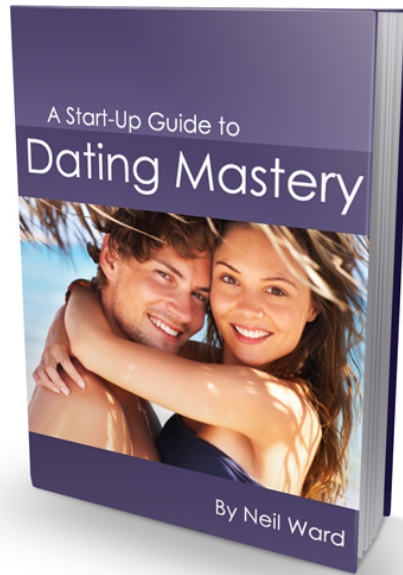


A Start Up Guide to Dating Mastery  
By Neil Ward



# A Start-Up Guide to Dating Mastery

By Neil Ward

Founder of the Global 'Top Dating Coach' Company

<http://www.top-dating-coach.com>

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## About The Author



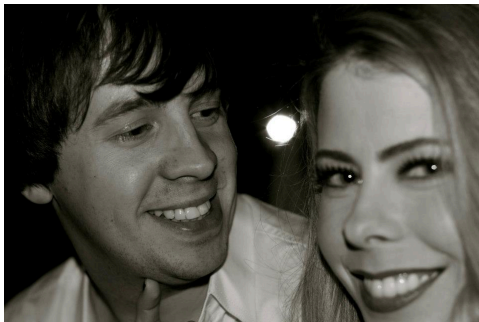
Neil Ward is the Founder of Top Dating Coach, a Global Dating Coaching and Training company headquartered in London, UK with offices in Florida, Los Angeles, Bangkok & the Philippines. The Top Dating Coach company is highly regarded as one of the Worlds most exclusive dating companies with celebrity clients and Neil Ward being praised as Europe's leading dating coach.

Neil Ward is the lead trainer and coach for the company and delivers large seminars across 3 continents several times per year.

Neil has a long term partner who is a model and actress from Los Angeles, California. They met at a business conference in London and now live in both London and Los Angeles together.

Back in 2003, the single and pretty desperate Neil Ward went on a journey to master dating success after having been a serial 'unsuccessful' dater for most of his life. Having had one girlfriend in his whole life who then left him in favor of a better more successful guy, this created the spark that Neil needed to get off his butt and take action to do something about his disastrous dating life.

Neil went on a journey like no other, he would wake up every day and study dating and communication skills, he would read books, listen to audio products, watch videos, attend seminars and get personal training on all things such as his health, fitness, image, voice coaching and the list just goes on. Then he started to apply the knowledge by doing online dating, speed dating, going to bars and clubs, social events and parties, which then turned into just stopping women in the street for a conversation!



*Neil Ward & his girlfriend Kristin enjoying a special moment in LA in Spring 2012.*

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Neil is also highly sought after for not only dating coaching, but also for his unique style of delivering professional speeches to audiences. He is not only an excellent life coach, but also a top business development coach working all over the World to improve customer service departments and to teach CEOs and MDs how to connect with their staff and other business people successfully.

When asked the question of what the drive was for Neil to develop such an amazing company, he stated:

“I am not driven by wealth or fame; I am driven by personal pride, achievement and success, but most importantly, the success of others. I want to help people to turn their dreams into reality, to step out of the darkness and become truly great. Because greatness is within all of us, not just the lucky few, regardless of what other people say to keep us down.”

Neil has also provided some resources for you to download to help you to achieve dating success - all completely free of charge, just click the link in the footer below to get your report and a 10 part dating course valued at \$197.00

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## Introduction

'All men dream but not equally. Those who dream by night in the dusty recesses of their minds wake in the day to find that it was vanity; but the dreamers of the day are dangerous men, for they may act their dream with open eyes to make it possible.'

- **T. E. Lawrence**

What a powerful quote, T E Lawrence was a great man and lived his life by this philosophy, I don't believe I could say it any better.

So, Where to start? Dating Advice is such a huge area. If I was to put all the knowledge I have in my head into an eBook on this subject, I think it would fill over 10,000 pages, and that's a conservative estimate.

So my aim from this book is to give you a good grounding and insight into the different areas of dating, from Online Dating, Speed Dating, Dating Ideas, how to act on your date and much more. I've listed a few of these below:

**Daytime meets** – talking to women in the street or store and just starting a conversation with them. Build rapport (a good connection) and then from there asking her out for a coffee and swap phone numbers.

**Night-time meets** – bars and clubs mainly. Again, similar to day time except the nighttime is a lot harder as the women expect to be chatted up by guys and they have their guard up as a result. Again, make friends, have fun, get her number and arrange a date for another time.

**Online Dating** – my favorite, I love online dating, I don't think that anything beats this method. You can sit at your desk and have 10 instant dates with women in a single evening via messaging and chat. You can arrange limitless dates through online dating as many of my clients who have used my online dating course have found out!

**Speed Dating** – This is great fun, I love speed dating events because everyone knows why each of you are there, to meet someone, simple. There really is no beating around the bush with this one, no doubts as to whether she is single or has a boyfriend. Again, you can get up to 20 dates or more from a single night, it all depends on how good your communication skills are! Imagine getting 20 dates from a single night's entertainment.

**Dance Classes** – this allows you to quite possibly meet the woman of your dreams. Some of the most amazing women that I have ever dated, I have met at Salsa clubs as an example. Salsa or similar dance styles allow you to touch and hold beautiful women

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without getting slapped! Where else can you do that?!

There are numerous ways of meeting women, the above examples are just a few of my personal favorites.

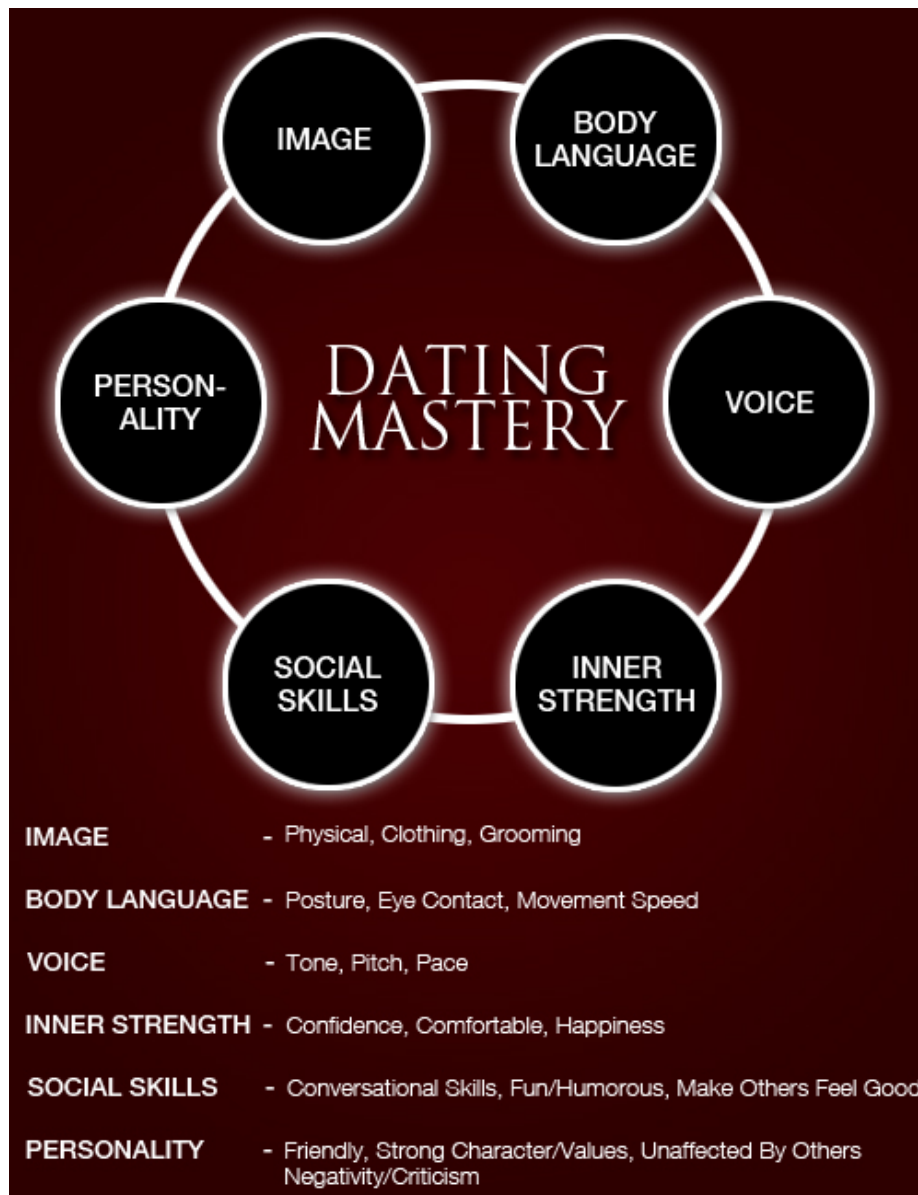
Most people make the mistake of thinking that Dating is an external act, something that they 'have to do' in this exact way to make a woman like them; but this is just not the case in reality. I learnt this the hard way through sheer trial and error, looking back on some of the dates I took women on now and the money I spent really makes me cringe. I used to think that the more beautiful the woman, the more I had to spend, when in actual fact, the opposite is true.

Dating is actually an internal act. The results that you get come from within you, the women will like you for who you are on the inside and how you make her feel, not what you look like or how much you are willing to spend on her. This was a huge breakthrough for me and this is what I now base my teachings on. It's a real trick of the mind which is only fueled by the media and these modern day Los Angeles TV shows with the California blondes running about town demanding the World from their men.

I am going to go through my 'Dating Mastery' diagram in the chapters following so you can get a better vision of how I mastered dating and women. This will be an introduction to my model however and not the full model as this is an introductory book.

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## Meeting People

***'The foolish man seeks happiness in the distance; the wise grows it under his feet.'***

- James Openheim

**Bored of sitting at home when everyone else is out having fun?**

**How to be more social**



People often ask me how to be more social and get more friends. Because they assume that I was always like this and have always had lots of friends, but in reality, the truth is quite the opposite. I find that a lot of people want to go out more but they just don't have the social circle of friends to go out with, either that, or they 'say' they don't want to go out to cover up for the fact that they really are afraid to. Laziness, is often fear in disguise. The fear of rejection or failure is one of the more powerful emotions there are.

I used to be in a similar position, I didn't have many friends to go out with and I used to hear from other people about how amazing last night was and this girl they 'hooked up with' – it used to drive me crazy, I thought 'this guys a real jerk, why is he getting all these girls and I'm getting nothing!'

So, here's a few tips on how to build a bigger social circle so that you can start going out more and becoming the person that you want to be! This is not a quick fix, it will take time, it's like building a house, you have to lay strong foundations first and then slowly start to build the house up stage by stage. Often people approach socializing and making friends in the totally wrong order, like trying to build the roof of their house first only realizing afterwards, that they have no walls on which to place the roof.

My aim here is that after reading this section, you will never sit around the house again thinking 'I wish I could go out tonight'

**Step 1. The Glass is always half full**

I used to go out every day with an invisible shield around me without knowing it, I would

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not interact with people in public if I could help it, and I certainly didn't speak to any women. One day I realized that I was missing out after a friend of mine said to me:

“why is your glass always half empty? You're always moaning about things instead of seeing the positive, you should just be grateful for what you do have, you're far better off than most people your age.”



A year or so later, I was running down the street one day after a bus; (now I needed to get this bus for a very important appointment!) No matter how fast I ran, I just couldn't catch it, I had missed the bus, it had already passed the stop and so I ran to the traffic lights to try to get on; the bus driver wouldn't open the doors no matter what I said. So I started shouting all sorts of abuse at him and getting very angry before walking off. Then as I walked away, a guy walked up to the bus, smiled at the driver and pointed to the door..... the door opened and the guy got on...

I learnt a valuable lesson that day: always be kind and courteous to people and they will do the same to you. Be the opposite, and you will receive exactly that which you give out.

This brings me on to my next point: the more people you befriend in this lifetime, the happier you will be and the more events you will get invited to! It's simple mathematics, if you have 10 friends, you may get invited to 10 events a year, if you're lucky! But if you have 1,000 friends – well the odds have just gone up by 100 times!

As soon as I started to build up friendships with everyone I met, being more social just came naturally, it was like a snowball... I started to meet friends of my friends, who then introduced me to their friends and so on. Knowing how to be more social was now so easy that I couldn't believe I hadn't thought of it before!

And I'll extend the same offer to you now reading this, feel free to send me an email or add me to your friends list on Facebook, and who know's, maybe one day I'll invite you to one of my many events.

## Step 2. Take advantage of every opportunity

***'You miss 100% of the shots you never take'***

- Wayne Gretzky, Canadian hockey player (1961 - )

If a friend of a friend invites you out on a Wednesday night to watch a play that their sister is in, would you go? Probably not. Actually, I'd say that 95% of the people reading this would say no. This is probably why the majority of people don't have a huge social

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circle. I always take the line that we need to take every opportunity that comes our way in this lifetime, big or small. You never know who you might meet at this play, and for all you know, you could have a great time!

I truly believe that there are bigger forces that we can ever comprehend at play in the World and Universe, and as long as we grasp the opportunities that come our way, we will all become a lot more happy and successful in this life. I could give numerous examples of times that I have gone to events that I didn't want to attend and as a result, I have met some incredible people. Only recently I met Donald Trump in the VIP lounge at an event that I didn't even have a ticket to! A friend of mine asked me to attend with him and then found that we didn't have tickets, after several minutes of speaking with people, we were upgraded to Diamond lounge tickets where to my absolute surprise there was Donald Trump! Now at this stage, I could have said, "ok, it's just pure coincidence that I have even got this far", and then stopped where I felt the fear to approach him, but I acted in spite of my fear and had a conversation with the man.

So next time someone invites you to an event and you don't think it's 'your thing'... reconsider and just go for it! At worst you might have a boring night, but hey, guess what? There is always tomorrow night! But at best you could have an amazing time, meet lots of new people and make more friends! If you want to know how to be more social, start taking up all opportunities that come your way. Who knows who you may meet..

### 3. Keep a social calendar

Having a calendar is important for keeping track of all your social events. If you are reading this now and saying to yourself, 'but I don't own a calendar' – then go out and buy one or start using your digital calendar because this is absolutely key to your success!



If you are using a paper calendar then make sure there is enough space in each box to write the event details inside. I actually prefer to use my phone and tablet for my calendar as the options that come with it are ideal for super efficiency not to mention taking a quick glance during the day to see what I have on this week. The phone and tablets are also both networked so when I update one, it automatically updates the other.

Once you have your calendar up and running, start filling it with social events! It doesn't matter what you fill it with as long as you are going to be interacting with other people, this is a key step in your journey to being more social. It could be a meal on a Monday night with a friend at a buffet restaurant with a bar/lounge inside, a Tuesday evening trip to the grocery store or supermarket, a Friday night out with a friend to a speed dating event where you can practice your conversational skills on women, a fitness class on Saturday morning, a shopping trip on Saturday afternoon, a walk in the park or going to

your religious place of worship on Sunday. It really doesn't matter! The idea of a social calendar is not to go out to bars and clubs every night because that would not get you very far at all.

**The more diverse your calendar, the faster you will achieve dating and social success.**

#### **Step 4. Exchange details with new people**

If you really want to learn how to be more social, here's a top tip:

**Whenever you meet new people, always exchange contact details with them!**

Even if you have no interest in a woman, it's still highly recommended to swap contact information with her as a friend because there is a high chance that at some point, she will invite you to a party/picnic/hang out. Now this is key for several reasons, the first being that all women have other female friends, it's common sense, right? Yet most guys will just shrug her off without thinking this through. So let's think about this for a second, what's the first thing a woman does when looking for a guy to date? She tells her friends about it, who then start thinking about who they can matchmake her with!

And this is where you come in!

This principal applies to everyone you meet, not just potential dates and female friends, but potential guy friends too. I add everyone, men and women. Only adding women is a big mistake as a guy, you need to make friends with the woman's male friend(s) too so you can really hit it off and start to be more social around groups of men and women. Women always talk to their friends about guys if they want a second opinion, whereas most guys just grab what they can get, this is why women are more socially aware than men.

Let's talk strategy now. When it comes to swapping contact information, I always use a direct phone number swap, but failing that, Facebook or a business card is my next preferred option these days. Facebook is key to this whole process as you can then look at this persons pictures and social events, this will give you a great idea of the sort of person they are and what hobbies they like. Once I adopted this adding friends philosophy, my success rate of making new friends went up by 1,000% within a month. I have never had a woman not accept my friend request on Facebook to this day and I get invited to at least 2 events **per week** every week, and at least 30 or 40 parties per year. Can you imagine what this would do to your social and dating life if you also adopted this philosophy?

#### **5. Go out with your work colleagues for a drink or coffee after work**

Going out with your colleagues after work for a drink or coffee can be extremely beneficial in expanding your social circle. Not only does it build up your working relationships which is important in this day and age, but it also enables you to meet new people when out in a social setting. This approach towards socializing is great for meeting women when at the various venues because it is non threatening, and the women are not 'expecting' men to try to hit on them in a coffee shop or in a quiet bar or lounge on a weeknight. Because of this, it dramatically increases your chances of having a great conversation with the women you meet and gives you a much greater chance of you and her getting into strong rapport more quickly due to the lack of distractions (loud music, guys chugging beer nearby, people acting crazy and drunk)



## **6. Make friends with the socialites of society and leverage their influence**

Ever notice when you see your hairdresser on a Saturday night out for example, she or he is always surrounded by people? Everyone goes over to speak to your hairdresser because they are so friendly and respected by all, this because they make you look good! We all love people who make us look or feel great, don't we?

These are the people who you want to make close friends with. On a night out, you can meet up to 20 new friends at a time just from being out with your hairdresser or socialite of society, these people really know how to be more social than everyone else!

People will quite literally approach your hairdresser all night for a chat and of course you can then say hello to these people too, make friends with them, and exchange contact details. To everyone else around, you will look like the coolest most popular people in the place... when in fact, your hairdresser will just be being themselves and you would be tagging along and leveraging on their influence!

## **7. Be the life and soul of the party**

When you get an invite to a party, always go! We all tend to make these excuses when there is a party going on that we are nervous about attending: 'Oh, I will only know the guy having the party/ I've got no one to go with/ my favorite television show is on/ I need to do my laundry/ I need to do this, I need to do that...' - these are all just excuses!

It is the fear within us that tells our conscious mind to make up an excuse not to go to an event like this. If you are invited to a party, and you don't know anyone, you should still go.

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Here's what to do when you arrive: Walk in and find the person who invited you to the party, then go and greet them in the most energetic (but appropriate) way possible. Next, start to have a chat with them and compliment them on a great party. From there, someone else will arrive and you can be introduced to them through the host... and again, then, meet someone else.

When I am at a party, I don't leave until I have met most of the people at the event, I will not leave the party other than to get some fresh air or to make/ answer a phone call. I will try to befriend everyone I meet, for this is the key to networking and building a larger social circle. Don't be afraid to make friends, for this is key to being more social and in turn, meeting more women.

If you think it seems unusual to befriend someone you don't know then it will come across as unusual to them too in your approach and actions. But the fact is that the uncomfortableness that you may feel is only in your own mind, it's what psychologists refer to as your 'mental state' and it's only in your own mind. If you are confident, people will see that and want to meet you and be friends with you. If you are nervous, you will come across as nervous.... unless you have taken some acting classes of course!

### **8. Remember that person who invited you out for a drink?**

We all tend to get these offers: "would you like to go out for a drink on Friday night?" But how many do we really take up? Remember that guy you met at karate class who was your sparring partner, he was telling you about his girlfriend and her friend and how he wanted you all to go out for a drink together. You turned him down and made an excuse; you told him you already had plans for Friday night, even though you didn't...

Why do we all do this?! Doesn't it seem crazy looking back on it now at all the offers we turned down to make new friends. The average person receives an offer like this at least once every 2 weeks (ok, maybe not a double date, but an offer of a drink or similar, sure.)

Fancy going skateboarding? Coming for a drink? Going for something to eat? Meeting for a coffee? Watching my friends show, and the list just goes on!

So why do we turn all these offers down?

Because they didn't match the image that we look for in a friend and or, we don't want to take the risk. This is a very shallow or cautious approach for some, but most people just don't realize they are doing it until someone points it out to us. In my case, my friend said, "Neil, why did you say you were busy on Saturday night? You're not doing anything on that night, you need to start saying yes more instead of making up excuses"

It was only then that I realized that I had been passing up opportunities on a regular

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basis. If any of this sounds familiar to your life. start saying yes, starting today.

## 9. Catch up with old contacts and friends

Take a minute after this section to look through your contacts on your mobile/cell phone address book. The first time you do this, you will see dozens if not hundreds of contacts who are now no longer in your life. Some of these contacts you can now delete, but others you can use to re-establish old friendships again.



Just because someone was a geek at school/work, it doesn't mean they will still be a geek now, and even if they are, so what? Everyone has something positive about them to offer you as a friend. This was a big breakthrough for me in this area, I used to keep myself away from people who I felt were not good enough, not cool enough or not high achievers in life; little did I know that this was stopping me from really connecting with people and making new friends.

I was a real trouble maker at school, the teachers did not have many nice things to say about me and not many of my fellow pupils did either. One of my teachers said "Neil, you will never make anything of your life, you will either end up a complete failure in life or you will end up in jail" I still remember it as if it was yesterday.

Whenever I see my old school friends, I stop them for a chat; at first I can see that they just want to escape from me as quickly as possible, their bodies are turned and their feet are pointing away. But I start by apologizing for the way I acted at school and tell them what I do now; I'm always amazed at the change in body language and interest!

Use your personal address book contacts and send a text message or if you're feeling really brave, give them a call! I personally prefer to text, you will know who is worth pursuing as they will text you back. The others will not, or the number is no longer in use so you can get rid of it. Another top tip is to use the social media messaging option on sites such as Facebook as you can write a longer message to explain things better than a short text message.

Facebook is great for this as you can connect and find people that you have not heard from in decades!

## 10. There are a lot of lonely people out there

Just because someone is the life and soul of the party and every time you see them they are talking about something crazy they did, it doesn't mean they are happy or indeed telling the truth in a lot of cases.

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I have met a lot of people who do this, they occupy their life with so much stuff to keep themselves busy and try to trick themselves into thinking that everything is great. But some of these people are missing 1 key thing – TRUE FRIENDSHIP. They are too busy to go out with their friends or think that it will get in the way of all the things they like to do (or not do.)

Without good friends, you will never know the true happiness that is just there waiting for you, sure you have a dog, cat or goldfish, but there is no substitute for a human interaction and the connection that you will share with each other. If you ask someone if they want to go for a coffee, you never know, they might not have very many friends and may jump at the chance! The worst thing that can happen is they say ‘no thank you’ – wow big deal! They just missed out on meeting the great person that you are. The best that can happen is that you make a new friend which could even turn into more than a friend in the future.

This option is great for day time dating which I will cover in more detail later. The general concept of day time dating, is that you meet women in the day time in very random places like stores, the park, grocery shopping, etc and you get in to a conversation with them. From there you ask them if they have time to grab a coffee... right now. It's such a powerful concept because 99.9% of men just wouldn't have the confidence to do something like this. By simply stepping out and taking action, you put yourself ahead of all the other guys that will sit back wishing and admiring from a distance.

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## Speed Dating

### What is Speed Dating?

Speed Dating is a fairly recent craze to hit the Dating Scene. Although events have been going on for some years now, it has only recently become commercialized and turned into a multimillion pound business with speed dating events going on most nights all around the world.



### What sort of people go to Speed Dating events?

Most of the women who attend speed dating events are professional/upper class women or middle class women who have hectic lifestyles and busy jobs. These women are struggling to meet someone special through their work place or social network so they turn to speed dating. This type of women hears the words 'speed' and 'dating' and think 'that's for me,' you see, they even like to date quickly!

### What does speed dating cost?

The price of speed dating varies but it's usually around \$30.00 in the USA and around £25.00 in the UK which includes: the price of renting out the venue, the administration of the night itself and at some places you also get a free drink. \$30/£25 is actually a reasonable price for a whole evening of entertainment and fun and I highly recommend it as a great source for meeting more women.

### How does Speed Dating work?

- You will arrive at the meeting location (usually a bar/lounge or restaurant) at around 7pm.
- You will then register and socialize for approximately 30 minutes (make sure you take this opportunity to socialize!)
- Event starts – you move from table to table getting on average 4 minutes on each table (but sometimes more or less time.) If you like the person, you tick (yes), if you don't, you tick (no); some agencies also have other options like 'maybe' or 'friend.'

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- At the end of the evening your scores will be counted up and matches verified.
- Socialize until you want to leave.
- Leave happy!
- If you get a mutual match it will usually be sent to you by email or you will need to log in to your speed dating account where the results will be uploaded to.
- Once you get your mutual matches, this is where the fun begins! And the good thing is that you have already got your 1st date over with!

### Some things to take into consideration before going to an event

Do not treat speed dating as a serious event where you are going purely to meet your soul mate. From my experience, the people who do this, more often than not, leave broken hearted time after time because this is not what speed dating is about. Speed dating is all about having fun and should be approached in a social way.



If you approach speed dating in a serious way, you will also come across subconsciously as needy and desperate which you do not want either.

When it comes to speed dating, a lot of the people who you like will not like you, it's just a fact of life. Treat speed dating as a fun night out, if you get a mutual match – great! Follow it up and I hope it works out for the pair of you. If you don't get a mutual match with someone that you really liked, yes it hurts, yes you feel bad, but, that's life. The best medicine is to just to laugh it off, it's no big deal. It's their loss remember. Just go back again next week as you will only ever fail when you stop trying.

Speed dating is often frequented by the same people each week/month, so chances are you might bump into a person that you 'ticked' previously at another event. If you do bump into her again at another event, definitely **do not** mention the fact that she didn't tick you as a potential match the last time you met! This will make her extremely uncomfortable, and actually, by not mentioning it, will make you more attractive and non needy, especially as you have more experience to bring to the table this time around.

So, use it to your advantage, if she says anything about it, act like you don't really remember, you're basically going to play it down. This will put her on the back foot and she will feel as though she should make a better impression on you this time.

**Lock and key parties**

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Women are given a key and men are given a lock. It helps to be quite outgoing for this type of event as you will actually need to have the confidence to talk to people.



The good thing about this event is that if you have any anxiety around approaching people, this will help you to break through that issue once and for all!

Just try your key/ lock with random women and enjoy a conversation with her. If you are too shy to speak to her, just simply hold up your key in a suggestive way and smile – she will get the message.

### **How should I dress for a speed dating event?**

It is completely up to you, however you feel most comfortable. My advice with regard to dress is this: first impressions count and you only get one chance at a first impression! Look like you've made an effort and you will get more respect and admiration. If you look like you've just thrown something on and not really made an effort, you will not impress anyone and actually start on a huge negative which you will spend all evening trying to make up for.

### **Should I have questions prepared for the event?**

Again it is up to you, I always have questions prepared when I go to a speed dating event just in case of any awkward silences! Questions are also good for testing her personality or if you want to know what she likes to do in her spare time.

If you're looking for some specific qualities from your potential partner it's a good idea to have a few questions prepared to reflect this, but if you are going to go into the interaction in this way looking for the ideal woman, then maybe online dating is more for you.

Speed dating is all about the fun, excitement and the unknowing!

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## Online Dating

This is my favorite way to meet women. Through this method, you can go on more than 1 date per day, purely from meeting women on online dating sites. It really is an untapped resource once you know how to play the online dating game properly!

The reason I know so much about Online Dating is because I wrote an award winning eCourse on this exact topic, the challenge was for 10 guys to have 10 dates in 10 days - each! Needless to say, they blew the number out of the water and went on to have amazing dating success!

But, If you don't get online dating and how it all works, you will probably fall into the 95% statistic of men who leave the sites after just 3 months because they didn't get any replies, messages or dates with women.

I'll be honest with you now: online dating is difficult, it's very difficult indeed if you don't know how to do it.

Women get bombarded with up to 100 messages a day from guys just like you. To overcome this, you really need to stand out, otherwise you will blend into the other sea of millions of other guys working for the same women.

### **The Advantages of online dating**

- Private – no one knows your name, address or phone number
- Secure – stops unwanted attention or payment fraud
- Unlimited choice of women to browse!
- Filter your perfect match by commonalities and interests so you can find the most compatible person for you
- It's great fun!
- No anxiety issues, only excitement
- You can take time to reply to messages carefully and thoughtfully
- It's cheaper compared to conventional dating
- Quick and easy daily checks for messages and new matches

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- Cost efficient, no transport, meal, drink or flower bills
- Where else can you admire and stare all day at attractive people without getting a restraining order?!
- Some sites actually have compatibility software and will send you daily matches based on your preferences, it's almost too easy!

### **The Dis-Advantages of online dating**

- Time consuming for the initial set up
- The worry associated with selecting which photos to use and what to say in your profile write up and messages
- The person you are in contact with can be deceiving you by giving a false age, weight, occupation, photograph or any other details
- Some people that you like may not like you back or may not respond to your messages, it's just the way it is, remember: it's no big deal, it's her loss if she doesn't want to meet the great person that you are

### **How to get the best out of your profile**

Looking at other mens profiles will give you a good insight into the competition and what you're up against. Checking out the competition is good for insight but bad for confidence, there will always be someone better looking, richer, fitter or better at something than you, that's just life guys, the sooner you accept it, the sooner you can let go and start living your life.

Believe me, no one is perfect, everyone has a flaw to them no matter how small; I have many! Just be yourself but be your best self, leave out anything that will bore the reader or scare her away.

### **Here are a few tips to get you started**

1. Are my pictures the absolute best they can be?

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The picture is the first thing that women look at when they come across your profile and most will not click through to your profile unless it has a picture. Think about it for a second, would you put in the effort to contact someone if you didn't know what they look like? It just seems strange to talk to a blank picture, and let's be honest, we instantly assume that they could look like Shrek, right? I mean, come on, we do..

So, make the effort to get some good pictures taken. How good? As good as you can afford. If your budget is big, get some professional pictures taken in a professional studio, it will cost you a couple hundred but I always recommend a broad portfolio of photographs including:

- Dressed extremely smart (suit, etc.)
- Dressed casual,
- Dressed trendy (not compulsory),
- You doing something adventurous (recommended),
- A photo of you doing something family orientated or even walking your dog (highly recommended!) This shows your caring side.

This portfolio will appeal to a wide range of women and show that you have both a wild side and a caring side which is what a lot of women are looking for.

If your budget is nonexistent, instead, get dressed up in your best clothing and get a friend to take some pictures of you using a good quality camera. This can be just as effective at getting attention and some people prefer the real you as opposed to the studio look; it's completely up to you.

If you are going to take anything away with you from this page then take this:  
**I cannot emphasize enough how important your pictures are, first impressions are everything and you only get one chance at a first impression, make it count.**

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## 2. Does my profile reflect my personality?

If your answer to this question is no, then change your profile immediately. This is one of the biggest problems I see with people not getting good results on online dating sites, their profile just doesn't match their true self. My advice:

**Do not pretend to be someone that you are not when it comes to online dating.**

Honesty is the best policy as online dating is very different to 'face to face' dating. Think about it this way, you have been talking to a great girl, attractive, good job, no commitments; great right?

Then you meet this great person and it turns out that the picture was photoshopped and 10 years old anyway, she has 5 kids and she works at a supermarket stacking shelves!

Now I'm not saying that this is a bad job to stack shelves, my point is that it is the opposite job to the CEO job that she told you she held!

The moral of the story: be honest and be yourself. What would you do if you met this girl? To flip this on its head, I know what most women would do in this situation; they would get up and walk away. It would not only be embarrassing but also a huge betrayal for them. If someone is willing to lie even before the first meeting, what does that say about their personality if you were to get into a relationship with them?

## 3. Is my profile entertaining and light hearted?

Your profile should show you to be a fun person who loves life. No one wants to date Mr Serious who is so straight down the middle that he could be a traffic warden - "you are 20 seconds over your 30 minutes parking, I have to give you a ticket."

Make your profile fun and humorous, don't be afraid to make fun of yourself, it shows that you are confident and you don't take yourself too seriously.

## 4. Am I pitching myself to the right audience?

Pitch your profile correctly and make sure you are aiming it at the right audience. There is no use in sending 10 messages a day to attractive women if they are just not your type or not who you're looking for right now in your life. If you're looking for an outdoors type of woman, state that in your profile write up! Then back it up with reasons why, i.e. because you like to go out walking on the weekends; trust me, the takeaway monsters



and couch potatoes will leave you well alone!

### **5. My Occupation is boring, how can I make it sound better?**

This is something that everyone seems to get wrong. If you are a computer technician, don't say 'I'm a computer technician', this is boring! You need to big yourself up! Think of an achievement that you have made lately at work and use this to your advantage.

Example: 'I was recently part of a team who designed an award winning website for one of the largest corporations in the USA' (you looked after the designer's computers, maintained the servers and made cups of coffee! But you don't say that of course!)

Whatever you have done lately, even if you only did a small part of the input to the project, you were still a part of it so you can take some of the credit right? This isn't lying; it's called embellishing the truth... If she makes the wrong assumptions, that's not your problem, you can correct her later if need be.

If you have not done anything impressive lately, then why not? The opportunities are there and they will definitely not come to you. Go out and find opportunities that will give you a better lifestyle and make your life better as a whole; make yourself a more interesting prospect to women by doing more interesting things.

*'Most of the shadows of this life are caused by our standing in our own sunshine'*

**- Ralph Waldo Emerson**

### **But where do I start? Join the largest online dating site you possibly can**

One piece of advice that I give time and time again is that there is no point in joining all of these small online dating sites as they just do not have enough women on there. You want to join an online dating site that:

- (a) Has been established for a long time.
- (b) Has a lot of potential suitors.
- (c) Has filters and easy search facilities to make your life easier and make the whole experience a lot more fun and time efficient.



My advice is to join one the BIG online dating services out there, we've all seen the advertising for these sites. Put simply, if the site is advertising in the public domain, they

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will have a HUGE database for you to tap into.

### Utilize the search and filter facilities

I would recommend that you take full advantage of the filter facilities on offer when searching for potential suitors. This can save you hours of time each day as you will not need to search through all the women who just don't tick your boxes.

Most good sites will offer filters for anything from age, height, body type, occupation, hobbies and a whole host of other things!

One final point to note: do not be too picky when it comes to meeting women for dates; some of the best dates I have ever been on were with women who I just didn't think I would click with, yet I had an amazing time!

Make a profile and start sending some messages out now! TODAY!

The sooner you get started, the sooner you'll meet your perfect partner. What are you waiting for? Forget about the TV for 1 night, this is your future happiness we're talking about here!

And if you need a helping hand, check out my award winning program below, it comes with a 100% money back guarantee for the first 60 days, so you just can't lose!

[\*\*CLICK HERE TO VIEW!\*\*](#)



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## Image

'To this principle of vanity, which philosophers call a mean one, and which I do not, I owe a great part of the figure which I have made in life.'

- **Lord Chesterfield**

Most people make the common mistake of believing that to get a girlfriend, you need to be good looking. That unless you look like a male model, with all the right designer clothing and sculpted gym physique then you will never get the really attractive women, this just isn't true!

I also used to believe this myself, why? Because I was told that this was true... I was told by my male role models, friends, and even the media threw this at me where I went. This is one of the reasons why I don't watch TV or read magazines anymore, the media really does end up influencing and then controlling your philosophy. What if I was to tell you now, that how you look has almost nothing to do with what women find attractive in men. You'd probably think that I was crazy right?

The difference between men and women came as a monumental break-through to me when I discovered the next distinction, here it comes:

**Men are attracted by images, the way a woman looks, the curves, the hair, the lips, the breasts, the legs, the bum. Period, nothing complicated there.**

Ok, so here is where the surprise comes in when it comes to women:

**Women are attracted to male 'personality traits' and how he makes her feel.** What is a personality trait? Well **Confidence** is a big one, a confident man, is an attractive man. Another trait is when a man acts as a **Protector** towards her or her friends. There are actually dozens of these traits which I talk more in-depth about in my seminars, learn and develop them all and women will find you quite irresistible.

Sure, women like to look at a 6 foot tall, greek god type guy, and almost definitely fantasize about him, but it's not what they necessarily want in a partner.

Saying that, having a powerful image is great for your own self esteem. Building up a confident self image and avatar that you love is key because before someone else can love you, you must first love yourself.

In terms of your physical body, there is nothing that you can do about genetic physical features: being too short, too tall, scars, birth defects, etc. Learn to love yourself for who

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you are, and what you were born with and people will do the same in turn. I have a friend with a rare disease who has always been in a wheelchair, he's never walked, he's never done most of the things that we all take for granted each day, yet he goes out meeting women all the time and the women absolutely love this guy. He is like having a ray of sunshine dazzling on you when you are in his presence.

Moral of this story: **Be grateful for what you do have, because you never know when this day might be your last, because one day, it surely will be.**

If you are overweight, hit the gym, change your diet, lose a few pounds and get in shape, it will only help you to attract a woman easier. If you are super skinny, think about a training program that will help you to put some muscle or a bit more bulk on. You don't have to do this, I'm just suggesting that it will help in getting over the initial first impressions barrier.

In terms of clothing, for a woman to become more beautiful, it takes a lot of work, an awful lot of work! But for a man, all he needs to do is buy some better fitting stylish clothing and he has just raised himself up on a huge scale. The key is to wear nicely fitting clothing, not too tight or too baggy. If you can't afford personal tailoring, buy an off the peg piece that is as close to your size as possible. Then put it into the tailors for alterations at a snippet of the cost.

When it comes to grooming, (which is my favorite area!) Most men shy away from grooming, even the sound of the word 'male grooming products' send most Alpha males running for cover. As if just being in a conversation about 'grooming' makes them look less Alpha and masculine.

Male grooming is so incredibly important in this day and age, and most importantly, it's easy! There are literally hundreds if not thousands of different products out there on the market now, but which one should you choose?

My advice: You just need a very simple kit which comprises of; Face Wash, Face Scrub, Cleanser, Soap, Shaving kit, Shower Gel, Tweezers and a great Hair Shampoo and Conditioner. That's it.

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## Body Language

'The most important thing in communication is hearing what isn't being said.'

### - Author Unknown

Why is reading Body Language so important?

We have been using Body Language for thousands of years; everyone uses and reads Body Language on an unconscious level every minute of every day. You may think that this only accounts for a tiny fraction of communication and tiny compared to words, but you would be very wrong. Body language actually accounts for a staggering 55% of all communication while your actual 'words' account for only a staggering 7%!

If you were to see a beautiful woman sitting alone in a bar stroking the stem of her wine glass whilst her body was pointing towards you as she was looking over, would you know what this means? Would you go over and speak with her? Should you?!

**Reading Body Language is difficult at the beginning, but like all things, it gets easier with knowledge, practice and experience.**

One of the biggest mistakes people make when attempting to read body language is that they just look for 1 sign and act on it; but this is incorrect. You need to look for groups of signals (clusters) that all compliment and reflect each other. Just because your date is sat opposite you with her arms crossed, it does not mean that she is bored, closed, disagrees with what you are saying or does not like you! She could just be cold!

**Ok, now to cover the main things that you need to both look for and change about yourself to make you more appealing to women**

### I. Eye Contact

Good eye contact is one of the most powerful weapons you have in your arsenal. You can literally stir powerful sexual tension or emotions in a woman just with eye contact. I know this sounds hard to believe, but non-verbal communication is one of the most powerful forms of communication. When you see a woman that you like, simply look at her with strong eye contact and body language, make it clear that you are looking at her and make sure that she knows it. From doing this, you know whether a woman is interested in at least having a brief conversation with you or not by her body language



and reaction. From here, you can move further in the interaction by going over to say hello to her.

There is also a form of non-verbal communication called 'triangular gazing' which is when looking at a woman, you glance at her left eye, followed by her right eye, followed by her mouth (or vice versa, R,L, M.) This is a very sexual message that you are giving off and indicates both confidence and sexuality, she can't help but feel the sexual tension, it comes from that instinctual part of our brain.

## 2. Body Position

In order to not come across as too dominating to a woman, it is important not to approach her with completely straight/square on body language; animals do this when they are about to attack.

Also, if she is constantly turning her body to an angle, she is in effect, turning her interest away from you, take the hint and adapt and overcome. I always prefer to almost walk past a woman before talking to her, she will read from your body language that you are about to continue walking at any second and so will respond to you in a positive way.

## 3. Arms and legs

The arms and legs are a very powerful reading tool when it comes to body language. Have you ever noticed when someone is nervous how they constantly move their arms, hands, legs and feet as if trying to find somewhere suitable or comfortable to put them? This is fidgeting, it only happens when someone feels uncomfortable. Think about it, are you twitching and fidgeting right now whilst reading this? No, of course not, you're in a relaxed and comfortable position.

What to do: Keep your arms to the side of your body in a relaxed manner or to the front of your body, hands together at 90 degree angles. When in this position, use your hands to really emphasize important points and also use for gentle, but quick touches on her arm to build rapport; just don't overdo it.

## 4. Weight distribution

This is simple: when you are interested in someone, you will lean your body weight onto the front or leading foot. This is fine when talking with friends and family, but disastrous when talking with women who you like. It shows too much interest and neediness.



Instead, try to lean back and put your weight onto your back foot when she is talking. This shifts the power back into your favor and shows both

confidence and also value on your behalf. You are in effect showing that you are not trying to pick up on her or putting in too much effort to win her affections.

### **5. Scratching and Grooming of Hair**

This is where evolution comes in; scratching and grooming is a trait passed down to us through our genetic code by our prime ape ancestry, it's pre-programmed/hard-wired into our brains from birth.

The most common places where a woman will scratch herself is on the face if she finds you attractive. Why do women do this? Female apes used to do this when they wanted to be groomed by the male, we are all part of the animal kingdom after all.

Scratching and grooming is more common in women than men, the tell tale sign is when a woman is constantly playing and touching her hair for no apparent reason when she is in close proximity with you. This is also revealing in women with short hair as they still seem to touch and play with their hair for no apparent reason.

### **6. Holding drink with 2 hands**

The holding of a drink, jacket or any other object in front of the body or groin area is a huge tell tale sign of discomfort. Both men and women tend to spend a good deal of the first date doing this until they properly open up to each other.



The item in front of you is actually a psychological block between you and the woman with whom you are speaking created as a sort of a shield of protection, to protect the infamous 'male ego.' The sooner you correct this, the better your interactions with women will go. Next time you are in an uncomfortable situation, particularly with a woman, notice how she will put her bag in between you and her.

### **7. Stroking of cylindrical objects / sliding in and out of circular objects**

This is purely and simply sexual frustration in both men and women.

Men: Slide their finger in and out of rings (as an example).

Women: Stroke the stem of their wine glass (as an example).

The points above cover some really basic body language which you should look to correct in yourself both during and after dates.

## Voice

'To speak and to speak well are two things. A fool may talk, but a wise man speaks.'

- **Ben Jonson**

Just remember the 5 P's!

- Pitch
- Pause
- Pace
- Project
- Passion

### Pitch

The Pitch of your voice is important for several reasons, most importantly you want to sound like a strong confident man. Imagine talking to a woman and your voice suddenly goes high pitched making you sound like a boy in the school choir, can you imagine her reaction? Would she see you as a strong, confident man who could take care of her? Very unlikely, would you agree?

It's important to alter the pitch of your voice occasionally when talking to emphasize key points and to build up tension and excitement, but, you certainly don't want to sound feminine in any way.

### Pause

Pausing is extremely important during conversations as it creates high energy suspense, which gives you huge credibility. Notice how only the important, confident men in society use this trait, it gives them immense power. This creates expectation and you will leave everyone around you baited for the next words to come out of your mouth, the silence will be deafening. You can usually tell if you are doing this correctly as everyone will be leaning into you so they can hear better.

### Pace

Pacing your sentences and words again builds up both excitement and an air of intrigue and authority. All the top speakers do this to emphasize key points but also to keep the audience dangling. Do the same, talk to the girl with plenty of pauses, don't rush your sentences or words; desperate men rush, confident men take their time.

## **Project**

Projecting your voice shows her and anyone else around that you are an Alpha Male. You don't talk quietly and timidly so others around you can't hear and judge you, you talk so that everyone can hear you, you don't care if other people hear you, other people's judgement doesn't affect you. You are confident, and you talk boldly so that everyone can hear what you are saying, because, when you talk; people listen! This also stops you from leaning in to talk to people. Remember, leaning in displays desperation, leaning out displays confidence.

## **Passion**

Have you ever spoken to someone that always moans and complains? You know, the sort of people that always talk about negative things and how bad things always happen to them and how life's not fair... they usually talk in a dull/depressive tone and only get more excited and passionate when something 'really bad' happened! I call these people the 'victims' of life, they talk from a place, not of power but from a place of 'I'm a victim in life and I'm powerless to do anything about it'

If you know any of the people I'm referring to, my advice is to avoid them like you would the tax man, they can only ever bring you bad news.

Imagine now if you will, some of the most exciting, passionate people that you know, people like famous movie actors, celebrities or public figures. Do you ever hear them talking in a dull tone? No of course not, they have perfected their communication skills and use their skills to their advantage when talking to others.

### **When passionate people talk, others really do listen.**

Watch some famous people speaking and mimic their enthusiasm, this is how I would advise you to talk to others, be passionate and descriptive. Use your hands for emphasis too if this helps; people really will start to pay attention to you!

So far so good? Just by applying the few chapters above you will notice a HUGE change in your interactions with women.



## Inner Strength

‘Without a humble but reasonable confidence in your own powers you cannot be successful or happy.’

**- Norman Vincent Peale**

### Confidence

Being confident is highly attractive to women. In fact I'd go as far as to say that it is one of the most attractive qualities that a woman looks for in a man, that's how profound this personality trait is. Look at famous male figures like James Bond, you don't get much more confident than him, I mean, that guy is so confident in himself that he barely even breaks a sweat even when he's dodging bullets! Now that's super confidence right there. If you can master the sort of confidence that James Bond portrays, women will just automatically flock to you without you even needing to do a great deal else.

Confidence is key. Period.

### Comfort

Now this may seem like an odd choice for me to write about; why would being comfortable be so important? Well, comfort goes hand in hand with confidence, and actually, comfort is the by-product of confidence. When you become so confident in your own abilities in any one area, you get comfortable in giving advice or 'doing' in that area, it could be your job at work, being on the golf course, or even just making a sale over the telephone. The better you get at the task, the more comfortable you feel doing it.

The more you talk to women and socialize with others, the more comfortable you will get in doing it. I used to be absolutely petrified to go to a bar or nightclub, I was like a sheep, just following my friends around and watching all the cool guys getting the girls. If this sounds like a great description of you, don't worry about it too much.

Simply start practicing more and more and you will find that the better you get, the more comfortable you will feel each time you do it. Then when you enter a venue, you will just feel as though you 'own the venue' - socially speaking of course! You will just feel that you are the most important person in that place and it will reflect on my outward appearance. Because you feel so comfortable, it shows on the outside, and in the rare case that a woman would ever tell you to go away, it shouldn't affect you, because you will be so comfortable in your own skin, rejection happens to everyone regardless of

who you are, the difference is in how you deal with it. Be cool and laugh it off, it's not a big deal. It's only when you get upset or take it too seriously that you will lose.

## Happiness

I spent most of my teenage years being deeply unhappy.

It wasn't until I got into my early twenties that I started to know what true happiness really was. Because when you take a positive outlook on almost any situation, you can't help but feel happy in life, or at least content. You could be in the middle of a hurricane but if you ask the question: "what can I be happy about in this situation?" "What can I be grateful for?" Maybe you are with your family, you are all safe and spending time together which you normally wouldn't have had together.

**You see it's all about your focus, what you focus on comes to pass.**

You can choose to focus on the positive in any situation or you can be like the other 99% and focus on the negative, either way, you get what you focus on.

When it comes to happiness and your general outlook on life, women notice this; they can see when you are happy on the inside because it shines through on the outside. They notice if you moan and complain about things. They notice when you are out on a dinner date and you complain that the service was poor, or that the food took too long to arrive.

**Women don't want to be around a guy that moans, complains and focuses on the negatives.**

Instead, start to look for the good in everything starting today, love the sunshine for it warms your body, yet love the rain for it brings you water. Even if you are not the best looking guy around, women will notice your positive energy and find you a lot more attractive than even the worlds top male model who gives out a negative energy.

## Social Skills

‘The best way to cheer yourself up is to try to cheer somebody else up.’

- Mark Twain

### Conversational Skills

This topic is so huge that it could fill an entire eBook on it's own! So just how important are your conversational skills when talking to women? Extremely important.

**The key to a good conversation is to listen twice as much as you talk. You were born with 1 mouth and 2 ears for a reason.**

Whenever you talk to someone new, she will always be a bit reserved and suspicious at first, but after a few minutes, as long as you don't make any mistakes/insults or act weird, the conversation should start to switch to her doing most of the talking, this is the stage that you want to aim for. All people, not just women, love to talk about themselves! Try not to ask questions that she could answer with 1 word, here's an example below:

You: So what do you do for work?

Her: I'm a Nurse.

You: Wow, that must be good.

Her: Yeah.

(awkward pause...)

Now what?

It would be far better and more interesting to say:

You: So, tell me a little bit about what you do for work?

Her: Oh I'm a nurse, I specialize in (blah blah blah) and I work at (blah blah) hospital.

You: Wow, impressive, that must be really rewarding, helping all of those people and knowing that you're making the world a better place...

Her: Thanks! Yes I absolutely love my job, and I love to help people (then she launches into a 10 minute description...)

Notice the difference in language here?

Women love to talk, especially about relationships/friends, so let her talk! The more she

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talks, the more she will feel as though she is getting to know you! It's funny I know, to think that you are not saying anything, and just listening to her talk and she feels like she is getting to know YOU more, but that's just the way it works!

### Fun/ Humorous

Everybody loves to laugh, and everyone likes to hang around with funny people. If you can make a woman laugh, you can by-pass all of the usual rubbish that you will have to get through just to talk to her. Humor is key in getting someone to warm to you fast. If you do not have a naturally funny personality, study some funny people and see how they do it. Watch some comedy shows and stand up comedians perform, you can't help but take on some of their traits! There are also various books on comedy and how to have a great sense of humor that you can read too. But if all else fails, just laugh when she laughs! At least she'll think you are appreciating her jokes.

### Make Others Feel Good

If I can give you 1 piece of advice that will change your interactions with not only women, but other people forever, it would be this:

**Make other people feel good about themselves by giving them genuine compliments and listening to what they have to say, no matter how trivial. Always leave them better than when you first found them, and they will be your friend forever.**

Make people feel good to be around you and you will have all the friends in the world.

## Personality

‘Always be a first-rate version of yourself, instead of a second-rate version of somebody else.’

- Judy Garland

### Friendliness

As part of my training, I teach my clients to make around 5-10 new friends every week, and by friends I don't just mean people who they say "hi" to in passing once and then add them on Facebook and never speak to them again. No, I mean people who they actually share conversations, swap numbers and other personal contact details with. People who they met at social events and who they built a connection with that was strong enough to form a new friendship with that person.

Because when you step out of your comfort zone and actually start to put yourself out there, you will make a lot of new friends. And the more friends you make, the better your life will become.

People often ask me how I have such a large social circle, and it's actually quite simple really, this is what I do:

**I treat everyone I meet as if they were a friend that I haven't seen in a long time. I treat each new person I meet as if they were already my best friend. I compliment him/her and I make them feel part of my social family, I give that person a sense of belonging and happiness in my presence and make them feel at ease.**

If you treat everyone you meet with a warm smile and a genuine compliment, you will be surprised at how positively they will respond to you. I often get comments like "have we met before?" or "I feel like I've known you for years!" or "I don't know why, but I just feel so comfortable being around you."

These are the sort of comments that you want to aim for, because when you get to this point, you will attract an abundance of friends, often too many to keep up with.

### Strong Character / Values

Women appreciate men who have strong personal values and respect for others. Selfishness or a lack of integrity is actually the polar opposite of a strong moral

character and is extremely unattractive to women. If you want to impress a woman, take the spotlight of yourself and put it onto her, and if you say you will do something, then do it. There's nothing worse than a guy that lacks integrity to a woman.

### **Remaining unaffected by the negativity or criticism of others**

This is a very difficult skill to master, in fact, it is one of the most difficult things you will come up against in your journey to both dating and emotional mastery. Remaining unaffected whilst a woman is testing you or criticizing you is very difficult. I had to learn how to handle this situation through hundreds if not thousands of interactions with women. Here is an example of how this looks:

Her: You're really short aren't you?

You: Ermmm, yeah sort of, well I'm 5'6"

**FAIL** – this is most guys response, they will fail by giving this sort of an answer. What she did above was not her being intentionally nasty, she was just testing you to see if you have a strong enough character for her. Women don't want reactive guys, they want a guy that will just listen to them when they are having a bad day and not try to give them a lecture or moan at them, etc.

e.g.2

Her: You're really short aren't you?

You: Compared to what, a giant?

**PASS** - This is how you pass her test, by giving back just as good as you got, you're not allowing her to belittle you or turn you into a puppet telling her what you think she wants to hear.

e.g.3

Her: You're really short aren't you?

You: (Haha) that's cute, you remind me of my little sister when you say things like that.  
(Then change the subject)

**PASS** – Again, you have passed her test and some, just don't react to her little tests that she will throw at you.

## Dating Ideas

**A range of ideas for your perfect date.**

When it comes to planning your date, the event and location are absolutely key. The location really can make the difference between an amazing date and her never returning your calls ever again.

The list of the fun dating ideas listed below are not recommended as a first date unless you know the woman very well or have been dating for a long time. But if you have had a few dates and want to really impress her, then the list below should be just what you're looking for.

It's important to do your research first before deciding on a date location or activity, so consider the following factors before making your choice:

- What does she like to do in her spare time?
- Has she ever mentioned how she's always wanted to do something but just hasn't got round to doing it yet?
- What do you think she would like to do on a date?
- Is she adventurous? If yes, pick something with a sense of adventure!
- Is she shy or outgoing? If shy, opt for a date where it will just be the 2 of you with no interruptions or other people around. (Not recommended for the first or second date with a woman as you have not built up enough trust yet and it could hit an alarm bell in terms of her personal safety.) But if she's outgoing, plan a date as crazy as your imagination can stretch.

### Fun Date Ideas - Day Time

#### A Unique Restaurant

Go for a restaurant with a relaxed environment, great ambience and serving great food. Do an internet search on reviews for restaurants in your area.



### **A Coffee shop**

There's no better way to have a good chat and to get to know someone than over a drink in a relaxed setting.

### **A Stylish Café**

An excellent idea is to take your date to a stylish Café for a drink or lunch and get to know one another.

### **The Beach**

**My favorite choice.** Women in particular love to take a walk on the beach, especially at sun set (top tip - research the sun set time!)

### **A Walk in the Park (with picnic optional)**

This is one of my favorite dates. Take her for a walk in the park, when you find a nice spot, get out the blanket and sit down and relax; talk, get to know one another. I always pack a mini picnic, bottle of wine and wine glasses as well as some music to play. She will be extremely impressed at just how much effort you have gone to when in actual fact, it took less than 5 minutes of preparation.

### **A Museum**

This can be a great date, especially if she is an academic type and she told you that she enjoys museums. You must hit the right topic with her though or she could be bored stiff!

### **A Picnic**

You can never go wrong with a picnic, but you must find out what your date likes to eat beforehand or you could be eating alone. Is she vegetarian? Don't forget the strawberries and cream.

### **A Festival**

This is usually a great idea for both of you as there will be music to suit all tastes, food,



drink, shopping and all sorts of other wacky and wonderful things!

### **An Amusement Park**

Fun, adrenaline packed with nearly everything you need for a good day out. But be careful with this choice as not everyone likes amusement parks! Some people think they are for kids and you also have to be a few dates in or else she may not feel comfortable spending so much time with you in one day.



### **A Shopping Trip**

Ask her to help you pick out a new shirt or pair of jeans, etc, this forms a good bond and implants 'partner patterns' between the two of you.

### **Fun Date Ideas - Something Adventurous!**

This is where the list gets a little crazy. Be careful with these choices as you need to be sure that your date will enjoy it, adventurous dates are certainly not for everyone and should generally not be chosen as a first date.

### **A Hot Air Balloon ride (with picnic)**

The absolute **perfect date** for a lot of people particularly daters over 40. This just shouts peacefulness, grace and elegance; any woman cannot fail to be impressed by this!



### **Paintballing**

High energy, adrenaline and action packed day out, it's great fun but be warned - it hurts like hell when you get hit. This is definitely not for everyone.

### **Laser Tag**

Although it's just a game, you can't help but really get into this! It's great fun and can make a good day or night out if you can overlook all the teenagers running around like they are Rambo on a top secret mission.

## Skiing

Great fun for all who partake in this sport, guaranteed to be a good day out whether you ski on an indoor ramp or the real thing.

## Kayaking

This activity is very 'bonding' especially if it's just the 2 of you out on the river, lake or sea. Try to plan a route with lots of beautiful scenery and things to see. Get a double kayak for extra bonding.



## White Water Rafting

Now this is really adrenaline packed! Not for the faint hearted or a first date that's for sure! Make sure she can swim first.

## Go-Karting

This can be great fun and I have seen a lot of women doing this and really enjoying themselves, but you have to consider the safety issues when selecting this option as a lot of inexperienced riders get injured.

## Scuba Diving

If your date has a diving qualification then this is a must for a date at some stage. The bonding during this activity is so strong as you are both there to take care of one another and enjoy the striking beauty of the underwater world.



## Helicopter Ride

Excellent fun date idea and guaranteed to put a smile on your dates face, I have taken a date on a helicopter ride over the mountains before and I have never seen such a glow from her afterwards.

## Mountain Biking

Great fun! It is better to go with a reputable company and let them organize the day for you as this will include bike hire, equipment (including helmet), insurance and a fun route! But if you both have the bike equipment and know how, then... enjoy.

## Quad Biking

Excellent fun but this can be dangerous, certainly not a good first date idea. Choose an off road route if your date seems adventurous and experienced and a simple flat route across the countryside if she is a bit nervous and has never been on a quad before. Be extra careful if you choose this option as there are a lot of injuries from this activity each year.

## Caving

If your date is an outdoors or adventurous person then this will make for a mind blowing date! Always check the safety aspects before trekking off into the unknown and make sure you have at least the basic safety equipment. I would recommend using a professional company and guide for this activity.



## Paragliding

This is an exhilarating experience, you appreciate how it feels to be a bird just soaring high above without a care in the world. Women can't help but be impressed by this.

## Wakeboarding

You've all seen it in the movies but most people have never done this activity. It involves standing on a board in the water whilst hanging on to a rope and being pulled by a boat! Find out if your date can swim first and make sure she is not afraid of water.

## Sky Diving

The ultimate adrenaline packed date you can possibly do besides a bungee jump. This is both exhilarating and scary at the same time. Everyone should do this once in their life.



## Fun Date Ideas - Night Time

I actually prefer to go on dates at night time as opposed to the day time. I prefer it because it means that I can get dressed up and have a drink in a better atmosphere. The key here is that it all depends on your personality and the personality of your date; you need to think about what she would prefer to do and where she would feel most comfortable. Getting her to feel comfortable is the most important thing.

### A Classy Cocktail or Wine bar

If your date is a classy or professional woman then she will really appreciate this, especially if it's a new venue or somewhere that has recently been refurbished.



### A Jazz Bar

Most people love going to a jazz bar for a drink, especially if they have never been to one before. You will be surprised at just how many people have never entered a jazz bar in their life; give her an unforgettable experience.

### Bar Playing Live Music

Always a winner, if you're still undecided on some fun date ideas then this is a sure deal.

### Walk Along The Beach

Aim to arrive at the beach at about 30 minutes before sunset, this way you can enjoy the sunset together and maybe stop off for a drink or something to eat on the beach. Maybe even take your own wine and wine glasses with you for the ultimate romantic experience. (Check the laws around alcohol on the beach where you live.)



### Murder Mystery Tour

This one is entertaining but also very funny. You will have to run around solving clues

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and putting a case together of who the murderer was. You can see if your date is a light hearted person or a bit reserved, if you are enjoying yourself but they don't want to get involved then perhaps you don't make such a good match after all. But then again, we are all different and unique, so don't necessarily write her off.

### Casino

A great night out if you have the cash, high energy atmosphere and bags of fun. But watch the spending and don't go overboard or you may have to re-mortgage your house.

### A Themed Restaurant

Now this is great fun! There are so many themed restaurants around offering all sorts of meals from basic dishes to full blown medieval banquets! This is another of my **top picks**.



## The First Date

The golden rule for the first date is to meet somewhere:  
**Public and Relaxed.**

A coffee shop is a great venue for this during the day and a wine bar is a great place for the first date in the evening.

The first date should be kept casual, no overblown romantic gestures like chocolates or flowers or any other creepy gifts.



If you want to fully prepare for the date, make sure you do your research beforehand. Go and check out a couple of venues prior to your first date, you can even ask the staff if it would be suitable for a date and get them to recommend suitable seating for the evening.

Don't tell your date where you are taking her, make it a surprise! Most women absolutely love surprises and love to be led by a man; just tell her to 'dress appropriately for the venue' without giving away the game.

### Other factors to consider are:

- What time does the venue get busy?
- How loud does the music get?
- Will we be able to hear each other speak?
- Is the seating comfortable?
- Will I be in touching distance of her?
- Is the whole date within the recommended price range for a first date?

Aim for a cheap-mid price range if it is someone that you don't know or have never met before, a coffee or a drink is perfect as you can just walk away if it doesn't work out between the two of you.

Don't go out for dinner on the first date, especially if you don't know the person. There are so many things wrong with this, the biggest is that you will probably insist on paying, because you're the man right? That's what we do. This means that you have not only 'invested' time in her, but now you have invested money in her too.

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The problem: you're a man so you will want a return on your investment, we always do. This puts pressure on her which you don't want as it will make her act irrational and nervous.

### **Arrive on time!**

This is particularly important for men, but less so for women. Be punctual to give off the best first impression. 60%+ of the time, the woman will be late for the date. Even though this used to drive me crazy, it's just the way it is I'm afraid to say.

Don't stress yourself out about it and certainly don't get annoyed with her about it. If after the first date you decide you want to see her again and arrange a second date, you can say: "don't be late next time" (and smile.) This is showing her that you don't tolerate lateness but at the same time you're cool enough to joke about it.

Always factor into your plan that she may be up to 30 minutes late with the average being about 15 minutes.

Have your date sit in the seat with the least distraction, this stops her from losing focus and allows her to concentrate on you. Women will always choose the seat with the best view, always. In all my time of dating I have never once had a woman pick the seat with the crap view.

Women are extremely nosy and like to see what's going on around them (keeping their options open) but this is actually distracting for both you and them. Do yourself a favour and be a gentleman, pull out the chair for her, it would be rude of her to decline. As crazy as this seems, I guarantee you that it works. You will increase your success rate on dates massively if you stop her from getting distracted.



If you can arrange for her to pick you up from your home address then do so. Once she calls over, say, "oh hey, I'm not quite ready, come in for a second" – then let her look around your very neat and tidy place. But make sure you have your place looking spotlessly clean and ultra cool. This disarms her 'I shouldn't go back to his place' response later on in the evening if that is something that is on the cards. If all goes well, you can ask her if she wants to come back 'for a drink' without the usual awkwardness because she has already been in your place, she knows what to expect and isn't thinking about a secret dungeon that you could lock her up in!

Another good first date idea is to make the date on a week night; weekends are too busy and you will have to compete with other guys in the venue. A woman will probably decline your offer anyway as a lot of women plan their weekends with 'their girlfriends' weeks in advance. Guys will usually say 'yes' to anything right? Especially if you are

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desperate! But here's the thing: **Don't make yourself too available**, if this sounds like you Sir, women can smell your desperation a mile off!

The Perfect Date Day is a (Sun-Thu) why?

A Low Energy Atmosphere in the venue + not many people = you need to be the most interesting thing to her in the venue = A very good chance of SUCCESS!

The worst days for dates are the weekend, (Fri and Sat) why?

High/ Explosive Energy + lots of people = you need to have something really special planned! + be of higher value to her than the other guys around her = A good chance of FAILURE!



## How to act on a date

How you act on your first date will make the difference between getting a second date and never hearing from her again so be sure to take notes in this section!

### 1. Compliment Your Date

Talk about your date as much as you can and remember her answers, this is important for later on when it comes to choosing meals or dating activities for the two of you. She will also be impressed by the fact that you really listened to what she was saying.

### 2. Be Kind and Pleasant

The way we act as human beings directly affects other people around us: act negative = get negativity back, act positive = get positivity back. *So what if the waiter brought you the wrong soup, who cares?* He's gone to get you the right one now, there is no point getting frustrated about it, this only shows that you do not know how to act on a date. Don't make a big deal out of anything, nothing is ever really a big deal unless you make it one.

### 3. A Good Sense Of Humor Is Key!

The worst thing is going on a date with someone with a dry personality, you make a funny joke and she doesn't laugh - this is not good. Humor builds attraction, so make her laugh and you will start to enjoy each other's company which is the start of building rapport. And rapport leads to attraction and attraction leads to intimacy.

### 4. Remember Your Manners

Men: Open doors for her, pull out her chair and give her your jacket if she is cold.

Do not scratch/ adjust your crotch, do not burp, fart, or pick your nose, do not swear and most importantly do not stare/ talk to her breasts all night. I know these things sound obvious, but you would be amazed at how many of you forget these simple things.

### 5. Be kind and help others

Being kind and helping other is extremely important in appealing to a woman's emotional and sensitive side. If you pass a homeless man, give him some spare change as she will be impressed by this as it shows compassion and the willingness to look after and provide for others. Also help out wherever you can whilst on the date, if you see an old woman struggling with her chair, go and help her!

## 6. Humility

Do not brag or show off; if you have some amazing achievements to your name: Great! When you talk about them in conversation, explain them to your date as they are but at the same time act like it's not a big deal. This will make you come across as 'confident' in your abilities and show that you don't need to brag or show off.

## 7. Be true to yourself

Be true to yourself but also be an individual and make yourself like a rare gem stone, the rarer something is, the more people want it; look at old sports cars! A man that is fit, in good shape, strong, a good sportsman but who can also play a musical instrument and ballroom dance is very rare indeed!

## 8. Smile

Always smile, it will show you as a calm, friendly, relaxed, fun person. It will also set the tone on how to act on a date and encourage your date to smile more and build a strong bond between the two of you.

## 9. Do not make yourself too available

Do not make yourself too available for dates. If you say, "yeah I'm free any time" – you will look quite desperate and seem as though you have no friends or social life. Always give her two options when arranging a date, if she cannot make it on that day, leave it for a few days and then call again and invite her to something else. If she still declines your offer, you need to ask yourself why? If this happens a lot to you, or you don't get a second date, you need to:

- (a) Take a long look in the mirror and ask: "what am I doing wrong?"
- (b) Read my pages on self improvement.
- (c) Get in touch with me for 1-on-1 coaching. It's usually something simple that I can

solve within 1 coaching session!

## **10. Do not get emotionally attached**

Do not get emotionally attached to her too soon. I will say this again as this is extremely important and something that most people get wrong:

### **Do not get emotionally attached to her too soon.**

Dating is a numbers game until you get really really good at it. When you approach dating in a way that comes from lack and neediness, you will get emotionally attached far too easily. So instead, I suggest you go on a lot of dates to become slightly desensitized to the whole concept. The more you date, you better you will become at choosing a great woman from a woman that would simply just be a bad match for you.

## **11. Lying**

This is a crucial point; whatever happens, do not lie to your date. Whilst little white lies are fine, just remember that you will have to come clean eventually so you may as well just be upfront about certain things in the first place.

If she does not accept these things about you, then she is not right for you, just move on. If you have some serious issues that you feel you should come clean on, perhaps just wait until you have had a few dates with her or else you may scare her off too soon. I lied once before whilst on a date, I told her that I was an accountant because I was scared she would judge me if I told her my real job, she seemed initially impressed and accepting of my accountancy job. Later on down the line when it came out what I really did, damn did it backfire on me! She didn't want to see me again as she said she couldn't trust me. Learn from my mistake here guys.

## **12. Be Confident**

Be confident in yourself but be careful not to come across as arrogant, there is a fine line between the two. People love confidence and it is regarded as one of the most important traits for a woman. People hate arrogance; it is one of the worst traits you can possess and will show that you do not have a clue how to act on a date. If you need help with either of these areas, contact us.

## **13. Avoid any negative topics**

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Negative topics = a negative date. For example, if you have had a bad time lately, it's best not to talk about this on the first couple of dates, it will make your date feel awkward and slightly depressing.

Also another big no no, no wait a HUGE no no: "Oh my last girl friend did this to me, oh my last girlfriend did that to me, oh my last girlfriend went off with some other guy" – **SHE DOESN'T CARE!** I'm sorry to put it so bluntly, but this is such a big turn off that guys do time after time and it kills their chances with any woman.

The last thing your date wants to hear about is your ex-girlfriend. I have had this happen to me many times before and it really put a dampener on what had been a good date up to that point.

#### 14. Mirroring

Mirroring her Body Language builds massive attraction. This is quite difficult to do for some people but mirroring is actually a very effective technique for building rapport and making her feel even more comfortable with you. In some cases she will say "I feel like we've known each other for years" - this can be attributed to good 'positive' 'Body Language'

## Goal Setting

A little known secret that most of the successful people around the World use, yet the majority do not, is goal setting.

I personally use goal setting in both my personal and business life with great success and I would like to suggest to you that you do the same and apply this principle to your dating life.

The easiest way I have found of setting dating goals both in my own life and in my clients development is by using the 'SMART' system. The SMART system is very straightforward and easy to follow:

SMART stands for:

- S – Specific
- M – Measurable
- A – Achievable/ Action Orientated
- R – Realistic and Relevant
- T – Time-Related

### SPECIFIC

When setting your goals you must be specific! There is no point in saying 'my goal is to get a girlfriend' because this is not specific enough. Exactly 'how' are you going to get a girlfriend?

Your specific goal should be simple, straightforward and must really emphasize what you want to happen, step by step. Visualize the end state and the process from start to finish.

- How** are you going to get a girlfriend?
- Why** do you want to get a girlfriend?
- What** are you going to do to get a girlfriend?

Be as specific as you possibly can.



## MEASURABLE

Measurable is the **‘when’** of your goals, the timeline in effect. It is important that you plot dates and even times for when you plan to achieve each goal or part goal/task.

Plotting an exact achievement date is important for the visualisation of the goal. If you can visualise the achievement of the goal, it will help to bring the goal closer and make it seem a lot more real and achievable. I like to plot a timeline into my goals using a calendar; I find this really helps to keep me focused on the outcome.

Each time you reach that date on the calendar, it gives you a real boost to know that you have achieved what you set out to achieve and your ego loves this too! Your ego will want you to set even bigger goals!



## ACHIEVABLE & ACTION ORIENTATED

If you were one of my clients who came to me having never had a date in your life, let alone a girlfriend and you set yourself a goal to get a girlfriend within one week who won the Miss World competition this year, I would have to seriously question the ‘Specific’ part of your goal!

Is this goal achievable? Probably not, but it’s not impossible. I wouldn’t tell you that you couldn’t do it, but I would suggest that you really get the specifics of the goal down on paper and build up to this end result a lot slower. I would suggest changing the goal to ‘I want to meet 10 women this week by doing (insert activity)’

**The goal must be action orientated and achievable! Exactly how are you going to do it?!**

The best way to set action related goals is to identify the things that connect most with you, the things that affect you emotionally, for example: ‘I need to meet a woman so I have someone to take to the ‘Company Summer Party’ or I will be a laughing stock in front of my peers and I’ll never get the promotion that I want!’ Ok, that was an extreme example but I think it emphasizes the point.

Only when you set goals that have a real action orientated aspect will you really begin to work on them as if they are the most important thing in the world right now. The other amazing thing about this concept is that you begin to open your eyes to the world more

and see opportunities that you didn't notice before even though they have been there the whole time; this is called 'filtering.' We filter out what makes our lives more difficult or complicated.

## REALISTIC & RELEVANT

Be realistic when setting your goals, if you wanted to earn \$1M per year would you set that as a goal? No, of course not, you'd start by saying 'I want to earn \$50K per year' and then increase that goal to \$75K and so on until you reached \$1M. Your dating goals are no different; start small and be consistent, stick to your program and follow it.

A goal could be: I want to talk to 10 women per day starting (insert date) and my end goal will be achieved on... (Insert date) (3 weeks time, etc.) Or: 'I want to meet 2 women per week from online dating sites by following Neil's program from (insert date)

Don't set unrealistic goals, if you want to lose weight but like to drink beer, don't make a goal of 'I'm never going to drink beer again because it has too many calories' – because it's unrealistic and isn't really achievable without a lot of pain.

Realistic means achievable, not 'easy', people tend to get this confused, they set themselves easy goals so that they are realistic to achieve, but this is actually counter-intuitive. The reason it's counter-intuitive is because if you set yourself an easy goal, yes it will help you to achieve something, but it won't do much more than had you not set the goal in the first place.

For your goal to be realistic you want to set the difficulty level to medium, any higher and you could fail, which would be a huge crash to your ego, which you definitely don't want.

But at the other end of the scale, if you set your goal too low, you won't achieve much at all or your achievement will be very slow indeed.

The unconscious or subconscious mind is a very powerful tool, but when untrained, it can do more damage than your worst enemy could ever imagine. It will constantly try to hold you back from achieving your goals and trip you up at every opportunity, for example: 'Ok, today I will spend 1 hour messaging women on an online dating site' But then your subconscious reminds you that your favorite TV show is on! Wasn't that kind of your subconscious mind...

What your subconscious is in effect doing, is protecting your ego for a failure. The ego hates to fail; it will do anything to protect itself from this situation. On the other hand, when the subconscious mind is working in unison with your conscious thoughts and your goals, you will be like a heat seeking missile! Nothing can stop you from reaching that goal!

## TIME RELEVANT

The good thing about time relevant goals is that each time you get closer to the goal, you either work harder to achieve the goal or you realize that you set your goal too high and will have to go back and re-write it with a more achievable outcome this time. Either way, it's win-win.

Each time you realize each goal, it gives your ego a real boost to know that 'YES! You did it!' This converts into setting more and bigger goals and the cycle continues, this is called being in a positive goal seeking cycle.

You must set an 'exact' date (and time if applicable) for the achievement of your goals, never say next month or in 2 weeks, because next month will be just that every month... – next month, then the following month you will read your goals again and think, 'ok, next month' it's an ongoing vicious cycle! Next month never comes! Trust me I know. I used to be this person until I started applying the SMART system.

Without a time limit on a goal, there will never be any urgency to get it done. This is one of the reasons why I recommend you set yourself daily and weekly goals. You will find it easier to go day by day than to set goals month by month. Of course you can and should set yourself long term goals as well, but you will find daily and weekly goals to be the most effective method of goal setting.

As with all my advice, I am only here to guide and provide you with information; it is up to you to use this information as you see fit. Some of you will take it away and become extremely successful and meet the woman of your dreams, but others will just read this book and then forget all about it – I really hope you don't!

But that's just life, there are winners and there are losers, 95% of people never take action; which are you going to be, the 95% or the 5%?



## Conclusion

'If we all did the things we are capable of doing, we would literally astound ourselves.'

### - Thomas Alva Edison

I want to share a story with you before I close. Several years ago I met a guy named Joshua, who was a 35 year man from Alaska, USA. Joshua was like many men I had met along my journey; he was bored, frustrated, overweight and had only had one or two serious girlfriends in his entire life. I could sense his skepticism and frustration towards women which was only confirmed by his stories of rejection and being turned down time after time from the women he liked.

*Here is a picture of Josh when I first met him:*

As you can see, Josh has a smile on his face, but the truth is that he's far from happy...

I worked with Josh for a full week before returning back to London and then commencing weekly coaching sessions with Josh over Skype.

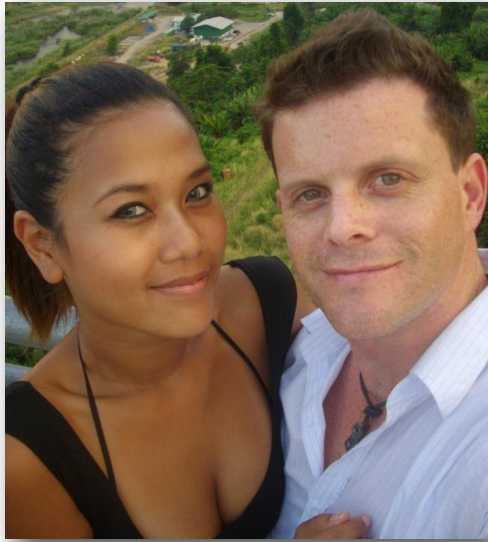
Josh really is a testament to following the advice in this book and the trainings at the Top Dating Coach company, he set his goals and took action everyday. He made it his goal to get himself an amazing girlfriend; he made it his goal to lose weight and get into shape, to improve his image, to improve his conversational skills, to improve his life as a whole.

After just a couple of short months of working together, Josh called me up to tell me about a date he had with what he described as 'the most beautiful girl he had ever met in his life!' He told me that he was so nervous on his date with her that his hands were shaking and his heart was pounding, he couldn't stop sweating he was so nervous!

But just a few short weeks later, Josh sent me this picture below with a message I will never forget. He had finally made it, all his hard work had finally paid off and he had met the woman of his dreams. Even after all these years later and they are still just as happy as the day they first met.



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If like Josh, you feel that you too need some help with your dating life, please get in touch with me or my team at Top Dating Coach, we have a 24 hour service desk ready to help you with all your challenges and we look forward to your email.

I wish you all the success in the World my friend, and I hope to see you at one of my seminars in the near future.

p.s. If you enjoyed this eBook, please feel free to pass this on to your friends so that they can grow and get the woman they deserve too. It's every man's right to get an amazing woman in his life if he is willing to work hard enough for her!

*Neil Ward*

Neil Ward,  
Founder & Head Coach  
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