and it's up to you to figure out where he stands before you sleep with him.

I'm a classic example of a man who ALWAYS wanted to find love and marriage and still had plenty of random sex along the way. That doesn't make men like me bad; it just means that men often attach less meaning to sex than women.

So if you don't want to see your guy's profile up the morning after you slept with him, it's your responsibility to slow things down, rather than judging men for trying to move fast.

***“Men often attach
less meaning to sex
than women.”***

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#5 THING YOU MUST KNOW

We're Not Made of Money.

Here's something I figured out when I was a struggling artist in my 20's.

There's a difference between being cheap and being poor.

Alas, when you're dating men, it's often hard to distinguish that difference, so allow me to explain:

A quality single man who's intent on finding love has no shortage of dating options on any given site. Presume he's going to take out two women each week until he finds a girlfriend.

From experience, this man knows these three things:

- 1. Many women expect men to pay for all dates, at least until they're an official couple.**
- 2. Coffee dates are no fun – they feel like interviews, not like “dates.”**
- 3. Most first dates are not going to result in marriage.**

So what's a smart and experienced guy to do? Well, he'll probably hedge his bets a little. Instead of taking each new stranger out to a \$5 Starbucks or a \$200 4-star restaurant, he'll choose an atmospheric bar. Have a couple of drinks and appetizers. See how the conversation flows. On a good date, he'll stay until the place closes down and get a kiss goodnight. In a big city, this can cost \$75-\$100. In a smaller town, this can cost \$50.

Do that twice a week and you'll spend \$100-200/week on meeting strangers – which is all well and good, until you consider that half of those strangers won't like you and among the half that does like you, you won't like half of them.

Which is to say that less than 25% of dates will result in a second date.

5. We're not made of money.

Naturally, most women think it's appropriate for a man to pick up the check. I'm not disagreeing with you. If anything, I'm asking you to put yourself in his shoes.

You've already gone out with lots of weird, perverted, selfish, narcissistic men. Now imagine that you had to PAY for all of those men and that 75% of the time you'd never see them again. That's what it's like to be a man.

For a middle-class guy who's earnestly trying to find a wife, dating is not just emotionally draining, like it is for you, but it's a pretty expensive pastime as well.

I'm only writing this to help you understand what it's like to be a man who's expected to call, plan, pay, and follow up – with no guarantee that his efforts will be appreciated.

“For a middle-class guy, dating is not just emotionally draining... It's a pretty expensive pastime”

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Starting now, regardless of whether you want to see your date again, you can at least appreciate that men don't want to be seen as free dinners and you can have a greater measure of sympathy for their plight. It's no different than hoping that men were, in general, more sympathetic to what it's like to be a woman who has to get her hair, nails, and makeup done, and also fend off aggressive sexual advances from creeps along the way.

Sure, some men are cheap. But I'll bet most of them are just tired of being stuck with the check on a series of dates that don't go anywhere.

If you were in their shoes, you'd probably feel the exact same way.

#6 THING YOU MUST KNOW

We Have No *Idea* Where This Is Headed.

Men are not IKEA furniture. We don't come with a set of instructions.

For a woman who wants to avoid getting hurt and wasting time on the wrong men, that can be an endless source of frustration.

You've gone out with guys who did everything right at the beginning.

He called. He planned. He paid. He kissed you. He followed up the next day. He asked you out again. He kept in touch before the date. He took you out a second time.

All the while, he's acting completely excited about you, texting multiple times a day, talking about a future, and then – WHAM! – everything suddenly changes.

His texts become infrequent.

His tone becomes colder.

He doesn't eagerly ask you out for the upcoming weekend.

He regularly logs into your dating site looking for other women.

He goes longer and longer periods of time without seeing you.

He's giving you the slow fade, and you have no idea how this happened.

Everything seemed great. Until it wasn't. I wrote an entire book about this phenomenon, called *"Why He Disappeared,"* but the short version is this:

No man is "real" until he's your boyfriend.

He's just hope, fantasy, projection and potential.

You can get excited about a guy, but until that man has demonstrated a level of behavioral consistency over six weeks and declared himself your boyfriend, you don't really have a relationship, but, rather, the illusion of a relationship.

No need to beat yourself up – it's very normal to get caught up in the future thinking of a promising first date (men do it, too!) but it's ultimately premature.

6. We have no idea where this is headed.

***“No man is ‘real’
until he’s your boyfriend”***

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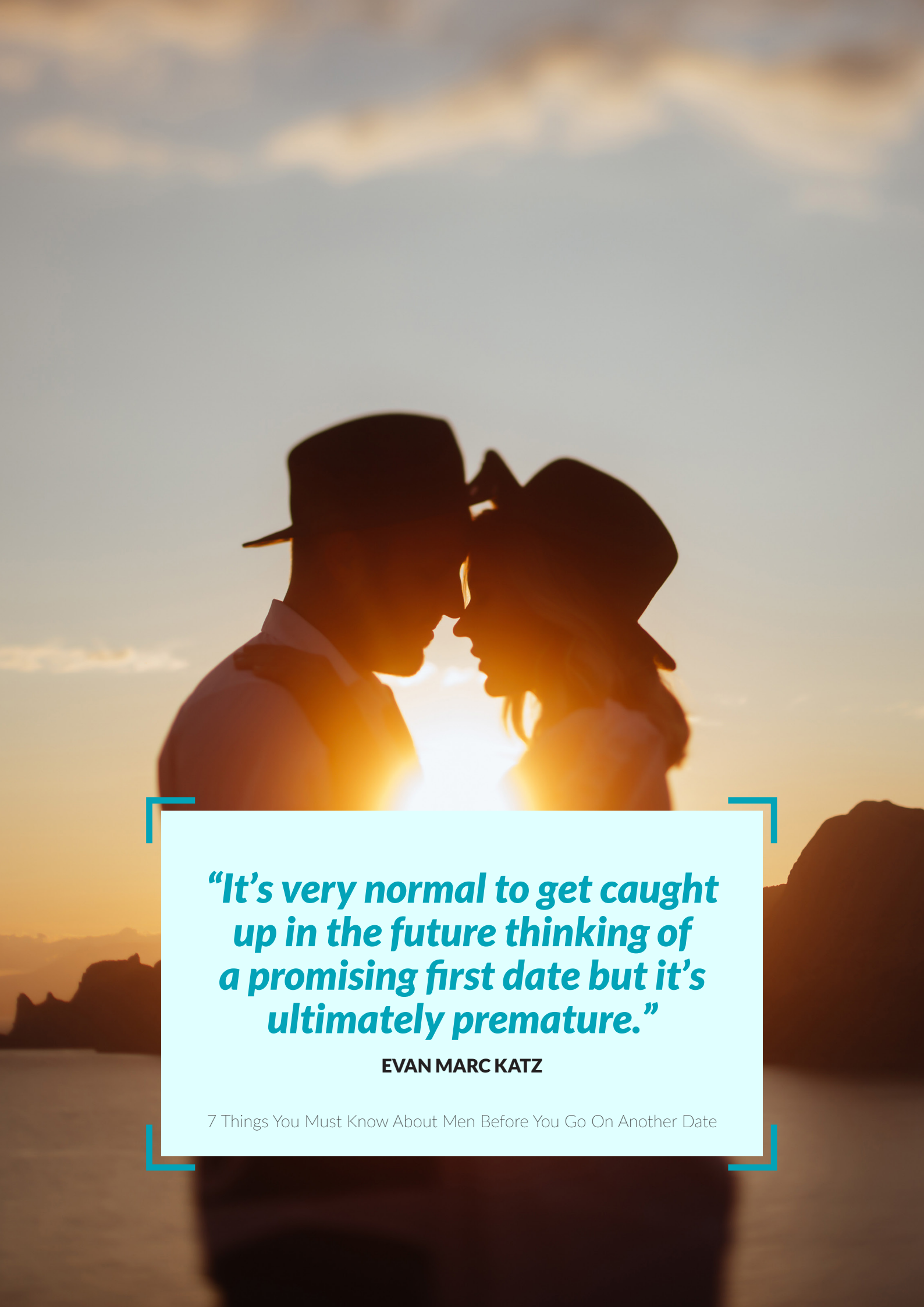
The best indicator as to where your relationship is headed is revealed in his efforts over time – not by a blissful few weeks where you don’t really know each other.

Like my colleague, Allison Armstrong, says, “Just because he says that he wants to get married one day doesn’t mean he wants to get married to YOU.”

In Love U, I have an entire month of videos on this topic - including Staying Cool, Being Selective, Becoming Exclusive, and Boyfriend Material - that help you navigate the first few months of dating without getting your heart broken.

When you’re ready to enroll in Love U, you will finally be able to date like a confident woman, set healthy boundaries and communicate from a place of security instead of anxiety.



A romantic silhouette of a man and a woman about to kiss, set against a warm sunset sky with soft clouds. The sun is low on the horizon, creating a golden glow. The couple is in the center of the frame, their profiles facing each other. The man is on the left, wearing a hat, and the woman is on the right, also wearing a hat. The background shows a calm sea and distant landmasses under the twilight sky.

“It’s very normal to get caught up in the future thinking of a promising first date but it’s ultimately premature.”

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#7 THING YOU MUST KNOW

Believe It or Not, We're Doing the Best We Can.

I know; you probably don't believe me. ☺

But if we're to assume that men are rational creatures, don't you think that they're at least trying to do the best they can?

Of course they are.

I know that's not very comforting.

"If men are doing the best they can, why are they doing so POORLY?!"

In short, it's because they don't know better. They're just regular men. Not dating coaches. Not mind readers. Not Casanovas. And certainly not women.

If you're a heterosexual woman, you're probably dating normal guys who don't have any idea what it takes to please you, mainly because they're not you.

All they know is that you're attractive, you're alluring, you're different, and he'd pull your hair like a third-grade boy if he knew it would make you like him.

Most men are not evil. They're a little clueless. They're a little selfish. To borrow a biblical phrase, "Forgive them, for they do not know what they do."

Which is why a feature of my first date advice to women has always been "forgive the ignorance." Like I said at the beginning of this report, he hasn't read your rulebook. So...

- *If he talks too much about himself, it's because he wants to impress you enough to get a second date.*
- *If he fails to ask you enough questions about yourself, it's because he's focused on making you like him and hasn't considered how important it is to make you feel heard.*
- *If he says anything negative about dating or online dating, it's because you're a good listener and you made him feel comfortable to be vulnerable.*

7. Believe it or not, we're doing the best we can.

- *If he talks about his ex, it's because she's a part of his past and most definitely not a part of his future, so he doesn't see her as a threat to you.*
- *If he doesn't reach for the check, it's because he didn't know how important it was in terms of making you feel valued.*
- *If he goes in for a kiss, it's because he felt attraction and hoped you'd feel the same way.*
- *If he texts you afterwards instead of calling you, it's because it's faster and easier.*

Instead of assuming the worst in men – as if they're all players, losers, liars and flakes – try assuming the best in men. Try looking at each new man through a prism of innocence.

Try seeing the humanity in him – the fear, the anxiety, the confusion, the desire to impress, the desire to be liked, the desire to be accepted and loved.

Once you realize that – like a third-grade boy or a naughty dog – he's actually doing the best he can to earn the right to see you again, perhaps you'll have more fun when dating.

You won't put any more pressure on men to be perfect.

You'll focus on what they do right as opposed to wrong.

You'll make them feel more comfortable and confident.

By doing so, you'll help them become better dates who bring out a better side in you as well.

7 Things you must know about men before you go on another date

I hope you learned a lot from this special report on the **7 Things You Must Know About Men Before You Go On Another Date.**

I know it's challenging, but if you can see the validity in looking in the mirror and taking responsibility for behaviors that are "ineffective" in creating lasting love, you are ready for the next step: letting go of the past, embracing the present and dating with confidence.

After all, no matter who you are, dating can take a serious emotional toll on you.

You can get so burned out by men who lie online, guys who aren't looking for anything serious, flakes who come on strong and disappear, and good guys who are not suitable life partners that it makes you want to give up entirely.

It makes sense. Dating causes pain. To avoid pain, you're going to avoid dating.

The problem is that you're also avoiding the possibility of unconditional love.

If you've been disappointed, confused and frustrated with men and relationships, the best thing you can do is to check out the Love U Pyramid of Love below.

Keep reading to overcome negativity, defeat your fear of failure, and carry yourself with joy and optimism. Next thing you know, you'll have the unconditional love that you've always craved.



READY FOR MORE PERSONALIZED SUPPORT?

You can learn a lot about dating and relationships from a guide like this. But there comes a point when you need to figure out what applies specifically to **you**.

For over two decades, I've helped smart, successful women trust their judgment, date with intention, and choose partners ready for commitment.

I work with a small number of women in a private advisory relationship, guiding them through the dating process into lasting love.

[Schedule a Private Consultation](#)

Let's talk about your unique situation and determine the right path forward.



EVAN MARC KATZ

Dating and Relationship Advisor for Successful Women

20+
YEARS

35M+
READERS

13K
WOMEN COACHED

