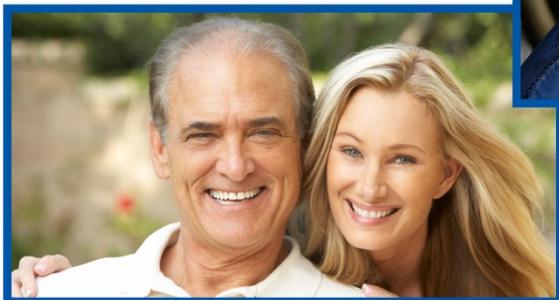


DATING COMEBACK MASTER CLASS



BONUS

HOW TO DATE YOUNGER WOMEN

ART MCDERMOTT, CSCS CISSN



FROM THE *SUCCESSFUL AGING ACADEMY*



The Divorced Man's Guide To Dating Younger Women

Who doesn't want to date a younger woman?

They look great...

They tend to be in better shape...

They have more energy...

And let's face it, they're sexy!

Guys are lucky.

Unlike for women, for guys, it's a badge of honor to have a young girlfriend.

Being with a younger woman is a source of envy among your friends...

But, don't go changing the date range on your profile just yet.

If you're searching for younger women, there are some definite strategies you need to follow and we're going to detail them in this document.

This guide is based on research, articles, and interviews from across the internet.

You'll discover the best approaches to attracting younger women as well as the biggest mistakes to avoid.

NOTE: Many of the points below refer to "relationships", not just dating. I'm not judging or pushing in any direction. If you're looking for a one-night stand with a young woman, great.

If you're looking for something long-term, great.

It doesn't matter either way.

This information is simply going to make things easier for you to get a foot in the door. What happens after that is up to you!

It's always good to know what you're getting into so you can avoid the pitfalls that knock you out of the running instantly.

There are a few things you need to know...

The Guide is divided into three major sections:

- I) Major Red Flags
- II) Tips, Warnings, and Expectations
- III) How To Date Younger Women – Tactics

So before we dive into the rules, behaviors, and tips about how to attract younger women, we're going to get the red flags and warnings out of the way first.

PART I: Major Red Flags

- 1) **Be aware of young women who are too quick to jump into something.** They SHOULD be hesitant and thoughtful about starting anything with someone significantly older.

If they aren't they may flat out be after your wallet...especially if it's clear that you are well-established and have a healthy bank account.

The sex may be great, but it will come at a heavy cost. Don't be played for a fool. It's easy to be blinded by a young body.

Yes, we're talking about gold-diggers here.

"Take care of me, buy me nice stuff and we can have fun."

A lot of guys are okay with that exchange.

Your choice...

Just have the self-awareness to know what you're getting into.

- 2) **Young kids.** Be honest with yourself about her children. You may not have kids at home and consider your parenting days largely over, but her kids are going to be there. And they will be a priority to her.

I know one guy who referred to a woman's younger kids as "baggage". You can imagine how long that lasted...

This can be a non-starter for some men.

You need to be 100% comfortable here. Don't let the thought of getting her into bed cloud this issue...no one wins.

- 3) **Her maturity level.** Just because a woman is young and willing to go with an older guy doesn't mean you want to jump at the chance.

It may be fun for a one-night stand...but then you have to talk to her.

If that sounds judge-y, so be it.

We're all aware that there are older women who are completely immature and younger women who are wise beyond their years.

Very rarely will you feel good about being with an immature, younger woman...more than once. It gets weird.

We'll talk about the ideal age ranges shortly.

These are the major “red flags” that will be obvious to you and those around you.

Now the good news...

Studies show that dating younger women can help you live longer and remain in better health.

That’s the best anti-aging drug I can think of!

Now let’s dive into the next section...

Part II: Tips, Warnings, and Expectations

1) **Don't make it all about the sex.**

If you treat her like a fling or a sex object, you won't have access to her for very long. Sex should NOT be the most important thing about the relationship.

If she wants sex, she can get that anywhere...and with someone younger and fitter. (Sorry, no offense. That's life).

She's looking for more from you and expects to be treated like an equal. It's likely she's tired of younger guys using her for sex.

Bear in mind that neither of you will be young forever and the sex thing will only carry you so far...

She's with you for a bunch of other reasons as we'll see.

2) **Act your age and dump the immaturity.**

Many women have no time for men their age because they are notoriously immature. Young women are seeking you out for your maturity.

She has expectations that you won't mimic the exact behavior she's trying to avoid.

Examples include: Excessive drinking, overdoing the "bro" culture, treating women poorly, a lack of manners, etc.

She is praying for you to act your age. Don't make the mistake of trying to use her lingo or be something you're not.

You be you. That's what she wants.

It's always cool to try new things, but don't change into someone else just so you can keep sleeping with her.

And remember, she may not get your references all the time. If you've memorized 238 quotes from movies from the 1980s, you may want to downplay that superpower.

It will just underscore the age difference negatively.

Being older and more mature is THE trait she desires most.

3) Prepare to be judged.

It WILL happen.

Your friends, her friends, her parents, strangers, everyone.

If you aren't confident enough to deal with this in a mature, controlled manner, don't go there in the first place!

Seriously.

If you're dating someone much younger, you may be closer to her parent's age than hers.

There will be skepticism. Address it upfront. Don't leave it hanging over the relationship like the elephant in the corner.

Handle the skeptics with confidence.

There's no need to draw attention to the obvious...it just is.

You may need to develop thick skin. There will be rude comments from ignorant strangers poking their noses where they don't belong.

4) Keep up with her and show her something different.

This may sound like two different things. It's not.

It's about activities and interests.

If your ideal night is to sip some wine, watch a movie, and crash there may eventually be problems.

If she is dating you, she will enjoy the quiet romantic dinners and chill nights, but she is young and will have many friends actively out at clubs and bars.

Girl nights out and hanging with her peers will still be something she craves. Give her a lot of freedom to do these things.

She's going to want to go out, hit a club, dance, and stay up late.

If that's not you, you need to be comfortable with her living her own life which may involve plenty of time out and about without you.

On the other hand, one of the reasons she's dating you is because she is seeking a man she trusts and represents stability.

Younger guys won't think about a weekend away in the mountains, that fancy dinner downtown, and staying in a hotel on the waterfront...

5) Mentally, how are you treating her?

This cuts right to the core of the relationship.

She is *NOT* looking for a sugar daddy...unless she is.

As I mentioned at the beginning if that's the clear arrangement and it's been agreed to upfront, fine. Great, go for it.

However, in a **real** relationship, there are other things you need to be aware of...

Don't treat her like a child. She's not looking for a daddy.
She sought you out for a reason.

Treat her like she's clueless and she'll be gone in a flash.

Don't talk down to her. Never tell her, "You just don't understand", like she's some dumb babe-in-the-woods.

That being said, she IS counting upon your life experience.

She may even view you as a mentor. That's great.
But it has to feel like you're on the same level. You just happen to have more life experience.

A mentor lifts people up. Condescension is not part of the equation.

She needs to feel like an equal, never a child.

Part III: How To Date Younger Women

Now that you understand the Red Flags as well as the Do's and Don'ts, let's look at the tactics required to get the date in the first place.

These are the things a younger woman is looking for from an older man...

When you think about them, they're all under your control.

- 1) **Confidence:** This is a given. This is arguably the No. 1 trait younger women look for in an older man.

If you're over age 45 and don't/can't walk into a room with confidence, you're out of the running before you get started. This needs to be a given.

This does NOT mean arrogance.

Nowhere in society is arrogance welcome.

Okay...I'll give you one exception...

Years and years ago I had LASIK surgery done. I was blind as a bat.

I did the research and found a doctor in Boston who had already done over 1,000 surgeries...and this was back when LASIK was fairly new.

This was the guy I wanted aiming a laser at my eyeball.

When I met him, he was as arrogant as hell!

I was fine with that. I want my doctor to be arrogant.

However, I would never want to have a beer with him. And neither will a woman 20 years younger than him...unless she's only after his wallet.

In the dating world, this means being decisive, not bossy...

Speaking with conviction, not opinionated...

Listening to her, not dismissive...

Confidence does NOT equal arrogance.

Confidence gets women all fired up. Arrogance shuts the door instantly...

This can be great because very few young guys can emit true confidence without being cocky because they haven't had time to figure this out yet.

Action Plan: Ask yourself, on a scale of 1 – 10, how confident are you walking into a room of attractive women?

If you score less than a 9, you need to pinpoint the things about yourself that are hurting that confidence level and do what you can to correct it.

Poor confidence can be addressed through any number of online resources and books as well.

Is it income? Physique? Social status? Clothing? Intelligence?
You need to focus 100% of your time correcting this.

Here are some ways to show confidence through your texting:

- Step 1: Stick with the Done-For-You texts that come with this program
- Step 2: If you contact a younger woman, say something like, "Let's get together for a drink. I guarantee you'll like me in person. Profiles don't tell the story. If we don't click, no problem, we can go our separate ways."

Show confidence in every interaction.

NOTE: Meeting someone "live" is always the best option! Otherwise, you become a number on a website and never get past the vetting stage.

If you struggle with confidence issues, one recommendation is the book "*What To Say When You Talk To Yourself.*" By Shad Helmstetter Ph.D

This book can change how you walk into that room.

- 2) **Accomplishment:** Based on our research, one of the primary attraction factors for a younger woman is meeting a man who has his shit together!

This is different from confidence and refers more to the things you've done and how they're viewed by others.

This doesn't just mean being wealthy. Although that is one way our society defines "accomplished".

This could also mean respect from peers, emotional maturity, or a unique skill set.

Action Plan: If you don't have a lot of things you're "accomplished" at, like playing the piano or being a business owner, you may need to examine your "core story" of what you're putting out there to emphasize what you have accomplished in your life and push that to the forefront.

Confidently, not arrogantly.

It's okay to promote your successes because make no mistake when you're dating after 45, you're being assessed.

Your “life resume” is being examined.

It’s perfectly acceptable to put your best foot forward.

- 3) **Look the part:** Part of being confident and accomplished is knowing what looks good and what doesn’t.

Here’s a list of things you can easily control and/or fix.

- **Clothing.** Dress in current styles. Many men tend to dress in the same clothes they have for years and years. Most of them are completely out of style.

It’s not necessary to go all-in with the GQ look, but paying attention to what you’re wearing shows her you’re paying attention!

Don’t overlook this. It shows women you give a crap about staying on top of things.

Remember: Younger women are much more dialed into fashion than any other group!

- **General hygiene.** This includes hair, teeth, and breath.
Yeah, I know this should be a given, but I’ve learned over the years, it’s amazing what some people get used to.

(And this is not a slight to anyone who has dental issues...but, if you have missing teeth, you need to invest in yourself and get that fixed.)

- 4) **Be decisive:** One thing that comes with age is a bit of insight. Without being pushy or overbearing, women prefer someone who can make a call.

- “Where do you want to go for dinner?”
- “What do you want to do?”
- Decisiveness is a good thing, especially when you consider and include her preferences.
- She may be the hottest thing since sliced bread, but if you treat her like she’s out of your league, she will be.

It’s okay to take the lead.

Decisive is sexy.

- 5) **Language:** We’ve talked a lot about confidence. The Dating Comeback Master Class starts with the profile and moves through texting and conversations.

Here is the language you need to be aware of throughout the process:

- Never use phrases like “I hope you read this...” or “I hope we can get together...”
This sounds needy.

It's as if you're lucky she's even speaking to you.
"Looking forward to Friday" and leave it at that!
Don't text or call her at a rate faster than she's contacting you.

- Never be a kiss-ass or a "yes-man".
This comes across as weak. She'll detect this language right away and realize she's in control.
That's not why she's there.

There are plenty of guys who will chase her around, doting on her so they can get her in bed.

Don't be one of them...

It's a turn-off.

6) **Show insight and knowledge of the world.** Remember, you are significantly more experienced than she is about the world. You should be able to show that through your opinions and insights.

- Be well-read
- Be a sounding board for her questions and problems
- She should see you as a strong advisor who has been down the road before and can provide great advice

Conclusion

None of the things we've discussed require a massive wallet, a massive change in your schedule, or being something you're not.

You're okay just as you are!

The only requirement is a bit of self-awareness and some planning.

But dating a younger woman is worth the small effort.

Action Steps:

- 1) **Review the language in your profile to make sure it's not passive or needy.** The same for your texts and conversations. It doesn't matter if she's the hottest woman you've ever set your eyes on.

Once you start chasing her around like a puppy, you're toast.

The second you come across like every other guy...you become every other guy.

- 2) **Pinpoint areas where your confidence needs a boost.** Then fix it! Putting in this little bit of effort can pay off big time.

- 3) **Be sure to implement ALL the profile and messaging tactics provided in this product!** Start with your photos and then rewrite your profile. AFTER you've done this, then you can lower the age range in your profile. Put your best comments out front.

Depending upon the app, you may have to reach out first...or it may be on her.

Give her something to think about!

Be interesting.

Show humor.

Be different from every other guy out there using the tips in each document of this product.

Finally...

Follow the No. 1 rule of marketing:

Never, ever be boring!