

Giveaway: How to Run an Ad Campaign to Get More Dates



 *This post is sponsored by Robert Manni.*

By Robert Manni

In my novel, *The Guys' Guy's Guide to Love*, our main character, Max Hallyday, writes a column for a women's magazine doling out regular guy-style sagely advice to the ladies. He advises them about how men think and how to get them eating out of your hand. He takes a tough love approach, but he is honest and well intended. As a result...well, you'll have to pick up a copy of the book to find out what happens.

Let's follow Max Hallyday's lead and find out how to successfully advertise yourself in order to find lasting love.

Whether you're selling love or mayonnaise, the same rules apply. Here are five steps:

1. Know your target market.

Men and women spend a lot of time trying to figure each other out, but they may not take the time to explore what is going on within the culture of the opposite sex. For example, do you think guys know that today's women have different needs?

In the past, relationships had major financial implications. Guys paid. Today, women are self-sufficient, so guys need to address a woman's other needs. For guys, this is a very good thing as long as they are interested in fun, friendship and really getting to know a woman.

2. Know your brand.

Look at how challenging it is for people to draft an online

dating profile. There's so much going on around us that many folks do not take the time to sort out who they really are and what they really want. They usually want a lot of things, but a lot of it is reactive and propagated by the media. Do you really need hair like Jennifer Aniston or a booty like Kim Kardashian?

Related: [New Dating Apps to Manage Your Love Life](#)

3. Know what your target wants.

Yes, that means that it is not all about you. That may be news to some, because many women and men feel entitled to the object of their desire, just because. C'mon, you've been there. If single men and women shifted their focus to what their prospective paramour really needs, there would be a sea change in dating. This is an area that is most often overlooked.

4. Be fresh and fun.

It's easy to fall into line and continue following the same routine. Everyone is crazy busy, and who has the time to be creative anymore? You do. When you start thinking out of the box, your prospective partner will know and appreciate that you went the extra mile for them, whether it be a picnic for two in the park with a bottle of their favorite Chardonnay or tickets to the Met. Going the extra mile is noticed and appreciated. I still remember all the good things about a past relationship because of that stained glass window she had custom-made for me featuring a seascape since I have a place near the ocean. That was cool.

Related: [Date Idea – Inspire Your Date with Art](#)

5. Ask for the order.

If you feel that you've done your homework and know who you are and who he or she is, and you still think that there is a

chance that you'll avoid a battle to the death over who gets the iPad, then go ahead and let him know that you are available and that you've got what it takes to rock his world. Most likely he'll be more than appreciative. He'll be yours.

Robert Manni is the author of The Guys' Guy's Guide to Love and is a successful advertising industry veteran who has experienced the NYC single life first-hand for many years. His book offers an insider's look at New York's cutthroat yet alluring agency and media world, as well as a Madison Avenue perspective on how to use one's "creative selling" skills to seduce, date and sustain a relationship in a city full of savvy men and women.

~~**GIVEAWAY ALERT:** Cupid's Pulse has teamed up with Robert Manni to give a copy of **The Guys' Guy's Guide to Love to one lucky reader!** To enter, comment on this post below. Please be sure to use your real email address so we have a way of contacting you if you win — don't worry, your address won't be shown. If your email is not included, you will automatically be ineligible to win. This giveaway will run until **11:59 PM EST on Wednesday, November 30.** Good luck!~~

This giveaway is now closed.

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