Face it, girls—there’s just some things your husband is never going to understand. He may never get why you need a new purse every six months, why you try on 14 outfits for an evening out, only to end up wearing the one you tried on first, or, the big one, why you and your girlfriends go to the bathroom in packs. But, really, says one veteran husband and author, it’s okay.

“We don’t understand all the things you do,” says Jay Payleitner, author of the new book, 52 Things Husbands Need from Their Wives (Harvest House, August 2013). “But that’s okay. We love that you’re different and that’s why we married you.”

“So many husbands and wives talk past each other and are not on the same page,” Payleitner says. “That often leads to disappointment and discontent. Husbands are not perfect; we have flaws—lots of them. But conflict in marriage may be avoided by choosing to discern each other’s needs.”

Drawing on his 30 year marriage to wife Rita, Payleitner gives wives a peek inside the mind of a veteran husband, offering 52 ways that a wife can connect or reconnect with her husband, especially those wives who may be suffering from the “7 year itch,” worn out from the pace of life and needing encouragement to keep moving forward. His ideas range from the more serious such as to know his likes, to expect some flaws, and to forgive him, to the lighthearted like condoning his man cave, redeeming love coupons promptly, and learning the lessons of the nap.

“One of the main things a husband needs is for his wife to be captivating,” says Payleitner, who cites Proverbs 5:18-19. “My parents were married for 60 years. They plowed through all kinds of challenges but the joys far outweighed the struggles. A wife needs to ask herself what she is doing to inspire her husband to rejoice in her and to be captivated by her.”

Payleitner also encourages wives to learn how to best respond to their husband’s flaws. He says wives need to choose to overlook them, choose to mention them with love, choose to turn a negative into a positive, or choose to cherish them.

“Don’t expect to cherish your husband’s flaws until at least a couple of decades of marriage,” says Payleitner. “Rita and I laugh about how so many of the little things that once caused boorish conflict are now endearing quirks that we truly hold dear. Stick it out and you’ll be amazed at how a lifetime of loving commitment can change your perspective.”
**Meet Jay Payleitner**

Jay Payleitner is a dad, and like many, trying to do his best for his family. He serves as a national advocate and encourager for fathers, sharing through speaking engagements, books, and other resources the important role of a father. He has served as the Executive Director for the Illinois Fatherhood Initiative and is a producer/writer/blogger for The National Center for Fathering.

Jay also serves as a freelance writer, ad man, and radio producer with credits including Josh McDowell Radio, WordPower, Jesus Freaks Radio and Today’s Father with Carey Casey. He has authored eight books including the best-selling 52 Things Kids Need from a Dad. Other books include The One Year Life Verse Devotional, 365 Ways to Say I Love You to Your Kids, and the acclaimed modern parable Once Upon a Tandem. Last year, Harvest House Publishers released two new books, One Minute Devotions for Dads and 52 Things Wives Need from Their Husbands followed this year by 52 Things Daughters Need from Their Dads, which released in March.

Jay’s path to his national ministry began even before he had kids. In the 1970s, Jay earned a BFA in theatre (a worthless sheet of paper) and sold photocopiers (a terrible, horrible job). He spent the 1980s creating award-winning radio spots, print ads, and television commercials for eggs, canned vegetables, steaks, banks, land developers, gadgets, grocery chains, the Chicago Symphony, and Corona Beer. While working for a major Chicago advertising agency he was the primary copywriter for Midway Airlines, which included producing TV and radio spots for Bears coach Mike Ditka. He also helped name and position Frito-Lay’s “SunChips.” In 1989, he left Michigan Avenue to do more important work.

Working with several major Christian publishers, Jay has created ads, radio spots, videos, and all kinds of marketing collateral. He has consulted on marketing Bibles, developed a wide-range of products, and even wrote the very first ads for Left Behind. Within days of the tragedy of 9/11, Jay conceived and produced the fast-selling American Responds audio series featuring Chuck Colson, James Dobson, Bill Hybels, Tony Evans, David Jeremiah, and Joe Stowell. As a speaker, Jay has emceed men’s events, keynoted youth rallies, interpreted books and scripture, and facilitated creative training sessions.

Jay and his high school sweetheart, Rita, have four sons, one daughter, three daughters-in-law, a grandchild on the way, and an occasional foster baby and live in St. Charles, Illinois.
INTERVIEW QUESTIONS

• Jay, after writing five books for dads and husbands, what makes you think you’re qualified to write a book for wives?

• You remember the popular book, Men are from Mars, Women are from Venus. How do differences between men and women play in a marriage?

• What can you share with us about your relationship with your wife, Rita?

• You share a story about your friend who brought flowers to his wife every Friday. And you say that’s a bad thing?

• You say that wives should expect flaws in their husband, flaws that they actually may find endearing after a couple of decades. What are the four ways wives can choose to respond to these flaws?

• You talk about how wives should “be captivating” and actually this is how you autograph copies of this book. Where does that idea come from?

• You give dozens of ideas on how a wife can love on her husband. What are some that you like?

• You write that husbands will never understand why women go to bathrooms in packs, why they need a new purse every 6 months or why they try on 14 outfits for an evening out, only to go with the one they tried on first. Yet, you encourage wives to keep doing what they’re doing.

• You share a great story about your son and his wife as it relates to decompressing after work and marital conflict. Can you share that with our listeners?

• Now, Jay, I know consumers love their coupons but what are love coupons?

• I found it interesting that you say that husbands need their wives to understand that their anger is not really directed at them. Can you explain?

• Obviously one of the biggest issues in marriage that you often hear about is the difference in views on romance. You say that in a great marriage, a wife knows how to postpone romance. Postpone, really?

• You devote an entire chapter to “husband bashing.” This is when a group of women get together to play Bunco or knit or what have you and suddenly the event turns into who married the biggest loser. How this type of venting damaging to a marriage?

• When do wives have to be courageous and how does this benefit a husband?

• You recommend that sometimes wives need to be the ones to come up with the ideas for amusing outings. Suggestions?

• Your wife is a city alderman, but she spent three decades as a stay-at-home mom. How did that happen?

• Several years ago, your wife said something that has lifted you ever since. Can you tell that to our listeners?
Here are some suggested discussion topics you might consider for an interview with Jay:

**52 Things Husbands Need from Their Wives**
Wives, if you want to experience closeness in your marriage, it’s essential to learn how to effectively discern your husband’s needs. In this interview, Jay gives listeners inside access to the brain of a husband to figure out what makes him tick. He’ll share practical ideas on how to love on your husband, how to forgive him, how to keep him in the loop on everyday happenings, and even what to do about your mother-in-law.

**My Husband Chews Too Loud and Other Sources of Marital Discord**
Face it—your husband has flaws, and so do you. Whether he leaves his socks on the floor every night, chews too loudly at the dinner table, or loads the dishwasher incorrectly, flaws such as these have been the source of many a conflict. But they don’t need to be. In this interview, Jay will share some of his own flaws, four ways that wives can respond to their husband’s flaws and keep the peace, and why it takes at least two decades of marriage to fully appreciate them.

**Why “I Love You” Means More than iPhones and Pizza**
Men like to eat. Men like sports. Men like gadgets and fast cars. They may even love their iPhone and a good deep-dish pizza. But most would trade it all to hear their wife spontaneously say, “I love you so much.” In this interview, Jay will share the power behind those words as well as a slew of practical ways that a wife can demonstrate this to her husband throughout the course of a week.

**Be Captivating**
Proverbs 5:18-19 says to rejoice in the wife of your youth…and may you always be captivated by her love. What does it look like to captivate your husband? In this interview, Jay will share about his own parents 60 year marriage, exhort wives to consider what they’re doing to inspire their husbands to rejoice in them, and share practical ways to be captivating.

**Stop the Trash Talk**
There’s often nothing much more fun for women then a night out with the girls. Whether a Bunco game, a dinner, or even a Bible study, it’s a time when women can let their guard down, laugh, and commiserate. But then someone makes a joke—about her husband. And suddenly more women chime in and the night turns into who married the biggest loser. In this interview, Jay will talk about the damage that husband-bashing does to a marriage, how to handle those that do it, and what to do if you’re the culprit.