

Mid-Life and Looking for a Guy? Here's Help.

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By Susan Dunn

Mid-Life and Looking for a Guy? Here's Help. by Susan Dunn, MA, Midlife Transitions

Coach

Are all the "good ones" married? Are men your age only interested in women 20 years younger? Is it "impossible" to meet men?

Okay, although logic never convinces anyone of anything, let's counter some of these silly ideas.

Yes, many good ones are married, but half of them will be divorced sooner or later.

Some men are interested in women 20 years younger. It rarely works out and some men have to learn this the hard way. You can catch one when he's finally gotten a clue, if you're patient. My friend Sheila did.

Is it impossible to meet men? Only if you're determined it is.

He's looking for you just as hard as you're looking for him, but he's not going to come knock at your door? I know men who've called long-lost loves, sometimes after 40 years. A telephone or email works fine and it can happen. If you heard the stories I hear as a coach, you'd know that anything's possible.

I was in marketing for many years, and it occurred to me that what you need is a marketing plan. If I were marketing an apartment complex, here's what I'd do: Interview the owner to find out what her goals were. Check out the curb appeal. Find out what the amenities were. Do a quick study of the competition. Write up a marketing plan, applying the fundamentals.

Now for the fun part - let's apply this to you and your search for Mr. Right.

WHAT YOU WANT?

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What are you looking for in a man? Be specific. Make a list. Actually write it down. When you know what you want, you attract it. Write down the traits, qualities, values, appearance and so forth.

CURB APPEAL

In the apartment industry, "curb appeal" means what the place looks like when you first drive up. So do an honest assessment of your curb appeal - what do they see when they look at you? Sometimes all you get is a first impression.

Do a makeover. If you need to, get a new hairstyle, get in top shape, get your nails done, and take a look at your wardrobe. Men fall in love with their eyes.

Work on your smile and your eye contact. A coach can give you tips on this. You want your inner light to shine. This means you must work on your attitude. Learn some optimism. It can be learned and you

don't need a reason. Not only will you feel better, but you'll be more attractive to other people.

THE AMENITIES

At an apartment complex, that's ceiling fans and hot tubs. For you, take a look at what you bring to a relationship. I'm not talking about material things, I'm talking about things that really matter. Make a list of all your good qualities. Zero in on two things that are unique to you and exceptional about you. Keep these in mind and project them.

THERE IS NO COMPETITION

Keep in mind abundance - there's someone for everyone, and the goal is to find a good fit, in which case, it really isn't a competition.

However, if you're a bit rusty, take a look around you when you're out because you want to be current. Make sure your curb appeal is up-to-date.

Watch other women when they're flirting; there's a style to that as well. It will help you get in the zone to watch some women in action. Brush up on your flirting skills. Smile. Catch his eye. Work up some friendly opening lines to have handy.

THE PLAN

You know how they say "multiple income streams"? Well, you're going to need multiple outgoing streams. Your plan is to meet new people. The good thing about this is that you'll collect friends and adventures, maybe even clients or a new job whatever else happens, so none of this is wasted.

Get out, attend, join and participate. If the doors are open, and people will be there, YOU be there. Assuming that you work, you have the noon hour, evenings and weekends.

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Now here are some suggestions - and do them ALL:

- Join singles clubs and participate.
 - Join and get active in a faith organization
 - Go to any event open to the public - chamber of commerce, fundraising, Fun Runs, political, galas.
 - Join the online dating services such as eharmony – <http://tinyurl.com/2lyea>
 - Let your friends and family know that you'd like some introductions to nice single men they know
 - Be open to possibilities when you're out at the mall, grocery, and sporting goods store. Pay some visits Home Depot. Look like you're lost, and if you see a cute guy, ask him about torque wrenches.
 - Visit art museums, go to the races and sports events.
 - Join some sports places. Word has it workout gyms are not a good place to look (for either sex), but someone I know met a great guy when she was taking SCUBA diving lessons.
 - Volunteer! And volunteer to do things that put you in a strategic location. My favorites are staffing the nametag table and serving as hostess or greeter. Everybody who enters must pass by me.
 - Build a house with Habitat for Humanity. Mid-life guys love manual labor.
 - Consider a goofy now-and-then job like doing the food demos in the grocery store on Saturday afternoon. Notwithstanding the silly "hat", you'll be in a prime position to look `em over and hook `em in. Or stock books in a bookstore one evening a week if you like guys who read.
 - Take your dog walking in different parks, especially Saturday mornings.
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- Set up a blog on an interesting topic. Get a free one here: www.blogger.com .
 - Guys are physical. Go kayaking, camping out, hiking or bike riding; join a tennis league.
 - Hang out at Starbucks on Saturday

So there's your plan. Now approach it with enthusiasm and determination and remember to include all these things in your mix. Good luck!

©Susan Dunn, MA, Midlife Transitions Coach, <http://www.susandunn.cc> . Susan is the author of "Midlife Dating Survival Manual for Women," <http://www.webstrategies.cc/ebooklibrary.html> and offers coaching for people in transition. Mailto:sdunn@susandunn.cc for free EQ ezine, with "ezine" for SL.

Negotiating Tactics: Don't Let `Good Guy - Bad Guy' Control the Sales Negotiation

By Richard Cunningham

Counter one of the classic negotiating gambits by addressing it directly.

You've assembled a brilliant sales proposal for a new client and when you arrive to the meeting to hammer out the final details, you suddenly find yourself sitting across the table negotiating with two people. One is a person with whom you've had contact during the sales process; the other is new - a purchasing agent.

The former is characteristically warm, gracious, and quite friendly to your proposal. The latter is hard-nosed, aloof, and completely opposed to nearly every one of your positions. They are playing the

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classic negotiating tactic of 'good guy - bad guy.'

In the audiobook, "Sound Advice on Negotiating Skills," author Roger Dawson says that when buyers use good guy - bad guy, they are counting on the salesperson being drawn to the good guy. Psychologically, the salesperson wants to please him or her by making concessions.

The solution, says Dawson - a renowned speaker and author of the book, "Secrets of Power Negotiating" - is to "counter their tactic by letting them know that you realize what they're doing. It's such as well known negotiating tactic that when you say to them, 'Oh come on, you're not going to play good guy, bad guy with me, are you?' they become embarrassed they were caught and will back off."

Roger Dawson offers negotiating skills advice each week in the free audio newsletter from What's Working in Biz,

Richard Cunningham is a principal of What's Working in Biz,

, a publisher

of business audiobooks and online audio programs on marketing, sales, and small business strategies.

Negotiating Tactics: Don't Let 'Good Guy - Bad Guy' Control the Sales Negotiation

Know Your Muscles – The Mid-Section

Little Guys and Big Guys

Sales Appointment – The Dog

SEO EXPERIMENT – The coolest guy on the planet, Mike Filsaime ?

How Nice Guys, Shy Guys and Good Guys Finish First!

Secrets Revealed Of A Successful Online Marketer – Willie Crawfo

Natural Pain Management

Time Stretching Tips

Handywoman's Home Repairs

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