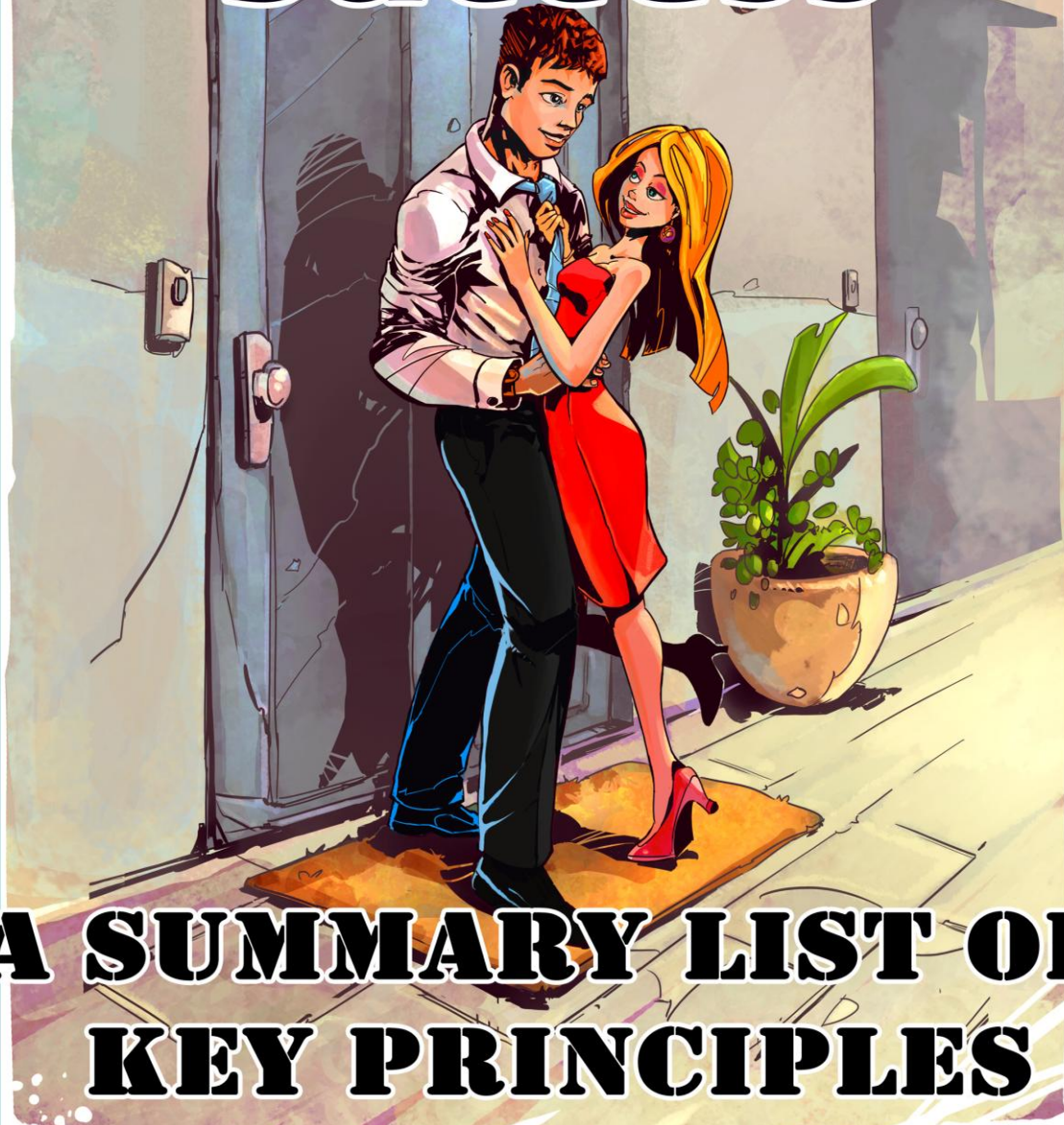


**THE SECRET TO A
SUCCESSFUL
FIRST DATE**



A FLAWLESS METHOD FOR BLOWING
HER MIND, BUILDING ATTRACTION,
AND NEVER BEING LONELY AGAIN

First Date Success



**A SUMMARY LIST OF
KEY PRINCIPLES**



presents:

First Date Success – A Summary List of Key Principles

By Drew Michaels

Based on the acclaimed book “The Secret to a Successful First Date – A Flawless Method for Blowing Her Mind, Building Attraction, and Never Being Lonely Again”

© 2014 HigherLevelDating.com All Rights Reserved.

No part of this report may be reproduced or transmitted in any form, by any means (including electronic, photocopying, recording, or otherwise) without the expressed written consent of the publisher or author. The content of the book is intended to be used as an adjunct to a rational and responsible behavior. The author and publisher are in no way liable for any misuse of the material.

A Quick Note From Drew:

This “report” contains a specially updated presentation of my ten key principles for success on a first date, as featured in my book, “The Secret to a Successful First Date.”

What you are about to read was basically written as a bonus supplement to the book, and it was designed with one goal in mind: to deliver an effective and easy-to-use “cheat sheet” for all of the principles I’d written about. But in addition to summarizing the principles into this more condensed format, I also reworded each of the principles in this report, and there’s a very important reason for this.

You see, when I wrote “The Secret to a Successful First Date,” it was very important to me that the reader get as much value from the material as possible. And in order for them to do that, I knew they had to thoroughly go through each chapter and read through every point I was making about the principles. I also knew that it made the most sense to make the principles themselves the actual titles for each of the chapters.

But then I noticed an interesting (and somewhat confusing) pattern. As I gave advance copies of the book to new consultation clients, some of them ended up being so anxious to learn what the principles were and get use out of them right away, that they would only read the chapter titles of the book... and either skim or completely skip the content of the chapters themselves. And because they didn’t actually bother to read my explanations behind the principles, they never understood them as well as they should have, and they weren’t nearly as successful as they could have been.

For the clients who complained, but then admitted they didn’t actually read the book, it was amazing to see the difference between their results after only reading the chapter titles... and their results after finally going through the entire book like they were supposed to in the first place. Their improvement was obvious, and it was FAST.

This obviously wasn’t much of a shock. After all, it’s one thing to read a condensed version of an idea and try to use it... and it’s another thing entirely to LEARN WHY the idea is so important to begin with and THEN incorporate it into your life. So in order to make sure any new readers actually went through the chapters without making any false assumptions about what I was trying to say – and in order to be completely certain that they were getting the value out of the book that they were supposed to -- I retitled the chapters in the book in a way that mostly only hinted to what the

principles actually were, and I made it so that readers could only get the complete idea of the principles by going through each chapter in its entirety.

The thing is, those original chapter titles that I wrote were pure gold. Those chapter titles worded each principle in the way I always originally intended for readers to learn. And I realized that while they wouldn't guarantee success for someone who didn't even bother reading the book, I knew they would be very useful for anyone who did. In fact, as I was finishing the new edits on the chapter titles, it occurred to me that the originally worded principles, as a list, would be an awesome reminder "cheat sheet" to go over right before someone had a first date to go on. And that's where you come in.

The link to this special report was only given to people who actually purchased the book, so I know that if you're reading this right now, that means you've already read "The Secret to a Successful First Date," you already understand the principles in their entirety, and you won't miss out on any important information by having access to this list now.

So as a special thank you for buying my book, I present to you for the very first time, the ten key principles for first date success in their original unedited form. May this list (and the ideas behind it) bring you much success in your dating life.

-Drew

PRINCIPLES TO FIRST DATE SUCCESS:

Principle 1: The REAL PURPOSE of a first date is to *build attraction* in a way that simultaneously allows you to determine if this is someone you'd want to see again.

You're NOT on that date to get laid, get into a relationship, or pursue any other outcome – you're simply there to engage in the process of BUILDING ATTRACTION, and those 'outcomes' will take care of themselves.

Principle 2: If you can spot cultural programming, you can transcend it completely.

Social conditioning is all around you. Learning to spot it on purpose will make you immune to its effects, guaranteeing that you stand out on the date and succeed where most guys fail.

Principle 3: The most attractive kind of man is the perfect combination of BOTH 'nice guy' AND 'bad boy'.

By taking the positive qualities of both nice guys and bad boys, and by leaving out all of the negative qualities of each one, you become a real man in the eyes of your date – a rarity she'll not want to let go of.

Principle 4: Don't worry about the mistakes you can't predict... just make sure to avoid the dumb ones.

There are dumb mistakes and there are mistakes you can't control, anticipate, or avoid. Only worry about the dumb ones.

Principle 5: It is NOT the end of the world if anything on the date goes wrong... and realizing this truth is what prevents most things from ever going wrong.

By being concerned that things might not go absolutely perfectly, you end up spending so much time and energy worrying about these things... that you actually create most of the problems you were worried about in the first place.

Principle 6: The most strategically sound location for a first date is any place where you can simply grab a drink.

Simply grabbing a drink says all the right things about you, and it puts both you and your date in the most comfortable, authentic, intimate, and pressure-free environment for getting to know one another.

Principle 7: First date conversations are effortless once you take typical 'first date' questions out of the equation, and just have a normal discussion.

The true purpose of a conversation on a first date is to figure out if the two of you actually enjoy one another's company... and if you can actually have a 'regular' conversation. The important thing to figure out here is: "Two years from now, after everything has been said to each other about each other, can we still just have a regular fun chat?" Answer that question right away by having that kind of conversation right away.

Principle 8: Successfully end the date by acting in the same consistent 'at-ease' way that you've approached every other part of the date so far.

Resist the urge to treat the end of the date with any unnecessary dramatics or awkwardness. Keep everything simple and easy. All you're doing is maintaining the same level of energy and ease that you've been projecting throughout the night.

Principle 9: Treat the kiss like it's just another regular step in the date.

The level of ease and the attitude of "this is just the way it is" that you had when you shook her hand at the beginning of the date is the exact same level of ease and attitude you should be projecting when you lean in for a kiss. By making it a normal 'non-awkward' thing for you, you also make it normal and 'non-awkward' for her.

Principle 10: Get your act together. The simple effort of BEGINNING to improve who you are will change how you view yourself, will separate you from 99% of the guys out there, and will make YOU the 'prize' on the date, not her.

The most attractive guys AREN'T the ones who are trying to impress the women they're out on a date with. The most attractive guys are the ones who are constantly improving themselves in all facets of life.

* * * * *

SURPRISE BONUS! As an extra bonus to this report, please enjoy the first chapter to my book on speed dating: “The Ultimate Guide to Speed Dating Success – How Guys Can Step Up, Stand Out, and Make a Lasting Impression in Only Five Minutes.”

It’s currently available on Amazon.com exclusively.

-Drew

PREVIEW CHAPTER:

THE PROBLEM MOST PEOPLE DON’T SEE

YOU DON’T KNOW THAT YOU DON’T KNOW

If I wanted to sum up the reason that you haven’t been successful in speed dating, it WOULDN’T be “you don’t know what the problem is.” Instead, to take this deeper, it would be that “you don’t even know... that you don’t know.” In other words, you don’t even realize that the key to speed dating success is completely hidden from you... because you have an incomplete understanding of what speed dating really is. Not seeing something is bad enough... but not even being aware that you don’t see it – that’s the real problem. So let’s actually talk about what you’ve been unaware of this whole time.

SPEED DATING IS LIKE NO OTHER FORM OF MATING INTERACTION

Speed dating, like many forms of human interaction in today’s world, is a product of the “convenience/instant gratification” mindset that society continues to embrace more and more. As a result of all the luxuries that our evolving technological advancements have given us, we’ve taken parts of our lives that never even needed improvement, and we’ve decided to apply technology to those areas anyway. It’s just the way we are. We’re well into the 21st century, and just about everything is

available to us through a quick click of the mouse. And because of this, people have gotten used to adjusting their lifestyles in a way that easily embraces these changes. This is where the concept of speed dating comes in.

PUTTING DATING IN A 'MICROWAVE'

Think about it. It may be tough to remember, but there was once a time when microwaves and fast food restaurants didn't exist, and if you wanted a warm meal, you had to wait longer than 30 seconds to get it. And there was also a time when you had to wait for a book to get to your house (or at least to the book store) before you could read it. Nowadays, you just go on Amazon, click the buy button on the Kindle version, and presto magic, you're instantly reading. In other words, there was a time when certain things in life took a lot longer. But again, as technology advanced, we just kept finding ways to speed up whatever parts of our life we could.

So instead of having one or two dates a week (each lasting a few hours and leaving no time for anything else that night), we figured "why not stuff a bunch of men and women in one room for one night and give them just a few quick minutes to see if they even want to have a real date?"

In theory, this is a pretty good idea. After all, if you can schedule doctor appointments or haircuts or even grease-and-oil changes by going online... then the idea of scheduling carefully-coordinated dating experiences online shouldn't come as too much of a surprise either. The technology to organize them is there, so why not? That's the great thing about technology. Regardless of how quickly it evolves, we as a society somehow always manage to keep up and adjust to the new changes that come along with it, and this usually leads to a much better experience of life. This is true in most cases, at least. But when it comes to speed dating, this actually couldn't be further from the truth.

WE NEVER STOPPED TO FIGURE OUT WHERE REGULAR DATING RULES DON'T FIT INTO SPEED DATING

The problem here is that most people have absolutely no idea what they're doing on a speed date, and the reason for this is simple: They're actually approaching it as if they're on a regular first date. And they never once stop and think that...

SPEED DATING HAS ITS OWN SET OF IMPLIED RULES THAT EVERYONE UNKNOWINGLY PLAYS BY

A speed date is not a first date.

The dynamic of the entire interaction is structured in its own unique way. From the organized way that guys are expected to move along when the whistle blows for the next 'date' -- to the results card people are expected to fill out about each other (instead of simply saying to the other person "I like you, let's exchange numbers.") -- to the awkwardness people feel because they're in denial about how embarrassed they are about being on a speed date to begin with -- to the sad desperation on people's faces -- to countless other weird idiosyncratic behaviors that seem to be automatically built into the entire speed dating experience.

SPEED DATING, TO SOME PEOPLE, JUST FEELS... WEIRD

It's the weird mix of real dating and appointment setting that hasn't quite settled into the public consciousness completely yet. While online dating seems more and more normal to people, speed dating is still taboo in certain circles. This results in a lot of confusion regarding how to best handle the process, and most people don't even realize how confused about it they really are. You don't hear it talked about too often, and there isn't too much advice out there on how to deal with it.

And because of this, Hollywood still isn't ready for speed dating either, so any movie scenes you ever see around the subject are just about guaranteed to be contrived and misleading (not that there wouldn't already be a danger of that even if Hollywood actually knew how to tackle the topic).

The thing that makes speed dating so challenging is that it puts such a huge emphasis on that first impression you make – and it does it in a way that's so direct -- that you either find a way to thrive within it, or you botch it completely.

This is because the first impression you give in speed dating is so specific and compartmentalized for the person you're meeting, that you're literally left with nothing else about yourself to lean on. To put it bluntly, since you don't have a lot of time to communicate the other things about you that might normally attract a woman, the first impression you make either hits its mark directly or you go absolutely nowhere.

THIS IS OBVIOUSLY ALL ABOUT YOUR FIRST IMPRESSION

When you're out at a bar, a club, a party, a date set up by friends, a date arranged online – or in any other situation involving meeting someone for the first time, there's

usually no clear limit on the time you have to demonstrate what's good about you or why you'd make a great potential mate.

But when you're on a speed date, you usually have only about five minutes. That's 300 seconds to make the right kind of impression. 300 extremely brief seconds when assumptions will be created about you, judgments will be handed out, and decisions will be made as to whether you're worth ever seeing again. 300 seconds before the bell goes off or the whistle is blown or the next guy in line is kicking you out of your chair. 300 seconds for what is potentially one of the most important interviews of your life. And this all happens in the blink of an eye. This happens even before the 300 seconds actually begin – the first time eyes are laid on you – that is when the first impression is already starting to be made.

And this perception of you is obviously vital to your success and whether you'll ever see that girl again. Talk about pressure. And the pressure you feel is only based on part of what's going on. Most people don't even realize how dramatically fast the other person is assessing them.

MORE THAN IN ANY OTHER SITUATION, YOU'RE BEING JUDGED IN MORE WAYS THAN YOU CAN EVER IMAGINE

This time limit isn't hidden from anyone. Certainly not on the people who will be sitting across that table from you trying as quickly as they can to decide if they like you (not realizing that they're already subconsciously making even more judgments than they realize that are indirectly affecting their entire perception of everything you say and everything you do).

Think about it. That girl sitting across from you has just five minutes to figure out whether she likes you. And she's usually not being as efficient as she can or should be. So rather than calmly going through questions and conversations that will help her really figure out how well you might match with her, she gets lost in her own cluttered confusion and ends up accidentally missing out on opportunities to objectively observe you (along with any positive qualities you may have but have not had the chance to reveal yet).

She probably doesn't even want to judge you so quickly, but she has no choice. She can't help it. And since there's nothing either of you can do about the situation, your only option is to do something to counteract it. You've got to separate yourself from the rest of the pack – and you've got to do it fast!

YOU HAVE TO FIND A WAY TO STAND OUT – IN A GOOD WAY

There's no way around it. You've got to stand out. And not just in any way, but in a way that actually makes you look good. I know everything I'm saying sounds ridiculously obvious at this point, especially considering some of the "common sense" bits of advice I've given you so far, but this idea of standing out goes MUCH deeper than you realize.

You see, most people concern themselves with standing out... without even thinking about the fact that *every* other person in the room is thinking the exact same thing. The sad truth that you haven't figured out yet is that your desire to "be different" is actually the thing that makes you "just like everyone else" ... and you don't even realize it.

More importantly, however, is that while people certainly *want* to stand out, they don't necessarily know *how* exactly to do it. At best, they're following some pre-programmed Hollywood notion of what a 'charismatic' person is (which usually only makes them seem reasonably normal instead of standing out from the crowd). At worst, they're all over the place, awkwardly trying out different things, hoping against hope that whatever 'behavior' or 'strategy' they're trying out will get them some kind of positive attention.

But the key thing about all of this (that almost nobody ever realizes) is that the way to stand out is not only simple, but has been staring us all right in the face the entire time: ALL you have to do to stand out... is simply spot the 'typical' patterns of behavior around you... and do something else.

NOTICE WHAT EVERYONE ELSE IS DOING... AND DON'T DO IT

That's the answer. That's the key. By simply spotting what everyone else is doing and not doing it, you automatically put yourself in an entirely new category of people in the room – an extremely small percentage of individuals who actually seem appealing regardless of any imperfections they might still be communicating.

This all begs the question, of course -- what is everyone else doing that you should avoid doing yourself? The answer is so simple and so obvious that I already mentioned it earlier and you probably didn't even notice it.

The thing that makes everyone else the same, without them even realizing it, is that everyone else is treating this like it's just another regular first date.

And because of that, they're making themselves extremely boring and predictable.

We'll detail exactly what I'm talking about in the very next chapter...

* * * * *

THIS CONCLUDES YOUR FREE PREVIEW OF "The Ultimate Guide to Speed Dating Success – How Guys Can Step Up, Stand Out, and Make a Lasting Impression in Only Five Minutes."

If you'd like to read more, head on over to Amazon.com via the following link:

<http://amzn.to/1mX2iOg>

