

Attracting Many to Marry The One



BY TAMIKA MICHELLE JOHNSON

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When you graduated from college, landed your dream job, started your own business, and became financially successful, who would have thought that it would be this hard to find a compatible mate? I'm guessing you didn't, but here you are anyway.

You're constantly being told that when the time is right that the "one" for you will come into your life. However, after years of in the dating game, your patience is wearing thin, and you question whether you will ever meet the right person. You are happy for those around you who have found love, but when will it be your turn?

Sooner than you think if you start dating S.M.A.R.T.!

There is a systematic process to dating effectively and efficiently, and the S.M.A.R.T. Model of dating can absolutely fill your dating calendar with great potential quality partners for healthy relationships.

How do I know this? Because if you are or have been successful in business and your career, then you can be successful in dating & relationships.



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The S.M.A.R.T. Dating Model particularly resonates with high-achieving individuals because we understand the importance of implementing systems and processes in our professional lives. Yet, many of us rarely apply some of those same processes to dating and relationships.

Despite relationships being primarily emotionally based, there are great business principles that you can use in your personal life for better dating results. Better dates increase your likelihood of getting involved in a healthy relationship to start.

Once you accept the fact that you should treat dating like a business, everything else will fall into place. The most important thing to understand is that dating is like sales on several different levels. First and foremost, the more you do it, the better you get at it. And that

makes sense, because if you only go on a handful of dates a year, you're not going to be efficient at it. Furthermore, you are going to try to immediately attach yourself to the first person who shows an inkling of interest, even if it's only for sex. Men are way more efficient in dating and many women need to learn how to be more efficient in dating as well.

Now you may be thinking that approaching dating like a business is, well, too much like business. To that I say, yes it is but don't focus on the word business. Instead, focus on learning the process of dating S.M.A.R.T. to minimize wasting your time. We have the same routine when we get out of bed, shower, or brush our teeth in the morning, and that's a process.

In business there is (S)elling, (M)arketing, (A)ttending Events, (R)esearching, and (T)raining. That is the S.M.A.R.T. Dating Model that I created, and it works to attract the type of potential partners that you desire. You must implement all those systems to have a successful career and/or business. Now take those same principles and apply them to dating.

Additionally, the benefits of S.M.A.R.T. Dating are referred to as the three (3) C's:

1) **Control** - Control of your dating calendar because the more connections you make, the more opportunities you have to go out with a variety of people;



2) **Competition** – Competition results in earlier Commitment as many suitors step up their game if they feel like they may lose you to someone else;

3) **Chooser** – You put yourself in the position of being the Chooser instead of amongst the ones desiring to be Chosen.

Of course, there are several methods and techniques within each step of the S.M.A.R.T. Dating Model, but you should already be able to see how planning and strategizing your personal life is just as important as it is in your business, education, and career.

So, if you are tired of swiping, clicking, and mindlessly meeting random people who are not even close to aligning with your values, consider S.M.A.R.T. Dating so you can dominate and succeed in your personal life just as you have your professional life.

Tamika Michelle Johnson, AKA the “Matchmaking Attorney,” is an Attorney, Speaker & Owner of Platinum Connections, an exclusive matchmaking agency for highly successful professionals. For additional information, visit www.MyPlatinumConnections.com.



S.M.A.R.T

DATING MODEL

S ALES

The more you do it (dating), the better you get; What are your sales (dating) goals? How many 1st dates do you want to go on every month?



M ARKETING

Creating your Personal Brand; How do you present in the world? Who is your Target Audience (Type of Men/Women you desire)? Dating/Calling Cards



A TTENDEVENTS

Specifically, attend the location of non-industry Events & Conferences. If it's a professional conference, reserve a room at the host hotel and mingle after business hours in the hotel lobby, bar or restaurant (no need to actually attend the conference)



R ESEARCH

Perform Data Research on yourself & Dating history; What went right or wrong in prior relationships; What type of men treated you the best or the worst; Ask family and friends why they think you might be having an issue with connecting romantically



T RAINING

Just like you have invested in your education, business, career, homes, retirement accounts to become successful, invest in a dating coach to learn how to attract quality partners to be successful in that area as well.

