

# **Women Over 40 Guide to Online Dating**



## **5 Easy Steps to Have Fun, Be Safe, and Have Great Dates**

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Hi Beautiful!

I am so excited you signed up for this E-book!

We now live in the digital age of love, like it or not, and it is only growing.

Recent research has found that one in three marriages in the U.S. begins online. I am sure you know someone who met their significant other online. The Proceedings of the National Academy of Sciences published a study that revealed 35% of couples who married between 2005 and 2012 met online. And that they have happier and more enduring marriages than people who met offline. Online relationships progress to marriage faster than relationships that started more “conventionally.”

An estimated 200 million singles globally now use digital dating services each month. Men make up 52.4% of online dating users compared to 47.6% who are women, according to Eharmony.com. Online dating has jumped among adults under age 25 as well as those in their late 50s and early 60s. So, it is not just for the young ones anymore. In fact, one of my clients who is 71 and widowed found her second chance for love on Match.com.

So, not only has online dating grown exponentially. But dating apps have brought thousands of single men right to your phone who are just a swipe away.

The digital age has made it so much easier and faster to find true love at any age.

- You have a huge pool of potential men to date from than you could ever have been able to assemble on your own. Just think, where else could you find 1000s of men in one place on your own? Unless you were at a golf tournament... You can search on certain online dating sites for exactly the type of man you are looking for and prescreen the men before you meet them vs going out and not knowing who you will meet at dreaded bars in addition to being fixed up on blind dates where you wonder “What was my friend thinking?”
- Matchmaking can be **very** expensive with the results being very low, especially for women over 40. Most men that are clients of Matchmakers are looking for women in their 20s and 30s. (Did you know that Matchmakers go online to find potential prospects? They are looking at the same men you are! You might as well do it yourself without the high expense.)
- You can meet men effectively and efficiently in the comforts of your home (aka pajamas and glass of wine with Fido on your lap) vs going out after a 12 hour day busting your butt at work.
- You can literally connect with someone online on Monday and have a date for Wednesday.

And, just like anything in life, there are some hiccups.

- 53% of people lie either about their age, height, or their career.
- There are married or recently separated men that are looking for a hookup.
- There are the dick pics, sexting, and inappropriate messages.
- One-third of people who have used online dating have never actually gone on a date with someone they met on these sites.
- Scammers and bots and Fraud cases are climbing as the number of dating sites and apps — and users — grow. Today, there are an estimated 25,000 romance scammers online worldwide, according to one cybersecurity expert. Between 5 percent and 25 percent of online daters could be fakes or scammers.
- Bots are fake users that come across as humans and will con you to go to another site.
- Ghosting is where out of the blue and for no reason a person disappears without any notice at all. Pff.. they disappear into thin air.
- A catfisher is an individual who uses the Internet, and in particular, online dating websites to lure people into a scam romance. The general goal of a catfisher is financial gain by developing an online relationship with another person and ultimately asking for money.
- The FBI reported that singles lost more than \$230 million through online dating scams.

The rise of the dating apps has had its challenges in that people are bombarded with opportunities for dating and hookups and no real connection is being created and you are left feeling heartbroken. I've heard these stories of catfishing and scams from my clients who fell for them before working with me. When I check in with my clients, we discuss what type of men are contacting them and I help them weed out the men who scream Scam artist.

Not only can dating be daunting, throw being over 40 into the mix and you think it is next to impossible. You might have been through a marriage or two, widowed, have children or are caring for aging parents.

You might feel that you lost your muscle for dating because it has been a really long time and wonder if you even have the stamina to do it.

You may be scared of what men will think of your aging body and do they just want younger women? Or maybe you are in great shape and don't want to be with an older man.

How do you handle all the "rules" of dating? Who pays for the bill? Who calls first? When do we have a commitment? When do we have sex? Do we kiss on the first date?

You are probably wondering why should you even bother to put yourself out there in the online dating world.

Yes, it is a new world out there. A great world filled with love, romance, adventure and possibilities.

### **And why should you believe me?**

I was 40 years old... I'd never been married and had been single for over 15 years. I probably could have been in the Guinness World Records book for dating over 200 men online. I was trapped in dating the wrong men, mostly ones that were noncommittal and unemotional. I knew I deserved a wonderful man that loved and adored me, and I wanted it all... the chemistry, commitment, and the lasting love I'd always dreamed of.

I knew I couldn't give up hope. I was determined to break this pattern and I discovered some simple shifts. These shifts led me to see the reasons why I was struggling so much. After a break from dating, I went back online and within 2 weeks, found my one and only true love, Jim, who adores, cherishes and loves me for me. We have the most harmonious, fulfilling and loving relationship filled with fun and adventure.

To help other women over 40 who have patterns of dating the wrong men, I became a certified Dating and Relationship expert and launched Forever Love Formula, a proven system to find lasting love. Over the years I've worked with hundreds of women and helped them find their true love online within a very short period of time.

So that you can also have fun, feel safe and have some great dates leading to meeting your great guy, I have outlined 5 steps to follow.

## **First Step – Positive Mindset!**

In order to have fun with online dating, you have to start with a positive mind set. Think the glass is half full vs half empty? If you find yourself thinking:

- There are only weirdos on this site.
- It feels creepy and I don't feel safe.
- This is not going to work because I have tried this in the past and failed miserably.
- I am too old and men just want younger women.

Well... then that is what you are going to get. Hey, I am only being honest. I have your best interest at heart and want you to succeed.

So, what I recommend is to create a mantra to yourself or a positive statement.

- This is an exciting adventure. Online dating is exciting and fun.
- I will meet the love of my life through these online dating services.
- I can't wait to see who I meet.
- I welcome attracting quality people to myself.
- I am an amazing, vivacious goddess ready to meet her King.
- There are amazing and committed men that can't wait to date me.
- Men love me for me and they are online.
- My special man is saying to himself, "Where is she?"
- I'm attracting someone who is a great fit for me and who wants to be in a relationship.
- There are good men online.
- I am sifting through some duds to meet my stud.
- I know so many people who have met their love online. (As a matter of fact, make a list of people who you know met online and be INSPIRED by them!)

Now, doesn't that sound better? It will take practice to change your negative thoughts to more positive thoughts that will serve you better. It is because our negative thoughts just pop into our head and we think they are truths. But they are not. So hit that reset button and start off being positive and think of the pros of online dating. There is a man online right now thinking, I wish I could meet someone like yourself.

## **Second Step – Patience & Perseverance**

When we sign up for online dating, we expect to meet someone right away. We may say to ourselves, I will give this 30 days and it better work. Now, yes, sometimes people do meet someone within 30 days. But for most people, it can take several months to a year. The best mindset is I am in this for the long haul and release your expectations. You have to think of meeting a great man online like losing weight or getting healthy. You don't go to the gym for 30 days and quit when you don't lose all the weight you want. You know that you will make progress over time.

Online dating is the same. It is a process. It takes time learning to navigate the site. It takes time learning how to read profiles. I would consider the process of online dating a time to learn about yourself, learn about dating, and learn about men. The next area of

your mindset to work on is being willing to make a commitment that you will not give up until you meet your special guy. You are not going to get discouraged and wonder why this is not working after you have a date with a dud. You know from your own experience in life, things take time. I mean just look at professional basketball players. Do you think making the shot is natural for them? They practice consistently in order to make those winning shots. They miss a lot of shots. You can make that winning shot too!

Patience and Perseverance also means cutting men slack and stop judging them. Do you go online and say “Look at all these losers?” Remember these are human beings with lives and families and passions. Yes, they might not be your type, but don’t judge them. None of us are perfect and we are all doing the best we can. If you can take that positive attitude, it will save you a lot of heartache with online dating to meet your Mr. Right. A great quote from dating coach, Evan Marc Katz is “Forgive the Ignorance.” Men are trying the best they can and sometimes they just don’t know what they are doing. They are not as suave as us, especially with online dating.

Also, don’t take it personal when you don’t hear back from someone via emails and after dates. That will surely take the fun out of online dating and suck the motivation out of you. This is the nature of the online dating game. There are thousands of people online and so many opportunities and so many fish in the sea. Best motto: “Ok, He is not my match, next!” Don’t make it mean something about yourself, men or online dating. This is not just happening to you, it happens to everyone.

And when you do have a date, have fun, enjoy your time together even if he is not the one. And ask yourself, what can I learn here? Be in that mind set.

## **Third Step – Be Safe**

Take your time to read the profile. If there is anything negative or a red flag, don’t contact him or respond. You want to look for enthusiasm and warmth. Don’t email men that have ultimatums, or I need this, or I won’t tolerate this. Watch out for profiles that are excessively verbose and just talks about himself. Also, make sure things are lining up with his profile and pictures and what he is saying when you talk to him. Don’t overlook something that does not seem right. Like the picture that looks like it came out of a magazine photoshoot or the profile with tons of bad grammar or email communications that seems canned. Use your instincts and trust your gut when it seems like something is off.

I recommend having a few email conversations either through the online dating site or with a personal email account. You can set up a new email account and use that just for the online dating emails. Then you want to have 1-2 phone conversations before meeting. I think this is a very important step in getting to know the man, build trust and be safe. You can ask to be called or if you feel comfortable calling him, you can do that. Also, if you want to take an extra step in security, you can get a prepaid phone or get a free Google voice account phone number and link it to your personal cell. With both options, you can text and make calls while protecting your personal numbers.

Meet in a public place until you feel comfortable and have gotten to know the man. If a man offers to pick you up, thank him and tell him how much you love that he is a gentleman for offering. But, for the first couple of dates meet in a public place. If he gives you a hard time, I would end it right there.

I also recommend that you text your friends when and where you are going on the date. Watch the drinking. This may be obvious but our nerves can get the better of us and we think it will be harmless to have a few drinks to calm ourselves. But, you can end up losing your inhibitions and your common sense goes flying out the window and you might do something you regret. Do not go home with a guy you have just met under any circumstances. You have to be careful and know that what we think is our intuition and our gut is really just a chemical attraction or connection you feel with someone. Even if he seems nice and you feel a great connection, practice safety first. Your connection will just get stronger over time. Because once you sleep with someone, it's going to be hard to back track and then you may start looking at them with "sex goggles" and your judgement about them is affected.

Weird or sexual in nature emails? Block them and report them to Match. Watch out for the scammers. Never give money to anyone online no matter what. Scammers usually come on very strong initially and are very complimentary or will ask you a lot of questions and not answer yours. They will email you at bad times and have profiles that are not constructed with proper sentences and they will hesitate to talk to you on the phone and suggest texting or WhatsApp.

Follow the plan I recommend: 2-3 messages, 1-2 phone calls and then meet in person for a more personal connection. If we don't follow this guideline, then you can get caught in a trap of having too many messages and phone calls with no dates, leaving you feeling frustrated and wanting to give up.

Also, you may want to get the man's full name after a few dates so you can do some research on him. (Now, I am not talking about stalking the man. LOL!)



## Fourth Step – Prepare Ahead

Choose the best online dating site for you and in your area. The top online dating sites and Apps are Match.com, Bumble, Tinder, Eharmony, Tinder and Plenty of Fish. I would ask your friends what sites they have found the most quality men on.

It is very important that you dedicate time to writing an appealing and enticing profile. If you were applying for a job, you would take time to ensure your resume was impeccable. It is the same for online dating. You have to remember this is the first thing a man is going to see and read about you. You want to write it in a way that brings out your most endearing qualities and values that are important to you. Highlight all the special things you like to do and write what you are looking for in a partner. When he reads it, he is thinking "I'd like to have a date with this woman." Have fun with it. Use the opportunity to If this is something you find intimidating or frustrating, you can get an expert to write it for you. (I do offer this to my private coaching clients, so reach out if you need help.) This removes the stress of doing it yourself. Remember, never give any personal information and contact details on the profile, play it safe.

You want to have great photos and I recommend getting them professionally done. At least a head shot. Profiles with photos generate 80 percent more responses, according to online dating site managers. Some women say they don't want to be judged by their photos. I would counter by saying that you won't be in the contest at all. "No pix, no picks" is how it's played. Not having a photo with your profile implies that you have something to hide. It's a caution flag. Think about it: would you choose someone who didn't post a photo?

To get the best results, search for men using the online dating search features. You should search for men based upon the values and lifestyle that you desire.

It is important that when you reach out to men that you send a message that is authentic to you, playful and flirty to create a connection so they can't wait to have a date with you.

Don't get into a committed relationship right away. Even if the man objects, It is important to stand your ground and date several men at once for a couple of months so you can get to know them more before committing.

## **Fifth Step – Plan & Be Consistent**

We have less than 24 hours in a day to work on things that matter to us. If you want to find love, make a plan and be proactive with online dating. It is important to plan your online dating and when you will devote the time to do it and follow through. We can't get back time in life, and you deserve to share as much time as possible with your perfect match.

So, as you would put a doctor's appointment on the calendar, schedule your online dating appointments. You could call it "making love connections" or whatever makes you laugh and be positive about it. And stick to it. I recommend consistency and planning so you don't feel overwhelmed.

Plan it and make it a priority. I recommend spending at least 15-30 minutes a day online searching for men, answering emails, and setting up phone conversations and dates. Have fun and reward yourself when you honor all your appointments. Get a mani/pedi, massage, see a fun movie, have a cupcake or that delicious cocktail! Remember, self care is important also.

In addition, it is important that you don't do online dating in a rush and take some time to relax before getting online. One of my clients puts on soft music and soft lighting with a hot cup of tea to connect to her feminine self and feel more relaxed when she does online dating.

## **Conclusion**

My intention in writing this E-Book is to guide and inspire you to get out there and start dating, meet a special man and experience a true and amazing love that you deserve.

You now have the information for the proven steps to have fun, be safe and enjoy going on dates with quality men. I believe anything worth having is worth going for and I know you can do it!

One of the mantras I used to have for myself was "If one person can have an epic love, I can too!" So, I want you to believe that is possible for you. That is actually a big part of finding love, believing in yourself and that you CAN have a special man in your life filled with fun, laughter, adventure, and love!

I have helped many women in their 40s, 50s, 60s and 70s find love within 90 days and sometimes 30 days. It is possible for you too!



*Debra, 59, who had been through 2 divorces and started to date again online came to me saying she did not want to end up in another failed relationship. We worked together privately under the Forever Love Formula's Program to find an amazing love. This included encouragement, accountability, and guidance through the whole dating process. Within three months, she met Dan on Ourtime and was married 1 year later. They are now semi-retired traveling around the country in their RV.*

In closing, I am sending you much hugs and love on your journey. And just so you know, I am here for you anytime. If you feel that you would like to have additional support as Debra did, reach out to me and we can talk. I offer a complimentary personalized Love Strategist Call for 40 minutes.

You can sign up for that here: [www.foreverloveformula.com/apply](http://www.foreverloveformula.com/apply)

There is also my free Facebook community *Smart Online Dating Tips, Date Quality Men, and Find True Love After 40*. It is filled with amazing ladies such as you who want to learn more about dating and finding love. You can join here: <https://www.facebook.com/groups/datingtipsforwomenover40/>.

And please email me, I'd love to hear what you thought about the E-book and answer any of your questions!

Xoxo!

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