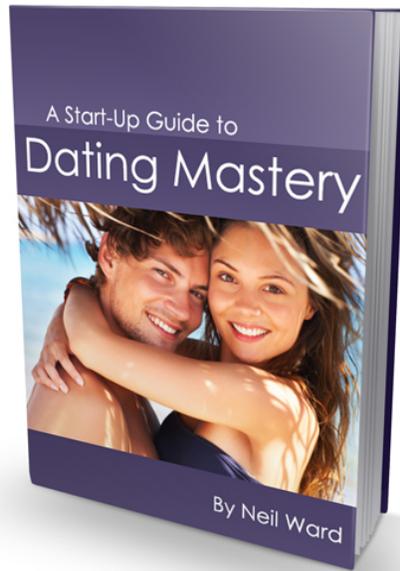


A Start Up Guide to Dating Mastery  
By Neil Ward



# A Start-Up Guide to Dating Mastery

By Neil Ward

Founder of the Global 'Top Dating Coach' Company

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

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## About The Author



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

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

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

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

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



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

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

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

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

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

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## Introduction

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

- **T. E. Lawrence**

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

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

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

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

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

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

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

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

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

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

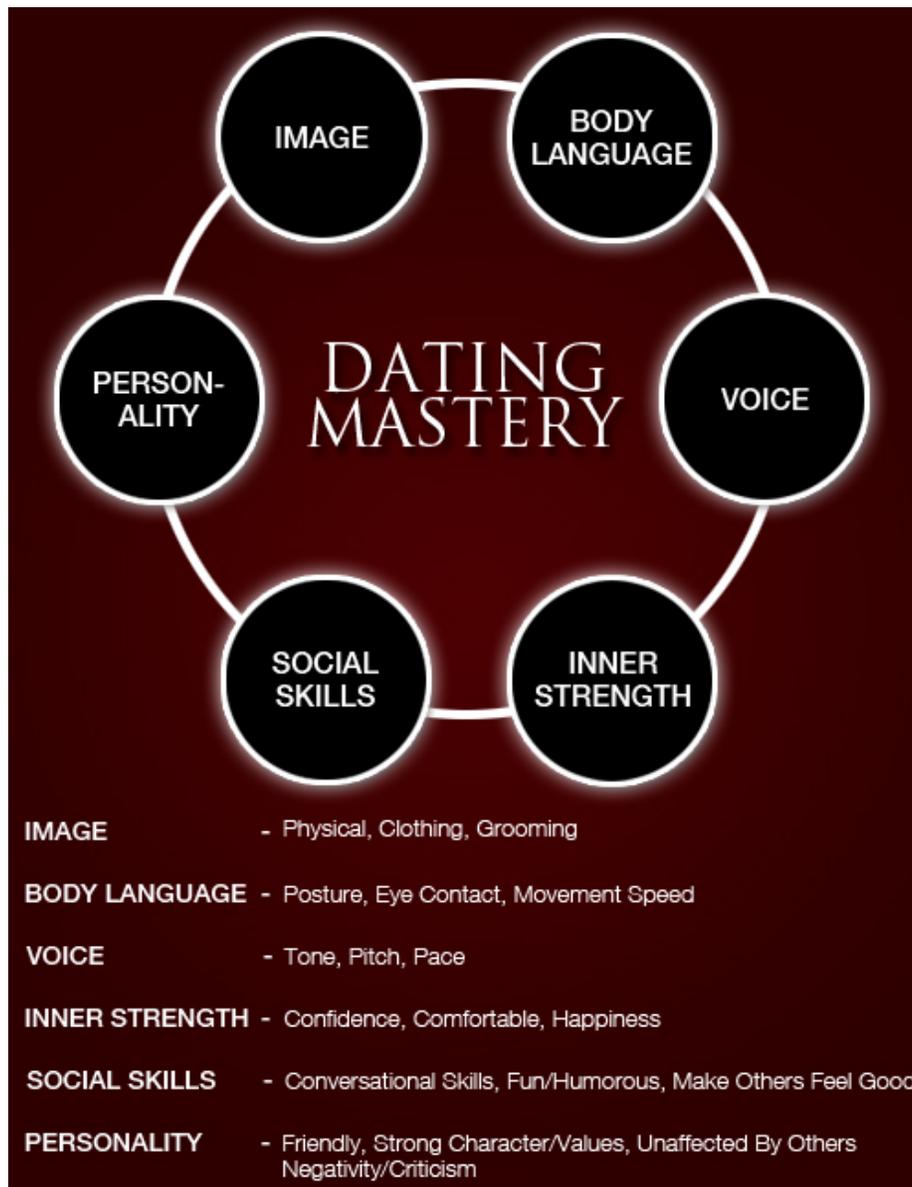
Most people make the mistake of thinking that Dating is an external act, something that they 'have to do' in this exact way to make a woman like them; but this is just not the case in reality. I learnt this the hard way through sheer trial and error, looking back on some of the dates I took women on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

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

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

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## Meeting People

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

- James Openheim

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

**How to be more social**



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

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

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

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

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

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

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

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



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

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

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

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

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

## Step 2. Take advantage of every opportunity

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

- Wayne Gretzky, Canadian hockey player (1961 - )

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

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

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

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

### 3. Keep a social calendar

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



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

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

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

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

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

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

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

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

And this is where you come in!

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

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

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

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



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

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

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

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

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

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

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

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

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

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

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

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

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

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

So why do we turn all these offers down?

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

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

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

## 9. Catch up with old contacts and friends

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



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

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

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

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

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

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

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

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

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

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

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## Speed Dating

### What is Speed Dating?

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



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

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

### What does speed dating cost?

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

### How does Speed Dating work?

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

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