

**Alex Nova . . . secrets of what women want.**

## Love life: just keep it simple

FORGET the wing-men, the prosthesis, the corny pick-up lines and lying about your bank balance. The key to attracting women is much more simple.

Dating Coach Alex Nova has studied the art of seducing women for more than 10 years. After years of "research" Mr Nova, 28, believes he knows the secret and wants to help other men.

"Women are not visual creatures, so if you can have a conversation with them and create a feeling of romance, that is all they want," he said.

Mr Nova said he first became interested in the psychology of dating when he was a shy 18.

"I felt I wasn't good enough to meet women who were attractive to me," he said.

He started reading books about the subject including *Men are from Mars, Women are from Venus*.

Then he started putting the theories into practice with success. Soon he was helping his friends with their technique and then setting up a business with two friends Max Skyper, 28, and Mike Carlos, 30.

Mr Nova said he wanted to help men approach women without manipulating them, telling lies or bad jokes.

"Women like men who are honest and the program is designed to give men a chance to attract women naturally, without gimmicks or tricks," he said.

"Women are more independent now . . . they no longer look up to men to be safe and protected...so if we can find out why female and male attraction works, we can give females what they want."

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