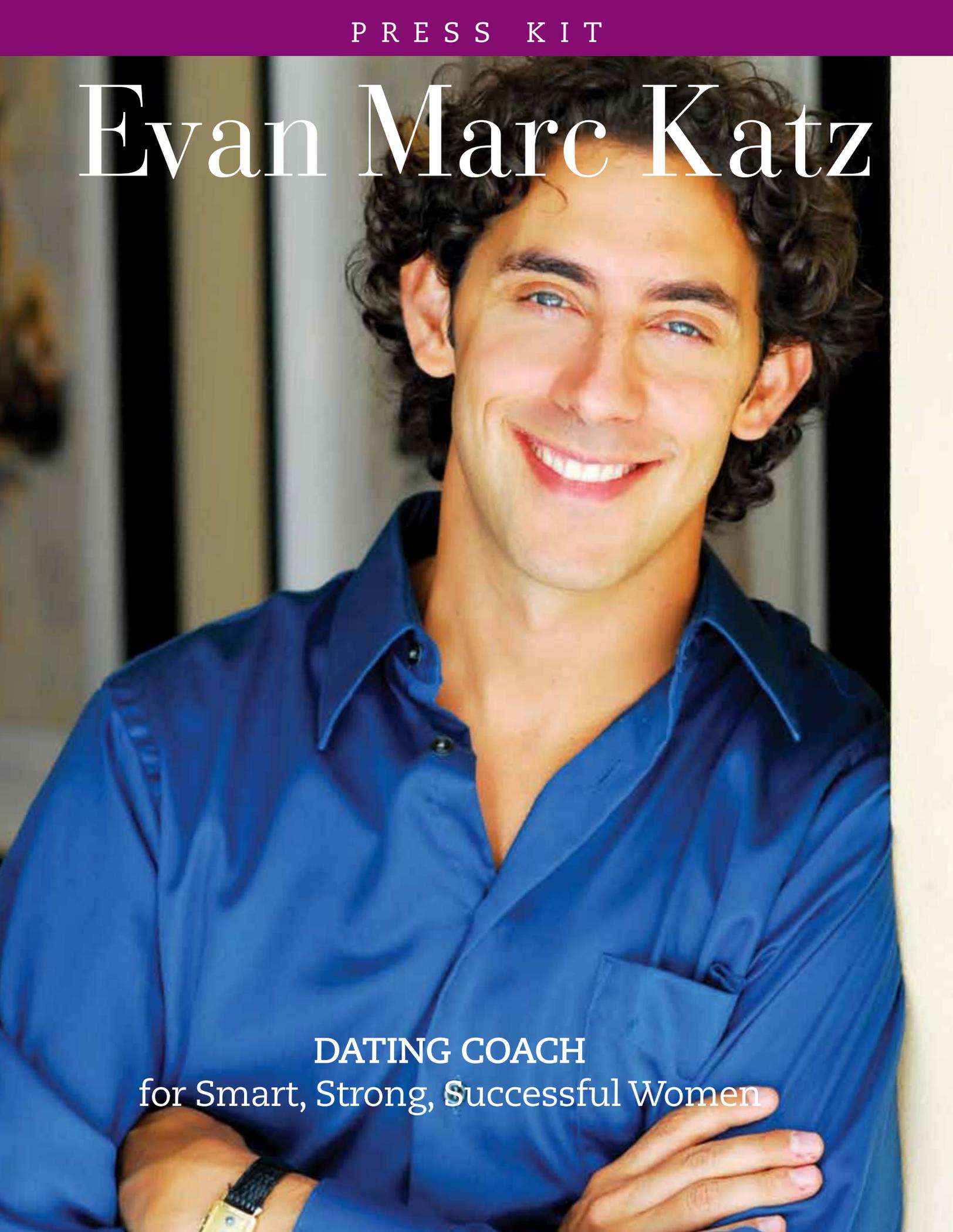


P R E S S K I T

Evan Marc Katz

A portrait of Evan Marc Katz, a man with dark, curly hair and a bright smile, wearing a blue button-down shirt. He is standing with his arms crossed, and a watch is visible on his left wrist. The background is a simple, light-colored wall.

DATING COACH
for Smart, Strong, Successful Women

About Me



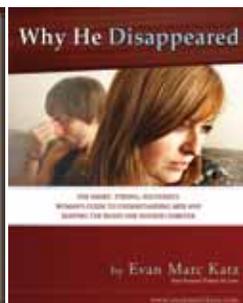
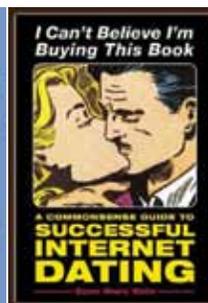
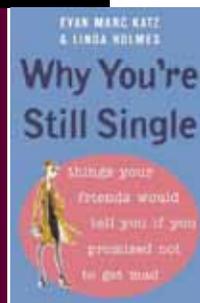
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Evan Marc Katz

Evan Marc Katz

By helping women understand men – what they think, how they act, and what they really want – I empower them to make healthy, informed choices in love.



Since my first book came out in 2003, I've been extremely fortunate to have appeared in many of the biggest mainstream media outlets. Most producers tell me that I'm a great quote, both for my insights into dating, relationship and gender dynamics, and, most likely, because I tend to say things that are considered controversial.

My entire career has been built around writing things that others think but refuse to say out loud. As a result, I've built a bit of a reputation as an iconoclast, even though I don't think I say anything particularly controversial.

If anything, **my guiding light is truth**. I don't view the world based on how I'd like it to be. I pay attention to how it is and advise on how we can best adapt.

I call myself a "reality-based" dating coach. Yet somehow, this is an unusual stance. Look around. You'll see.

Most relationship experts are marketers; they pray that you like them and lull you with platitudes about "being yourself" and "love happens when you least expect it."

Yet both of those commonly held beliefs are untrue. And I'm gonna show you how.

Ready?

First, have you ever been on a really bad date? Well, guess what? Your bad date guy was being himself! Do we want to encourage him to do MORE of that? No, we do not.

Second, if love happens when you least expect it, it should occur while you're working 50 hours a week, going to the gym, and traveling.

Except that's not how it works. In fact, love is most likely to happen when you're actively looking for it. Do jobs happen when you least expect them? Do you get hired when you stop sending out resumes and going on interviews? Of course not.

This just goes to show that the most powerful lessons are often the most obvious ones. We all have underlying beliefs about love, relationships, and gender dynamics. However, not everyone's beliefs are equally accurate and not everyone's beliefs are necessarily empowering.

So when I talk to your audience, I'm never going to mention the words "right and wrong". They make people feel bad. Instead, I use "effective vs. ineffective".

Are your efforts effective in yielding the results you desire?

Whether I'm helping a smart woman break up with an ambivalent man, assisting a company in finding its voice through blogging, or outlining the ever-changing dating landscape to singles and dating sites, my job is to both educate and entertain

What I can assure you is that I'll get back to you quickly, I'm generous with my time, I'm comfortable speaking extemporaneously, I'm good on camera, and I'll probably give you the most interesting stuff in your entire piece.

I very much appreciate your time and consideration and hope to contribute something valuable to your story.

Evan



*I am a personal trainer for
women who want to fall in love*

Why Men Don't Like Smart, Strong, Successful Women



"I'm intelligent, I'm direct, I'm successful, yet I can't seem to find a quality guy who appreciates me."

Men like smart women. So how is it that all the smart, successful men are not connecting with all the smart successful women? Because there's much more going on than merely a meeting of the minds. What never occurs to some women is that they're being evaluated on far more than their most "impressive" traits. These traits sometimes come with a significant downside that is painful to acknowledge:

- The flip side of being bright is being opinionated.
- The flip side of being analytical is being difficult.
- The flip side of being funny is being sarcastic.
- The flip side of having moral clarity is being arrogant.
- The flip side of being entrepreneurial is being a workaholic.
- The flip side of being charismatic is being self-centered.

Of course not EVERY person who is bright is opinionated, and not EVERY person who is funny is sarcastic. But there's enough anecdotal evidence to suggest a strong correlation.

When a woman talks about how "direct" she is, the first thing a man might think is: "She's tactless." Self-proclaimed "direct" people often tell their dates what they think about them even if the date didn't ask. They often try to change partners who have no desire to be changed. When the partner pulls away because he doesn't want to be with someone so critical, the "direct" person concludes that he couldn't appreciate her "honesty."

See, there's a price to pay for "being ourselves." When a man goes out with a woman, he's not as concerned with whether she's articulate and on track to make partner at the law firm. Men DO value intelligence, but they also want from their girlfriend what they CAN'T get from their business associates. Warmth, affection, nurturing, thoughtfulness. If he finds himself constantly hearing all the things he needs to change, he may just determine that he wants a bright woman who is less challenging. Not a Stepford Wife. Not a bimbo. Not a maid. Just someone who makes his life EASIER and more pleasant.

This is a real dilemma. You're undoubtedly a great catch. You can teach men a thing or two. You are a go-getter and worthy of everyone's respect. But if that go-getter side ends up emasculating your man, or makes him feel insignificant, or second-guessed, he's not really getting what he wants out of a partner. Men want to feel masculine. They want to feel needed. This doesn't mean you should play dumb, or be weak and needy. It might mean, however, turning off some of the things that make you "successful" at work. This is a bitter pill to swallow, perhaps even a double standard. Still, it doesn't change the fact that "hard-driving, opinionated, and meticulous" are not on most men's lists of ideal feminine traits.

Men Look For Sex and Find Love. Women Look For Love and Find Sex.



Brace yourself for a shocking revelation! **Men very often don't know what they want.**

This shouldn't come as a surprise to you. You could probably tell from their actions. But it's true. Most men can tell a story about how they weren't looking for anything serious and then fell in love. And most men can tell a story about how they were looking for love, but discovered they had a lot of fun being single.

You have to take everything he says with a grain of salt. It's not that he's lying; it just means he means what he's saying AT THAT MOMENT. This is the way men act on a date as well. Just because they think you're attractive and they show you a good time doesn't mean they're actually INTERESTED. It just means they're being "in the moment". Unfortunately, most women don't realize this until it's much too late.

One of the most important – and frustrating – concepts that women need to get about men is that most things have NO meaning, beyond what's being conveyed in the moment. Just because he wants a serious relationship doesn't mean he wants one with YOU. Just because he has fun with you doesn't mean he wants you as his girlfriend. Just because he thinks you're sexy doesn't mean he wants to commit to only you. Each time you think this is the case, you're setting yourself up for heartbreak.

You may feel that: "I just want a guy to be honest with me. Believe me, I sometimes want to have sex, too, but I just want to know where I stand. I don't want to get hurt. He should be man enough to tell me the truth."

Sorry. Men have a different truth.

- The truth is that they're attracted to you in this moment.
- The truth is that they're not sure if they want a relationship with you.
- The truth is that if they tell you that they don't know what's going to happen in the morning, nothing will ever happen.

So they say nothing. And they hope you don't get too attached.

Men look for sex and find love. Women look for love and find sex. The exceptions don't disprove the rule.

Do You Need a Man to Make More Money Than You?

Women are now making more money than ever, which is an objectively good thing, except when it comes to relationships. With changing gender roles, it isn't so much that the male schoolteacher is "intimidated" by the high-paid female executive (there are some, but you don't want them anyway), but rather that the high-paid exec refuses to date the schoolteacher.

But why? Isn't the point of being independently wealthy so that you can do what you want, when you want? Doesn't the value of being self-sufficient come in not having to worry about someone supporting you?

For a self-sufficient, high-earning man, a woman's earning potential carries very little weight. Why? Because men have always been taught that nobody is going to pay their way. This gives men the freedom to choose a partner based on what matters most – character, kindness, fun, humor, compatibility – as opposed to earning potential. That's the FREEDOM of making more money.

So why do women treat being high-earners like it's a curse? "If I make \$200,000, then he has to make AT LEAST \$200,000." I've never heard a man say the same thing.

Face it: if you're a woman who is in the top 10% of earners – and you INSIST that your man out earn you – you've now eliminated 90% of the dating population. And that's before you've considered kindness, compatibility, attraction, values, height, weight, age, humor, children, etc. Doesn't that sound like a self-defeating edict? I'll say. Which is – in my estimation – one of the main reasons it's easier for men to find love. We're not looking at you to support us because we can support ourselves, so we're free to choose whomever we want.

The question remains: if you can support yourself as well as any man can support himself, what DIFFERENCE does it make what he earns? Why is your boyfriend, the guitarist, "bad husband potential" when his girlfriend, the painter, is just "his girlfriend?" Haven't we evolved enough to true equality that it doesn't matter who makes more as long as the couple as a unit is doing okay? Or are women stuck on the old world order where men provided and women took care of the home – even though most \$200,000 earning women don't want to be homemakers? Do women want it both ways? Do you want the option of quitting work and maintaining your high lifestyle, when men don't have this option? If so, is this the rare double-standard that works in favor of women?

Frankly, I think that successful women holding out for more successful men is as counterproductive as wealthy men doing the same thing – which, as you might have notice, they don't.



Pity The Pretty



Today, we're going to take a controversial stance. We're going heap some sympathy on the pretty girl.

Does the pretty girl have the same issues as the heavy girl? No. The pretty girl never lacks for attention. Heads turn when she walks into the room. Men leap to attention and whisper to each other before approaching. Yes, the pretty girl has more dates than she needs and probably has a waiting list a mile long. What could possibly be wrong with this scenario?

Well, if you're a pretty girl or you know a pretty girl, you know exactly what's wrong.

- You're an object to men.
- You never know why someone likes you.
- You can be intimidating without trying.
- You can come across as aloof even if you're just shy.
- You're instantly hated by a lot of other women.
- You're assumed to be dumb by many men.
- You may be insecure, but people have trouble believing it.
- You're given things by men for no reason (Free dinners! Vacations! No speeding tickets!), which creates an odd power dynamic.

You're catered to so frequently that you may lack some kindness, empathy or social grace. When you're constantly put on a pedestal, it's hard to be in sync with "normal" people. This is the same thing that afflicts celebrities, by the way. Except they get to claim "diva" status.

In fact, that's the perfect metaphor—very attractive women ARE celebrities. They get lavished with attention and praise. They get perks just for being pretty. Their mere presence makes people excited, nervous, fearful, giddy. Men are like paparazzi. Their validation makes you feel important. Their ulterior motives make you feel used and disposable.

What's really difficult for pretty girls is trying to assess when a guy IS sincere. It's tough enough for an average woman to tell when a guy is interested in a relationship or sex. Imagine what it's like when you're objectified wherever you go. You start to mistrust everybody. You make nice guys pay for the sins of bad guys. And you think that if you insist on not doing any more than kissing that you're weeding out the "wrong" guys. In fact, your layers of protection may have an unintended side effect—putting off well-meaning men who don't want to feel like they're in seventh grade all over again.

Despite concerns that men only want to sleep with the pretty girl, pretty girls get married ALL THE TIME. You want to know how? They let down their guard, they take a chance, and they TRUST.

Should I Date a “7” or Hold Out for a “10”?

Here's some priceless advice for ya: stop chasing 10's, marry the 7's.

Sure, I'll acknowledge that people can be judged on things other than looks and that not everyone agrees on what a “10” is.

Still, have you ever noticed that a disproportionate number of “10's” are: shallow, narcissistic, selfish, demanding, difficult, more likely to flirt, less likely to commit, and somewhat disconnected from the ‘average’ person's reality.

So what happens when you GET the tall, dark, handsome, wealthy, educated, sophisticated, world traveler/self-made millionaire? Guess what?

- He's probably more into himself than he's into you
- He's going to be a workaholic – that's what made him a millionaire.
- He's probably going to be arrogant and stubborn – that's what happens when you're a success at everything you do.
- He's probably going to be vain – that's what happens when you're told how gorgeous you are.
- He's probably going to be a player – that's what happens when you have the ability to pick and choose your dates at will.
- He's probably going to be a commitmentphobe – why settle down when you can continue to date a variety of smokin' hot 10's?

And so, you never really GET George Clooney. Or James Bond. Or that guy you're lusting over right now. You're just renting him. And you're merely overlooking his considerable flaws because of how hot he is.

The key is to break the cycle. Stop chasing looks first. If you want to find something healthy and enduring – and STILL have great sex – try going for a 7 in looks and a 10 in every other area. Kindness, warmth, intelligence, wit, consistency, effort, generosity. These are the things that matter when you're 50 – far more than whether your partner holds up next to a 26-year-old Maxim or GQ model.





Television

- "The Today Show", NBC
- "CBS Early Show", CBS
- "The Tyra Banks Show", Syndicated
- "Weekend Today", NBC
- "Extra", Syndicated
- "The Rachael Ray Show", Syndicated
- "The Greg Behrendt Show", Syndicated
- "CNN Showbiz Tonight", CNN
- "Good Day LA"
- "Dayside", Fox
- "Fox and Friends", Fox
- "Mind of Mencia", Comedy Central
- "Wall St. Journal Report", MSNBC
- "Living Live", Retirement Living Network
- "Fox Morning News", Los Angeles
- "Headline News", CNN
- "Movie and a Makeover", WTBS
- "Live from...with Kyra Phillips", CNN

Magazines



- Oprah
- Time
- Newsweek
- New York Times Magazine
- People
- Cosmopolitan
- Glamour
- US Magazine
- Business Week
- Men's Health
- Women's Health
- Fitness
- Shape
- Forbes
- Smart Money
- Business 2.0
- Marie Claire
- Harper's Bazaar – France



Newspaper



New York Times	USA Today
Washington Post	Detroit Free Press
Wall St. Journal	Newsday
USA Today	Miami Herald
Los Angeles Times	Houston Press
Chicago Tribune	San Francisco Chronicle
New York Post	Sydney Morning Herald
Philadelphia Daily News	Toronto Globe and Mail
New York Daily News	International Business Times

Radio

- "Studio 360", NPR
- "Air Talk with Larry Mantle", KPCC – Pasadena
- "Afternoon Advice with Tiffany Granath", Playboy Radio
- "Leeza at Night", Syndicated
- WhatMenReallySayAboutWomen "Sex Files", Sirius Radio, Maxim 108
- "Sex With Emily," San Francisco, CA
- "The Rolanda Watts Show", Greenstone Media
- "HearSay with Cathy Lewis", WHRV, Norfolk, VA
- Daybreak USA with Al Lerner and Richard Stevens", USA Radio Network
- "Into the Night with Jack Riccardi", KTSA – San Antonio
- John DeBella Show", WMGK-FM – Philadelphia
- "The Walt Bodine Show", KCUR – Kansas City



- "Athena and Jeff in the Morning", WKZN – New Orleans
- "Rick and Donna in the Morning", WMXJ – Miami, FL
- "Work with Marty Nemko", NPR
- "Rod Ryan Show", KTBZ – Houston, TX
- "KPRS Morning Show" – Kansas City
- "Upfront & Straightforward with Alan Roger Currie", BlogTalkRadio

Online



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|----------------------------|-------------------------|
| • AOL Love and Sex Coaches | • About.com |
| • CNN.com | • ABC News.com |
| • HuffingtonPost | • ExtraMSN |
| • Salon.com | • Love@AOL |
| • Bloomberg News | • Yahoo! Personals |
| • Cosmo Online | • HappenMag – Match.com |
| • Wired News | • JMag – JDate.com |
| • Gizmodo | • Nerve |
| • YourTango | • iVillage.com |



I learned so much from Evan's training and FOCUS Coaching...The result of all this is, in less than one year, I met my fiancée online. I was passionate about meeting someone who respected me, honored me, and really loved me...just for me. And, I wanted to feel the same about him. I'm thrilled to say that I found that man. - **Rachel E**



9 months and 14 first dates later, I met the man of my dreams! Love is not a big enough word for how we feel about each other! Thank you for doing what you do- for leading me in the right direction, giving me the confidence to believe in myself and helping me find the love I deserve. - **Cheryl O**



I've always disliked self-help, but from the moment I started reading "Finding the One Online", I felt you were talking to me. Yesterday, my man brought roses to celebrate the anniversary of our first kiss. How romantic is that? Your advice was a beautiful gift! - **Janie B**



Seriously...everything you described would happen, happened! He emailed me, he called me, he asked for a date, he called back, he contacts me every day, he took down his profile first, he stopped dating the other women he was dating and asked me to "date exclusively" because he wants to focus on getting to know me better. All I did was say yes. - **Heather J**



To make a long story short, I am so happy because I met Mr. Right. He possessed the 3 important requirements that fit my need: chemistry, compatibility, and emotionally and physically attraction. We are committed and our relationship is going on strong for three years now. Thank you very much for helping women like me. - **Rett R.**



You always did tell it like it is. I have to say thank you for believing in me, and giving me confidence I didn't know I had. Thank you for seeing that there was something to be seen in me, that I didn't even know existed. Now, I have a boyfriend who is the best friend I love to make out with. - **Sahaja P**



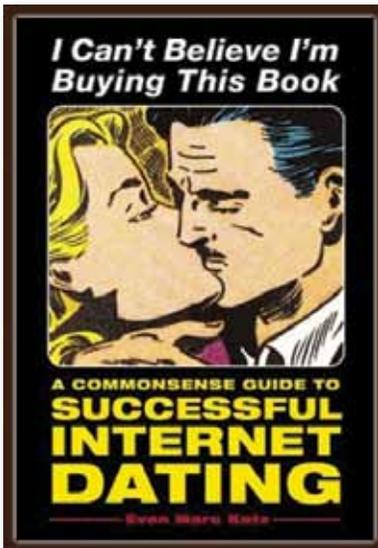
Many thanks to, you, Evan. You really know what you're talking about – and you CARE. My boyfriend and I have been in a committed relationship now for about five months and it keeps getting better. I am enjoying a type of peace and ease in a relationship that I've never experienced before. That, in itself, is a tremendous gift to me, and worth its weight in gold. - **Melanie R**



Thanks to Evan, I finally feel like I'm exactly where I want to be in life. The future is wide open and bright, and I found a rare gem to cherish. I thank Evan for his advice and insight, his reading recommendations, and his encouragement through this process. Evan rocks as a dating coach, and if he can change my life, I promise: he can change yours, too! - **Marianne K.**



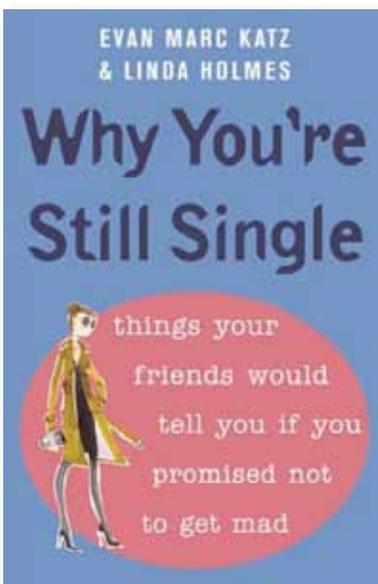
A man with answers about men! That is the "golden ticket"! I'm so glad I didn't give up, no one should ever give up. You have to kiss A LOT of toads to find your prince. - **Jana B**



My first book, written while I was working in customer care at JDate in 2002. There are a few dated references, but I'd like to think it holds up surprisingly well. Not only is it funnier than my more recent stuff, but it's a great place to start if you're first dipping your toes in the online dating waters.

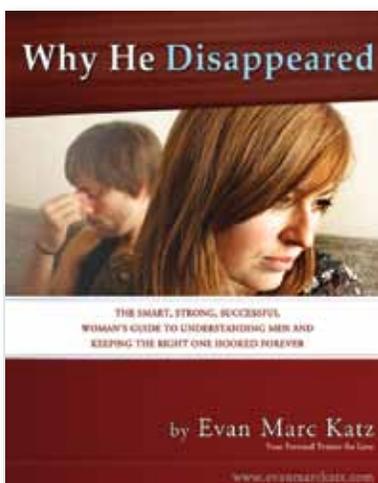
"Indispensible. The book's tips on everything from jazzing up your profile to polishing your first-date etiquette are so sharp that this is a must read for any online dater."

– Time Magazine



My second book was written, in part, as a response to "He's Just Not That Into You". It probably would have sold more copies if it were called "WHY He's Just Not That Into You". Still, the he said/she said author dynamic, the short punchy chapters and the occasional killer metaphor ("Hitting on 20") makes this a solid entry in the "self-help lite" category.

"Plainspoken and to the point, the guide is simple, practical, and above all, positive, the message invaluable, not to mention entertaining...There are enough small gems in these pages to reinvigorate even the most pitiful dating repertoire." – CurledUp.com



My bestselling eBook answers the most common question I get as a dating coach: "Why did he disappear?" In 133 pages, I explain why men pull away from women after a first date, during courtship, and in a relationship, and help women let go of the pain and confusion of the past. This book really changes lives.

"Get it, read it, reread it and commit it to memory, and then stand back and be amazed at how much better your love life (not to mention your whole life!) becomes." – Carol Allen



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