

THE TOP 5 REASONS  
WHY HE DISAPPEARS  
(AND HOW TO AVOID THESE TRAPS)

by  
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# The Top 5 Reasons Why He Disappears (and How to Avoid These Traps)

She looks down at her phone. Her last text was sent days ago, and he still hasn't replied.

*Ok, I guess he's gone.*

That's what she tells herself. And just when she was starting to really like him.

*But why?! What made him suddenly go cold?*

\* \* \*

In a moment I'm going to finally solve this mystery for you and let you in on the secret inner workings of a man's mind...

But first, there's something that's important to remember:

**You can't control everything a man does when dating, nor should you always blame yourself if things go wrong.**

It's tempting to beat ourselves up when someone doesn't want us back, but the fact is, men can stop chasing for all kinds of strange, unusual, and personal reasons that you can't control.



But the good news is that I've uncovered a set of simple shifts that women *can* control. And when you make these 1% shifts, you'll find men are drawn to you like never before.

In this short guide then, I'm going to reveal the **TOP 5 reasons guys disappear**, so that you never have to fall into the most common traps ever again.

You may be wondering how I figured this out. Good question!

I've written a *New York Times* bestseller, I'm a dating columnist for *Cosmopolitan Magazine*, I'm the resident love expert on the *Today Show*, and my training videos have reached over 88 million women around the world.

So I've spent an incredible amount of time figuring out what men want and translating that to powerful, yet easy techniques women can use to get the love they deserve. And that's what I'm giving you in this guide!

Before we start, let me just say I know there are tons of guys out there who **don't** deserve your attention for a single second – guys who waste your time, mess you around, and have no intention of being a decent human being – so let me assure you: **These secrets are only to be used on the men who are WORTH YOUR TIME, i.e. the men with good character who earn a place in your life.**

Now, if you're ready for some honest guy talk, let's jump in and begin...



## Reason Men Disappear #1

### **He's Great, But You Make Him Extraordinary**

You've been on a few dates with a guy and you're feeling good about things.

He ticks a few key boxes you want in a man: He's attractive. He's smart. He makes you laugh.

You get that flutter of excitement in your stomach, "Wow...this doesn't happen often."

"And he's interested in me," you think to yourself. "This guy has potential; maybe this could lead somewhere great!"

I've always said that **one of the most dangerous moments in attraction is when you realize that you REALLY like someone.**

Why?

Because when you like a guy, **it's easy to fall for an ideal version of him instead of the REAL man in front of you.**

Remember, this guy isn't perfect. There's a lot you don't yet know about how he would be in a serious relationship.

And yet...so many women sell themselves on a man's potential instead of giving him time to live up to it.



They meet a guy with 40% of the things they are looking for in a partner, and then they project the other 60% to make him seem like the 100% perfect man.

So make yourself this promise: **See this man exactly as he is NOW, not how you would like him to be in the FUTURE.**

When a woman falls for a guy prematurely, she tends to engage in certain needy behaviors that she wouldn't usually do.

For example:

- **She ignores when he does things she disapproves of.**
- **She goes along with everything on HIS terms because she's afraid of losing him.**
- **She devalues herself in conversation and boosts his ego.**

To avoid this trap, I want you to note down and always remember this maxim:

**\*\*NEVER, EVER, EVER INVEST IN A GUY BASED ON HOW MUCH YOU LIKE HIM. INVEST BASED ON HOW MUCH HE INVESTS IN YOU.\*\***

If you follow those words, you'll never lose your self-respect in the name of chasing a man who has not yet proven himself to you.

By the way, one *really* important habit for your own self-respect is to **acknowledge when a guy does something wrong.**

For example, if he lets you down for a date at the last minute, then instead of just brushing it off, text him back and say, "Are you always this flakey?"



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This method of **calling him out** lets him know that you're not going to let disrespectful behavior slide. You set the standard, and then let him live up to it.

Remember: Attraction can blind us to the warning signs in front of us.

Save yourself time by falling for the man in front of you, not a version of what you want him to be.

## Reason Men Disappear #2

### **You Were Too Scared of Getting Hurt**

Let's face it: Most women have had bad experiences at *some* point with a guy.

Maybe you've had men who have lied in the past. Or cheated. Perhaps you had a guy who showered you with affection and promises, only to fade out and "ghost" you months into the relationship.

So now, every time you meet a new man who excites you, you feel a terrible pain in your stomach. "What if he's just like the OTHERS?!" you think to yourself.

You get so worried that you'll be fooled again, that you engage in all kinds of destructive behaviors with this new guy.

For example:

- **You pressure him too early to say whether he wants something serious with you.**



- **You express a negative view of men in general, or “play the victim” by always talking about how you’ve been hurt in the past.**
- **You act in a suspicious and jealous way, as if he can’t be trusted.**

All of these things are POISON for your chances of keeping this guy interested.

**Men need to feel a sense of freedom and trust in order to feel comfortable getting deeper into a relationship.**

What’s more, no strong, confident man wants to constantly reassure a woman who is insecure and always afraid of losing him.

If you want to keep a guy interested, you need to let go of that fear and focus on bringing nothing but fun, optimistic energy and good emotions on those early dates.

(No, this isn’t about lying about your pain and past hurt; it’s about showing that you are moving forward and aren’t going to burden a new relationship with these painful experiences.)

There’s a time to open up later, but at the beginning, make sure the side this guy sees of you is your absolute best!



## Reason Men Disappear #3

# You Focused Too Much on “Labeling the Relationship” Instead of Giving Value

Ever been to a personal trainer who immediately wants to sign you up for the next 10 sessions before you’ve even had one? Ugh.

Ever seen a new employee who immediately makes a ton of demands BEFORE they’ve even proved their worth to the company? (I have!)

The fact is, **people only want to commit to something AFTER they’ve seen the value of having it in their life.**

Every guy has noticed the dating profile of a woman who writes in her personal bio, “If you don’t want anything serious, then don’t bother messaging.”

The problem with such an ultimatum is that it focuses so much on telling a guy what you want from him instead of focusing on **WHY you’re amazing for him.**

So how do you become the woman he’s hooked on? **By making him feel the right emotions.**

Emotions like:

- Excitement and fun
- Deep connection
- Mutual respect
- Sexual chemistry





You're much more likely to get a guy hooked if you shift focus to being the woman he never wants to leave instead of making him think you're the woman who he can never get rid of!

Then, when the time is right, if he still hasn't said "I want us to be exclusive," you say: "I like you, so even though I'm really enjoying hanging out with you, I don't want to keep getting invested if we are just being casual."

Notice here how you make it a statement, not a question.

You don't ask him, "Where is this going?" because that's passive and leaves it out of your control. You want to be certain and tell him the standard if he wants to keep going with you.

Always remember, you may want a serious future, but he's not a candidate for that yet until he has taken real initiative to get closer and commit himself to being with you exclusively.

Instead of focusing on locking him down quickly, focus on being an indispensable presence in his life – **then you'll find HE'S the one who won't be able to imagine life without you.**

## Reason Men Disappear #4

### **You Didn't Keep Any Mystery**

Does being a mystery mean playing "hard-to-get" or acting like the aloof ice queen standing at the corner of the bar with the steely gaze?

No.



Being a mystery isn't about being guarded and never letting your vulnerability show.

What mystery means is simply this: **let a guy into your world gradually.**

You want to be the Rubix Cube that he still has to solve. When a Rubix Cube is out of order, people have a desire to play with it until they work it out. But once it's solved, they put it down. **Don't be the Rubix Cube he can solve within the first month of dating you.**

Unfortunately, most women mistake being a mystery for playing games. They think that the best way to be mysterious is to keep him in the dark, ignore his texts, or try to play with his emotions to make him want her more.

This isn't mystery; this is manipulation.

**Getting a guy to REALLY WANT you is about making him see how amazing you are whilst still making him feel like there is always more to discover.** That's the real essence of long-term attraction.

But mystery alone isn't enough. You need MYSTERY + EXCITEMENT + CHALLENGE.

If you are *just* mysterious, it doesn't keep a guy hooked.

(If you have my [What Men Want](#) program, the “**Be the Mind-Blowing Concert, Not Just another Movie**” technique shows you exactly how to hit this SWEET SPOT that gets a guy addicted to you.)



Men are like women – we all like to feel as if MORE surprises are coming.

Keep him guessing about what incredible experiences he has yet to share with you and he'll do everything he can to keep you around.

## Reason Men Disappear #5 **You Weren't Able to Walk Away**

When all else fails, YOU have to be the one willing to leave when things aren't right.

Why?

Because a man will only choose you when you choose yourself first.

And choosing yourself involves deciding when it's best for your own future to leave now and save yourself pain.

**The ability to walk away is what gives you the power in ANY negotiation, and relationships are no different.** There's a saying I've always loved that sums this up: "If you really do put a small value upon yourself, rest assured that the world will not raise your price."

In other words, **no one will treat you how you deserve to be treated until YOU determine your own worth.**

When a man knows that you are a woman in demand – someone who lives her purpose and has an exciting life with plenty of



fulfilling options to return to – that’s when you become someone he really can’t let go of.

Above your need for any man should always be the need to do what’s best for you, to live according to YOUR purpose and values, and to not settle for any treatment that is beneath what you’re worth.

**We value things that require us to earn them, and we value them even more when we have to work to KEEP them in our lives.**

Be willing to walk away, PERIOD. You’ll soon find there are plenty of men who will want to follow.

\* \* \*

That’s all for now. Thank you so much for reading!

I put a huge amount of effort into writing this guide and breaking down these insights from my years of study into male psychology – I truly hope you got a lot out of reading it.

Maybe, as you read each reason, you realized that you ALREADY had some areas under control, whilst others you stumbled on and realized there are mistakes you didn’t even notice you were making with guys.

As I said earlier, dealing with a guy losing interest isn’t about blaming yourself and deciding it’s all your fault.

Rather, the purpose of this guide is to make sure you know the pieces you can control so that going forward you can be a magnet for those quality men who are really deserving of everything you have to offer.



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Now you have the basics of what pushes guys away – but of course, that’s just one half of the story...

The other half is understanding what men want so that you can draw any man you choose *closer to you* so he doesn’t think about any other woman.

You’re in luck there, too...

**I’ve created a quick-start guide** that will help you do just that.

I’ve curated years of my very best research and groundbreaking insights on male psychology and boiled them down to create a practical handbook that could both:

1. **Get deep inside the male mind** to give you raw, truthful, and 100% unfiltered answers to your top questions about how men think, AND
2. **Get you rapid results** during those crucial first few weeks and months of dating where everything you say and do can determine whether your guy commits to you or sets his sights on another woman and disappears for good.

It’s called...

## **“What Men Want**

### ***7 Secrets to Pull Him Closer Instead of Pushing Him Away”***

In it, you’ll learn:

- The Irresistible Behaviors that **make men beg to commit** to you
- My secret formula that guarantees **HE’LL keep making the effort to see YOU** again and again



- **The REAL Truth About Sex and Commitment**
- **How to act AND respond** when he doesn't show the right amount of investment in you

*This next insight is absolutely **priceless**...*

- Exactly how to hit the “sweet spot” of time spent together so **he'll become positively addicted to you**
- And more

But first, a WARNING:

I'm going to hand you my best rapid-results tips in this potent guide, but it's your responsibility to make sure that the man you use them on is worthy of an incredible woman like you.

That's because, once you learn my 7 Secrets to Pull Him Closer Instead of Pushing Him Away, you will become so *magnetically attractive* to him that he'll become obsessed with spending more and more time with you...

...he'll fall all over himself treating you like a goddess...

...and **he certainly won't dream of disappearing on you** like other guys have done in the past.

(No kidding. This is powerful stuff.)

Listen, most women out there are going to keep making the same mistakes we talked about today.

But right now, **YOU** get to stop accidentally pushing men away so you can finally enjoy the committed relationship you deserve with your Mr. Right.



I'm handing you the secret “cheat code” to the male mind so you'll always know exactly how to pull any guy you want closer and closer. All you have to do now is take it...

[Get Your Instant Download of “What Men Want” Here →](#)