

THE THIRD BOOK FROM X & Y COMMUNICATIONS

How To Manage Your **WILDLY SUCCESSFUL DATING LIFE**

*Date as much as you want to without
sacrificing balance in your life...
...and find the partner of your dreams.*

Scot McKay

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How To Manage Your Wildly Successful Dating Life

Scot McKay

X & Y COMMUNICATIONS

Second Edition

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Dedicated to:

My parents, Russ and Rebekah: ...who have been wildly successful for over 46 years, blissfully.

My amazing wife Emily: We deserve each other more every day, and look fondly upon our wildly successful dating lives.

My daughter Danielle: ...who has her whole life ahead of her to figure out what boys are like.

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OK, now on to the good stuff...

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Introduction

There are a lot of dating books on the market, aren't there?

And certainly there are some great ones. But why is it that the conversation so often revolves around dating *failure*? How come there hasn't been a book about dating *success*—at least not until right now?

The easy answer is that most people really don't feel the need to read a self-help book on any particular topic until the wheels are falling off the proverbial cart in their own lives. Certainly there's some reason behind this way of thinking. After all, we're all busy people so why in the world should we take time to fix something that isn't broken?

If we have a wildly successful dating life already, why even consider the matter any further? After all, Isn't that *exactly* what all the dating self-help books are trying to help people achieve?

The issue just beneath the surface here is that a wildly successful dating life indeed brings challenges of its own. Sure, you aren't exactly desperate to get someone to like you enough to go on a date. That's not a problem for you.

But now that you have realized the kind of dating "popularity" that eludes so many others, you are finding out that there are indeed some serious questions that need to be asked.

Is your schedule out of control? If so, you have to find a balance in your life so that your career, hobbies, friendships and/or even your *children* don't suffer. Then again, you also need to eliminate any unreasonable sense of guilt or shame that your dating popularity is causing you *vis-à-vis* these factors (especially when it's time to get a babysitter).

Also, what about the people you are actually dating? How do you manage who is worthy of your time for a first date, let alone a second or a third? How are you handling the decisions necessary to make sure the right person—or people—are in your life?

And what if you are dating more than one person, as you should if you want to gain an accelerated perspective on who it is that you are really looking for? Well, in order to do that effectively you are going to have to know how to balance multiple long-term relationships.

Finally, do you have a game plan for your dating life? Where is all this leading? Are you dating just to get out of the house and have some fun, or should you have some sort of goal in mind?

When you consider how profound the questions are when dating popularity becomes a reality in your life, you might begin to wonder how it has taken so long for a book to have been written on the subject. Rest assured, I have pondered the same question. After all, I really could have used the kind of information that follows several years ago instead of having to learn from a protracted period of first-hand experience.

My sincere hope, however, is that you'll gain a tremendous benefit from the chapters that lie ahead. In doing so you will have taken a critical shortcut—bypassing issues that almost no single adults are prepared to face. I mean seriously, relatively few adults are even confronted with the *need* to face challenges posed by a “wildly successful dating life”, aren't they? All such issues certainly qualify as “problems we'd all like to have”. But they are problematic nonetheless, and therefore must be dealt with effectively.

And you've come to the right place to get them handled. Ultimately, having discovered the information herein you will realize a firm sense that you are leading a social life of confidence, direction and purpose. And in doing so, you will have reached the point in your life where your toolbox can be considered fully equipped to tackle the task of deserving what you want when it comes to dating and relationships.

So then, this dating book in particular is about transcending dating mediocrity in favor of the kind of extraordinary excellence that will take your breath away.

Prepare to be challenged in a way you have not in perhaps a long, long time. And enjoy...

Chapter 1:

The Definition Of Wild Dating Success

Being In Control Of Your Own Destiny

“Wild success” as it pertains to dating can be translated in a seemingly infinite number of ways depending on you talk to. For some, it means you just finished your marriage ceremony. For others, it means achieving as many dates with as many different people as humanly possible. Still others may be at a point in their lives where even getting a single date would be a major achievement.

While it’s not reasonable to discount someone else’s definition of dating success, I prefer to use a completely different metric altogether. I believe that “wild success” is virtually synonymous with being in complete control of your own personal dating world.

By this I mean that you know what you want out of dating and you know how to get it effectively. You date who you want to date, and—importantly—it is you who decides the majority of time when and if second dates happen. You have a number of people you are comfortable dating at one time, and that number could be “one” or “one hundred”. When you have seen enough of a particular person, you know how to efficiently deal with the situation. Moreover, when someone is moved out of your dating life you are highly skilled at seeking out and selecting the right kind of person to replace him or her in your life. And most critically of all, when you bring a particular person into your life you have full confidence in your ability to allow only the right ones for you to enter in, and have become a world-class expert at isolating and eliminating the wrong ones from consideration.

You make all of these important decisions based on your own preferences because you are in complete control. Other singles generally fail to even consider the types of factors you have explored in intricate detail. If they get to such a point of rational consideration, precious few people ever enjoy the luxury of fine-tuned dating bliss to match their diligence. After all, even the “successful” daters (by alternate definition from mine) typically end up drowning in their wretched excess.

Have you been there before?

Indeed many of you reading this book are here because things are out of control. This is fully understandable. Disarmingly few of us enter the dating pool as adolescents to thundering success from the very beginning. Most of us have honed our dating skills over time and found that “success” has come largely as a result of accentuating the positive

and eliminating the negative. Our social skills improve, and we meet more people. Our confidence improves and our dating opportunities increase. We learn how to take care of ourselves better and reap the obvious benefit of being noticed more by the opposite sex.

Some of us even make mistakes that result in hard lessons such as difficult break-ups or even divorce. We learn from our errors and come back stronger the next time around.

That's not to say that a multitude of other people's dating fortune ever gets around to being improved at all. It's a fact. A shocking majority of human beings have never been and will never become "successful" with the opposite sex. This is an unfortunate truth.

And some who actually *had* "game" back in high school also lose it somehow as they reach adulthood, don't they?

Others learned how to get more dates along the way but then became jaded somehow along the way by unfortunate experiences. For those whom this is the case, the "success" they once had now eludes them.

Taking all of these scenarios into consideration, there's just not a large margin of error when it comes to becoming truly "wildly successful" per the lofty definition I buy into.

And even if you are more popular than you've ever dreamed, you could very well be overwhelmed with options and/or suffering loss in other areas of your personal life at the expense of dating. This leads to ill-informed or ill-advised decisions, which in turn leads to...well...lack of "success". Nonetheless, such a "nice problem to have" as that won't earn you any sympathy from your family and friends, and you are left alone to figure it all out...or, as I mentioned, to drown in it.

That's why I wrote this book. I've been where you are and I've figured out how to get a successful dating life under control and make it work for you instead of against you.

If you are in any situation but the one in the previous paragraph, write me and let me send you a copy of *Deserve What You Want* instead. This book is for those who are already deserving and now have to figure out how to find what is generically known as BALANCE.

Having Options And Exercising Them

Have you been popular with the opposite sex your entire life, or is all of this unfamiliar territory to you? Although just about anyone who is highly eligible can struggle with what we are about to talk about, it's those who have most recently made changes in their lives resulting in increased popularity who are most confounded by it.

What we're talking about here is the concept of having OPTIONS.

The vast majority of people on Earth quite simply do not have a copious supply of people who can't wait to be with them romantically. We share the planet with six billion other people, half of whom are of the opposite gender. Yet, most people still can't seem to realize true dating success.

This lack of high-quality choice is how so many people end up taking major career risks by dating coworkers, compromising friendships by picking up an acquaintance's recent ex, or even sleeping with their brother's wife. Perhaps that's why so many of us end up marrying the first (and often times the only) person who is willing to "put up with us".

Invariably, the latter scenario leads to a state that I non-affectionately refer to as having "settled". "Settling" leads eventually to both partners experiencing virtually zero fulfillment from the relationship. He or she who has "settled" will always have his or her nose pressed to the glass gazing at the greener pastures outside. Meanwhile, his or her partner is likely to become very bitter in a relatively short period of time knowing that he or she is not "enough" for the other. Feeling inadequate, let alone BEING inadequate is a humiliating existence. For that matter, a partner who feels as if he or she has "settled" can also feel humiliated at times—generally when others express (either implicitly or explicitly) that he or she could have "done better".

So who has the more miserable existence? The partner who is forever feeling slighted or the partner who is longing for better and embarrassed to be seen in public together? I don't know and I don't care, frankly. The point is that YOU don't have to be either one of them.

In your case, the greatest gift bestowed upon you by having options is that you are thereby decreasing the probability that you will end up "settling" as indeed most others do. Instead of taking whatever you can get, even if only for a single date as is the case for many people, you have CHOICES.

The experience of having options is a key earmark of dating success. You are truly attractive to the opposite gender and are doing things right. Now, simply put, you have to give yourself permission to explore those options.

It is my opinion that one who has the choice among numerous worthy members of the opposite sex should be dating several of them at once until he or she has not only a clear picture of what he or she wants in a mate, but indeed until he or she feels that person has actually been identified.

One does not have to sacrifice strong character in order to do this effectively. Your reputation as a man or woman of integrity and class is not at stake simply because you are getting to know other people more often (and more efficiently, no less) than you used to. We will discuss exactly how to date multiple people at once in a later section.

If you are more comfortable dating one person at a time, I can't deny that it will be easier for you to manage your dating life. And there is, of course, no inherent fault in doing so. Yet, I maintain that life is simply too short to stick with one potential partner you are unsure of until being fully sure he or she is not what you want. The only way to quickly gain the most effective perspective on what your ultimate partner will be like is to date as many people as you can.

Unless and until you do that, all of your own conjecture regarding what you want in a person is merely unproven speculation, isn't it? In order to maximize your dating success, you must leverage the options you have towards having a greater sense of exactly what kind of person you want to be with long term.

A Clear Picture Of What You Want Based On Experience

Consider for a moment that prior to experiencing popularity with the opposite gender a certain person has a self-concocted dream of what his or her “type” is when it comes to the opposite sex. This could be crafted from a variety of conscious experiences or unconscious reflexes, couldn’t it? Some of his or her ideas regarding the “perfect” member of the opposite sex may have come from what the eye beholds, what people he or she looks up to have said and/or information received from the media. Other ideas may have been cemented in place based on the persona of that first “crush” back in 5th grade.

In my younger years, my mind was somehow formed into believing that my own personal “type” was a petite brunette with a “spunky” personality and falling squarely under the “cute” classification. Moreover, I believed myself to appreciate a woman who had a certain “edge” to her, having the ability to be feisty when the need arose. I definitely did not want a “shrinking violet”.

It was not until later in life when my options in the dating world increased significantly that I was able to fine-tune those pre-supposed assumptions based on REAL experience.

For example, having dated mostly petite brunettes previously, having many options when it came to dating allowed me to test the waters with regard to other “types” of women. Having a secondary affinity for redheads and brown-eyed blondes, for example, I was able to date women who fit those descriptions also. In the end, I was able to *objectively verify* that I truly did gravitate more towards a petite brunette.

But it was the experience of actually dating other types of women that has forever allowed me to trust my own judgment on the matter and rest easy in it. And better yet, I never, ever have to fantasize about whether or not I have made the right decision. I have a FACTUAL BASIS to go on, that being my own personal experience.

On the other hand, dating women with various personality types has allowed me to realize that I truly prefer women with kinder, gentler dispositions to women who can be contentious at times. Having options allowed me to weigh just about every kind of personality characteristic a woman may have against not only my own preferences

but how well such characteristics mesh with my own personality traits. Having been able to spend enough quality time with women of so many different types, I ultimately realized that what I was truly looking for was excitement and stimulation from a woman's personality. A woman with a sense of humor, a zest for life and a true desire for adventure was able to meet the same needs I had as a woman who would "stand up for herself". Contention is exciting, but in the final analysis not the most effective or elegant way to create an exciting life.

Further, I discovered that a woman with the sense of humor, zest for life and adventurous spirit could simultaneously have a kind, easy-going disposition and a generous heart. And that was the woman who was best for me. Not only would she bring me joy, but she would bring out the best I had for her also.

So whether my initial suppositions regarding what my true "type" was proved to be spot-on accurate or in need of an overhaul, the important part is that I was able to GET IT FIGURED OUT in an objective manner.

This happened only because I... 1) ...had options, and... 2) ...exercised them effectively.

So then, not only deserving what I want but also actually KNOWING WHO I WANTED contributed greatly to attracting the right people into my life. And my sincere belief is that the same will hold true for you.

A Balanced Life

So far we've seen that a successful dating life is characterized by having the opportunity to date numerous people, your ability to evaluate their potential quickly and effectively, and by how well you leverage your experiences towards ensuring that you settle for no less than who you really want.

But this conversation would be incomplete without consideration of how healthy the rest of your life is outside of your dating pursuits.

When you experience dating success for the first time in your life it is very easy to get caught up in the euphoria of being attractive to the opposite sex. It's equally easy to fall into the trap of letting other key areas of your life suffer at the expense of your dating life. For that matter, even people who have been wildly popular their entire lives sometimes never get around to accomplishing much else *outside of* being popular, do they?

From the very minute you realize that you have considerable personal power when it comes to attraction and dating, you must make the decision to maintain balance when it comes to work, friends, hobbies, spirituality and especially family—particularly if you are a parent.

Ignoring this need for balance puts you at great risk for failure in these other areas of your life. The time to establish good habits is as soon as you recognize the need for them, which for those with a solid degree of wisdom is as soon as dating becomes a major part of one's life.

If you have experienced a life-changing loss such as divorce or widowhood, your priorities and responsibilities are already in a state of flux. Once you are dating again, it's important to put each component of your well-balanced life into perspective. Decide how much of your schedule must reasonably be devoted to each aspect, and make a promise to yourself to abide by those decisions.

If this exercise is not performed before becoming involved in a wildly successful dating life, I promise you that it stands an excellent chance of getting consumed BY your wildly successful dating life. If you do not establish boundaries and priorities ahead of time, doing so after the fact may prove all but impossible.

Frankly, the need for human closeness and acceptance between male and female is so great, and the thrill of finding it so strong that

successful dating can theoretically become literally more addictive than any drug. So profound is this issue that it's the subject of the next section of this book.

Chapter 2:

The Warning Signs

Dating Addiction

Everyone knows that cigarette smoking is addictive and that spending too much time at the dog track can leave you financially devastated. Similarly, we hear tragic stories of lives being brought to ruin or even cut short prematurely by addiction to crack cocaine or alcohol abuse.

What most people neglect to realize is that the dangers of addiction are by no means limited to the most publicized varieties thereof.

In fact, you can be addicted to almost anything that takes an unreasonable level of priority in your life and / or consumes an inordinate amount of your time and resources.

Consider this definition of “addiction” from The American Heritage Dictionary:

ad·dic·tion   (ə-dīk'shən)

n.

1.
 - a. Compulsive physiological and psychological need for a habit-forming substance: *a drug used in the treatment of heroin addiction.*
 - b. An instance of this: *a person with multiple chemical addictions.*
 - c. The condition of being habitually or compulsively occupied with or or involved in something.
 - d. An instance of this: *had an addiction for fast cars.*
2.
 - a. The condition of being habitually or compulsively occupied with or or involved in something.
 - b. An instance of this: *had an addiction for fast cars.*

Some of you reading--right here and right now--are *addicted to dating*.

Here are some ways to tell:

1) Missed obligations

Are you late for work because of your social life? Are you continuously apologizing to babysitters for being hours later than you promised you would be? Have you cancelled appointments to go on a date instead? All of these examples would indicate that you are sacrificing obligations in order to go on dates.

2) You favor dating over all else you used to enjoy

If it's all dating all the time for you, what is happening is that you are making a conscious choice to forsake other things in your life that were previously important to you. This is a clear indication that your life is out of balance.

3) You go on dates even when you don't feel like it

As I talk to people on the phone during the course of a workday I hear evidence of this all the time. Amazingly, people who get into "dating mode" in their life often end up going on dates even when they would *rather be doing something else*. Certainly, this is often attributable to the fact that many of us have an inability to say "no", which we will talk about later.

But more often, it's due to pure habit.

4) You go on dates with people you don't even have much interest in

Going on a first date and having it not work out is a fact of life sometimes (although it can be greatly minimized, as you soon shall see). But why in the world do we go out on second dates with people we barely like at all?

You got it: there's no reason for it.

There's nothing wrong with dating a lot. And there isn't anything wrong with dating being the most enjoyable part of your life. But letting it take

an unhealthy precedence over all else is definitely not conducive to ultimate success.

Next, we'll look at some objective warning signs that dating has taken over and that your dating life, although wildly successful, has gone out of control.

Red Flags In The Rest Of Your Life

Red flags signal danger ahead. We've clarified what dating addiction looks like, now we're going to outline some of the ways it can wreak havoc on the other parts of your life.

A well-balanced life includes many facets, each of which should contribute to an overall positive quality of life. Let's break down each of those areas, and how they can potentially suffer when your dating life is out of control:

1) Work

Clearly if your job performance is suffering due to your dating practices you have got to do something about it. If you go out every night that you have to work the next morning you may be able to still find a balance. The problem is when you are enjoying yourself so much that you end up staying out extremely late (or even all night) on a regular basis. No matter how tough you think you are, you will end up dragging at work. This will affect your job performance, even if in subtle ways that will add up after a very short time. Having to actually take "sick days" because you are unable to make it in to work is an extreme variation on this theme and absolutely must be treated as a clear sign that your life is radically out of balance.

Sneaking coffee dates in before work and going on lunch dates during workdays can also have a detrimental effect because of the potential for being late to or returning to work. Taken in moderation the subject of this discussion is something that can indeed be managed effectively, which we'll discuss in an upcoming section. You simply must remain vigilant.

People who have night or weekend work hours will be presented with unique challenges when it comes to balancing dating and work. Those who work out of their own home or who are self-employed also run a particularly insidious risk since they may have little or no accountability insofar as their schedule is concerned. Either way the issue is clear: Work that must be done has got to be prioritized, otherwise your very livelihood will be sacrificed at the hands of your dating life—and unnecessarily so.

2) Parenthood

You know, I believe this to be a particularly interesting bullet point because the danger of being addicted to parenthood is arguably as sincere as the danger of being addicted to dating.

I have known parents who write dating off from their lives altogether because they are “too busy” or “too committed” to the kids. Although this is often a defense mechanism designed to protect one’s psyche from the need for becoming better at attracting someone of the opposite sex, I do believe that parents can become way too absorbed in their kids’ lives.

While those of us who are parents certainly must love our children and need to do what’s best for them, living vicariously through their experiences at the expense of our own is taking things too far.

In essence, it’s being addicted to parenthood.

So knowing the dangers present in letting the pendulum swing too far to either side of the prioritization scale, what’s a parent to do?

The important thing to remember is that as a single parent you absolutely must find time to have a social life of your own. “Adult contact” is crucial to your health as a well-rounded individual.

On the other hand, if your kids are seeing more of the day care operators (especially the nighttime ones) and/or babysitters than they are of you, then chances are you have deprioritized your own children for the sake of your own dating addiction.

Similarly, if you have previously decided that allowing your children to meet the many people in your life would either confuse or trouble them—yet you find yourself compromising that promise to yourself again and again—that’s another clear warning sign.

Be true to both your children and to your dating life and you will succeed at finding necessary balance.

3) Friends

The associations we have with those who are close to us are valuable. Oftentimes, when we blissfully discover the benefits of hanging around with people whom we are romantically involved with

rather than simply friends with we run the risk of forgetting why our non-romantic friends are important to us.

When we neglect those friendships, we risk losing those friendships. And once you have your head around how profound the importance of what having friends of all types in your life truly is, you won't want to be in the position of no longer having any.

4) Hobbies/Pastimes

You take up hobbies and sports because you have interests in them. The skills you learn and the relationships you make while pursuing these interests are what make you a particularly multi-faceted human being.

Yet when you let dating overwhelm your schedule, these avocations tend to be the very first things to suffer. After all, they are typically what you fill your "free time" with.

It's somewhat obvious that letting this side of your life lie dormant for any amount of time generally leads to loss of skill and/or distance from your acquaintances made through whatever hobbies you are involved with. However, the often-overlooked piece is that it's very much your "extra-curricular" involvements that cause you to appear particularly interesting and adventurous to the opposite sex. So the irony here is that as you date more, you may feel more successful over the short term but as you let go of secondary activities you are likely shooting yourself in the proverbial foot in the long run. As the months go by you may lose much of the attractiveness and adventurous spirit that got you to where you are with the opposite sex to begin with.

What's more, when life is consumed by dating you sacrifice exercise and recreation as part of the big picture we are discussing here. The detrimental physical effects of that kind of personal neglect most likely will have yet another negative effect on your dating success.

Given all of these factors, it's apparent just how crucial it is to continue to give your secondary interests their due priority even when your dating life becomes busier.

5) Spirituality

Did you used to go to church on Sundays but now you sleep in instead? Have you been known by others for having strong spirituality but are now feeling that slip away from your life?

If having spiritual groundedness has been a priority for you in the past, you simply cannot allow dating to become your new “god”. Compromise of the very character that makes you so attractive to the opposite sex is just around the corner. Nothing will make your life fall apart at the seams more quickly and surely than sacrificing your spiritual conscience at the altar of dating.

6) Family

Even if you don't have children, my hope is that you have close relationships with members of your extended family. Nowhere is the word “balance” more important than it is here.

Certainly, women do not generally find “mama's boys” attractive, so direct influence of family members on your dating life isn't always a positive dynamic. Similarly, dragging your sister or brother on dates is not always a great idea.

That said, it's very easy to call someone you are seeing romantically instead of one of your “close” family members once you are regularly dating some truly great people. That's natural to a certain degree. But always remember that your family members will be around a lot longer than the vast majority of the people you are dating. Actually, at most one person you are dating will be around as long, right? So remember those who truly love you and stay close. It's that important.

Having read the bullet points above, you are probably reminded of exactly how integral all of the various aspects of you life are to making you the person of depth that you are. You may not have taken the time to think about this subject in quite sometime. Indeed, that's how effortlessly the subtle shifts in your life can take place when you begin dating prolifically—until finally your life is overwhelmed by dating.

If you are finding yourself prioritizing your social life inordinately *vis-à-vis* any of the items discussed in this section, be sure to get your life back in balance. Take the time necessary to restore the depth to your life that you deserve and that will continue to ensure your attractiveness to members of the opposite sex.

And have no fear...we'll discuss ways to clear out room for everything in your life INCLUDING a full dating schedule later in this book.

The Dangers Of Keeping People Around

In chapters four and five we'll go into considerable depth regarding how to evaluate your dating options in order to make sure you are seeing only the right ones. We'll also talk a great deal about how to create a much more efficient dating schedule than the one you are probably living right now.

But this particular chapter on "warning signs" would be incomplete without a brief word about keeping people you are dating around longer than you should.

I can't think of a clearer pointer to dating addiction than keeping people on our social calendars who we have very little interest in.

Any stream of logical thought would conclude that it makes no sense to continue relationships with anyone other than those with whom we have the keenest interest in romantically.

Yet, if you are like I once was, the chances are good that you are letting certain people you are dating "hang on". And this is fair neither to them nor to you.

So how does this end up happening and why does it go on? Here are four possible answers:

1) We're too "nice"

We're seeing someone and he or she really hasn't done anything wrong. In fact we may even like the company such a person provides. But we also know that this person is way, way down the rankings compared to others we are seeing. So on one hand we know there's no future there, but we don't want to hurt the person's feeling by "letting them go". After all, we *do* like him or her...kinda.

2) The sex is pretty good

If we are sexually active and a particular person is willing to be sexually active with us, we may keep him or her around for no other reason. In today's "liberated" culture, men and women alike are prone to this way of thinking. It's interesting to many people to have as many sexual options in front of them as they can. So again,

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even though a person might not be on our “A list”, we might keep him or her around indefinitely for this reason.

3) A “Harem Builder’s” ego

You may think this is also a primarily male way of thinking, but it is not. It is deceptively easy for someone who is experiencing a strong measure of dating success—particularly for the first time—to develop a penchant for “collecting partners”. It can become quite a rush to build an extensive list of people who you can call. The mindset of requiring “variety” for its own sake drives a person to allow for as much such diversity in his or her options as possible. And with six billion people on Earth, you can see how far this frame of mind can be taken.

4) Emotional validation

“Wow! Look how many people want me!” If you find yourself thinking this thought to yourself, this paragraph is for you. Ironically, despite your popularity, you may still be “needier” than you think. If you are being “liked” and “accepted” romantically by more and more people and it’s never, ever “enough” then you have got to recognize what is going on. And you must deal with it. Your self-worth cannot be tied up with the number of people you are dating. Get control of this factor by determining to cut the “roster” to a reasonable number of people you are most interested in (my suggestion is five or six, max). You may shock yourself at how much more “fulfilled” you feel.

Are you finding yourself still technically “dating” people who you hardly ever even see anymore? Are there people in your life who you pass over in favor of someone else—even if you have seen that “someone else” more recently? Are you dating a list of people so long that there is no feasible way you can logistically see them all within a span of, say two weeks? These are the questions that when answered “yes” mean that it’s time to narrow the field. We’ll talk about exactly how to accomplish that in a later chapter.

But first, let’s be sure to cover how to build a plan of action that does due diligence to your dating life in general. That’s coming right up...

Chapter 3:

Setting Objectives And Goals To Get Things Under Control

Knowing Who You Are Looking For

If you've followed any of my other writings along the way, you already realize that I harp on "deserving what you want" a lot. This is for good reason because I firmly believe that none of us are happy until we stop "settling", and frankly deserving the greatest person we've ever met is the only alternative.

This takes work. But since you are already experiencing dating success I am sure you are well on your way.

That said, a major step to deserving is actually knowing who you are looking for. You would think that this would be an obvious assumption to make, but I am continually surprised by how many people are still passively "waiting for the right person to come along" even in the context of having tremendous numbers of dating options.

Again, the need to have a firm grasp on who you really want to find is a great excuse to start dating as many people as you would like to. You just cannot recognize a quality person until you have dated enough of them—for long enough a time period—to get to know how this all "flows" for you.

"Objectives" can be defined as "necessary steps " and/or action items". "Goals" have been described as "dreams with a deadline". This section will be about objectives, which are important to delineate before even considering the goals talked about in the next section.

So, to that end, as you are dating it's important to pay careful attention to the personal traits you are encountering. Dating is supposed to be a lot of fun, and you certainly don't want "analysis paralysis" to inhibit that for you. Still, you don't want to take a completely cavalier attitude towards what is going on as you are on dates.

Develop the habit of taking mental notes when on dates...even on those dates that don't turn out so well. You must have a clear picture of not only what you DO prefer in a person but also what you unequivocally do NOT like. I would go so far as to recommend that you even make an actual, tangible list of these traits. Do yourself the favor of letting the list get as long as you would like it to be. You have every right to be as "picky" as you want to. You know I'm behind you 100% when it comes to being as selective as you care to be!

Next, recognize that you are building this list in the vacuum of sober judgment. As you continue to date, highlight those particular traits that remain consistent, while allowing yourself the open-mindedness to make changes as you become more “enlightened”. This evolution of thinking along the way is a healthy process, and indicates that your dating life is paying you rich dividends. You are learning more about yourself and who you are most compatible with, which is a wonderful gift to yourself. As you move onward, you will highlight more and more traits on either side of the ledger. And don’t worry for a second—the more you date the faster this process moves. Ultimately, having a well-formed list greatly lessens the probability that you will compromise your now proven principles—principles that you have put to the yardstick yourself under REAL “field testing”.

And what do you know...before you know it the day will have arrived when you know EXACTLY what you want in a partner. And what’s more, you will be well equipped to recognize him or her when the two of you meet.

You guessed it...having formed the objectives surrounding knowing who you are looking you have become poised for reaching your goal of attracting and keeping such a person. It is your list of objectives that will help carry you in that direction.

You now have a framework for setting goals for your dating life. No more “waiting around” for a nebulous “someone” to “show up”. Nice.

Reasonable Timelines

So once you know who you are looking for, how long should it take to find this person? How exactly *does* one establish a “deadline” for a “dream” partner?

Well, as you might suspect, it is all but impossible to draw absolutes with regard to this question. For as many different people there are with wildly successful dating lives, there could theoretically be as many different goals being set.

First of all, it is important to remember the central guiding theme to this book: Dating “success” is defined as having complete control over one’s own dating life. And this means at every conceivable level.

So when it comes to setting goals related to timelines, there are several components of the equation that must be sorted out.

First of all, here’s a simple question. Do you LIKE dating? This ridiculously basic idea is a valid one to consider. Do not let anyone pressure you to speed up the process of finding a mate if you don’t feel ready for that just yet. There is nothing wrong at all with being single and enjoying it. Some may be perfectly willing to live out their entire lives dating numerous people. And I would argue that if such is a particular person’s preference, he or she can lead a fulfilling life that is never at all lonely...even well into old age. It is all about deserving what one wants.

In my own experience, I went from feeling completely lost in my aloneness after 8 years of marriage to fully enjoying the number of great women in my life and the frequency with which I was able to see them. For over two years I felt invigorated by the variety of women in my life and had virtually zero desire to settle down.

During that time I kept “raising the bar” as far as the quality of women I was attracting and keeping attracted. As fortune would have it, and perhaps not by pure coincidence, once I achieved a point in my dating life where I was consistently dating my first choices from among all options available to me, I naturally began to feel as if it would be a good thing to point my goals towards selecting the very best one from among these great women to spend the rest of my life with.

My enjoyment of dating multiple women gradually had evolved into a true feeling of wanting to be monogamous again. Importantly, this

happened *without any outside pressure whatsoever*. Herein lies the secret of building “reasonable timelines” for reaching your dating goals. Sure, it’s completely possible to recognize that you want to get married someday, while simultaneously enjoying every minute of the process of getting there. That is a key earmark of having one’s dating life completely under one’s own control.

As such, I believe that the most effective mode of operation available to a person who has effectively managed one’s dating life is to build his or her list of desirable and undesirable traits faithfully while simultaneously raising the level of quality in one’s dating partners.

If you are diligent about affecting this pattern in your life, then you will be fully prepared to move as quickly as reasonably possible once you decide you want to stop dating and choose a great partner.

Note that I said *choose* a great partner. This person is neither going to “fall in your lap” nor “come sweep you off your feet”. You will proactively *choose* this person. The beauty of this is that if you deserve who you want in life, the formula will very nearly always yield a situation where BOTH partners excitedly choose one another.

How cool is that? *Very*.

Ideally, however, taking this concept a step further you should have the ability to select from whomever you choose. What’s more, we’re talking here about choosing from among several (or more) options of extraordinary high quality—all of whom are vying to “win” you and only you. That is the highest-end scenario.

As you can see by now, some people believe I speak in downright preposterous terms. Perhaps so, but I remind you that this is the first book ever written to my knowledge that is designed expressly for highly successful members of the dating pool. As such, you are reading no less than my most advanced material. I owe you nothing less than a strategy for achieving exactly what I fully believe is possible. I want you—whether you are a man or a woman, mind you—to have complete, utter control over your dating life. And I want you to realize the dating goals in your wildest dreams...all of them.

And yes, what we are talking about here in this section—and continuing on in this book—is 100% at your fingertips. I stand as living proof of it.

Your mileage may vary from what I am about to share, but in my case I decided on January 1st 2006 to narrow a list of seven truly terrific

women down to three. I was positive that any of those three women and I could spend the rest of our lives together happily. Because I had been able to objectively decide what I wanted in a woman based on real experience, and because I was careful to eliminate women who were not at the top of my interest level from consideration, I had afforded myself the privilege of having the exact options I wanted when I was ready to make the ultimate choice. My goal was to be married by the end of the year.

What I didn't realize, however, was that my learning curve wasn't over.

On February 11th, 2006 I met Emily. She had not been one of the final three women I had narrowed the field down to. Once again she raised the bar beyond what I even dreamed possible. And I believe it was the precise combination of having known exactly who I was looking for, having tremendously high quality options available to me already, and having a pure inner peace about moving towards marriage that opened my mind and my heart to recognizing Emily immediately upon meeting her.

And it was no accident that she felt almost the same way. *People who deserve each other tend to find each other.*

Mind you, despite having absorbed all manner of dating advice possible since my divorce, we broke almost every "rule" the "dating gurus" teach. She called me twenty minutes after our first date to "thank me". I saw her again the very next day. Two days after that began a streak of seeing each other every single day that has not been broken since except for two necessary business trips of 24 and 48 hours respectively. Within six days of meeting her I chose to see her exclusively and summarily ended my relationships with the other three women.

And all of these were correct decisions. We were married on December 9th, 2006—thereby rendering the goal of my own wildly successful dating life a mission accomplished. The fact that we waited nine months to actually get married was more of a function of my own personal conservatism than anything else. We knew we were meant for each other and had mutually arrived at that similar conclusion extraordinarily quickly.

Especially key is that Emily had independently undergone nearly every single process detailed in this book thus far. Her own experience caused her to be as equally ready to meet the man she was looking for as I was to meet her.

So were we foolish? We were not. BUT...I will grant you that had we not each had very meticulous objectives in place to the point that we were well educated in the art of finding one's mate we would have been *plenty* foolish. And notwithstanding considerable time spent dating other people and paying close attention all the while, we may have fallen into the trap of jumping into the first marriage opportunity that felt right at the time. But we did not.

You may be reading this and considering that I somehow got "lucky". I believe luck had nothing to do with it. At the very baseline, I can point to a real track record in my life that proves the principles I write about. That alone would be more than most dating experts can cite. But I offer to you that *both Emily and I* stand as examples of such a plan as outlined in this book thus far working perfectly to specification. We simply happen to be two examples who recognized each other.

And I also firmly believe that many others of you with a wildly successful dating life who are willing to do due diligence to the same process will find each other as well. It only makes perfect sense.

By now we've brought the philosophical portion of this book full circle. Now you have a clearer picture of what a wildly successful dating life looks like, the potential dangers it presents, and the opportunity it brings to those who seize its potential and capitalize upon it.

From here forward, let's talk about specific strategies designed to help keep your dating life wildly successful...if not more so.

Chapter 4:

How To Maximize Your Time And Resources

Directness vs. Rudeness When Turning People Down

Part of being popular with the opposite sex is that you are going to have to learn how to deal effectively with romantic interest from others that you have no reciprocal interest in. You may have this part of your dating life handled well.

On the other hand, you may have a difficult time refusing dates with those you don't particularly like. This irony would surprise many out there suffering from "approach anxiety", wouldn't it?

More likely, you struggle with exactly how to turn people down. Being keenly aware of the sting that "rejection" causes, my guess is that you are all about avoiding the stereotypical "drink in the face" rejection popularized in the commercial media. But being on the serving end rather than the receiving end somehow programs us to think that any time we refuse a date with someone we are being "rude".

This by no means has to be the case. At all.

Any conversation on this topic should, however, be prefaced with the notion that any time someone does indeed express "romantic interest" in you in a lewd, aggressive or otherwise rude or threatening way you have every right to be as direct as need be. Never under any circumstances allow yourself to be bullied or manipulated into capitulation or a guilt-trip by such low-end tactics. This goes whether you are a man or a woman--and yes, ladies you might be shocked at the level to which particularly sought-after men are manipulated by unworthy women.

You not only are welcome to turn away all such unworthy approaches, you **MUST**. You do not have time to trifle with this sort of activity.

For better or worse, however, men and women are both also often faced with interest from people who are very respectful yet do not meet our romantic specifications—at least not right now. How should we respond to these situations?

Again, do not feel compelled to date anyone you do not wish to. In fact, do not date anyone *unless* you have a *strong desire* to. Remember, you must gain total control of your dating life. A big part of this is achieving the necessary balance we talked at length about earlier. You cannot presume yourself to be superhuman, having the ability to

date every single “nice” person who comes along and still maintain a healthy lifestyle.

As you read that previous paragraph you fully realize, I’m sure, that you either have been or will be turning down some high-quality individuals. Since your list of objectives may be very different than another person’s equally valid list, the foundational frame of mind here is that you adopt the humility to realize that your preference against dating a particular person is not (nor should it be) an absolute value judgment against their potential worth to another more suitable partner. It is what it is and only that—*your* preference.

In fact, as odd as it sounds the distinct possibility exists that you may turn down someone you later may wish you hadn’t. As your list of objectives grows and evolves, you may actually realize more potential in that person where you had been blind to it before. This happens. Thankfully, if you pay careful attention to the precepts talked about in this section you may actually cause attraction to increase on the part of the person you turn down *even as you are refusing him or her*. This has nothing to do with unethically “leading someone on”. It’s just that radical displays of bold character tend to have that effect. So the side benefit of turning people down with class is, ironically enough, that the door often remains wide open with the person you have just “turned down” should you have a change of heart later. Therein is found one of the most breathtaking aspects of all when it comes to having total control over your dating world, wouldn’t you agree?

Not long ago Emily and I were relaxing watching a movie that happened to star People Magazine’s current “Sexiest Man Alive”. Out of nowhere Emily announced that “she had no idea what women see in that guy”. Yet here she was with her head on my shoulder, and I by no means am appearing on any lists in People Magazine anytime soon, unless there is a list for goofballs. Indeed, different people have different preferences, no person can attract every single member of the opposite sex, and that’s life.

Equally important to remember is that you are not responsible for babysitting another person’s self esteem. You must assume that others you meet and who have an interest in you are “grown-ups” like you are, capable of rational human thought. You have the responsibility as a popular man or woman to be gracious to those who are gracious to you, while reserving the right to be direct to those who are not.

There are several ways to objectively handle situations where politely presented interest in you is not reciprocated. The first would be to tell the person you have a boyfriend or girlfriend already. And unless that

is true, your character would be compromised by your lie. As such, I don't recommend that tactic. Saying you are "not interested in" or "taking a break from" dating is similarly deceptive if not truthful.

Another option would be to express how flattered that you are, but that you just aren't interested. While this appears to be friendly and appropriate--and neither of those facts can be argued—it still connotes real rejection. So I believe there is a better option.

My preference was to tell someone that I don't believe she and I are a match. I may at times have gone so far as to tell her that I believed she was meant to be someone else's woman who will deserve and appreciate her more than I, if I felt comfortable with that premise. Note here that there is virtually no way to reasonably infer that I arrogantly believed the woman (or the guy who deserves her, for that matter) to be less worthy than I. I was not "rejecting", but rather "redirecting". Most of the time this message was understood and appreciated. In the relatively rare instance it was not (as evidenced by continued pursuit accompanied by a heavy sales pitch), I then exercised the right to be more direct, while still remaining respectful and collected. It was then and only then that I would flatly announce that there was not a future between her and I.

If you follow a similar strategy I am convinced that you will never again have any problem whatsoever addressing the matter of what to do about people asking you out whom you have little interest in.

How To Date Several People At Once

We've discussed the importance of dating several people at once at length. Now, let us turn the discussion towards how exactly to *do that* effectively.

For whatever reason, there remains a stigma associated with the concept of dating multiple people at once. Women are branded "sluts" and men are declared "players" simply because they choose to see more than one person at a time.

I compare this manner of stereotyping to any other garden variety of "hate" in that it is propagated most by people who don't understand and/or cannot relate to the subjects of their disdain.

Allow me to elaborate.

Most people on this planet do not get the opportunity to "date around" or "play the field" or whatever else you or they choose to call it. As such, most naysayers are on the outside looking in. And frankly, they are jealous. Remember that the opinion of miserable people (let alone their advice) is categorically invalid, as we talked about in my first book Deserve What You Want.

Further, these stigmas and stereotypes automatically assume immoral and/or unethical behavior on your part for dating multiple people.

The truth is that dating as many people you wish obligates you to neither sexual promiscuity nor deception. You do not have to sleep with anyone you are evaluating as a dating partner, and you don't have to "play" them either.

Did you get that last point? Many of us who have loads of romantic options tend to believe that we have to somehow shield those whom we are dating from the very existence of the others. This couldn't be further from the truth. Not only do most sharp people actually appreciate the forthrightness of knowing you are dating other people, it actually has the somewhat surprising but invariably welcome effect of causing them to be even more attracted to you. Contrast this with the effect of "neediness" or desperation. Human psychology tends to ascribe low value to that which is easily attained, and greater value to that which is more difficult to. Simply put, the more competition there is for "winning" you, the more people will be compelled to compete FOR you.

Shockingly, this phenomenon takes place whether the competitors are themselves equally comfortably dating multiple people or only one at a time. It's true. So whatever the mindset is of the particular people you are dating, feel free to announce plainly to them that the relationship is not "exclusive". Their personal philosophies and practices regarding the number of people they choose to date at once are their own business, and they have the right to make whatever choices they see fit.

In light of all of this, don't dangle the "carrot" of the possibility of an exclusive relationship either, unless there truly is one. If you recognize that you will be "ready" to narrow your field to one person in the near future, you may freely make this known to who you are seeing if you so choose, although I'd still caution against it. The potential for manipulation is too great. Sharp people with successful dating lives can literally send multiple people they are dating into a competitive frenzy this way—and only one can possibly win.

Another important factor in dating multiple people is scheduling. I firmly believe that seeing a certain person more than once or twice a week, accompanied by somewhat regular phone contact, causes that person to believe that a steady relationship is brewing. As the pendulum swings the other way, I think that if you can go more than two weeks without seeing someone then he or she is probably a lower priority for you than warrants a continued dating relationship.

Thereby, a "sweet spot" of seeing someone once every 7-14 days develops. Given the necessary balance in your life that must be achieved, you must reasonably configure a dating schedule that allows as much dating as you require yet no more than you can support. Once you arrive at the number of dates you can and/or should be going on per week, simple arithmetic allows you to arrive at the number of people you can effectively date at once.

For example, If I can go out for two lunch dates and two evenings per week on average, I could arrive at a comfortable number of 4-8 women to date at once. Given the uncertainties of life, the average of six women in this case would likely prove to be a very manageable number.

Importantly, you must be also vigilant about how much time you spend on the telephone and/or IM with each person you are seeing. Short conversations of ten to fifteen minutes at a maximum frequency of three times per week per person tended to work well for me. Any more than

that and I would start getting more pressure on my schedule from certain women than I cared for.

Now, understandably all people you are seeing will not carry equal weight as you perform your necessary evaluations. One of the luxuries of having complete control over your dating life is that you will be able to establish your first choice of who to see on any given day. This allows you to quickly determine who you are gravitating towards wanting to see more often. Of course it is unreasonable to suppose that everyone you are dating will be available to you at the times and places you would hope they would. So it's also nice to have someone to go out with anytime you want the company of someone else, even if he or she is your second or third choice. All of these points contribute to helping you build your list of objectives regarding the ultimate person you are seeking.

And if all of that makes you a "player" in someone else's eyes, so be it. You aren't "playing" anyone. You are honestly going about the business of writing your own ticket when it comes to dating destiny.

Managing Expectations And Handling Objections

Invariably, the concepts discussed in the previous section naturally segue to a discussion of how to manage expectations on the part of those we are dating. Whether we like it or not, even if we are associating with MOTOS (Members Of The Opposite Sex) who are every bit as popular as we are socially, their mind frames aren't necessarily going to match ours every time.

In fact, encountering someone in our dating lives with as evolved a viewpoint as our own (or at least one as well thought out) when it comes to ethically dating multiple people at once is actually somewhat rare. But while people we are dating may think differently than we do, it's still incumbent upon us to remain congruent to our principles even vis-à-vis what can at times be some well presented if not downright compelling challenges.

Let's explore some different categories of such.

1) "Either We're Exclusive, Or I'm Out Of Here"

When you have reached a point in your dating life when you have the ability to date very high quality MOTOS, you will invariably encounter some who will categorically not tolerate third parties of any sort. Perhaps they are hamstrung by jealousy issues. In such a case you'll often be dodging a very real bullet since extreme jealousy portends cheating quite often. Maybe they lack options (or perception thereof) in their own dating lives, and therefore cannot comprehend your position. More likely, they just aren't comfortable dating multiple people themselves and therefore feel shortchanged. Or, they may simply abhor "competition".

Whatever the case, if you do not share the desire to be exclusive it is important not to "cave in" to the demands of even the sharpest person who puts his or her foot down in this regard. You must train your mind to open the door for them and show them the way out.

In some cases you'll simply have to deal with the expected result. In such scenarios, it's important to recognize that rushed decisions and high-pressure "sales tactics" almost invariably lead to deep-seated questions and a feeling of possibly having "settled" sooner than later.

But shockingly, some situations will play out very differently. Your confidence and perceived indifference may prove irresistible to the person who has served the apparent ultimatum. Having played that gambit to the end, he or she may call you as soon as a few days later. He or she may have “rethought things” and is willing to hang out with you some even if not in an exclusive capacity. The first few instances of this phenomenon may be breathtaking to you, especially when and if you find the person continues to lower the bar further and further should you decide for this person’s own good that it’s best him or her not to compromise their principles for you. It is not at all uncommon for someone to lead with “exclusivity or nothing”, only to degenerate his or her position down to nothing more than relegation to a “friends with benefits” status as you refuse to renegotiate.

In other particularly fortunate situations, standing your ground with someone’s initial demand for exclusivity may expose their plan as not a particularly deeply-rooted one. In these cases, you simply pass the test and move on. A pleasant by-product of successful passage through this stage is effective notice having been served of your strength as a decision-maker and as a leader.

2) “Who Else Are You Dating? Where Were You Last Night?”

Many of us prefer to avoid conflict. Similarly, many of us also tend to avoid “heavy issues” on first and second dates. The danger of burying our heads in the sand here is that the concept of exclusivity vs. dating multiple people simply *never gets talked about*.

And as we know, if exclusivity is never discussed, one must assume non-exclusivity is the status of the relationship. There is *no other reasonable assessment* of that scenario.

As one with a wildly successful dating life, wisdom dictates that you broach the subject proactively and relatively soon in the relationship. My recommendation is to do so on the second date.

Proactivity allows you the opportunity to control the dialogue, which is by far the preferable option to being hit with sudden questions later that can only paint you into the proverbial corner.

If and when there’s a second date, you can readily infer that mutual attraction was successfully created and maintained. As such,

thoughts of where the relationship may lead are natural. My recommendation, as a person who is dating multiple people, would be to openly announce the fact that you are doing so and have plans to continue...accompanied by an explanation as to why. Explaining your desire to know what you want most in a partner and to prepare yourself for educated long-term decisions is perfectly reasonable, as are the tenets themselves.

Further, as you know by now I believe that focusing on the person you are with and enjoying his or her company at that time is paramount, and that any mention of third parties you are dating and/or have dated in the past is not merely undesirable but downright inconsiderate.

You may choose to recite this concept to the person you are having such a discussion with, and propose a pact that neither of you will bother the other with comparisons, stories or—particularly—questions.

You've allowed the person you are dating the same liberties you choose to retain, whether he or she chooses to exercise them or not. More importantly, you have nixed the likelihood of undesirable questions being raised.

It's all about communication. And, as always, the truth works wonders.

3) “I Want More Weekend Time” (Or More Time In General)

When you are dating multiple people, the truth is that there are simply not enough “prime time” slots to go around. While particular holidays like Valentine's Day and New Year's Eve can prove particularly challenging from a relationship management perspective, even the coveted Friday and Saturday night slots can become veritable battlegrounds.

The stark reality of the situation is that a very real measure of who your “favorites” are at any given point in history is who is getting penciled into your schedule at these times.

There's no way around that fact.

If you are encountering squabbles from MOTOS who want more weekend time and/or more time with you in general, it's time to ask

yourself some hard questions. Are you not only willing to see this person more often and on weekend nights, but also *excited* about it? If not, you are witnessing the early-warning signs of someone who is falling very deeply for you even as you remain relatively indifferent towards him or her.

The only ethical move here is to carefully, and again *tactfully* explain to the person that your desire to date lots of people on a casual basis has not changed, and that you do not want to lead him or her into thinking the relationship has progressed beyond what was originally communicated or will any time soon.

If you sense that there is a clear dichotomy between intentions, my strong recommendation is to end the relationship, at least in the romantic sense. There is no other respectful position from which to operate. As much as we'd like to get inside the minds of others at times and flip a switch or two, the mature view is one of realizing that such is impossible. It makes no sense to toy with the feelings of others and set them up for the inevitable fall. Sooner is invariably better than later to end such a relationship.

4) **“Are You Having Sex With Someone Else?”**

Notably, I've spent most of my time addressing multiple long term relationships as not necessarily multiple long term *sexual* relationships.

Considering that STDS are rampant and no form of birth control is 100% effective, I maintain a position of strong caution against engaging in sexual relationships with multiple partners.

That said, I realize that others feel differently than I about this. And the range of possible philosophies is endless. Some feel that they should go exclusive if a sexual relationship is initiated. Others feel that a certain level of physical intimacy with multiple partners is fine. Some may even have sexual relationships with multiple partners at the same time.

Your philosophy on the matter is your own, and is in fact irrelevant to the main point...which is to *clearly articulate your intentions*.

This is a clearly defined instance of one being required to sleep in the bed that one has made...literally.

If you wish to maintain a sexual relationship with multiple partners, you have no business dating someone whose mindset is clearly different. For example, let's say you meet someone whom you find intensely attractive. She tells you forthrightly that he or she believes sex is for marriage. If you do not share that sentiment, but in fact allow yourself the freedom to have multiple casual sex partners, it is likely that you instinctively know that your belief system is inherently incompatible with the other person's. Therefore, it follows logically that you would have to camouflage your lifestyle to some degree in order to continue to earn his or her favor.

Or, you could simply resign yourself to helping this other person out of their restrictive mindset somehow.

But should you choose either of those routes, it is undeniable that you must resort to some form of chicanery to get things your way.

Meanwhile, whatever your frame of mind, if you allow yourself to be proud of what you stand for, you'll soon find that you are able to quickly and easily attract likeminded MOTOS. This is a lot easier, and frees one's life from unnecessarily complications.

At this point it bears mentioning that if you believe in abstention and are dating someone who doesn't, you will face a similar issue from the opposite perspective. This can manifest in distrust, distaste or even outright jealousy towards the person's freedom that you do not allow yourself to indulge in. Again, this is a question of maturity.

Regardless of which side of the fence you are on, you simply cannot allow yourself to compromise your standards. Find and date MOTOS who are of the same mindset as you when it comes to sexuality. Being less than truthful is unethical. Conversely, spelling out the facts simply draws more compatible people into your life.

So deserve what you want, and tell the truth. If the truth doesn't match what you want to deserve, then there is no choice but to face off against the reality that your current lifestyle choice is incongruent with your long-term desires. Doing such involves deep introspection and maturity.

Finally, a discussion of how to handle a relationship with someone whose mindset *is* one of ethically dating many at once is in order.

As a highly sought-after individual, you own the prerogative to avoid dating those who are dating others as you are. After all, having many options affords you the right to make your own rules. That said, I recommend against operating under this double standard, even if silently (i.e. not expressly citing this reason for choosing not to date someone openly).

Besides the obvious possibility of fostering resentment, if you make a decision to run your wildly successful dating life under a certain set of principles, it makes sense to appreciate a similar way of thinking in others. After all, should we elect to date someone exclusively, it is to our advantage that those we date make their selection of us from a similarly informed position. Simply put, if we believe dating more people hones our skills with the opposite sex and fine-tunes our selection criteria, then why would we want anything less than that from a long-term partner?

Ultimately, all of these issues fall under the umbrella of early-stage relationship management. As we've consistently maintained throughout this text, honesty is not only possible when dating multiple people—it's flat-out *more effective* than dealing in half-truths and sweeping unmentionables under the carpet.

When you have a full awareness of the kinds of challenges you'll potentially face (as elaborated upon above) you are properly equipped to save yourself from unnecessary disappointment, resentment, political "bargaining" and/or any other unfortunate brouhahas later.

If in doubt this is true, test the concept. My educated guess is that you'll be nothing short of flabbergasted by how easily those whom you are dating can handle the truth...especially when presented both tactfully and respectfully.

And if they don't agree, the beauty is that they are under no obligation to stay. Both you and they have options. In an overwhelming majority of cases, however, you'll find that they are happy to stick around. But make no mistake, the "game is on" to win you at all times...at least typically.

Effective Selection, Especially Online

In this section and the next we are going to deal with the concept of online dating, which is of course very near and dear to the hearts of both Emily and I. For both of us, online dating was a critical lynchpin to our overall dating strategy, and we indeed met through an online dating service.

Online dating was once considered a haven for those who were desperate for dates. Then again, Ebay was once considered a place to find discontinued Beanie Babies.

Certainly all things Internet-related tend to evolve, and over the past several years online dating has been discovered by even the most eligible of single adults as an extraordinarily powerful tool for meeting very sharp people. So part of making this particular section meaningful in my mind is dispelling once and for all any myths surrounding the quality of people online. If you haven't ever looked, or haven't in a considerable while, do so again. You will quickly figure out that any stigma tied to online dating really is a thing of the past. It's just too amazingly effective and comprehensive a tool to overlook any longer.

One of the beauties of online dating is that people with busy schedules (in the context of true balance in their lives, we hope) can be in contact with a large number of great potential dates in minutes. With so many people online nowadays, there are valid options even in smaller cities without falling into the "long distance" trap. What's more, efficient daters can learn something about others ahead of time by reading their profiles, which is more than can be expected when meeting random people in public.

Indeed, most people with highly successful dating lives have long since figured out that meeting people in bars is unfruitful, as is getting set up by friends and family members. While meeting people in bookstores, airports and while grocery shopping can become second nature for popular people—and there are plenty of "normal" people there to be met—there is just something particularly efficient about modern online dating.

If you have ever read any material on how to succeed at online dating, you've likely encountered recommendations to engage in "carpet bomb" tactics. Simply cut/paste a particularly effective pre-packaged email and *voila!*...someone (anyone?) is likely to answer you.

But you aren't going to "settle" for just anyone. You are going after only the sharpest of the sharp. To that end, a different selection strategy is called for.

My recommendation is to scour your metro area using, ironically, a looser set of criteria than you would be tempted to adopt naturally. That is to say, cast your net a bit wider when it comes to specs.

This way, you have lessened your likelihood of missing someone you might be very interested in but who would have been somehow missed by the online dating site's software had a more narrow search been selected.

From there, become excruciatingly picky. With the full list of options before you, select between three and five of your absolute top choices from your entire metro area to write to. Look for strong indications of high self-esteem, strong character and a sense of adventure that matches yours.

Next, write those five people carefully crafted custom emails that demonstrate your personal charm and indicate that you in fact read their profiles. Eliminate the generic, overused words "Hi" or "Hello" from your subject heading. Your primary goal as a popular person to date is to first of all get your email opened, and then to make sure the object of your interest recognizes you as a sharp and interested person who isn't in the least bit desperate for attention. Accomplish this by writing an email of but two or three sentences max, punctuated by a challenging question.

And here is the most fascinating fact of all. Men, in particular take note. A shockingly high percentage of truly sharp women online NEVER answer a first email from ANYONE. Ironically, most men automatically consider a failure to respond to a first email as implied lack of interest. Not hardly. The sharpest women want to hear from men who have real interest, not the "cut/paste" crowd from among whom she may be contacted by literally hundreds of times per day. In order to get such a woman's attention you not only *should* write her twice, you often *must*. Remember, we are talking about communications between only the sharpest people on the entire service here, so don't be surprised if this concept is unique among online dating advice you've received elsewhere. A simple, "What, are you playing 'hard to get' already?" should do the trick. With that, don't be surprised to receive a glowing response roughly 50% of the time.

Ultimately, online dating serves as an excellent tool you can use as a wildly successful dater to round out your list of current and prospective people to date. To that end, it should always serve you rather than vice-versa. It's one arrow in your quiver, and never to be treated as the entire arsenal.

Online dating is a prevalent theme throughout everything we do at X & Y Communications. Please consult my first book Deserve What You Want and/or the podcast entitled "Online Dating Profile Rating" that Emily and I host together for more pragmatic tips on how to win at online dating.

That said, far be it from me to exclude from this book a few quick hits regarding how to effectively handle things when others write to you.

Screening Online Responses

I realize you heard me advise against using “Hi” or “Hello” in your subject heading when writing. Now, when considering responses, I am going to appeal to you never to eliminate such a message yourself before reading it—even if you get hundreds per day. It is counterproductive to nix people because of simple errors in online dating strategy. You want to eliminate all the wrong people, and you want to make darn skippy sure you don’t miss any of the right ones.

When receiving emails, however, feel free to immediately screen all “winks” or “smileys” and stick to the real emails. You deserve an investment of at least a few minutes from someone who is truly interested.

While I do not recommend waiting for second messages, as I’ve said many women do, I indeed recommend several ways of weeding out undesirable writers. There’s no better way to articulate these points than to list them:

1) Life stories

Anyone who writes a complete essay to someone he or she has never even talked to before is demonstrating an absolute form of needy desperation. You will not get along with this person.

2) Incongruencies

If someone purports to have traits or characteristics you desire, pay careful attention to his or her profile. See if the “stories” match. If it just doesn’t add up on paper, it won’t in real life either.

3) Rudeness

Several schools of thought in the world of dating advice advocate teasing banter and the like. This is fun and interesting. Insults are not. Run away.

4) Gross grammar negligence

Anyone who demonstrates glaring weaknesses in this area may not have just had a tough time in English class. He or she might have put very little effort into writing to you, which in turn indicates low interest level. Feel free to pass.

5) Clear ignorance of what your profile states

Did you ever get the feeling that you were getting an email that was supposed to have gone to someone else? Well, you probably did. At best, the author cut and pasted it to everyone on the entire site. At worst, the writer looked at your pictures and fired off an email to you without even reading your profile. You deserve someone with more depth.

6) Major discrepancies between your desires and their reality

People who are popular online such as yourself will need to be very direct about personal preferences without resorting to arrogance or rudeness. If you state very clearly that you will not date smokers, for example, pay careful attention to who writes you. It's one thing to for someone writing you to look past the checkboxes and standard answers, but another thing entirely to try to "slip past the radar" of someone with well-defined requirements.

Generally speaking, if someone's email or profile just doesn't sit right with you, neither will the real person when sitting right in front of you. Get my drift?

Whether you are doing the writing or the receiving it is important to remain focused like a laser only upon the very sharpest people online. I recommend proactivity for both men and women, by the way. Emily would disagree and claim that men should exhibit the masculine trait of leadership and do all of the initial contacting. If you are a woman and prefer men take the lead, be sure to do a thorough search nonetheless with an eye on your mailbox for emails from exactly the men you most wanted to hear from.

Now let's visit about how to date more efficiently than you have ever done before...perhaps one of the most poignant and immediately valuable sections in this entire text. Get ready for some great strategies that you can begin using TODAY.

Efficient Dating

There is certainly not a lot of “fluff” in this book, and this section will be no exception to that.

One of the key areas whereby any successful member of the dating pool can get an immediate boost in his or her level of personal control is through efficiency. Efficiency, simply defined for these purposes, means getting more accomplished with fewer resources. In the context of this section we will talk about your time.

Oftentimes we believe for some reason that dates have to be long, drawn out events. This likely descends from the mindset of “courtship”, whereby we need to do as much as possible to “impress” another person. While men are the ones who classically fall for this trap, women are increasingly likely to share this frame of mind.

You already know that “chasing” someone is a desperate act, and therefore unattractive. The very reality that you have options in your dating world naturally sweeps any such aura of desperation from your being (in most cases at least), and instantly causes you to become more attractive. As such, you tend to easily relax rather than placing monumental importance on every single first date opportunity. Ironically, of course, this has the effect of increasing attraction on the part of the other person, which in turn brings about the reality of *even more options*.

So then, what is stopping you from an efficient evaluation process if you are not out to *try to* “impress” anyone?

The clean and simple answer should be “nothing”.

To that end, all preliminary communications with prospective dates should be crisp and purposeful. For example, should you write someone online who interests you, your second email to that person upon his or her response to your first should indicate strong interest in moving the conversation to the telephone. You do not have time to type and would rather talk, which should be true. Once you have this person on the phone, your evaluation of whether he or she is going to get a date with you may take as little as three minutes. Allowing for nervous jitters at the front end of a first conversation, you should have a clear idea of whether or not you remain interested after a ten minute conversation.

If you are acting naturally and confidently, a popular person online should be able to arrange a first meeting with someone within two or at maximum three of these brief phone calls. By this point there is either the potential for chemistry or there is not. If someone refuses meeting after three calls, there is a deeper issue and you must then seriously consider how the protraction of getting to that first meeting is affecting your balance.

So certainly then, the time consumed by emailing and talking on the phone is a very real issue when evaluating how to maintain balance in your life. This “X factor” is one of the most overlooked areas where a wildly successful dating life can begin to monopolize more time than necessary.

As you consider a first date itself, realize that every advantage is gained by not only keeping these meetings brief, but by actually mandating a deadline. For example, you may want to meet someone at the local coffee shop on a Saturday morning. You may have something else going on at 9.30a, so you make it clear to the person you are meeting that you will see them at 8a sharp, and that you’ll have an hour to work with. Then, you simply have to develop the habit of keeping your word.

This does three things for you. First, it builds efficiency into your dating life by design. Second, it offers you a “golden parachute” of sorts should the date be going poorly. Third, should the date go extraordinarily well enough that the possibility of a second date is imminent, then the other person is left wanting more—which is a great thing. Perfect.

The morning I met Emily we met for breakfast on a Saturday morning. We met at 9a and I had an appointment to pick up my daughter at 11a. As it turned out, we had immediate chemistry of course and had a blast at breakfast. Being finished eating by 10.15a, and being very interested in her, I suggested that we move to Starbucks for coffee. She agreed, which helped me cement in my mind that her interest level was high. But since I had a hard stop at 11a, I was still able to elegantly end the date within a reasonable period of time. This absolutely accomplished the purpose of “leaving her wanting more”, as evidenced by her phone call to me at 11.20a “thanking me” for the date. Excellent!

Even after you have met someone you choose to go on a second date with (and beyond), there is no reason not to exercise your right to put time constraints on dates. An outstanding way to serve this purpose is to either schedule breakfast dates or lunch dates during the work week. Your date will instinctively understand that time is limited under these

circumstances. Have him or her meet you close to where you work, and remain true to the one hour timeline. This is good for both your career *and* your potential relationship. You get to see people you are interested in this way *and* gain a valuable opportunity to evaluate your interest in them further.

Incidentally, even if you work odd hours or are self-employed you can still effectively enact the one-hour lunch date on weekdays. It is such an established norm that people naturally expect it.

By the time you are seeing someone in the evenings it should be mutually clear that interest is high and potential is strong.

Should you decide that going out on select work/school nights is feasible for you, set a rule that you must be home at least nine hours before you need to wake up in the morning. Realize that having this rule in place is a very necessary protection mechanism against degradation of both your health and your work performance.

It is fully understood also, however, that this “rule” is made to be broken...just make that a rare occurrence—and never at the expense of children and/or their caregivers. By setting the “nine hour” rule you will often find yourself going “overtime” by an hour or two. This still gives you a valid night’s sleep. Still, pay careful attention to how much extra time you spend out on weeknights. You should absolutely, positively be abiding by the nine-hour threshold more often than not. Remember, you want to leave your date wanting more—regardless of how much you enjoy his or her company.

Now, of course there are times such as weekend nights or maybe Sunday afternoons that you have earmarked specifically for leisure time with someone of the opposite sex, and have no particular time constraints whatsoever. These times are to be reserved specifically for those you are dating who are at the very pinnacle of your “A List”, without exception. Such people are the ones who are currently meeting your expectations in every way. With these truly terrific people feel free to dance the night away. You deserve it. Make best use of your time as a man or woman with a busy social life.

Now we are going to move the conversation from a discussion about time-based efficiency to one about how to be more efficient with your financial resources. Perhaps not surprisingly, you’ll find that the two are integrally interrelated.

The Myths Regarding Expensive Dating

Forget everything you've ever been brainwashed into believing regarding the importance of spending lots of money on dates. You are impressing nobody by dropping a lot of cash. Instead, you may actually be demonstrating *desperation* by doing so, if not a downright lack of self-esteem by trying to "buy" someone's affection rather than counting on your own personal charm and giftedness to do the trick.

You've long ago figured out that you are attractive in your own right without having to prop yourself up artificially. So now it's time to live as if you truly believe it. You do not have to spend a lot of money on expensive dinners, lofty bar bills and/or any other such costly entertainment schemes.

In fact, the more natural the setting is the freer you and your date both are to act more like yourselves without any pretense. This translates into a more honest opportunity for evaluation and generally, I might add, a more enjoyable date.

My rule of thumb for planning dates with someone I had a proven interest in was to build the time together around something that I was already planning to do anyway. I happen to enjoy eating out at restaurants, so I had no qualms whatsoever about taking a woman out to eat. After all, if there is a restaurant I'd like to try I would enjoy trying it in the company of someone I like even more, right?

But successful "real dates", for lack of a better description, can be so even if taking someone along with you to perform the everyday tasks of life. I once had an incredible date with a woman whom I took furniture shopping with me. I told her I valued a woman's opinion on the matter and that I would like for her to join me. She was thrilled to do so, and we had a great time. Since my interest level in this woman was high, we shared lunch afterward and spent the afternoon together. But it's important to note that there was no high-pressure "agenda" on the date itself. The entire day flowed naturally based on mutual chemistry. Isn't that how it should be?

On another day I decided to get out of the house for a couple of hours on a Saturday morning prior to plans I had with a group of 20-30 friends of both genders that afternoon. I chose to share a late breakfast with a woman whom I had seen a couple of times previously and ended up truly enjoying our time together. Based on how breakfast went, I suggested she join me for the get together my friends were having that afternoon. We had great conversation throughout the hour drive there

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and back, and she had a great time at the get together. So overall, we had a terrific day sharing each other's company. The most crucial takeaway from that story as it pertains to this discussion, however, remains the point that I was going to hang out with my friends ANYWAY that day. Taking my female friend with me was a bonus. And it was an excellent demonstration of the brand of efficiency we have been discussing for the past two sections. The elegance in scheduling combined with the concept of very low financial expenditure had no detrimental effect on our attraction level to one another whatsoever. In fact, the quality of the conversation together in the car combined with her visibility into the fact that I had lots of real friends contributed to her increase in interest level towards me. And I found myself more attracted to her as well by the end of the day.

And that, my friends, is what it is all about.

If you have virtually unlimited financial means and can spend money without the appearance of attempting to "buy" someone's affection, by all means don't let me stop you from doing so. But knowing that dating is a potentially costly sport when spinning out of control, my desire is to free you from any socially-imposed (and misguided) tradition that states that you MUST spend a lot of money to "impress" a date. You most certainly do not. Make this thought process your own and forever banish financial concerns from your dating life.

How Popular People Manipulate Each Other

To close out this chapter, we need to be sure to cover how to recognize when people we are dating are acting with impure motives towards us. The trademark of every effective manipulator is to operate with initial subtlety marked by a steady increase in intensity. Not surprisingly, people who are wildly successful at attracting the opposite sex are often the most effective manipulators of all. Considering they easily have their dates eating out of their hand it is not surprising that the particularly unethical among the lot can become very skilled at using people. Since you are now dating people who in turn have considerable options as you do, you must become well versed in how to recognize manipulative tactics...and you must also learn how to guard *yourself* from becoming one who uses others. Read on...

Every day I talk to men and women who are facing their fair share of the challenges that face nearly all of us at one time or another in the dating world. That's to be expected, and is part of the human experience...at least nowadays it is.

But man...from time to time I encounter stories and/or situations that are definitely *non*-standard. Particularly interesting are the brouhahas men and women get themselves into that involve clear passage into the realm of “cognitive dissonance”, which is essentially the concept of continuing to believe that something is the case when the evidence is overwhelming that such is indeed NOT the case.

And it's that great desire to have someone we are practically obsessed with “love and accept us for who we are” which leads us into this particular brand of turmoil when it comes to dating. Every time. Unfortunately, when we want so badly to believe that someone who is indifferent (or even flatly uninterested) is going to accept us and become romantically attracted to us we open the door to being manipulated, trifled with or flat-out USED.

Or, in the case of people who are not having any problems GETTING dates...they manipulate, trifle with or flat-out USE others.

Here are some specific scenarios that I have seen in real life. If you can personally relate to any of what follows it's time to WAKE UP and realize that someone you are dating is being at best opportunistic with you or—at worst—is going to milk his or her relationship with you for all you are worth.

1) Financial appeals

One time a few years ago I picked up a woman at her home to take her out. She informed me that she would need a few more minutes because she was IMing with a guy two thousand miles away. She said it was important because although she had no interest in ever really meeting this man he “sent her money all the time”. So she was essentially leveraging her “feminine wiles” for purely ulterior financial motives (which I referred to immediately as “Typing For Dollar\$”). Inexplicably, the lonely guy on the other end of the conversation let this go on and actually sent her checks.

Predictably, this same woman woke up a few days later to an empty driveway, her SUV having been repossessed. I’ll never forget the phone call where she demurely purred a request that I “lend her \$17,000”. I may never forget that phone call, but I forgot her. Fast.

2) Requests for favors

Unfortunately, situations like unto what I’m about to describe are not rare. Back in my early twenties I lived with several roommates, all of whom attracted women easily and often. One day I came home and a pleasant young woman with a particularly sweet personality was nearly finished with what must have been a monumental task of having deep-cleaned our entire house from top to bottom. Speechless, I asked what prompted her to do such a thing. “Oh”, she said, “your roommate hired me to be your maid.” As it turned out he then “forgot” to pay her the paltry five bucks (!?) agreed upon. Yet, she was back again the next week for more of the same. My roommate never so much as asked her out. Ever.

And I bet you thought I was going to cite a woman doing this sort of thing to a guy, didn’t you. Wrong. This is not a gender-specific phenomenon.

3) Invitations to spend time and resources

What if someone invites you to go somewhere or do something that’s particularly expensive and/or far away? What if the same person who invited you casually expects you to foot the bill and/or do the driving? I believe the answers to these deep questions are rhetorical. Yet, it’s amazing how many single people have a Blackberry full of willing minions.

4) “Coincidental” timing

This bullet point is particularly appropriate to discuss with Valentine’s Day rapidly approaching at the time I am typing these thoughts. Old flames have a way of flaring up in early February. There’s just something about Valentine’s Day that “ignites” dread and frustration there, causing them to pick up the phone.

When such a person calls you, you may hear on the other side of the line something to the effect of, “HEY...you’ve been on my mind lately for some reason and I kind of miss you...” Yeah, yeah. Next.

The Valentine’s Day factor here is readily transparent. But question the intentions of anyone who disappeared off the planet only to suddenly resurface later with a new agenda. No matter what the calendar says.

5) Sexual bargaining

You would think, were stereotypes accurate, that men would bargain FOR sex and women would bargain WITH sex. Well, allow me to be the first to inform you that such thinking doesn’t necessarily apply anymore. Beware the particular danger of being blindsided by this brand of manipulation when the roles are reversed. That’s what it is, too—manipulation. And let me tell you, this can creep up on you with such a quickness that when the realization of what is going on whacks you upside the head you don’t know whether to stare wide-eyed in the mirror in disbelief or to just burst out in laughter.

I hear at least one guy reading this muttering to himself that he should be so lucky to be “manipulated” as such. To each his own. But once you get total control of your dating life like I’ve been talking about around here my guess is that you’ll develop higher standards. Nice.

6) Pregnancy “false alarms”

One time I called things off with a woman whom I had been spending some time with. That arrangement apparently didn’t meet her needs. Three days later she called me up claiming that she was “pregnant with my child” and that she was “keeping the baby”.

I had never had sex with this woman.

And no, I am not making this up.

If you are left slack jawed at the reality that the above hijinks go on in the real world, count yourself fortunate to have the wherewithal to exercise common wisdom in your own dating life. If you can relate, however, get out of such a poisonous arrangement and do it NOW.

Here's a final thought, which I would be remiss if I excluded from this conversation. If you are looking in the mirror and realizing that you are in fact the perpetrator of such preposterous dealings with people in your own life, my only message to you is that today is the day to start deserving what you want. Users and manipulators will get used and manipulated in return along the path of a frustrating and fruitless journey of futilely searching for a partner with whom he or she can enjoy a mutually respectful relationship.

Chapter 5:

How To Narrow The Field

Reasons To Keep Someone Around

What a disarmingly simple concept this is, yet have you ever really devoted adequate time to figuring it out in your own words and on your own terms?

When you meet someone, are mutually attracted and begin to date it's logical that infatuation and the sheer freshness of the situation cause us to idealize the scenario and probably even our new friend him or herself. Over time, however, we gain a more sober perspective on who someone really is.

This is precisely why going past the second or third date with someone is considered something of a milestone in a relationship. And while you know better by now than to treat that milestone as an indicator that an exclusive relationship must begin necessarily, I would agree that it's when an objective evaluation must take place as to whether someone has made the proverbial "cut" or not and will or will not remain on your dating radar screen.

So what should the criteria be? To the end of offering real answers, here are a half dozen ideas:

1) Desire

Clearly, you should actually "want" the person you are dating, in every aspect of how the word is defined. Does the person "do it" for you? If so, is that sustainable? How about this—do you miss this person when he or she is not around? Or when *actually with* him or her, do you instead find your thoughts wandering toward someone else?

Equally important, does the other person mirror your sentiment... entirely?

2) Enjoyment

When you are together you should genuinely enjoy each other's company. So are you having good, clean fun when you are with this person or is time merely ticking away? If there is not any excitement now, my educated guess is that there will not be any in the future either.

3) Relational chemistry

You feel as if you've known your date for "ten years" instead of ten days (or *ten minutes*). You may be completing each other's sentences already. For some reason being together just feels right...there's a tangible texture to it that is all good, all the time.

Note I didn't include "physical chemistry" here. I think that most popular people can find physical chemistry very easily. Someone who is a particularly effective kisser especially will find this to be true. Give me a silent nod if you know what I am talking about.

4) Common paths

Are the two of you wanting the same things out of life? Sure, it may be a bit early to have all of this sorted out, but it would help if you knew he or she was at least going to be living in your home town for a few more weeks.

5) Teamwork

Are you doing all of the "heavy lifting" in your friendship thus far? All of the planning, all of the calling, all of the paying and/or even all of the *talking*? How about all of the initiation of anything valuable whatsoever? If any facet of this is so, then you are with someone that you are decidedly not forming a team connection with early.

Even allowing for old-fashioned values of men paying for dates, planning dates, etc. what we're talking about here transcends that. Either you two are showing signs of working as a team or you are not.

6) Spiritual connection

Your core beliefs are central to your very being. Someone who does not share your world view will never, ever be a suitable companion to you. I said "never, ever". To continue a romantic relationship with someone whose spiritual mindset is different than yours is a recipe for heartbreak and resentment.

So here's the magic question: How many of the above traits must be present in order to give someone a "thumbs up" for at least a few more dates? My recommendation is to look for several positive indicators in the context of the clear and present possibility that the remaining ones could take shape over time. Remember, you two still barely know each other. Although we have spoken in terms of how to proceed with someone after only a few dates, it goes without saying that such evaluation is ongoing (even though I'm saying it anyway).

Any discussion on how to keep the number of people in our dating lives under control would be only half complete without outlining the opposite side of what we have discussed in this section. Next we'll cover some signs that it's time to bring things to an end with someone.

Reasons To Let Someone Go

It continually amazes me how many of us will begin dating someone and allow this person to remain romantically involved in our lives long after our interest in him or her has diminished. Men in particular seem to be predisposed toward avoiding breakups even after they should have occurred, presumably because the woman involved is a willing sex partner.

But you, as a man or woman with a wildly successful dating life must think differently—and you do. Time is too short and life too complicated to allow the list of people you are seeing to grow too large. In keeping with the flow of the previous section, here are six key ways to recognize when it's absolutely time to excuse someone from your dating pool:

1) Character issues

Liars should be out. Anyone you have figured out is being unfaithful to another relationship should also be eliminated from contention. I would go so far as to say that you would do well to avoid people who are “legally separated”, as in most places that is still considered “married”.

In short, if someone lacks integrity in any way make room in your schedule for someone else by excusing this person. Pay particular note of cavalier talk about having lied to or cheated someone else, especially if related as a humorous story. Even if on a relatively minor scale, such pride in cheating others is a major red flag portending what you might expect from this person in the future.

2) Flakiness

Flakiness isn't simply irritating and inconvenient; it's also a very strong indicator of lukewarm interest on the part of the other person. You have far too much going on in your social life to tolerate that. You need not.

3) Manipulation

We've mentioned how it's often those who get a lot of dates who become great manipulators. Some are used to using their masculine or feminine “wiles” to get what they want—selfishly and

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often without even so much as any lip service to the other person's wants or needs. Typically, manipulators will also start small and grow their practice as you give them permission to.

Consider the oft-cited example of how you can boil a frog without any apparent resistance from the animal simply by gradually turning up the temperature one degree at a time. You guessed it...that's a metaphor for how a manipulator gets to the point where he or she literally owns you over time. Don't get anywhere close to that scenario. Dump manipulators immediately.

As I've written about elsewhere, be especially wary of religious manipulators. Things come out of their mouth like, "I was praying about this and God told me that we should...". Run away. If his or her God is making plans for your life, I can assure you that you that He will not utilize a third party to communicate those plans to you.

4) Bad habits

Any addiction should signal that it's time to move on from association with this person. This includes gambling, alcohol, shoe shopping and video games among a host of other things. You might even protract this category to include habits associated with hygiene, compulsive behavior and/or idiosyncrasies that are flat-out irritating.

5) Incompatible goals

If something comes up that demonstrates the two of you want completely different things from life, respect both or your schedules and call it quits. A prime example is when two people find that they are at polar opposites from one another in their desire whether or not to have children. This can also translate to importance placed on finances, preferences for physical activity and so very many other areas. If you are already figuring out early in your friendship with someone that your paths are divergent, I can rest you assured that they will not suddenly converge later. That is a fantasy.

Be aware, however, that certain people you date will verbally express to you a willingness to change their priorities or perspectives for you. Respect these people enough to not put them through that. It will fail in the end anyway because integrity is compromised.

6) Lowered levels of attraction/interest

Are you just not “feeling it” for this person as much as you were before? You already know from experience that the “feeling” is highly unlikely to return if it has disappeared so quickly. You need not make excuses or find explanations for your loss of attraction for a particular person. Simply move on.

Sure you are a nice person and don't want to hurt anyone's feelings. But your personal dating success depends upon you making hard decisions when they have to be made. If you think about it, so does the dating success of the person you are cutting loose. Next we'll talk about how to do so proactively.

Proactivity Is Important

Now that you have read some objective notions tied to either keeping someone around or letting him or her go, it's useful to talk about how to actually go about the business of keeping your roster of dating partners right-sized.

From the very outset, let me make perfectly clear that it is up to YOU to make sure this happens. Although it sounds obvious to say that you must do the vast majority of the breaking up when you are wildly successful at dating, this unsavory thought still doesn't sit well with a large number of people.

Men in particular are categorically susceptible to avoiding breakups. After all, for whatever reason women appear to be wired differently and instinctively know when and why to call a relationship off. All of us, men or women, have got to develop the habit of ending relationships exactly when it is first apparent that things are going nowhere.

Some of us want to offload emotional responsibility for this, and tend to do so by instigating a break-up rather than actually doing so proactively. Attempting to help someone decide to break up with you is an unacceptable, deceitful and time wasting strategy that demonstrates not only novice dating skills but also a lack of a backbone.

And again, men are most often the culprits when it comes to this brand of behavior. I'm reminded of a story told to me by a friend a few years ago about a man who had been out on a first date with a woman and had sex with her that night. As a predictable result, she became emotionally attached to him even as his interest in her was waning. So he came up with a plan for the next date.

While at dinner he proceeded to relate a completely fabricated story that he had an abject gambling addiction, blew all of his money on a monthly basis, and was actually flat broke. Undeterred, the woman expressed sympathy for him and changed the subject.

After a few minutes, the man then purported to be a closet smoker, telling his smoke-free date that he puffed a pack a day. "That's okay", the woman replied, "Cigarette smoke doesn't bother me."

Amazed at the woman's tenacity, the man finally announced, flatly, that he "had genital Herpes".

The woman paused. After a few moments her eyes began to well up and a look of complete, utter affectionate bliss overwhelmed her countenance.

She leapt up from the other side of the table and threw both arms around the man's neck in a huge embrace. Now sobbing, she quietly exclaimed, "I didn't know how I was going to ever tell you. So do I! So do I!"

As much as that sounds like a well-formed joke, I assure you it is a true story. Oh what a tangled web we weave when we just aren't honest with those whom we are dating.

So then, we can all agree that breakups are necessary. But unless someone has been grossly inappropriate at some stage, we can also agree that tact and compassion are key to the process.

Just like I advocate when performing initial refusals of people we choose not to date at all, I think it is effective to simply tell someone we have been dating for a while that the two of you "are just not a match". Wish the other person well and make it clear that it's the end.

That verbal assurance of closure is important. You do not want to leave any glimmer of hope that the romantic relationship will continue. You will be surprised at how grown up most people are when communicated with in a compassionate yet direct manner. Note here that you do not want to be condescending. You are not breaking up with this person because you are "better" than he or she is. It's should not be an issue of hierarchy but rather of compatibility. As long as you keep that principle in check, your breakups should go smoothly.

Now there will be the occasional person who will continue to call you, typically attempting to negotiate a way back into your life. You must be brief and direct in these cases. Whatever you do, do not let yourself be swayed once the decision is made. This represents a loss of control over your own dating life, which is counterproductive.

Men, be particularly vigilant regarding sexual propositions from women you have recently dropped from consideration. Often the same women who portray themselves as sexually conservative will be the ones who attempt to lure you back using sex as the bait. As tempting and flattering as it sounds, just say "no". You are wildly successful at attracting women, and there are plenty more out there.

Consider also that it is categorically unethical to simply cease communications abruptly with someone you are no longer interested in. Leaving someone “hanging” like this is a clear demonstration of a lack of character.

On top of that, it is indicative of sheer cowardice. As we’ve said, the people you are dating are grown-ups. They will be able to handle the news effectively in the vast majority of situations. So you owe it to them to be a grown up in your own right and end things the proper way.

So what about when we’ve been seeing someone for more than just a few dates. How is the process different?

Well, for starters I believe it’s okay to break up by phone with someone you’ve only seen a couple of times (but NEVER via email or text message). But if you have been dating someone for a longer period of time you owe it to that person to break up face-to-face, and to offer some greater detail as to why the split is taking place. Chances are both of you had some indication already that the day was approaching, so go about the business of breaking up with class. If the other person becomes upset and agitated, allow them to “vent” while making every effort not to respond in kind. It serves no purpose whatsoever.

All of this, of course, is notwithstanding that a serious breach of trust has taken place. When cheated, lied to, or any other serious offense is made against you, feel free to end the relationship abruptly and directly. Whatever you do, don’t let the relationship continue, thereby compromising your utmost standards. And that goes for whether there have been two dates or two hundred.

The “Just Be Friends” Zone

What discussion of narrowing the field would be complete without some consideration of how the “Just Be Friends” zone plays into all of this?

Long dreaded by attraction-challenged men everywhere, the strategy of telling a man that she would rather “just be friends” with him has long been used by women in particular as an easy out from a romantic relationship that is no longer desired.

In fact, most if not all dating books—particularly those for men—tend to focus on how to *avoid* the “Just Be Friends” talk.

This book, as you’ve already long figured out, is completely different. I’m going to teach you how to make effective and appropriate *use of* that “JBF” strategy—whether you are a man or a woman.

I’m going to show you how to *give* the “JBF” talk.

Bear in mind, first of all, that I am against using “JBF” as a catchall panacea for ending any and all relationships with a minimum level of personal discomfort. In my mind, that’s just one level above complete cessation of contact when it comes to weak, spineless strategies.

Indeed, the “Just Be Friends” approach must have integrity. Simply stated, you must *really, truly* want to remain friends with a person if you tell him or her you want things that way. Otherwise, you are lying.

The disarming part of all of this is how often it really is the right way to proceed, making perfect sense in situational context. Women in particular, I think, are often okay with remaining platonic friends when that exceedingly rare male-initiated “JBF” talk is dropped on them. Men, on the other hand, tend to get their egos wrapped up in the “rejection” implied when given “The Talk”.

The truth is that sometimes we *like* someone, just not *romantically*. How and why things turn out like that is the subject of a completely different discussion. The focus here is upon accepting that reality rather than trying to shoehorn an ill-fitting relationship into romantic circumstances.

In just about every case, that just ain’t happenin’ anyway, no matter how hard you try.

So then, the mature adult rationale is that “you can never have enough friends”. If things aren’t clicking in terms of boy/girl chemistry, so be it. But there’s flatly no reason whatsoever that every person you break up with must become The Enemy.

People you have tried to date can remain your acquaintances quite effectively if you are civil about it. Among other things, such “friends” can be great sources of finding other people to date. However you look at it, “burning bridges” is a decidedly bad idea.

Now, there will of course be a fair amount of “JBF” recipients who either tell you to “stick it” or refuse to get the point. If someone you like other than romantically cannot handle a relationship with you that is platonic, graciously allow them to exit. If someone wants to debate the issue, then your prerogative of being more direct can be appropriately exercised.

The “Depth Chart”

If you are a “right-brainer” like me, it’s all too easy to let subjective, emotional concepts rule your heart and your mind when it comes to dating decisions. Sometimes, having a more objective or “left-brained” approach to evaluating who you are dating becomes useful if not arrantly necessary—especially, I’d argue, when considering how to restrict the number of people you are seeing to a manageable number *vis-à-vis* many high-quality options.

A detailed discussion of the tool I personally used to add that much-needed dimension to my own dating life follows.

Once I began to enjoy success in the dating world, I realized very quickly that I simply could not find room in my life for every person I went out with whom I was willing to see again.

Under such circumstances I had ended up at one point in history with between 16-18 women I was seeing at once! I needed much to enact much tighter criteria because the balance in my life was suffering exactly as I warned against back at the beginning of this book.

Contrary to my subjective nature and wanting to just let my dating life “flow” based on a series of largely “seat of the pants” assessments, I knew it was time to develop a system of objectifying the strengths and weaknesses of each person I was seeing relative to one another.

I therefore developed a “Depth Chart”.

This concept is commonly used in the sports world to demonstrate who the starters are on a particular team versus the second-stringers and finally the “bench warmers”. In my dating life, it was time to separate the “starters” from the “bench warmers” also.

First, take a look at the actual framework I used for my “depth chart”, as represented on the next two pages:

UNDER CURRENT CONSIDERATION: 5
TOTAL CURRENT CONTACTS: 18
LOCAL CONTACTS: 8

MASTER RANKING:

Betty Sue, Mary Lou, Susie, Janie, Jenny

Tier One (Highly Favored, 80+)	Beaut	Cute	Sexy	LTP	IMY	Pers	Stab	Fin	Fun	Sex	TOTAL
1. Betty Sue (10)	10	10	10	10	10	10	10	10	10	10	100
2. Mary Lou (10)	10	10	10	9	10	10	10	10	10	10	99
3. Susie (9.5)	10	9	9	8	9	10	10	8	9	10	92

2nd Tier (Somewhat Favored, 65-80)

4. Janie (8)	8	9	8	6	8	7	7	8	9	8	78
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3rd Tier (Interesting, But No Long-Term Potential, >65)

5. Jenny (8)	7	7	7	5	6	6	6	3	9	7	64
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Reference Archives:

1. Demi (10)	10	9	10	9	10	10	8	9	10	10	95
2. Britney (10)	10	9	10	8	10	10	9	9	10	10	95
3. Christina (9.5)	10	9	10	9	10	8.5	8	9	9	9	90.5
4. Audrey (8.5)	9	9	10	8	7	9	8	8	9	9	86
5. Rachel 1 (8)	9	9	10	8	6	9	7	8	9	9	84
6. Geena (7.5)	7	8	10	5	6	8	8	10	8	9	79

Bullpen:	Potential	Stage	Next Step
1. Kelli	10	Phone	Meet
2. Krissy	9.5	Email	Phone
3. Angelina	9	IM	Phone

Cut (after initial interest): Dawn, Kim, Veronica 1, Amy 1, Claudia, Gabriela, Debby, Joanie,

Not Pursued (contacted but not interested enough to meet): Jennifer, Becky, Vanessa, Connie, Veronica 2, Christina 2, Rachel 2, Bonnie, Angela 4, Heather, Tina, Melody, Theresa, Holly, Sandy, Lisa, Beth 1

Cut Me: Monica (I screwed up the first date), Mary Ann (was interested in using me for sex), Francesca (emotional issues), Marcy (flaked out before meeting), Linda (has a boyfriend!)

Yellow: Haven't met
Green: Best in class
Red: Dealbreakers

Record since 10-06

As you might suspect, I've changed the names and values for privacy reasons (although I will freely disclose that "Betty Sue" is actually named "Emily" in real life), and have also significantly lowered the number of names on the list for demonstrative purposes. I saw no need for longhand representation of what my actual reality had become by the time this tool was developed. Still, it's important to tell you that your own personal list could theoretically include hundreds of names, and the "Depth Chart's" design allows for that quite elegantly.

Having taken a look at the document itself, let's break down the significance of each component of it, starting from the top:

UNDER CURRENT CONSIDERATION: 5
TOTAL CURRENT CONTACTS: 18
LOCAL CONTACTS: 8

This small section at the top served as a quick "dashboard" of sorts. Using this manner of counting how many women I was actually dating along with the number I was in contact with—and how many were actually here in town—gave me a real-time look at how many women were in my life at that point in time.

MASTER RANKING:

Betty Sue, Mary Lou, Susie, Janie, Jenny

Based on the combined value of both my own "subjective" feelings and the "objective" rankings, I found it helpful to place a "Master Ranking" at the top to help me solidify the process of selection on the whole.

Tier One (Highly Favored, 80+)	Beaut Cute Sexy LTP IMY Pers Stab Fin Fun Sex										TOTAL
6. Betty Sue (10)	10	10	10	10	10	10	10	10	10	10	100
7. Mary Lou (10)	10	10	10	9	10	10	10	10	10	10	99
8. Susie (9.5)	10	9	9	8	9	10	10	8	9	10	92
2nd Tier (Somewhat Favored, 65-80)											
9. Janie (8)	8	9	8	6	8	7	7	8	9	8	78
3rd Tier (Interesting, But No Long-Term Potential, >65)											
10. Jenny (8)	7	7	7	5	6	6	6	3	9	7	64

Looking at this first major section, you can see that had ranked women I was actively dating on a 100-point scale based on ten factors of my own choosing. As the rankings sorted themselves out I added a secondary dimension designed to demonstrate the overall level of quality different women I was seeing slotted into in relation to my own definitions. The First Tier of women, defined as having scored over 80 points were seen as “highly favored”. A Second Tier of women with scores between 65-80 were listed below the First Tier and termed “somewhat favored”. Finally, a Third Tier contained those women whom I found interesting but without any real long-term potential.

Again, bear in mind that since we are talking about my dating life and the people I wanted to spend my time with, it makes perfectly logical sense that my factor set and ranking schematic would reflect no other opinion than my own. So then, being “opinionated”, as it were, is a crucial component for creating one’s own “Depth Chart”.

To that end, let’s elaborate upon the dimensions I defined, and why I selected them:

1) Beautiful

“Beautiful” is defined as “being easy on the eyes”. Being a man, I make no apologies for this being important to me.

2) Cute

Cuteness is King with me, and a woman who inspires an emotional desire to hug her makes my heart leap.

3) Sexy

A woman must be ALL WOMAN in my eyes. Femininity is a big part of being “sexy” to me, and this was the “real woman” metric.

4) Long Term Potential (LTP)

The “LTP” factor gauged my impression of how suitable and/or feasible it was to expect long-term happiness in the company of this woman. Any aspect of this equation was fair game, taking into consideration past cheating history, number of children and even

personal health.

5) I Miss You (IMY)

This one was as simple as it sounds. How much did I miss this woman's presence when we were apart?

6) Personality (Pers)

Again, a multidimensional concept bringing together a woman's demeanor, her perceived level of character and of course her compatibility with me in particular.

7) Emotional Stability (Stab)

Based on prior experience, it was critical in my mind to find a woman who is consistent, emotionally grounded and not under the care of a physician in the mental health sector.

8) Financial Independence (Fin)

While I do not expect a woman to support me, I was careful to factor in the very objective assessment of a woman's financial condition. Would she bring significant debt and/or poor credit into a long-term relationship? Did she have expensive tastes in combination with a tight budget? Did she have the ability to earn a decent living?

9) Fun

Who doesn't want to actually enjoy his time with a significant other? If a woman wasn't adventurous, full of life, and smiling the majority of the time then we weren't having fun yet. And that's not what life's about.

10) Sexual Desire

How sexually attracted was I to this woman? Could I forsake all others if she ended up in my bed...long term? Note the difference between "sexiness" as demonstrated in parameter #3 and "sexual

desire” as indicated here.

You may be thinking that some of the factors I chose were far too similar to others on the list. You may likewise feel that I put either too little or too much weight on certain issues. The beauty of the particular ten that you choose with is that YOU get to choose them. As such, feel free to come up with an original list of your own. You might even elect to reduce the number of metrics you employ, weighting certain ones higher (e.g. 8 dimensions, six of which are worth 10 points and 2 of which are worth 20). You could even have twenty metrics worth five points each. The choice is yours. My only recommendation is to stick with the 100-point scale as it has proven to be a highly relatable and uncomplicated convention to use.

Reference Archives:

7.	Demi	(10)	10	9	10	9	10	10	8	9	10	10	95
8.	Britney	(10)	10	9	10	8	10	10	9	9	10	10	95
9.	Christina	(9.5)	10	9	10	9	10	8.5	8	9	9	9	90.5
10.	Audrey	(8.5)	9	9	10	8	7	9	8	8	9	9	86
11.	Rachel 1	(8)	9	9	10	8	6	9	7	8	9	9	84
12.	Geena	(7.5)	7	8	10	5	6	8	8	10	8	9	79

Below the primary rankings, I created a section called the “Reference Archives”. People move in and out of your life by design. In order to gain as broad a perspective as possible regarding where your dating life stands today, it is helpful to have “archived” the rankings of people whom you are no longer seeing. Reminding yourself of who has already been eliminated allows you to evaluate your current list with more sober reckoning. It also allows you to measure progress

Bullpen:	Potential	Stage	Next Step
4. Kelli	10	Phone	Meet
5. Krissy	9.5	Email	Phone
6. Angelina	9	IM	Phone

Below that section came the “Bullpen”...yet another sports reference for which I make no apology. Along with people who are currently IN your life and those who have since moved OUT of your life there should be

some who are as yet under the very initial stages of consideration. Perhaps you have contacted such prospective dates online or met them briefly when out and about. Whatever the case may be, their names should now be entered on the “Depth Chart”. Since there exists no real frame of reference yet regarding how to rank all ten dimensions reserved for people you have already actually met and are dating, I chose to subjectively quantify a “Potential” level from 1-10, allowing for half-points. I then added columns to mark the stage where the relationship was today and what I had planned as the next step for each woman I intended to get to know better.

Cut (after initial interest): Dawn, Kim, Veronica 1, Amy 1, Claudia, Gabriela, Debby, Joanie

Not Pursued (contacted but not interested enough to meet): Jennifer, Becky, Vanessa, Connie, Veronica 2, Christina 2, Rachel 2, Bonnie, Angela 4, Heather, Tina, Melody, Theresa, Holly, Sandy, Lisa, Beth 1

Cut Me: Monica (I screwed up the first date), Mary Ann (was interested in using me for sex), Francesca (emotional issues), Marcy (flaked out before meeting), Linda (has a boyfriend!)

In the section that followed I listed every woman who I had previously contacted successfully and/or dated who did not appear on the list elsewhere already. This existed as purely a reference regarding how many women I had dated, how many I had contacted and decided against pursuing, and the manner in which the relationship ended.

Note also the convention of adding an integer beside a woman’s name if I had already met one or more woman by that name.

Yellow: Haven’t met
Green: Best in class
Red: Dealbreakers

Record since 7-04

Finally, I devised a highlighting system for tagging which women—and traits thereof—were “best in class”. I also flagged particularly low dimensional scores (say, of “4” or below) in red. I highlighted the names of women I had yet to meet in yellow and earmarked the entire document with the date on which the record started.

Taking the entire “Depth Chart” into consideration as a whole, you can see exactly how much clarity it potentially offers to an overwhelmed successful dater. Further, the “Reference Archives” and tiered system allow you to objectively gauge how much you are “raising the bar”. I was pleased when I was able to have more high-quality women to date

in my life than the first and second “tiers” could accommodate. I was even more pleased when my own list finally contained only women of “first tier” quality.

My genuine hope is that you’ll find your own experience to be similar as you utilize your own “Depth Chart”. In fact, feel free to mark your “tiers” differently according to more exacting standards of, say “95-100” for “first tier”. Just be sure not to be too lenient when scoring. Should you do that you would only be cheating yourself, ultimately.

Chapter 6:

Making Big Decisions On Your Own Timeline

When To Stop Dating

Invariably people are going to come into your life who develop designs on marrying you. Sometimes this can occur at breathtaking speed. I have personally known several women who had a “problem” of men tending to present engagement rings to them after only two or three dates (!).

Similarly, woman can drop very strong hints to a man she is seeing that she would like to aim the dating process towards exclusivity and eventual marriage. Guys, beware the use of sex as a “weapon” in such cases, by the way.

You, as a highly successful dater, should be immune to pressures placed upon you by people who have much lower standards than yours regarding their own evaluation process of potential mates. In saying this, I fully realize that in many cases the people you are seeing are making very strategic and possibly even correct choices in attempting to pin you down as a great life partner. And I’m altogether positive that you fit that description for a wide range of members of the opposite sex.

Nonetheless, your scenario is worlds apart from that of most singles. You are not waiting for “someone” to come along. And as great as the people you are dating are, you are committed to exercising utter pickiness in selecting only the very best man or woman you have ever met.

Therefore, recognizing that others will appear committed to you for life very, very quickly at times you must remain focused.

Never, ever let anyone pressure you into an exclusive commitment—let alone a hasty marriage.

So when *do* you know when you are ready to select and settle down with “The One”?

For starters, you are already feeling comfortable with the concept of “retiring” from the dating world. You have had your fill of the benefits of being a successful single (namely variety, constant activity, and the sheer joy of making many friends) and you believe yourself to be ready for stability in your life. You envy married friends who hang out together as a couple. You begin to long for *coming home to someone* rather than *going out to someone*.

Likewise, you are feeling as if an amazing partnership with a great person is what you want...not potentially in a few months or so, but right now. The desire is there RIGHT THEN AND THERE.

This general frame of mind is foundational to the decision making process of when to call the dating world quits. My personal belief is that anyone with a wildly successful dating life such as yourself will arrive at this place naturally and with a deep calmness born of having realized each and every goal that dating was meant to accomplish. Your heart should be filled with peace rather than guilt, obligation and/or confusion.

Above and beyond that, of course, you have to have met at least one woman whom you fully recognize as someone you would be nothing short of thrilled to spend the rest of your life with. This is someone whom you are willing to *gladly* (note the choice of words) forsake all others for.

At this point It would serve the purpose at hand to address requirements you may have for engaging in an alternative lifestyle, if any. Even if leaning towards establishing an open relationship with your life partner, I would still contend that the right woman to marry remains the one you would still be *willing to* “forsake all others for”. Do you see my logic there?

Having identified such a person in your life, it is implicit that you have carefully built that detailed set of objective traits you want in a partner based on extensive “field experience” in the dating world. This is prerequisite for knowing how to recognize the right person for you when the two of you meet.

Certainly, at the baseline, such a person is one you find yourself wanting to be with instead of the other persons on your “depth chart”. But here’s the shocker: While most people dream of finding even a single great person who meets and in fact exceeds all expectation in a mate, I believe it is fully possible for those with the most effective dating lives of all to meet *several of them*.

That’s right, I am convinced it is possible—if not flat-out *probable*—that you will attract and earn the continued interest of more than one person who represents the absolute highest level that the bar can be raised to. We’re talking multiple “100-pointers” here.

When confronted with this reality in your life, I believe you have reached the very zenith of dating success. And you are in for one barnburner of a decision. Even so, take heart in the notion that having attracted and

earned a willingness to commit from one or more people who represent your absolute ultimate partner is yet another feather in your hat (in the context of the other factors discussed, of course) when realizing the time is right to choose your life partner.

If you are ironically fortunate enough to identify only one such potential partner, your decision is obviously much easier—at least theoretically. But whether you have recognized one potential mate or several, there is a very powerful and effective final evaluation process that you can use to accurately and effectively make what could arguably be your biggest decision ever.

Make the right choice and you are among the most fortunate people on Earth. And make the right decision you will. Read on...

The Big Choice

You've done everything it takes to get your own game together, and you've been a man or woman who deserves what you want for sometime now. In fact, you've found a partner as terrific as you are—or possibly even *several of them* as mentioned previously—and the question has inevitably surfaced: Have you in fact identified the greatest person you have ever met? Is it time to “retire” from the dating world and “pop the question” around here?

I believe a lot of us really have not spent enough time ruminating upon what it really takes to consider a decision to make marriage plans. And make no mistake, my friends, this is the kind of thought that should go on long before you are ever in the position to actually act upon what you think and / or feel.

Indeed, getting engaged should never be a “knee-jerk” decision. In fact, nothing involving “jerks” of *any kind* should ever be a consideration.

So whether you are in a serious relationship right now or not, let's consider the top ten signs to look for when considering marriage:

1) You are attracted to each other

First, you absolutely, positively must be sexually attracted to the object of your affection. This is NOT being shallow, as we've discussed previously. Don't you appreciate how I freely endorse making this a priority? Thought so. Feel better now?

2) You actually like each other

Laugh if you will, but I've seen first-hand how couples justify long-term relationships despite getting on each other's nerves big time. I personally don't get it, and if you deserve what you want I surely hope you don't want *that*.

3) You've spent enough time together to *really* know each other

Let's not talk in terms of calendar time here. If a couple is in a long-distance-relationship (LDR) for two years and see each

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other once a month for two days, they may see each other about as much as a couple who lives two blocks apart and has been joined at the hip since they met a month ago.

When you know that you've seen the person at his or her most relaxed (and at his or her *worst*, for that matter), then and only then are you in a position to speculate regarding what the future really holds.

4) You are on the same page spiritually

Don't underestimate the importance of this. If you believe that God should be at the center of your relationship, it can only be that way if your would-be partner agrees. If this hasn't been talked about yet, make it a priority to do so. Even if you are both agnostic or atheist, for that matter, it's still a good idea to discuss your world views and make sure you are in agreement on what your core beliefs are.

5) Your long-term goals are similar

If your futures are taking you in different directions, either someone is going to have to compromise, or your futures don't have each other in them. Period.

6) You know how to play together

Sure, she goes shoe shopping while he watches the NFL. But do you know how to enjoy leisure time together? We're not just talking about sex here? I always thought it would be amazing to find a woman who would want to go BMX racing with me. As it turns out, that wasn't so farfetched. Couples who play together stay together.

7) You both want to be married

Do both of you really desire marriage? If you feel you are trying to persuade someone out of the single life who still wants to be there then guess what...you are not making valuable use of your time.

8) The basics in your lives are handled

Are you mentally and physically healthy? Is your self-esteem in good shape? If you carry heavy concerns that consume you, it's not time to invite someone else into your world permanently. After all, that would only give your heavy concerns someone else to consume. And that's not part of a balanced relationship.

9) You have no doubt in your mind that your partner is committed to you as you are to him or her

Ah yes...the "trust" factor. Kill all jealousy in order to ready yourself for a committed relationship. And make darn skippy sure that's okay to do. If there are signs your future husband or wife would cheat on you, then forgettaboutit. Really.

10) You have no doubt in your mind that you are committed to your partner as he or she is to you

Turnabout is fair play here. Are you completely sure you are trustworthy? Do you harbor fantasies about cheating on your future spouse? If you are focusing too much on someone else—especially if that "someone else" is potentially available to you, then my suggestion is to get that resolved before feigning "commitment" to someone who would be truly committed to you.

Whether you feel you are ready for marriage or not is okay. One should never feel pressured either way. Remember, you are in complete control of your dating life and you call the shots. The framework for a solid marriage with a great long-term prognosis can only be established when both partners truly want to be there...and believe wholeheartedly in both the future and in each other.

After all, isn't that what love is for?

Epilogue

It is my sincerest hope that having read this book will result in life-changing transformation for you...all for the better. If so, I would love to hear your success stories. Please send them.

Along with success stories do you have questions? Ideas? Comments? Send to questions@xandycommunications.net. All of your feedback is welcome. If you like what you've read, please feel free to tell others. That's how we build our audience.

If you have recently suffered a divorce or a significant break up, you may feel your vital signs insofar as what has been discussed in this book are at an all-time low. Ironically, you could actually be at the perfect place from which to affect major change in your life as you start with a "clean slate".

With that in mind, you may feel very strongly that you would like for me to play a more direct role in helping you fasttrack your own journey towards deserving what you want and having a wildly successful dating life of your very own. I am available for one-on-one sessions and have a tremendous track record of assisting men and women as they realize amazing successes.

If you would like to experience this kind of success in your dating life as quickly as possible, write me at scot@datetoorder.com. In your message include the following:

-
- a. **Your name.**
 - b. **A detailed narrative of where you are now in your dating life and where you would like to be.**
 - c. **A phone number or Skype username where I can reach you, and what time zone you are in.**
-

I will personally respond to each such inquiry by phone.

Special Offers For Readers

FREE Copy Of How To Manage Your Wildly Successful Dating Life With Coaching Sessions

If you would like to take what you've learned in this report a step further, direct one-on-one personal coaching sessions are available to you. Get the personalized training towards becoming one of the few who DESERVES what he WANTS, decides what that means in his life, and knows how to go about getting it.

Write to me at info@xandycommunications.net including a brief synopsis of where you are in your dating life currently and where you would like to be in the near future. Be sure to include your phone number or your Skype name and the time zone you live in. I will respond personally to each inquiry.

Every guy I work with gets a copy of How To Manage Your Wildly Successful Dating Life at no additional charge.

Become An Affiliate For X & Y Communications

Are you a webmaster? If so contact me today at info@xandycommunications.net. We offer an outstanding affiliate program with a particularly broad potential reach well outside the boundaries you might expect.

Additionally, I work very closely with affiliates to custom-craft their presentation to specific needs.

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About The Author



Scot McKay graduated from Messiah College in Grantham, PA in 1988 with a Bachelor of Arts in Education. From there, he pursued graduate work in psychology and human dynamics while working as a life coach for "at risk" kids in Yuma, AZ.

After a difficult divorce years later, Scot heard from virtually everyone that "it wasn't his fault" and that "there was nothing he could have done" to have been a better husband. Not accepting the victim's mindset, he adopted an attitude of continuous research into exactly what it is that attracts men and women to one another, and--more importantly--what keeps them together for years.

In other words, what exactly *is* a "healthy" relationship, and what makes it happen?

This research has been ongoing for over four years to date, and has literally been a life-changer for him. The findings have been so profound and meaningful that Scot has gone back to his roots of life coaching after a successful management career in the IT world...and X & Y Communications is born.

Scot and his new wife and podcast co-host Emily live in San Antonio, TX. They are typically joined by kids David, Dannie, and Scot, Jr.; two hairless terriers, a hamster or two and the world's most spoiled Bearded Dragon lizard.

About X & Y Communications

X & Y Communications was founded by Scot McKay in 2005.

Our organization exists entirely to help you become the best you can be when it comes to dating and relationships--without having to learn and / or do things the "hard way". It doesn't matter if you are young or old, as yet unmarried, married, divorced or widowed. X & Y Communications can help you maximize your success in preparing for and eventually realizing the ultimate in relationships with a significant other.

True to what you've seen demonstrated in this book, we publish free newsletters containing straight talk about the most creative subjects, somehow encompassing moral principles while being neither too shy nor too judgmental to hit the important things head on. The stuff you've heard a million times isn't rehashed around here. Enjoy!

Sign up for the free newsletter at:

<http://www.deservewhatyouwant.com>

The advanced series for men is [VIRTUOSITY](#):

<http://www.deservewhatyouwant.com/virtuosity>

Podcast series available at:

<http://www.x-net-media.com>

MySpace profile:

http://www.myspace.com/x_and_y

Squidoo Lens:

<http://www.squidoo.com/scotmckay>

Maximize first-date potential with:

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