RELATIONSHIPS

LESS MONEY, MORE **PROBLEMS**

If you're afraid the credit crunch will make you less appealing to the fairer sex, expert Trudy Hill offers you five ways to keep them on side

FACE THE TRUTH

First things first, says Trudy Hill, head of match making at Seventy Thirty. 'Is your partner a gold-digger?' While that might seem an inconvenient place to start there's every chance there's truth in it if you look like Boris Yeltzin – albeit with a fat bank balance – and she like Miss Venezuela. 'Gold-diggers tend to target older men who are less attractive than them,' reveals Trudy. 'So be honest about your attractiveness and ask yourself, "if you stripped the money away would you ever have been together?"'

DON'T ASSUME

If times are getting hard it's best to come clean and be honest, rather than carry around the burden. 'If you are in a solid relationship with a woman who matches you well, having money can be a great bonus, but it certainly won't keep love alive on its own. Tell her if you're not exactly rolling in it,' says Trudy. 'And don't assume that she'll be on the lookout for 'better opportunities' just because you've got less cash. In strong relationships she almost definitely won't.'

BE A MAN

'Women like confident, proactive men,' says Trudy. 'And absolutely not lazy men.' Meaning as long as you don't spend all day in slobbing around at home in soiled PJs, flicking through the sports channels, you've still got a chance. 'Evolution dictates that women are wired to be drawn to men that can provide for them. But they also feel more attraction to competent men, so if you lost your job because you were lazy you are probably on borrowed time.'

LOSE THE INSECURITY

Just because your wife's best friend's husband is still driving his 911 Turbo and you've traded in the flash car for a Yaris, it doesn't mean she's more attracted to him, even though you're likely to feel threatened. 'She might wish you were like an imaginary version of him though' says Trudy. 'I'd assume though that she's worked out the reality of her best friend's relationship is probably very different.' So when she mentions that her friend's husband is taking her to the Maldives for two weeks this year, telling her get lost and go with them is not really recommended.

MAKE A PLAN

'If you knowingly made a trade off – her beauty for your money – and you then lose your cash, you've lost the balance,' says Trudy. But all may not be lost just yet. 'Those that do not blame will get through it more positively and are more likely to find a resolution to the problem. So decide together how to implement the austerity measures you need to get you back on track and act.' Either that or she'll be out of there quick as flash.

Trudy Hill is the head of matchmaking at Seventy Thirty
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