

Dating Secret Exposed: Why Nice Guys Finish Last

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Special to Yahoo! Personals

Updated: Jun 20, 2008



Are you a nice guy who has always wondered why the cocky guy -- the one who barely appears interested in the girl -- is usually the one who gets the girl?

Have you suffered from hearing the words, "You're a really nice guy, but I only like you as a friend," from a woman who you would do (or may, in fact, have already done) just about anything and everything for -- only to turn around and watch her date (or even chase) a guy who treats her like she's nothing special? And are you stumped wondering why she would date a guy who treats her like that when she could have you who would treat her like a princess and give her everything she wants? Well, you better brace yourself because I'm going to tell you a couple of secrets that you might not want to hear.

First, "nice" equates with boring and predictable. Look up "nice" in the dictionary and you find: pleasant; agreeable; satisfactory. In other words, average -- not exceptional, not exciting, and not sexy. I'll bet you've never

heard a woman say she didn't want to date a guy because he was too confident, too passionate, or too exciting -- have you? But, I'll bet you have heard women say things like, "He's such a nice guy. He's so sweet and he's always there for me, but I only like him as a friend." Or, "He's such a good guy -- kind, thoughtful, generous, honest, loyal -- but there's no chemistry. He just doesn't turn me on." Sadly, I hear it all the time. The fact is, Mr. Nice Guy, you cannot bore a woman into feeling attracted to you or into wanting to date you. And as obvious as that sounds, if you are one of those guys I described that is exactly what you are trying to do. And it won't work.

Please understand that I am not suggesting that you mistreat women or disrespect them in any way. What I suggesting is that you value and respect yourself more.

To illustrate what I mean: The answer to the question, "Why does the guy who doesn't appear to care as much about the girl get the girl?" is simple:

The nice guy cares too much, too soon. He has made the woman too important and too valuable and it shows in everything he says and does. He is too available, too eager to please, too accommodating, and he gives too much -- all without getting anything in return. By doing so, he has made himself appear desperate, insecure, needy of this woman's attention, affection, and approval -- and he has stripped himself of any value in her eyes. After all, if he's already doing and giving everything, without her doing or giving anything - why would she value him? She won't. She is not going to value him any more than he values himself. What she is going to do is look for someone else, someone who she perceives as being more worthy, more confident, and more valuable. It works like this: Once you need something, or you want it too badly, you forfeit your strength and lose all power of negotiation. You are in a position of weakness and you are perceived as weak. Someone (or something) else is in control of you, the situation, and it's outcome. Men in this situation appear to be anything but confident, strong, and exciting. More, they are perceived as being unworthy and as lacking value.

Translation: Things that are easily acquired, obtained, or maintained, without any effort or sacrifice, lack value... it's human nature.

The secret to why the cocky guy wins with women, over the nice guy, is that he is perceived as being a stronger, more confident guy with more value. How? He never invests everything -- his entire being, ego, and self-worth in what one woman's response or reaction to him is. He doesn't gush with compliments; he isn't always available; he doesn't give too much; and he knows he isn't going to die if a woman says "no" to him. More, his attitude is, yeah, I'd like to go out with you, but if I can't, that's OK -- I'm a busy guy, with exciting things going on, and lots of other options.

Relationship Advice Expert April Masini: Nicknamed "The New Millennium's Dear Abby" by the media, April Masini writes what "Dear Abby" will never print, and what your shrink doesn't have the guts to tell you. That's why she is America's foremost online dating and relationship advice expert, as well as the best-selling author of four books: "[Date Out Of Your League](#)", ([dating tips](#) for men), "[Think and Date Like a Man](#)" ([relationship advice](#) for women), "[50 First Dates](#)" ([ideas for a fun date](#)) and "[The Next 50 Dates](#)" ([romantic date ideas](#)).

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