



The no-nag guide to getting men to do more housework

Up and down the country they're putting out wheelie bins. They're washing up, and they are flashing through the ironing. Research shows that more men are doing more around the house, and the women in their lives are loving it.

But what if you are living with a domestic dud? A man who believes that the fridge is a self-cleaning model? Or that you just love cooking seven nights a week?

Huge numbers of women still juggle work, kids and a bloke who could, frankly, try harder. If that's you, here's how to convince him... in smart, subtle ways:

- Over the next week, **casually mention the not-so-obvious benefits of housework**. For instance, a study of family life in America last year suggested that the wives of men who share chores more equally have more feelings of sexual attraction towards their husbands. In other words, who knows where a bit of dusting could lead?!
- Research has also show that women with partners who get stuck in with housework and parenting are **happier and more satisfied with their marriages**.
- **Agree on a weekly to-do list**. This will only work if you've sat down and discussed it... Sticking a bossy set of commandments to the fridge door won't change his habits. But a mutual agreement could work wonders.
- **Make deals**. When you ask him to do more housework, point out there will be more time for you both to have fun. If he takes the pressure off you by cooking dinner three times a week, there could actually be more time for him to go fishing, play football or meet friends.
- Get round the old chestnut: 'You're so much better than I am at it.' Explain: **'It might not come naturally but you'll get the hang of it... it's not brain surgery.'**
- Introduce him to ways that will make jobs easier to manage... He will love high-performance products that get the job done faster and smarter... leaving him more time to get on with things he really enjoys. **New Fairy Platinum not only has Fairy's best-ever grease-cutting formula, it also tackles the grease and grease residue in your dishwasher that ordinary detergents can leave behind**. MasterChef winner James Nathan recommends Fairy Platinum for tough-to-clean dishes and tins.
- **Change the way you talk!** Instead of saying: 'You never do the dishes', say 'I love it when you get stuck in. What can we do to make sure you do more dishes?' Instead of, 'You don't care about me.' Try 'When you do things without me nagging, I feel really cared about.'
- **Be direct and positive**. Avoid moaning, 'You're always letting me down. Instead try: 'I'd like you to do the ironing while I cook Sunday tea.'
- Build in weekly romance... Share an evening or an afternoon doing something you both love. **Think of it as a team-building exercise**.