



# one on one with **DAVID WYGANT**

**Living life is easy. Finding someone to share our lives with? Not so much.**

**by dave jewell**

Our social lives have generally become busy with friends, family, work, appointments, and everyday activities. Finding someone to enjoy our lives with us seems to have taken a back seat. When we do get that chance, though, it seems to get tougher and tougher. We stumble, we fall, and we make fools out of ourselves. What's the solution to this never-ending issue?

We got in touch with world-famous Dating Expert David Wygant to talk to him about those first steps, where to meet people, and why dating is easier than you think.

**MySocialCity.com:** Being a dating coach isn't exactly a common job. How did you get started?

**David Wygant:** I didn't even get started by trying to make it a job. It happened about 12 years ago. I was hanging out at the Coffee Bean and Tea Leaf in Brentwood, Calif. and most of my social life consisted of meeting women out and about. On weekends, I would sit with a group of people and everybody would start following me places, trying to learn about the secrets of meeting women. It didn't become a job until I realized that there were 20 people-a-week that would come and listen to my advice ... Being an entrepreneur, I looked at an idea and realized I wanted to do something that resonated with me; something that was true to who I was. My whole life I've always been about meeting peo-

ple, socializing with them, and trying to stay out of the bars. I found just meeting people casually was easy because you can have a great conversation and not have to worry about anything. When you go to a bar you worry about what you look like or how you look when you talk to somebody, the right kind of approach. Just all this came about just based on my love of people and really helping people.

**MSC.com:** How long have you been doing this?

**DW:** I've been doing this since 1997 and full-time since 2000. I was playing with it for the first three years, trying to figure out what to do. You can't just become an expert in something overnight and people just aren't going to hire you. Plus, people like to be taught a system. They like to feel that they're being taught something. You have to come up with concrete things that end up being understood by everybody. I started doing radio in '98, giving dating advice for about three years and that's when I started really reaching out

to the masses and really hearing what they're all about. In order to become good at something, it's not just that you have to be able to teach it or you had to go through the lessons yourself. It's that you have to be able to break it down so the average person can understand and actually make this work for them.

**MSC.com:** What tends to be the biggest issue guys have?

**DW:** Guys are all about approaching. They've come up with this new disease called approach anxiety. It seems like a lot of men just feel that they can't approach women based on what women are conveying to them. Most men believe that there has to be something magical they need to say. When I walk guys around and teach them how to observe everything that's around them, listen to the clues that are around them, and really talk from their gut, they start realizing that there's so much

more to say. In reality we're just curious children because children will walk over and say anything, but men will always think that they need to say something amazing to get a woman's attention. What they haven't realized that it's really just about the voice tone, the way you walk over, the way you posture yourself, etc. Women just sit back and wait. They're still waiting for the perfect guy to walk over and they could be 40 years old and he still hasn't walked over. What women do is just sit back and they become the passive waiters in life, when in reality they never really learned how to flirt or to use their body language to really attract men. With women, it's why hasn't he come and approached and with men it's how do I become something I'm not. It's just about opening up your energy and become the most powerful person of you.

**MSC.com:** What have you found to be the best place to meet someone?





**DW:** The best place to meet someone is where you're most comfortable. What I tell everybody is pick out five places that you're most comfortable going to. For instance, my favourite places are always meeting people at video stores, meeting somebody at whole foods, meeting somebody at a coffee shop if they drink tea, or meeting somebody out and about while I'm shopping because these are things I can talk about. These are things that I know. I tell men and women that those are things that you can talk about, things that you can observe, and things you can make comments on. The problem that most people have is they go to places that they're not comfortable, so they always feel like they have nothing to say or they don't know the right thing to say. If you go to these comfort building places, you're an expert there. When you're an expert you never run out of conversation because you're at ease.

**MSC.com:** Without using names, tell me about some success stories you've seen from your work.

**DW:** I get success stories every day. Recently, a client e-mailed me. He came from New York City to work for



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me for two days. He's a great guy, 36-years-old, attractive, but never really trusted himself in social situations. He was awkward in his 20s. He's had girlfriends on and off, but never really met the type of woman he was looking to meet. He came and spent two days with me and after he left he was able to talk to anybody. I got him to trust himself. I don't change personalities. I bring out your core personality. I also get you to really focus in on your own belief so you're able to be proud of who you are. I had a woman one time that, according to her, was grossly overweight and I told her to go to Home Depot and Walmart, walk around, and take a look at women who are built just like she is. Do they have rings on their fingers? Are they with men? She came back to me at the end of the day and said, David, there's so many women that are built just like me that have wedding rings on their fingers, that have kids, and that have men by their side. She said there must be men that are attracted to this type of women because I see these women hooked up all day long. I

told her every man is attracted to something different. Go back to Home Depot and act like the damsel in distress. See a man that you're attracted to? Drop a hammer on the ground. She did that and men are all about helping. She actually ended up marrying the guy six months later. It's all about understanding that you have a huge target of people that are attracted to you. Not everybody is looking for the same person, so you have to start believing in yourself and that's the core to what I work on with my clients.

**MSC.com:** How many people would you say you've helped over the years?

**DW:** I've helped a lot. Every day I get 20-to-30 e-mails from people thanking me for helping them. I get close to 12 people a month coming through the boot camps. We get private clients coming to us. I've worked with some high powered business men in this world, people that I can't mention by name. Everybody has issues. It doesn't matter if they're a celebrity or if they're a high

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powered business man. It doesn't matter if they're the woman next door. Everybody's got a fear of the opposite sex that could be due to your social conditioning as a kid. It could be due to a relationship that went bad. When you're an adult there are a lot of reasons behind that. One of the biggest reasons is that you feel like you play the waiting game because you feel like things are going to change ... Have you repeated the same relationships over and over again? A lot of times you haven't done the work on yourself, you haven't embraced the lessons that you needed to learn from past relationships. Not only that, if you're not meeting quality people, if you're not going out and meeting somebody every single day, if you're not connecting to people every single day, then it's time for a change. Life's never going to change on its own. You need to make the change. You need to look in the mirror and be honest with yourself. If you're honest with yourself, I can help you. It's the people that don't think they need it are the ones that actually need this the most.

**MSC.com:** Online dating has a bit of a strange feel for many people involved with it. It's been socially frowned upon since it started. How do you overcome that with your clients?

**DW:** Most people are on the Internet right now for one of the reason or another; whether it's work, play, or getting the news. It's just another avenue that you can go and put yourself on. It's a great thing to practice flirting because you can instant message somebody to learn how to really flirt and have fun in the moment. It's a great way to read about the opposite sex. Go on Match.com and you can read 100 profiles about the opposite sex. You're going to learn a lot about them. Reality says putting yourself on the Internet means that you're being vulnerable. Some people just don't like the Internet because it's really hard for them because they're a face-to-face person. If you're somebody that's a face-to-face person and you have no trouble meeting somebody, then you're really not looking at this question anyway. If you're somebody that has a lot of trouble

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meeting people face-to-face, you're going to have some good building blocks here to give you dates and get you out there. It makes you feel more comfortable. It's also a great way to learn because you can't just go on one date every three months. You've got to go out there and interact with people. You've got to go out there and go on dates so you're no longer uptight when you have that date. The Internet really doesn't have the social stigma anymore. Not like it used to have 10-years ago. Your neighbour is on it. Your boss is on it. Your friends are on it. It's alright to be on it. You've just got to get over that you're on it. No one is going to ever walk down the street, look at you, and say, Oh My God, you're joe3545 from Match.com. I saw your picture. You must be so desperate to be on the Internet. If they see you on the Internet, it means they're on the Internet. It's like one of those private clubs. You go into a club and everybody's there for the same reason. It's no different than a golf club. People at a golf club play golf. People on the Internet, they date. It's kind of cool to go

there and see like-minded people at all times.

**MSC.com:** Where is your work taking you globally? Have you been to the Windsor/Detroit area?

**DW:** I've actually been to the Detroit area. I've worked with a couple of clients in Detroit so I know what it's like to be single in Detroit. Detroit is like any other city. It doesn't matter where it is. It's the same skills that are taught. I've been all over the world; I've been in Asia, I've been in South America, and I've been all over Europe. It doesn't make a difference because people are the same. Attraction is attraction. It doesn't matter what language you speak or what your culture is. Those are excuses. People will e-mail me all the time and say, David, it's ridiculous. I just can't meet anybody in the Windsor/Detroit area. Everybody is this way. I tell them not everybody is that way! It's just an excuse you make. In Los Angeles, people say everybody's flaky so they can't seem to find dates. In reality, not everyone is a flake. It's just the



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excuse ... The reason why people have excuses is that it doesn't force them to go out there and meet people. You can move me anywhere in this world, anywhere, and I'll go out there and meet people all day long because I understand the dynamics of human communication. I understand the art of attraction. I understand people and I also understand myself, and that's something that a lot of people don't take the time to do.

**MSC.com:** You've had dozens of television, magazine, and newspaper appearances since you started. How have you kept grounded?

**DW:** That's who I am - a grounded person. If I get interviewed by a TV show, it doesn't really mean anything except the fact that the TV show really respects my work and they want an expert to educate their audience. None of this really goes to my head. I don't have my own TV show ... I love being on a TV show but the fact is I'm still conveying a message to people and that's the whole thing. It's about conveying the message.

**MSC.com:** What's the biggest misconception about a first date?

**DW:** It's just a first date! Who cares? Go grab a glass of wine with somebody. Go get a cup of tea with somebody. Go for a walk in the park. Go bowling. Go have fun. Stop making it into something that it's not. You don't know this person you're going out on a first date with. You might have met them, talked to them for 10 minutes on the phone, yet you're turning it into something. You don't need to exchange resumes with each other. You don't need to tell each other everything you want out of a relationship. You just need to see if you're compatible. You need to see if you can have fun together. You need to see if you can connect as people. The rest will take care of itself as you get to know each other. Too many people are evaluating first dates like they're going to get married to the person. They act like it's the end of the world if it doesn't work out. It's just a date, a chance to meet somebody else, a chance to connect with somebody else. That's it! It's the pressure that people put on themselves. It's out of control. I've had people e-mail me and say



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I've got this date Friday night. I'm so sick of dates. I really want this person to work out. I like this person so much. How do you like somebody that you don't even know? You don't know this person yet. You're attracted to the person. They intrigue you but you can't like somebody until you get to know them. You've got to really go through a lot of dates and a period of time with somebody to really learn them and their ins and their outs. Who knows, you might be dating Dr. Jekyll and Mr. Hyde. You have no idea. The person might be a shape shifter. You don't know until you get to know them. A date is just that - an opportunity to get to know somebody.

**MSC.com:** What tips can you offer someone who's trying to get the attention of that special someone?

**DW:** Here's the best tip I can offer you on this - It's not a special someone until you get to know them. It's a stranger that you're attracted to. If you're a man, you're basically looking at her like your penis is looking at her. You're

just physically attracted to her and that's it. She's not a special someone. If you're a woman, you're just physically attracted to this person. You don't know if they're a special someone until you get to know them. Stop thinking that way. Stop putting the person in a fantasy box. That's all you're doing. It's just a fantasy box. When you see someone that you're really attracted to, it's your mind having a fantasy about them. You want them to be that special person but yet you don't even know them. Just look at them as a person until you get to know them and you found out who each other is.

MySocialCity.com would like to thank David for taking the time to talk to us. If you want to get in touch with him, visit his website [www.davidwygant.com](http://www.davidwygant.com).