

Making Everything Easier!™

Flirting FOR **DUMMIES®**

Learn to:

- Improve your self-confidence and get noticed
- Find out if someone is interested in you
- Develop rapport and make sparkling conversation
- Understand body language and give out the right signals

Elizabeth Clark

The 'Flirt Guru' – flirting and charisma expert



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About the Author

Elizabeth Clark, a.k.a 'the Flirt Guru', is an international speaker, broadcaster, author, and trainer. She is the UK's leading expert on flirting and charisma in business and the author of both *Flirt Guru* and *Single to Settled*.

Elizabeth is a member of the Professional Speakers Association, holds MCIPD and BPS qualifications, and possesses over 10 years of human resources management experience with FTSE-listed companies. Whilst there are no formal qualifications required to be a 'flirting expert', Elizabeth professes to have a lifetime of practical application behind her!

As the founder of Rapport Unlimited and www.flirtguru.com (in 2002), Elizabeth has engaged with tens of thousands of people around the globe from FTSE-listed clients. She provides corporate training and carries out speaking work, teaching flirting skills from persuasive

presentation to charismatic networking. In doing so, Elizabeth has proved that skills used in flirting, for business or pleasure, are inextricably linked, and that flirting isn't just for dummies!

Elizabeth's cross-demographic appeal sees her feature in everything from *The Times* to *Grazia*. She appears regularly on radio and TV, from BBC1 to Living.

For more information on Elizabeth's work and for more flirting tips, visit her websites at www.rapportunlimited.co.uk and www.flirtguru.com, or contact her directly at info@rapportunlimited.co.uk.

Dedication

To Calum, Lucy, and Glyn – my superstars.

Author's Acknowledgments

The *For Dummies* series isn't a global phenomenon by accident, and I'd like to thank the raft of *For Dummies* editors who made this book possible.

What makes this book extra-special is the contribution of the models. Not only do they provide invaluable demonstrations, but they also add a touch of glamour to the book. I'd like to say a huge thanks to my best friend Patri Pennarocha and my gorgeous partner Glyn Powditch for their excellent modeling services, and to Bill Houston – our very patient, but brilliant photographer.

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Introduction

If you could learn one skill to improve your self-confidence and your listening skills, help you meet more people and project the right impression, and show you how to read and react to body language, not only would you want to learn it, you'd probably expect it to be on the curriculum in every school. Unfortunately, it isn't because this particular skill is flirting, and it has a bad press. Rather than being viewed as an essential social skill, flirting is viewed as something a bit grubby, sleazy, or for airheads simply because, in addition to making you friends and improving your relationships, it also gets you dates.

Without flirting, though, life would be duller, lonelier, and a lot less fun. Flirting's a great life skill that you can break down into logical elements, learn, and apply in all sorts of contexts from work to play.

Flirting is important for other reasons, too. A recent study showed that modern living places less value on community and the family unit than in previous generations. With a workforce shortage, everyone is encouraged to work, both young and old. People relocate more readily and commute farther to work than ever before, leaving less time and energy to spend on our families and friends. Children are being brought up by nurseries, instead of learning their communication skills at home around the dinner table with mum and dad.

A culture of alcohol sees teenagers relying on booze for their Dutch courage with the opposite sex rather than their communication skills. University, previously the place for a young person to hone their communication skills, as well as get lashed up at the expense of the

taxpayer, is now a vehicle for accumulating debt. Nights on the town are replaced by nights working part time to make ends meet. All the key places and opportunities where you can learn to hone communication skills are changing, not necessarily for the better. Never mind the energy crisis, we're facing a communication skills meltdown and it's everyone's responsibility to do their bit. Honing your flirting skills is a way to reconnect lines of communication and engage with other people, despite all the social and economic forces pulling us apart. That's where this book comes in.

Each time you dip in and out of this book, something new and useful will stand out in your mind for your next flirting exploit. You'll become more likeable and attractive to others, learn how to spot the key signals, and act on them without the fear of rejection. You can teach an old dog new tricks – so get ready to put some work in and become a fabulous flirt.

About This Book

Flirting and courting are constantly practised in the animal kingdom. Surprisingly, we humans behave in much the same way. This book covers lots of information on how we behave, and why, in a simple, logical format that anyone can follow.

I elaborate on some of the more complex points using photographs. Illustrations are also provided to help you visualise and retain useful facts and information.

All the information is easy to access. You don't have to read the whole book to find solutions to your particular

flirting difficulties. You can tailor make your own learning journey with the help of the index and the table of contents.

Conventions Used in This Book

This book is stereotype and jargon free. All the terms used here can be found in similar texts and contexts.

When this book was printed, some Web addresses may have needed to break across two lines of text. Where that happens, rest assured that I haven't put in any extra characters (such as hyphens) to indicate the break. So, when using one of these Web addresses, just type in exactly what you see in this book, as though the line break doesn't exist.

What You're Not to Read

You don't have to read any of the stories in the sidebars to understand the points made in the nearby sections. These sidebars are useful, though, to demonstrate a point and to reassure you that you're not the only person to experience flirting embarrassments or problems. Most of the stories have happy endings and so offer a bit of inspiration in your flirting development.

Nor do you have to follow the Try This icons, but you'll find your comfort zones will stretch more quickly and you'll get to your end goal faster if you do.

Foolish Assumptions

In writing this book, I've made some assumptions about you:

- ✓ You want to meet more people, improve your flirting skills, and have more confidence.
- ✓ You're willing to accept feedback and make changes.
- ✓ You're prepared to put in the work to develop your new skills.

One final word about assumptions: I tried not to make stereo-typical assumptions in this book but I do think that men and women sometimes see things or do things differently – particularly when it relates to flirting! Research supports this rather commonsense view.

How This Book Is Organised

The great thing about the *For Dummies* books is that they're designed so you can dip in and out where you please at the parts you feel are most relevant or important for you, and this book is no exception.

Part I: Getting to Grips with Flirting Basics

Whether you're new to flirting or could do with a refresher, this part describes the origins of flirting and why it's all down to Mother Nature (and not some numbers game with a nasty script concocted by some cheesy chat-up merchant). This part reviews your current flirting approach and gets you in the right mindset to become a people magnet. I cover gender differences you need to be aware of and how to get things started with everyone from friends to colleagues to potential dates.

Part II: Getting Noticed! Making Contact

Getting noticed for all the right reasons is the first big step in the flirting process. In this part you find out how to look, sound, and smell fantastic and to make a head-turning entrance. Spotting who's up for a flirtation and who isn't is the second flirting step. I offer tips on making conversation effortlessly with anyone, anywhere. Being interesting to other people is the third step, which is actually far easier than it sounds.

Part III: Developing Killer Rapport with Body Language

You're moving into the non-verbal territory in this part. Contrary to popular belief, what you say isn't as important as how you say it. The chapters in this part cover how to project all the right signals to let people know how interested you are, make all the right noises without saying a word, spot the secret flirting clues that are specific to men and women, and learn how to spot a