



WHAT MEN WANT  
ALEXANDRA FOX

## **Praise For *Unforgettable Woman Publishing***

“Thanks to your eBooks and newsletters, I was able to get out of a toxic relationship with an emotionally-unavailable man before I got too attached to him. Now he's married to another woman, and last I heard, he's in a miserable relationship. In the meantime, my new boyfriend and I are one-year strong — and we're ecstatic about our plans to settle down very soon!”

— *C.S., United States*

“I used to make crazy decisions because of my desperation for a man. But thanks to your eBooks, I'm now living in a fantastic world. Just recently, a lot of cute guys have been glancing at me and approaching me, and I feel really flattered. I love you guys, and words can't express how amazed I am at what I've overcome, thanks to you.” — *C.B., Philippines*

“I love your newsletters and eBooks. It has helped my relationships with my boyfriend, my friends, and my family a lot. Thank you and more grace!

— *A.O., Nigeria*

“I'd like to say thank you to Alexandra Fox for all her newsletters and eBooks. They never fail to give me a boost of confidence. I used to keep getting into bad relationships with emotionally-unavailable men. But after I joined the *Unforgettable Woman* community, I started attracting more commitment-ready men into my life. Right now, I'm in a long-distance relationship with a man who can't wait to settle down with me. More power to you, Alexandra!”

— *I.J., France*

“Reading your tips has helped me revive my romance with my man. He can't stop telling me how much he loves me. And now, he wants to be with me long-term. Thank you!”

— *M.A., Zambia*

“Your e-mails and eBooks never fail to make me go into splits of laughter. You are so right! Women should never be needy, clingy, and dependent. Thank you very much for your entertainment and advice!” — *E.G., India*

“I love the advice you give. You're absolutely right when you say the needier you become, the more you push your man away. I'm in a long-distance relationship right now, and the more I enjoy myself, the closer he gets to me. Thank you Alexandra, and may God bless you the same way He blesses us through you!”

— *M.P., United States*

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**by Alexandra Fox**

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# Table Of Contents

<b>Part I Inside The Male Mind .....</b>	<b>8</b>
<b>Introduction.....</b>	<b>9</b>
Secret 1: No Two Men Are Alike .....	11
Secret 2: How Men Feel About Things That Matter .....	14
Secret 3: Know When To Take Him Seriously .....	17
Secret 4: What Gets A Man's Juices Flowing.....	19
Secret 5: What He Needs From A Woman To Commit .....	22
Secret 6: All Text And No Action Means He's A Dull Guy.....	25
Secret 7: It Is Said: Men Love Bitches .....	29
Secret 8: When He Doesn't Open Up.....	32
Secret 9: How Men Feel About Gifts And Giving .....	35
Secret 10: The Truth About Mr. Hot And Cold.....	38
Secret 11: Just One Of The Guys, Or Just A Jerk?.....	41
Secret 12: His Need For Variety.....	45
Secret 13: The Male Timeline.....	49
Secret 14: The "L" Word. How Do You Know? .....	52
Secret 15: Are They So Completely Different From Us?.....	55
Secret 16: Dumb Down For A Man? Never! .....	58
Secret 17: Why Men Cheat .....	61
Secret 18: What Happens When You Try To Change Him.....	65
Secret 19: Drama Queens and Kings .....	68
Secret 20: Are Men Really Hard To Please? .....	71
Secret 21: Do Men Notice What Women Wear?.....	74
<b>Part II Men And Sex.....</b>	<b>77</b>
Secret 22: Sex, Love And Relationships.....	78
Secret 23: Why It's Bad To Start A Relationship In The Bedroom .....	81
Secret 24: Can Sex Keep Him Around? .....	84
Secret 25: When Problems Arise Despite Great Sex .....	87
Secret 26: Can Chemistry Be One-Sided? .....	90
Secret 27: Do They Expect Their Women To Be Supermodels? .....	93
Secret 28: Hard To Get VS. Easy Women.....	96
Secret 29: The Difference Between Love And Lust.....	99
Secret 30: How They Really Feel About Strong, Sexy Women.....	102
Secret 31: Sexual Turn-Offs For Men .....	104
Secret 32: Why Some Men Play Women .....	107
Secret 33: Behind The Bedroom Door.....	109
Secret 34: The Male Definition Of A Relationship .....	111
Secret 35: Little Gestures That Inspire His Appreciation .....	113
Secret 36: How To Slow Down His Sex Timeline .....	115
Secret 37: The Truth About Men And Porn.....	117
<b>Part III What Men DEFINITELY Don't Want.....</b>	<b>120</b>
Secret 38: The Quickest Way To Lose His Interest.....	121
Secret 39: The Reason Why He Lies To You.....	124
Secret 40: Why A Man Won't Introduce His Family Or Friends .....	126
<b>Part IV Capture His Attention To Capture His Heart.....</b>	<b>129</b>

Secret 41: I Have Nothing To Wear! .....	130
Secret 42: First Impressions.....	133
Secret 43: The Disappearing Act .....	135
Secret 44: The Sexy Dance .....	138
Secret 45: Be Flirty, Not Bitchy .....	141
Secret 46: The Qualities He's Looking For.....	143
Secret 47: Three Dates. Now What?.....	146
Secret 48: What Are We? .....	149
Secret 49: He Trusts Me; He Trusts Me Not .....	152
Secret 50: What To Do When He Won't Open Up.....	154
Secret 51: Pushing Him Over The Edge .....	157
Secret 52: On Again, Off Again .....	160
Secret 53: Watch For The Booty Call Setup.....	163
Secret 54: The Dreaded Friend Zone .....	165
<b>Part V Long-Term Love.....</b>	<b>167</b>
Secret 55: What's Taking So Long?.....	168
Secret 56: Inspiring Commitment.....	171
Secret 57: What Makes Him Imagine Tomorrow With You? .....	173
Secret 58: Happy Boyfriend = Happy Husband .....	176
<b>Part VI Trouble In Paradise .....</b>	<b>179</b>
Secret 59: The Blame Game .....	180
Secret 60: Listen And Be Heard .....	183
Secret 61: Taking A Time-Out .....	186
Secret 62: "I'm HIS Wife".....	189
Secret 63: What He Wants In A Wife.....	192
Secret 64: When There's Another Woman .....	194
Secret 65: I Love You, But... .....	197
<b>Part VII Is It Worth Fighting For? .....</b>	<b>200</b>
Secret 66: The Walls That Keep You Out .....	201
Secret 67: Just Tell Me What You Want .....	203
Secret 68: The In-Laws.....	205
<b>Part VIII Second Chances.....</b>	<b>207</b>
Secret 69: Getting Back To The Dating Pool .....	208
Secret 70: Cougar Town .....	210
Secret 71: You're Never Too Old .....	213
Secret 72: Blended Families .....	215
Secret 73: Getting Back With An Ex.....	217
Secret 74: Reigniting The Fire.....	220
Secret 75: Grumpy Old Men.....	222
Secret 76: Be His One And Only .....	224
Secret 77: It's An On-Going Discovery .....	227
A Final Word From The Author .....	229
<b>Bonus Report 1.....</b>	<b>232</b>
<b>Bonus Report 2.....</b>	<b>241</b>
<b>Bonus Report 3:.....</b>	<b>249</b>

# **Part I**

# **Inside The Male Mind**

# Introduction

Have you ever wondered what men are thinking? What is going on in a man's mind when he talks to you, or does something that seems curious?

What foods do they like to eat?

Why do they like to be outdoors and get dirty?

What's up with their love of guns, cars, motorcycles and video games?

Why are they so afraid to cry in front of you?

Where do they like to go when they are happy? Sad? Angry?

What turns men on sexually?

Why do they love money?

How does your love fit into all of this?

If these questions have ever crossed your mind, you're not alone. I've been contacted by countless women on these topics, and like you, they would love to have secret access into the male mind.

Well, ladies, the answers are here — in this book!

I'm going to dissect the male brain (well, not literally), and reveal to you some of their most-guarded secrets. And by guarded, I guarded: Most men protect the truths about their feelings, actions and motivations like those truths were Fort Knox!

I'm going to share gathered knowledge and inside information that I've gained from a real man, one who's hip with all the male quirks. He not only knows firsthand how men tick, but he's worked with them to gather their own testimonials about why they are the way they are.

And we love that about them, don't we?

OK, I know you want to get right to it and learn about your sexual counterparts ASAP, so here we go...

## Secret 1: No Two Men Are Alike

Have you or any of your friends ever made sweeping statements like, "All men are jerks!" or "Men only want to get in your pants." It might have been comforting to generalize at the time, but deep down you and your friend know those statements aren't true. In fact, no two men are alike.

Take example #1:

*A 20-year-old male is in college and living at home with his parents. He likes to sneak off his parents' supply of beer when they're not looking and party with his friends on weekends.*

*He can show up for his part-time job even after an all-nighter of drinking, dancing and gallivanting with young, inebriated ladies. He has unlimited energy and libido, even though he's not the most responsible person with his many strengths.*

*He's good at getting inside a girl's head to know what she wants to hear and eventually ends up inside her pants by the end of the night.*

Example #2:

*The same guy is now a 40-year-old man, one who has gone through divorce and sees his two kids every other weekend. He has a mortgage to work for, child and spousal support, and creditors coming after him for racking up too much debt to finance his divorce.*

*He seldom gets out to socialize or visit bars because his slush fund is dedicated to too many financial obligations ahead of having fun. He would love to enjoy the company of women, but hasn't dated in years because he's trying to re-establish himself before he can commit to wining and dining women.*

*And sadly, his last experience in the bedroom was an embarrassing reality that his man stick could no longer stay up all night like he could in his younger years.*

What do you think separates these two examples? Worlds, actually, no?

First off, you'd notice that a college guy most likely is more interested in having fun in the moment rather than think about falling in love or finding commitment. He hasn't many cares so he can focus on being the type of alpha male that gets his game on. His type of woman is "warm and breathing." He seeks many conquests and lives for the high it gives him.

Second, you'd spot that a guy who's at midlife and has multiple obligations would be less likely to be itching to play the field and more likely yearning for a quality woman who is nothing like his ex. He is too worn out and tired from all his priorities to mess around with a woman's

heart. His type of woman is most likely of the "warm, affectionate and non-judgmental" ilk.

Men are in completely different stages in life mentally, emotionally, physically, financially and maturely at so many milestones.

So while there are some similarities in men, they all want different things, depending on their life stage. One may be looking to dominate a female to establish his manhood while the other is looking for a strong woman, one who inspires him to be a leader.

This is why you must look at each man as an individual and observe him to discover what his needs are, where he is in life and if you share common goals.

### **Secret #1**

- *Men are interested in different things at different stages.*
- *Look at a man's age and life experiences.*
- *Never assume you know what a man is like until you get to know him.*

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## Secret 2: How Men Feel About Things That Matter

Men are often seen as sexual creatures. But are they? Let's not clump them all into the beast category, shall we? Acceptance, respect, support, motivation as well as so many other unseen factors enter into a man's mind to determine who he really is.

If you can remember the basic needs a man has, listed below, you should be all set to figure out what really matters. And it's more than sex!



Let's take **money**, for an example. To men, it's the basic necessity for survival. Instead of bringing home raw meat, a modern man brings in his income to provide and protect his loved one.

His ability to create and provide wealth and comfortable living is his badge of honor as a "man." If his woman is happy with her living conditions, he's happy he could provide it to her.

**Sex** is something you can't miss when you think of men because in many ways, it's through his sexual prowess that he shows his love. To men, sex is a primary need, like food or shelter. Men are showing they care by wanting to have sex with you (odd, but cute in a way).

Men also need motivation and support. They take fidelity very seriously because to them, a woman who encourages them and has their back gives them the strength they need to be a man. Every man will need emotional, monetary or other support at some time in his life. But being forceful and dominating could seriously backfire. Hold off on trying to take over control.

That brings us to **respect**. Men crave their own space and privacy. They guard it with the same level of determination that they guard their emotions. A woman who respects those boundaries will gain HIS respect.

Such a woman would also do quite well if she showed him her **acceptance**. A man needs to feel that he is completely accepted for who he is, his nature, habits and even his faults (note: It's pointless to try and change a man because it will trigger a negative effect in his perception of you).

Here's a scenario: The sex is phenomenal but the woman constantly criticizes him for everything he seems to do. Do you think a man would want to marry a woman who constantly nags him and points out his flaws? Would he choose such a woman over one who praises his good points and admires him for who he is? Is the sex enough to keep him around?

If you guessed "no," you're correct.

A man needs support AND sex AND admiration. You need to offer the entire package to keep his interest. And while you're at it, tone down the harsh criticisms!

### **Secret #2**

- *Money and earning potential are motivating factors for men.*
- *Sex is how men show love for a woman.*
- *Respect a man by giving him space and privacy.*

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## Secret 3: Know When To Take Him Seriously

*How do you know when a man is being sincere about how he feels about you and when he's just trying to boost his ego? Is he having his fun or does he mean business? Sometimes reading a man's emotional "tea leaves" can just "leaf" you confused.*

Start by observing his little gestures. You can do this as soon as you meet him, since men tend to give off early clues about what motivation is behind their actions.

Flirting comes naturally to most men, so his words are not going to be a solid indicator of what he's really after. Non-verbal cues, however, seldom lie.

Does he fidget with his phone or glance around while you're talking? Does he seem genuinely interested in what you have to say? Does he ask questions about you, more in depth ones than say, "How was your day?" Does he want to know about the "real" you, including your friends, family or kids?

Does he follow up on promises? Does he call when he says he will? Is it often enough for you to feel he's concerned about you? Does he remember little details about you or your life that you dropped in a previous

conversation? That's a sign he's not only paying attention, but he WANTS to know more about you.

Does he look into your eyes while talking or do they roam around? Is he engaged in your conversation or easily distracted? Does he often gaze at your body, or worse, other women's bodies?

Does he seem to enjoy having a conversation with you? Does he randomly mention you in future plans or is he showing signs of living in the moment? Does he seem concerned about your safety or offer to help with anything?

Keep your eyes and ears (and mind) open to his subtle clues about how much he's really interested in you. If he makes plans and sets up dates, it's a good sign. However, if he only texts or calls a day before (or the day of) asking to see you, you're probably one of his many options.

### **Secret #3**

- *Look at a man's non-verbal cues when he flirts with you.*
- *Is he easily distracted or does he pay attention to you?*
- *He plans things with you for the future if he's looking for more than sex.*

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## Secret 4: What Gets A Man's Juices Flowing

*What does a woman need to do to get a man started? Good question!*

Certainly, if you look good, you'll get a man's attention. But that's not enough. There's what I like to call "emotional connection" that goes beyond the brain chemistry created through his "little head."

To get a man's juices flowing, you need to be in tune with him. That could mean showing an interest in one of his favorite sports, being a confident woman who carries herself well, having a sense of independence that piques his curiosity or have the ability to carry a conversation that gets his mind spinning.

Yeah, now you're talking in HIS language!

Ask yourself this: If a man is dating you, what is he going to see? Is he lucky enough to have some of your time, while you make an effort to schedule him into your day that's brimming with events, projects, work, classes, charity events or meeting with your regular groups?

Or when he asks you out, are you going to quickly respond (no need to glance at the empty calendar on your wall) that any day of the week is fine?



Want to really make a man crave your company? Find out if you have common interests or hobbies and have him join you. Not only will the experience be a positive one for him (without even making an effort), but he will see that you're fun to be around.

There's no need to fake interest in something he likes to do, so remember to continue being yourself.

*Example 1: Your guy loves a sport that you don't care for. When you watch the game with him, does your distaste for the sport come out with snide comments or do you kiss his cheek and ask if his team is winning? You may hate the sport, but you can still love the man.*

*Example 2: He takes you to dinner with a crowd of people he works with. Not only are you a little nervous, but you start noticing how irritating*

*they act around you. You don't like them. Do you let them know you're not on board with their shenanigans, or do you play off how annoying they are by shining on your man's shoulder, leaving them envying him for having such a fine woman that makes HIM look good. Perhaps you're so good at playing the cool card that even HE doesn't care about their opinion.*

Do you see how little, subtle changes can really perk up your entire dating experience? Men pick up on those nuances and judge from their gut. If you're the kind of woman that sparks a good feeling, he'll remember you for it. And he'll want to see more.

#### **Secret # 4**

- *A man needs mental stimulation to keep his interest beyond your looks.*
- *A woman whose social calendar is always loaded is much more appealing than a woman who's always available.*
- *A woman who can keep her cool and make him look good to his peers will leave a lasting impression.*

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