

NATIONAL BESTSELLER

WHY MEN LOVE

Bitches

From Doormat to Dreamgirl—
A Woman's Guide to Holding Her
Own in a Relationship

SHERY ARGOV



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A Woman's Guide to Holding Her
Own in a Relationship

SHERRY ARGOV

Praise for Sherry Argov's

WHY MEN LOVE

***Bitches*®**

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This book takes satire to a whole new level. It's not only funny, it's very real. It is full of 'slice of life humor' that covers everything that frustrates women about men."

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WHY MEN

LOVE

Bitches®

Sherry Argov

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Dedication

*I dedicate this book to
my mother and father.*

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Introduction

Why Men Love Bitches is a relationship guide for women who are “too nice.” The word *bitch* in the title does not take itself too seriously—I’m using the word in a tongue-in-cheek way representative of the humorous tone of this book.

The title and the content address what many women think, but

don't say. *Every* woman has felt embarrassed by appearing too needy with a man. *Every* woman has had a man pursue her, only to lose interest the minute she gave in. *Every* woman knows what it feels like to be taken for granted. These problems are common to most women, married and single alike.

So why do men love bitches? An important distinction should be made between the pejorative way the word is usually used, and the way it is used here. Certainly, I'm not recommending that a woman have an abrasive disposition. The bitch I'm talking about is not the "bitch on wheels" or the mean-spirited character that Joan Collins played on *Dynasty*. Nor is it the classic "office bitch" who is hated by everyone at work.

The woman I'm describing is kind yet strong. She has a strength that is ever so subtle. She doesn't give up her life, and she won't chase a man. She won't let a man think he has a 100 percent "hold" on her. And she'll stand up for herself when he steps over the line. She knows what she wants but *won't* compromise herself to get it. But she's feminine, like a "Steel Magnolia"—flowery on the outside and steel on the inside. She uses this very femininity to her own advantage. It isn't that she takes undue advantage of men,

because she plays fair. She has one thing the nice girl doesn't: *a presence of mind* because she isn't swept away by a romantic fantasy. This presence of mind enables her to wield her power when it is necessary.

In addition, she has the ability to remain cool under pressure.

Whereas a woman who is "too nice" gives and gives until she is depleted, the woman with presence of mind knows when to pull back.

Among the hundreds of interviews I conducted with men for the book, over 90 percent laughed and agreed with the title within the first thirty seconds. Some men chuckled as though their best-kept secret had just been revealed. "Men need a mental challenge," they said. Time and time again, this was the recurrent theme.

The men I interviewed all phrased it slightly differently, but the message didn't change. "Men like it when a woman has a bit of an *edge* to her," they said. Two things became clear across the board: First, they would regularly use the phrase *mental challenge* to describe a woman who didn't appear needy. And second, the word *bitch* was synonymous with their concept of *mental challenge*.

And this characteristic, above all, they found attractive.

When I used the phrase *mental challenge* with men, it was immediately clear to them the quality I meant. On the other hand, when I interviewed hundreds of women, rarely did they understand the same phrase. They often related the phrase to intelligence, rather than to neediness. It wasn't just that my hunch was confirmed by these interviews; they also strengthened my sense of purpose. I thought that anything this *obvious* to men should not be kept a secret from women.

This book addresses the very issues that men *won't*. He won't say, "Look, don't be a doormat," "Don't always say yes," "Don't revolve your whole world around me." This book is necessary because *these are things a man will not spell out for his partner*.

In the chapters that follow, you'll find one message coming through loud and clear: Success in love isn't about looks; it's about attitude. The media would have us believe differently. A teenage girl picks up a magazine and reads: "Get that boy's attention" with an item of clothing, or a certain look. "This nail color or lipstick will wow him," the magazine assures her. And what does the girl learn? How to obsess over someone else's approval.

Then there is the issue of how the media treats aging. The teenage woman evolves into a twenty-something woman with confidence, and the media bombards her with negative images of aging. The message here is: Two wrinkles and a stretch mark, and she's "marked down" like last season's merchandise that's sold at half price. And what does she learn? How to obsess over someone else's *disapproval*.

So what's the message of this book? It's that a bit of irreverence is necessary to have any self-esteem at all. *Not irreverence for people, but rather, for what other people think*. The bitch is an empowered woman who derives tremendous strength from the ability to be an independent thinker, particularly in a world that still teaches women how to be self-abnegating. This woman doesn't live someone else's standards, only her own.

This is the woman who plays by her *own* rules, who has a feeling of confidence, freedom, and empowerment. And it's this feeling that I hope women will glean from reading this book.

The woman who has a positive experience with men possesses the ever-so-subtle qualities I discuss in this book: a sense of humor and an aura that conveys, "I'm driving the train here. I'll tell you

where we get on and where we get off.” This woman has that presence of mind to do what is in her best interest and an attitude that says she doesn’t need to be there. She is there *by choice*.

The bitchy women who are so loved by men give off a devil-may-care quality and, yes, have that “edge.” This is that same edge, coincidentally, that men say they find so magnetic. The difference is this woman isn’t looking for it outside herself; it is a special quality she carries within.

Note: Throughout this book, some names have been changed at the request of those interviewed.

1

FROM DOORMAT

TO

Dreamgirl

Act Like a Prize and You’ll Turn

Him into a Believer

“Sex appeal is 50% what you’ve got, and 50% what people *think* you’ve got.”

—SOPHIA LOREN



Meet the Nice Girl

Everyone has known a “nice girl.” She is the woman who will overcompensate, giving everything to a man she barely knows, without him having to invest much in the relationship. She’s the woman who gives blindly because she wants so much for her attentions to be reciprocated. She’s the woman who goes along with what she thinks her man will like or want because she wants to keep the relationship at all costs. Every woman, at some point, has been there.

Certainly, the average fashion magazine gives women ridiculous relationship advice that makes it easy to understand why women are so eager to overcompensate: “Play hard to get, then cook him a four-course meal . . . bake him Valentine’s cookies with exotic sprinkles shipped from Malaysia (just like Martha Stewart). Don’t forget the little doilies and the organic strawberries that you drove two hours to get. Then serve it all to him on the second date, wearing a black lace nightie.” And what is this a recipe for?

Disaster.

ATTRACTION PRINCIPLE #1

Anything a person chases in life runs away.

Especially when it comes to dealing with a man. With one caveat:

If you chase him in a black nightie, first he'll have sex with you . . .
and then he'll run.

Why does a man run from a situation like this one? He runs because the woman's behavior doesn't suggest that she places a high value on herself. The relationship is new, and the bond between them is relatively shallow. Yet she's already dealt him her best card. The fact that she is willing to overcompensate to a virtual stranger immediately suggests one of two things. He'll either assume she is desperate, or he'll assume she is willing to sleep with all men right away. Or *both*. What gets lost is his appreciation for her extra effort. Once a man begins to lose respect for a woman because she is willing to subtly devalue herself, he will also lose the desire to get closer to her. Nightie or no nightie.

A dreamgirl, on the other hand, won't kill herself to impress anyone. This is why the woman he really falls in love with doesn't serve a four-course meal. And you won't see her breaking out the fancy china, either. She'll start out cooking him a one-course meal.

(Popcorn.) No fancy doilies. A Tupperware bowl does the trick.

She simply asks her guest, “Hey, do you want the bag or the bowl?” Six months later, the same woman throws together a meal and puts down a hot plate in front of him. And what does he say to himself? “Man! I’m special!”

It doesn’t matter if it is pasta with Ragu topped by a meat-bal you picked up at the corner deli. He’ll say, “This is the best pasta I have ever had in my life!”

Now he feels like a king. And the only difference is the amount of time and effort he had to invest, first. He didn’t get it all right up



front and he appreciated it more.

ATTRACTION PRINCIPLE #2

The women who have the men climbing the walls for them aren’t always exceptional.

Often, they are the ones who don’t appear to care that much.

This isn’t about how to play a game or how to manipulate someone. This is about whether you are genuinely needy, or

whether you can genuinely show him that you'll be an equal partner in the relationship. It's about whether you are capable *of holding your own* in a relationship.

What would happen if you let him know from day one that you are willing to bend over backward? He'd think you're desperate, and he'd want to see just how far you'd be willing to bend. It is human nature. He'd immediately start to test the waters. The more malleable you'd become, the more he'd expect you to bend. He'll instantly perceive you as a Duracel battery, as in, "Just how far will she go? How much can I get out of her?"

Nice girls need to know what a bitch understands.

Overcompensating or being too eager to please will lessen a man's respect; it will give the kiss of death to his attraction, and it will put a time limit on the relationship.

Most men don't perceive a woman who jumps through hoops as someone who offers a mental challenge. Intelligent women make the mistake of assuming that if they hold a higher degree, they can hold their own in a political debate, and they have a good understanding of mid-caps, they offer a man mental stimulation during dinner. But the mental challenge has little to do with conversation. (Granted, if


she thinks that Al Green and Alan Greenspan are the same person, then Houston? We have a problem.)

In general, the mental challenge has to do with whether you expect to be respected. It has to do with how you relate to him. It has to do with whether he knows that you aren't afraid to be without him.

The nice girl makes the mistake of being available all the time. "I don't want to play games," she says. So, she lets him see how afraid she is to be without him and he soon comes to feel as though he has a 100 percent hold on her. This is often the point when women begin to complain: "He doesn't make enough time for me. He isn't as romantic as he used to be."

A bitch is more selective about her availability. She's available sometimes; other times she's not. But she's nice. Nice enough, that is, to consider his preferences for when he'd like to see her so that she can *sometimes* accommodate them. Translation? No 100 percent hold.

What about the woman who will drop everything and drive to see a man? The man also knows he has a 100 percent hold on her. After a couple of dates, he goes out with the boys, comes in at



midnight, calls her, and off she goes to see him. When a woman drives to see a man in the middle of the night, the only thing missing is a neon sign on the roof of her car that says WE DELIVER.

ATTRACTION PRINCIPLE #3

A woman is perceived as offering a mental challenge to the degree that a man doesn't feel he has a 100 percent hold on her.

Your time with him is telling. The nice girl sits in a chair after a week of knowing the guy, bored out of her mind as he does something that interests him. He may be watching sports on *TV*, cleaning his fishing gear, strumming his guitar, or working on his car. She is miserable but doesn't say a peep. Instead, she tries to make the best of it and twiddles her thumbs politely, just so she can be in his company.

The bitch, on the other hand, makes plenty of peeps. In fact, she is bitching the whole way through. This is not a bad thing, because then he knows he can't walk all over her. But remember, a mental challenge has little to do with being verbally combative. It has to do

with your actions and how much of yourself you are willing to *give up*. For example, he says he likes blondes. You have dark skin, dark eyes, and black hair. The next time he sees you, you've bleached your hair and dyed your eyebrows to match. Translation? He'll sense he has a 100 percent hold on you.



"A man's love comes from his stomach," they say. That's true, but no one said to slave for six hours to feed him. Whether he eats out or you order take-out, the stomach is full, and there is plenty of love to go around. Rule of thumb: If it is warm, he'll eat it. The rest is wasted effort.

Women are conditioned to give themselves away. I have yet to see a men's magazine with an article on how to cook a woman a four-course meal. The closest they ever come to a recipe is in the bodybuilder section, when they tell guys to mix up a few egg whites with some wheat germ.

I raise the issue of cooking because it's one of many ways that women overcompensate. This doesn't mean you should forgo cooking altogether. Perhaps it's your anniversary, and you've been

together a whole year. Perhaps it is his birthday, and you want to do something special for him.

On a special occasion, and after he has earned it, cooking him a meal is a nice “treat.” But it isn’t a treat if you give it to him right off the bat. Since this is a book for women, I would be remiss if I didn’t include some recipes for those first weeks in a relationship. And, unlike Martha Stewart’s recipes, the following are easy to remember. You don’t even need recipe cards.

Appetizer

Popcorn à la Carte

I recommend popcorn for its convenience and quick preparation time. First, place the bag in the microwave. When all the kernels have popped, remove the popcorn from the microwave carefully, because it will be very hot. Be sure to wear a cooking mitt, an apron, and a spatula to assist in the removal of the popcorn from the microwave. This will not only impress your guest, it will also make it look like you really know what you’re doing.

If you find that the popcorn is burned, notice *where* it is burned.

If it’s black at the top, dump out the black part and salvage the rest by pouring it into a bowl. Serve the yellow part to your guest, and

then adjust the time when you make a new bag for yourself.

Serves: one and a half. (Good enough.)

Main Course

Gourmet Delicate Dippings

Bring a pot of water to a boil, and plop in two wieners. Cook them for five minutes so the wieners are tough or slightly *al dente*. Pour your guest a refreshing beverage (Kool-Aid). Then send him onto your balcony so he can enjoy the lovely view—as ambience is everything. When he isn't looking, slice and dice the little wieners and stick a toothpick into each piece. Like Martha, you can truly express your creativity with a wide assortment of different colored toothpicks. Now serve the little weiners with two “delicate dipping” sauces, served side by side: ketchup and mustard. And never refer



to them as weiner slices, always refer to them as “Gourmet Delicate Dippings.”

Now for dessert: a jely rol (Hostess) served with coffee (instant). And an after-dinner mint always makes a classy finishing touch. I recommend peppermint, spearmint, or Trident.

You'll know dinner was a smashing success when he insists on taking you out to eat next time. Never again will you hear him utter the words, "Hey, what's for dinner?"

If, after some time, he ever slips and asks you to cook, simply offer to make your specialty: popcorn, wieners, and a jelly roll, with coffee and Kool-Aid to help wash it down. Then start getting ready because you'll have reservations within the hour.

The bitch is not the woman who will sit at home and work overtime to refine her "man-catching" skills. All she feels she has to do in the beginning is focus on being good company. This is more than enough until he earns the "cat-bird seat" at the top of the yacht.

In the beginning, pay close attention and take note of the following: If he's unwilling to lift a finger during the courtship, he is showing you right up front that he has nothing to offer you in the future. This behavior has nothing to do with your worth. It has everything to do with what he has to offer. And it also has to do with how you present yourself. Are you working overtime? If he has a lot to offer but you don't allow him to come your way, he'll have no other option but to back off. When a nice girl overcompensates, her behavior says, "What I have to offer isn't enough,

and who I am isn't enough." The bitch, on the other hand, gives a very different message. "Who I am is enough. Take it or leave it."

And now, a comparison:

"I'M ENOUGH.

"I AM NOT ENOUGH."

VS.

TAKE IT OR LEAVE

IT."

She calls him often and says, She gets back to him when

"Please return my call."

she's free.

She is on call like a rookie

She sees him when it is

flight attendant.

convenient for her.

She goes out to have fun

She makes it obvious a

and doesn't make

relationship is her goal before promises to a virtual

she knows much about him.

stranger.

When he calls her, he is

When he does call her, she is curious where *she* is, and
mad he didn't call sooner.

why she's not there.

He'll pick her up or happily

She often drives.

go out of his way.

He has no clue where the

She asks, "Where's our
relationship is going, and
relationship going?"

she leaves it like that.

She talks about having

She can't remember his
babies.

last name.

He brings up the ex; she

She asks him about the "ex."

looks at her watch.

ONE = DOORMAT

THE OTHER = DREAMGIRL

The foundation is laid from day one. From the very beginning, he consciously (yes, consciously) tries to figure out what the parameters are *and how much he can get away with*.

Phone etiquette is also telling. Do you wait to hear from him before you make plans? Do you get bent out of shape if he doesn't call, check in, or show up as expected?

If so, you are not giving him a lesson in punctuality. What you are doing is showing him he has a 100 percent hold on you, which isn't a good message to give someone you've just met.

It's a fact that most men deliberately don't call, just to see *how you'll respond*. When a woman is upset, she is easy to read. And a man can easily gauge how much a woman wants or needs the relationship by simply pulling back a little bit. So forget all those other theories from magazines about why men don't call.

ATTRACTION PRINCIPLE #4

**Sometimes a man deliberately won't call,
just to see how you'll respond.**