

What Men Want

The Essential Guide on
How to Attract Men
... and Keep Them!

[Preview Edition]

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This edition is a preview of *Want Men Want: The Essential Guide on How to Attract Men ... and Keep Them!* If you would like to check out the full edition, please go to:

<http://attractmensecrets.com/what-men-want/>

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CONTENTS

| | |
|--|------------|
| INTRODUCTION | 4 |
| SECTION I: THE 10 QUALITIES THAT MEN MOST WANT IN A WOMAN | 9 |
| SECTION II: HOW TO FIND, MEET AND "HOOK" MEN | 83 |
| SECTION III: HOW TO MAKE A MAN FALL IN LOVE WITH YOU AND WANT TO COMMIT | 128 |
| SECTION IV: HOW TO PLEASE YOUR MAN AND KEEP HIM INTERESTED OVER THE LONG HAUL | 137 |
| SECTION V: RECOMMENDED RESOURCES | 144 |

INTRODUCTION

Fifty years ago the whole process of dating and relationships was far less complicated. People met and got married when they were young and there seemed to be someone for everyone. It wasn't a question of IF you were going to meet that someone special and tie the knot with them, it was a case of WHEN.

Fast forward to today and things have altered significantly. The amount of social change that our society has undergone has been immense. Forces such as the sexual revolution, feminism, individualism, the declining influence of traditional religious values, and the emergence of the Internet have all contributed to the change in how people relate to each other – especially men and women.

Today many men and women are finding it very challenging to connect with one another. There are fewer natural ways of meeting than there were back in the day when our grandparents met at the church dance when they were both 19. Nowadays the main meeting places for young people are bars/clubs and parties, at which you have a fleeting chance to meet and make an impression on someone; and if you don't connect with them at that very moment, you may never see them again. Furthermore, it is extremely difficult to connect with someone in these loud, alcohol-fuelled environments where people are usually not displaying their real personality.

Older single people though find it even tougher to meet someone, because they don't fit in as easily at these sorts of locations, and (from their perspective) there don't appear to be many other places where they have opportunities to meet available members of the opposite sex. Invariably they get forced onto Internet dating sites, which can often be a very frustrating experience for them.

For women in general, it gets worse. Despite the extra challenges that social change has brought about, life has become much easier for a

certain proportion of the male population – the men that women find most desirable. They now have many more choices available to them. The declining influence of traditional religious and moral values has led to the acceptance of sleeping around with many partners, which has resulted in men not being so keen to marry young (or at all in many cases).

In combination with the sexual revolution and feminism, this change has led to the in-demand men having an almost endless supply of physically attractive young women available to them, who are willing to be sexually intimate without any serious commitment – even when these men move into their 30s and beyond. The phrase, “why buy the cow when you can have the milk for free” has become a slogan for many men who have decided to be either serial monogamists or players for life. There no longer appears to be an incentive for them to make a lifelong commitment to one woman, in the form of marriage. They hold all the cards and are free to “date” multiple women at once, or enter and exit short-term relationships as they please.

As a result, many women who would rather delay becoming intimate with a man (at least until they are in some sort of committed relationship) feel forced to play along, due to the fear of missing out altogether. And often the best a woman can do is get a long-term boyfriend (who is non-committal about having kids) and then hope that he doesn't trade her in for a newer model down the track.

Worse still for many women in their 30s who are single or who have become single, the situation can seem almost impossible. The supply of single men of similar ages is a lot lower than when they were younger; and the ones who are still available are usually either totally undesirable or pay them no attention and instead go after women who are a decade or more younger. The only options seem to be with much older men (eg. late 40s+).

I have painted a pretty bleak picture, haven't I?! But what I have to tell you is that there is hope, which is why I have written this book. It is still possible even in this day and age to attract a great man, to gain

commitment from him in the form of marriage, and have him stay committed to you for a lifetime – IF you know what you are doing.

I am about to disclose to you closely guarded secrets about what men want in a woman, how to attract men, and how to get a man to commit (and stay committed to you) – that few women have any idea about. And despite what you may be thinking, none of what I am going to say is dependent on you being the best looking woman around. For I have known some very average-looking women who have been extremely successful with men. And on the other side of the coin, I have seen some very, very good-looking women struggle to get any serious attention from men (other than guys who obviously just wanted to sleep with them), because they lacked some important qualities. Sometimes these women even go dateless for long periods of time!

As a man, I can quite confidently state that the media have lied when they have told you that men are only after the most physically beautiful women they can get. It is just not true when we are talking about anything other than a one-night stand. Sure looks are a bonus, but no decent man is going to commit to a woman whose only selling point is her physical appearance. And to go further, I would say that most men would rather marry an average-looking woman who is above average in most of the qualities that I am about to discuss, rather than the other way around.

But before you turn off and think to yourself “Okay, I’ve heard all this before ...”, I have to tell you that these desirable qualities in a woman are not just about having a good personality and being a nice person etc. For you probably have friends like this who appear great catches, but men just don’t seem to be interested in them for some weird reason that you can’t seem put your finger on.

As I suggested above, there is only a small proportion of women who know the truth, and understand what men really want and how to be that woman. These women consistently enjoy a lot of male attention and are able to relate to men on their own terms (rather than those of

the men). They can pick and choose who they want and when, and what form the relationship will take.

For some reason, men treat such women with far greater respect and are willing to devote great time, energy and sometimes money to win their affection. These women don't feel pressured by the oversupply of cheap sex available to men; they value themselves and their bodies enough to only surrender themselves to a man when they are ready and he gives them what they want (eg. commitment).

So why don't men just give up on these more challenging women and go after some hottie that they can easily pick up on a Friday night?

Well, these women intuitively understand the idea in marketing that it is a very bad idea to try to sell a commodity (an undifferentiated good) that is in large supply, because it will only sell when its price is very low. Instead, they "differentiate" themselves to such a degree that what they offer a man is rare, or even unique. Therefore they have no need to put themselves on the "meat market" and give up the most intimate parts of themselves in the hope that men will like them and continue to give them attention.

Men quickly get tired of the "Friday night" girls and see the other women as different, challenging and something to conquer – which taps into their instinct to hunt. However, these other women only allow themselves to be "conquered" when they get what they want, be it a long-term relationship or marriage. Of course, some of them do want to sleep around a bit too, but the difference is that this is their choice – not something they feel pressured into.

My purpose therefore in writing the book is to arm you with the knowledge and mindsets that you need to develop yourself into one of these women who have abundant choice – both in terms of the types of men and the types of relationships that you have with these men.

My promise is that IF you do the work, you will become a lot more attractive to men and have an unfair advantage over many other women – even if you only consider yourself average looking.

However, when I talk about work, I don't just mean reading the book and then expecting everything to change for you. No, you will need to work at developing the recommended qualities over an extended period of time to integrate them into your life, just as you would with an exercise program in order to reach certain fitness goals.

But I am not going to just give you the qualities that men want in a woman and then leave you there to figure out the rest. I will also guide you step-by-step in how to find a great man (who you are compatible with), meet him and then go about "hooking" him (to use a fishing analogy).

Lastly, I am going to teach you how to make such a man fall in love with you and stay committed for a lifetime. For I assume that like most women, you are ultimately after a long-term relationship with a great man, rather than just casually dating a lot of guys.

Okay, with that said, let's get started!

SECTION I: THE 10 QUALITIES THAT MEN MOST WANT IN A WOMAN

Quality 1: A Pleasing Physical Appearance

In terms of what men want in a woman, physical appearance is the one area that we hear most about, but which I would rather leave until later to cover. I have two main reasons for this: firstly, physical appearance is something that women only have limited control over, and therefore it is more empowering to focus to a greater extent on what they do have a lot more influence over. Secondly, physical appearance is not in my opinion anywhere near the most important quality for women to distinguish themselves in – as I'm about to discuss.

However, since it is commonly accepted as truth in our society that what men want in a woman is a pretty blonde who is extremely slim with big breasts, I feel that it is important to deal with this myth right of the bat and absolutely crush it. Otherwise, if you don't look like this, as you read about the other qualities you will probably continue to think at the back of your mind: "Yeah, but that would probably only work for someone who is more attractive than me."

I don't want you to work from this kind of mindset though and assume the position of a victim – because you don't think you're pretty enough. The facts are that very few women fit Society's ideal of female physical beauty, and as a result, many are left feeling inadequate as though they are not actually "real" women. But at the same time, many "average-looking" women somehow manage to find great men and have fulfilling relationships with them.

So what is the truth about how physically attractive you need to be for men to desire you?

THE TRUTH ABOUT HOW PHYSICALLY ATTRACTIVE YOU NEED TO BE

While it is true that men do have a preference for women who are extremely good looking, this is not the make-or-break factor that our society leads us to believe. All you really need to have is a pleasing physical appearance whereby you are decent looking, which is a standard that almost every woman can achieve (as I will discuss below).

However, the media and pop culture like to blow it all out of proportion in order to create sales and marketing opportunities for themselves. They tell men that the pinnacle of success is to have a beautiful woman on your arms (according to their extreme definition of what is beautiful), which you can have if you buy certain goods and services (eg. expensive watches and sports cars). And they convince women that to be desired by men you have to look like one of those women, which certain goods and services will help you to do (eg. expensive clothes and cosmetics).

The thing is though that the men who actually do crave Society's "ideal woman" are usually immature men who have had limited success with women – certainly not with any "beautiful" ones. For them it is a case of the grass being greener on the other side of the fence. Although they don't know it, what they are really hoping to achieve by being with such a woman is the approval of Society (especially family, friends and colleagues) – a pat on the back to say, "Congratulations, you've made it!" A beautiful woman is therefore just an instrument to them gaining a sense of identity and building up their self-esteem, which are both lacking.

On the other hand, men who are highly successful with women and who enjoy a lot of choice in this department know the foolishness of idolizing a woman just for her physical appearance. They have had extremely good-looking girlfriends and female friends before and

realize that these women are not necessarily any more special than any other women. It all depends on other qualities which the women either do or don't possess. When men get over the novelty of beautiful women and grow up, they find that they are more interested in other qualities that women have.

What is Physically Attractive to Men is Subjective and Varies Between Different Men

In addition to all this, it has to be mentioned that what is attractive (in terms of appearance) to men is subjective and can vary a lot between different men. Some prefer short women, others tall women; some prefer brunettes, others prefer blondes; some prefer slim women, others prefer curvy women; some prefer large breasts, others prefer small ones; some prefer small butts, others big butts; and so on ...

Since this is the case, it is extremely likely that at least some men will find your physical appearance highly pleasing. Of course, no matter what you look like there are also going to be other guys who will not be particularly turned on by what they see. But you can't please everyone – even if you are currently a supermodel!

What is important to realize though is that many of these guys who are not initially drawn to you by your appearance will not totally exclude you from further consideration because of this. If you have other attractive qualities that I am going to discuss below, they may still be interested in a relationship with you (if they get to know you more). Men are not just attracted to women for their looks. I repeat, men are not just attracted to women for their looks!

Why Men Go For the Pretty Girl

Well you might disagree with me on that based on your observations and experiences – you will have seen guys go for the pretty girl over the average-looking one on many occasions. That's fine, but I ask you to suspend judgment for the moment.

Yes, a lot of men do just go after the women they find most attractive. One reason for this is that they don't know what a woman is truly like on the inside before they meet and get to know her; the only thing that they really have to go on is a woman's physical appearance. So all other things being equal, they are more likely to approach a woman they find physically attractive. This is just common sense.

However, physical looks don't equal long-term attraction. If all you are is a Barbie Doll and nothing else, men are not going to regard you as relationship material. And this brings up the second reason why men go for women they find good looking. It is that they are only after a short-term physical relationship with these women. If all they want is a hot body to roll around with for the night, why would they care about who a woman really is on the inside? The fact is they don't! This is why you see all the rowdy, drunk guys and players hitting on the most classically attractive women at bars and clubs. These men are not looking for a girlfriend or wife – only a good night.

Finally, there is a third reason why men go for more beautiful women. It is that they often exude a much greater level of confidence than other women (due to having their self-esteem boosted by frequently being treated as special by other people – both men and women), which is an energy that men find attractive and can detect very quickly when interacting them (extreme lack of confidence is also easy to discern).

At this point you may be wondering how you are going to get the attention of the kind of men you want to be with if you aren't classically good looking – which is a valid point to raise. It is true as I indicated above that physically attractive women will get greater initial attention from men (all other things being equal), however this does not need to limit you significantly. Yes, it might be a barrier in some places like bars and clubs, but as I just explained, the guys in those places are not after proper relationships. Therefore if you are wanting a relationship with a great guy, environments such as these are usually

the wrong ones to meet someone in anyway. I will talk more about where to meet guys later in the book, and how to attract these men.

A Woman's Physical Appearance is Important to a Man

Having said that physical looks are not the most important thing men want in a woman, I need to qualify this a bit now because I don't want you to think that your appearance is something that doesn't matter to men. At the risk of contradicting myself, I have to say that a woman's appearance is very important to a man. You do not have to be the most attractive woman in the world to him, but he will not go for you if he finds you highly unattractive (unless he has no other options).

What you require is a pleasing physical appearance, which in practice means that you as a woman need to be decent looking. Fortunately, this is a standard that almost all women have the ability to achieve by putting a bit of time and effort into looking their best – without becoming obsessive about it (eg. too much makeup and having cosmetic surgery). It is about having pride in your appearance and never letting yourself go.

Once you have done your best, you then need to make a decision to like and appreciate this version of you. For you can't ask a man to love you the way you are if you don't even love yourself that way to begin with.

As long as you are decent looking, most men will check the "looks box" and then evaluate you as a relationship partner based on your non-physical qualities – which you have the most control over.

You Will Probably Have More Options in Terms of Men if You Are Not Extremely Physically Attractive

Finally, before we move on, it may actually surprise you that you will probably have more options in terms of men overall if you are not extremely physically attractive. This is because most men are

intimidated by beautiful women. Although they will be busy checking these women out from afar and imagining what it would be like to be with them, they often can't act normal around them and usually are unable to pluck up the courage to approach them and ask them out.

What use is this sort of attention to an attractive woman? It doesn't add anything to her supply of viable men and won't help her get a relationship.

Several years ago I knew a girl who was 26 years old, tall and quite physically attractive (but a bit on the shy side). She told me that all men do is look at her, but they never come over and talk to her or ask her out. As a result, she had become pretty much resigned to being single for the rest of her life! Crazy, I know!

WHAT MEN GENERALLY FIND PHYSICALLY ATTRACTIVE IN A WOMAN

Okay, so now that we have dealt with the issue of physical appearance and the fact that it is far from being the most important thing that men are looking for in a woman, we are now ready to look at what men generally find most attractive. This will hopefully give you some valuable guidance in what you can do to look your best.

I must remind you though that as I mentioned earlier, the things men find attractive in women can vary a lot from person to person. For everything that I state below there will be some guys who vehemently disagree with me. Nevertheless, it is certainly true that there are some physical characteristics in women that a large proportion of men find attractive, and there are others that most consider unattractive. This is what I am about to outline.

Figure

In terms of figure, I would have to say that men generally prefer curvy women over skinny ones. In fact, most men find the bony catwalk

models who parade around the world's biggest fashion shows to be highly unattractive.

Although this flies in the face of what we are led to believe by the media, it is indeed true that men would rather you be slightly on the overweight side, than on the underweight side. This applies to your butt as well. Many women are very worried about the size of this – whether theirs is too big. But you have to remember that women's butts are on average proportionally bigger than those of men. This is part of being a woman – curves are a good thing!

Therefore don't allow yourself to become obsessed about this issue. Out of all the women who are worried about the size of their butts, most would have little to be concerned about. Some men might actually be turned on by a larger-sized butt.

The more important issue though is how you feel about yourself. If you are self-conscious about your butt (or any other part of your anatomy), it will affect your self-esteem and confidence, which is far more likely to turn a guy off than just the size issue itself.

However, I highly recommend that you do regular exercise and eat in a healthy way in order to stay fit and in shape. This should ensure that your weight never becomes a serious issue for you, since your metabolism will be higher and your calorie intake lower than if you are sedentary and mainly eat what tastes good (ie. fatty and sugary foods).

Hair

Regarding hair, most men don't have any huge preference in terms of color – they are fairly open-minded about this. However, one strong preference that they definitely do have is for long hair on a woman. This alone can often be enough to convey youth and beauty, and hide many facial flaws.

Therefore my advice to you is to grow your hair as long as possible (at least to shoulder length, if you can). Don't be afraid to look 19 if you are actually 34 – a youthful appearance is only going to help you present yourself more attractively to your dream guy when you meet him. Look at former Beatle Paul McCartney's new wife Nancy Shevell in these photos of their wedding in October 2011:

<http://www.dailymail.co.uk/tvshowbiz/article-2047090/Paul-McCartney-Nancy-Shevell-wedding-Official-portrait-daughter-Mary.html>.

At the time Shevell was 51 years old, yet her long hair made her look youthful and stunning. Without this hairstyle of a 22-year-old, she no doubt would have appeared old and far less appealing to the eye.

Hollywood actress Michelle Williams is also strongly of the view that men don't like short hair on a woman. She has found that the only people who like her short hair are gay men and her girlfriends. According to Williams: "Straight men across the board are not into this hair." See:

<http://www.dailymail.co.uk/femail/article-2057264/Michelle-Williams-keeps-boys-hair-cut-late-Heath-Ledger.html>

For some reason though (fashion?), a lot of women seem to cut their hair short the day they turn 30, or after they get married and have their first child. This is a big mistake in terms of attracting men and maintaining their attraction over time. It makes a woman look a lot older than she needs to, and more masculine as well.

Having said all this though, I do realize that long hair doesn't work every woman (and it can thin out over time). If for whatever reason you find yourself in this boat, just do the best you can with what you have. There are many other qualities that you have a long way more control over in terms of attracting men, so don't sweat it.

Breasts

Breasts are one thing that you don't have a lot of control over, unless implants or breast reduction surgery are options that are on the table. This is one area that receives a huge amount of attention in our society and culture. So what are men's preferences here?

Well, as I noted earlier there are some men who prefer both extremes. But on average I would say that most would prefer the women they end up in long-term relationships with to have average-sized breasts. They want something on her chest to distinguish her as a woman, but not so much that these parts of her become the center of attention or cause people to wonder whether they are real (or not). I have also heard some men express concern that very large breasts will sag excessively over time and end up looking unattractive.

On the whole though, having breasts that are either quite small or large is probably not going to be a huge problem for you in attracting men – unless you make this an issue by being self-conscious about it. If you as a woman have many of the other qualities in place that men want in a woman, it will barely be an issue for the kind of man that you would want to be in a relationship with. He is more concerned about the overall picture of who you are than the size of your chest.

Height

Height is one physical quality that men lack any strong preference over. Any preferences that individual men have in this area would probably come close to balancing out over the male population. In other words, the numbers of men who prefer short, average and tall women would be fairly similar. And of the few who do have very definite preferences, most would probably not exclude someone from another height category if she generally had what they were looking for in other areas.

One important point however, is that many men feel uncomfortable being with a woman who is taller than them. But if he is 6'3" and she 6'1", her height would probably not be an issue – it could possibly be a positive! For most women though, being too tall is not going to be a huge problem, because even if you are over 6', there are still many men who will be a similar height or taller than you.

Clothing

Although clothing is not part of your physical body, it can greatly affect your overall physical appearance. So what should you wear to appear attractive to a man?

It might surprise you that most men don't really care that much about what a woman wears, as long as she dresses in a clean and tidy way that highlights her feminine form (especially her hips, butt and breasts). Don't bother spending mega dollars on some special outfit, or making sure that you are up with the very latest in fashion – it is highly unlikely that these things will impress a man (unless he is gay!). It might even hurt you by making you look try-hard or high maintenance. Well-fitting jeans and a t-shirt that show off your curves are almost always perfectly acceptable, unless you are going to something more formal.

Furthermore, all of this must be prefaced by saying, don't dress too sexy if you want to be considered relationship material by a man (otherwise it is very hard for him to see you as anything other than a sexual object). This means that your breasts should not be popping out of your top (a little bit of cleavage is okay though), your underwear should not be exposed too much (especially if you are wearing something like a g-string), and your skirt length should not be too short. He has to feel that he can take you home to his parents and not be embarrassed by you and how you're presenting yourself. You need to look like a girlfriend and prospective wife, not some hooker!

Of course, if you do dress quite provocatively, you probably will get attention from men – which is why many women do it. The only thing is that this is the wrong kind of attention if you are after a long-term committed relationship. Men will only be thinking about having sex with you and no more!

On the other side of the coin, do not dress like a prude either. If you dress in a way that is too conservative (ie. everything is totally covered up, with little sign of your distinct feminine form), a man will have a hard time seeing you as a sexual being, and most likely will only be able to relate to you on a platonic level (ie. as friends at best). There needs to be an element of feminine attractiveness so that he can see you as sexual and desire your body. Therefore in short, dress attractively, rather than sexy or prudish.

Cosmetics

My view on cosmetics is that less is more. Some can be okay, but it is best that you keep it to a minimum so that you don't look fake. I think most men would agree with me here that the natural look is most appealing. Personally, when I see a woman who is clearly wearing very thick make-up, I wonder what she's trying to hide. I also sometimes wonder what she would actually look like in the morning.

What you need to realize is that men don't expect you to have perfect, flawless skin. Most people have imperfections of some kind in this department. The key though is to be okay with these imperfections and totally accept yourself with them. Trying desperately to hide a few fine lines and maybe an acne scar or two says that you don't like who you are. And people usually take their cues from you as to how they should treat you. If you like who you are and are comfortable in your own skin, they will probably like and accept you too. The opposite of this is also true. Men don't want to be around a woman with low self-esteem.

Okay, so that ends this preview of *Want Men Want: The Essential Guide on How to Attract Men ... and Keep Them!* I hope you've enjoyed reading it and that you have learned some valuable ideas on the state of the dating and relationships "market" in the 21st Century and how to make yourself appear more physically attractive to men.

If you would like to continue reading on about the next 9 qualities that men most want in a woman and the following topics:

- How to Find, Meet and "Hook" Men
- How to Make a Man Fall in Love With You and Want to Commit
- How to Please Your Man and Keep Him Interested Over the Long Haul

... please click on the following link to check out the full edition of the book:

<http://attractmensecrets.com/what-men-want/>

Regards.

James Taylor