



MODERN DATING

With the advent of modern technology and innovations that let us send information across the world in seconds or communicate through video calls and connect whenever we want to, our dating lives have changed drastically!

Some studies suggest that 70% of adults have used dating apps at one point in their lives. Many have also found their soul mates through platforms such as tinder, CMB, OkCupid or any other online dating platforms today. And dating apps are not going away anytime soon. Texting has also become an integral part of our courtship process. Communication through texting is so common that it has weaved itself into our 'dating' process and also the way we communicate whilst in a relationship.

TIMES HAVE CHANGED SO WHY PLAY BY THE SAME OLD RULES?

There was a time in human history when women were not given the right to vote, work, drive cars or even study. Today we are all fortunate to live in an era of human history whereby we, regardless of gender, are treated as equals. Whereby we have the same financial advantages, political rights and career opportunities as each other. But with the change in culture, wouldn't it mean that our needs, wants and expectations for our partners have evolved as well?

Despite all the changes around us, 2 things remain the same

- 1. Men are still taught to do the courting**
- 2. Most men's courting methods remain unevolved**

As men, we are expected to bring the relationship forward. No matter the circumstances, we are taught to 'make the first move' to read the woman's subtle queues and risk rejection. Though these guidelines are starting to get blurred, we do see women today making the first moves. Men are still generally 'expected' or 'tasked' to make the first move by society. These include asking the woman out, to moving the relationship forward with things such as kissing and proposing marriage

HOW MODERN DATING UNFOLDS

Despite the change in culture, rights and earning power - most men's courting patterns and methods remain the same. Young boys whilst infatuated by a girl, tend to resort to the 3 P's of courtship - Perform, Pursue and Pay. (as coined by Warren Farrell - The Myth of Male Power)

These are the generic ways modern men display interest in a lady. Basically to demonstrate the capability to 'take care' of her or to demonstrate why he is the best suitable mate for her. Sometimes we buy gifts, say nice things, buy flowers, bring them on expensive dates and drive them around in expensive cars to "Court" the lady.



PERFORM

"Perform" being to represent power and status, from being a school jock, student president, being good in music, having expensive clothes or a car.



PURSUE

"Pursue" by taking initiative to indicate interest to the girl. Such as asking her out, or hanging out with her in an intimate location, asking her out on a date.



PAY

"Pay" for her lifestyle to demonstrate that he has the financial capacity to take care of her.

The Myth of Male Power
- Warren Farrell

BUT THE TRUTH IS...

....these are manipulative methods to 'persuade' a woman into accepting the relationship often does not work in today's time! Modern women are not that naive to fall into such traps. And because of these scenarios, modern women have to 'test' guys to truly know what they are about and if the dates are just facades. As most men would put on a good behaviour on dates, conceal flaws and present themselves as a good boy. (not saying that women don't do that either).



Ironically, the idea of 'saying nice things', 'buying her flowers', 'treating her to a nice and expensive date', 'sending her home' are elements that a boy was taught from a young age.

But as a modern man, having done these things enough, we do have a gut-feeling that these methods don't really work.

These tricks used to work multiple decades ago, when women did not have political strength, earning power or rights to education.

In the last couple of decades, the needs and wants of modern women have shifted and it's important to keep pace with that as men, if we are to develop successful romantic relationships with today's women.

SO WHAT DO MODERN WOMEN WANT IN A MAN?



COMMON THINGS WE HEAR MODERN WOMEN WANT WOULD BE:

- A Man who has **Ambition**
- A Man who is **Communicative**
- A Man who is **Intuitive** and **Empathetic**
- A Man who understands the Nuances of **Consent**
- A Man who is comfortable showing **Affection** and **Attention**
- A Man who exhibits a **Relaxed, Masculine Confidence**
- A Man who has **Emotional Intimacy** with others
- A Man With a **Great Personality**
- A Man with a **Sense of Humour**

IN CONCLUSION:

Ironically most of these elements can be presented without spending a bomb on a date. And they are mostly representations of a man's personality.

The bad news is that it is not your wealth, job position or how good looking you are that is of value to most modern women.

What both genders are looking out today would be a pillar of support to be by their side. The good news is that what she is interested in **can be learned!**

You can learn more about **What Women Want in a Man** at our webinar!

Scan this QR Code to visit our page, or you can use the link below!



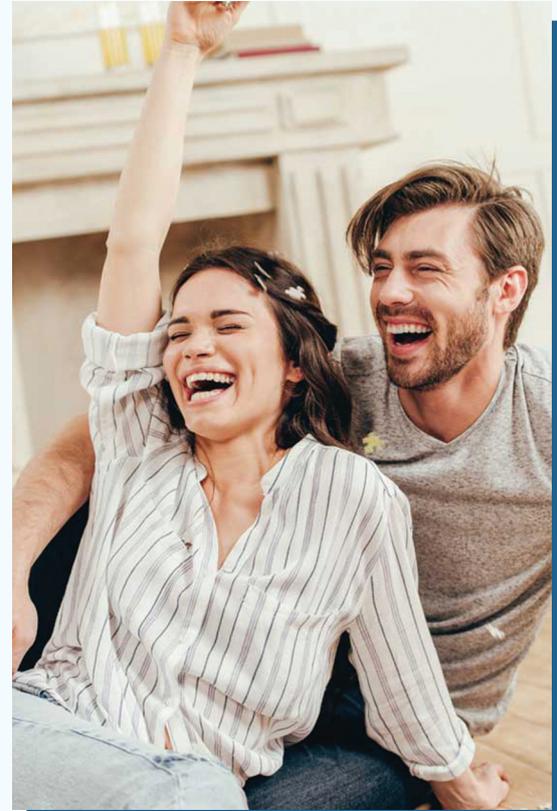
<https://cgull.com.sg/cgull-webinar-attraction-workshop/>

YOU CAN ELEVATE YOUR ATTRACTIVENESS WITH PERSONALITY!

Your personality does not just limit to physically being with her. In today's modern dating arena, our personality can be deciphered from our dating/social profiles (it is a part of our modern courtship) to the way we text. Though it might seem superficial, these are elements that women look out for while considering a potential partner.

And to do that, there are a number of aspects that we must overcome. For instance, not being given the "license to feel", men tend to express their inner experience through just one or two emotions. All negative feelings come out as aggression; rather than fear, grief, or anger.

From a young age, we've been told there are things a 'man' should be or expected to do. We pride ourselves as problem solvers rather than caregivers or emotional support. We were taught to focus more towards logical thinking than emotional thinking.



SO WHAT IS STOPPING MODERN MEN FROM TAKING THIS APPROACH?

The modern woman doesn't need a strong man who is able to fix the plumbing in her house, she needs an emotionally strong man to be there for her in life.

Women are confused with men's lack of emotions. But as men; we can understand that we were never taught this. In fact, we were told that if not for making money, our value in society is insignificant.

Unlike their female counterparts, men in modern society deal with their struggles by themselves and generally do not speak about difficult matters to their peers unless it is severe. And even in such situations, speaking to another man about your problems is

And this proves to be a big hurdle when trying to court or build a relationship with the modern woman



SO WHAT CAN YOU DO?

THE SCIENCE TO BUILDING CHEMISTRY IN THE MODERN ERA

UPGRADE YOURSELF AND CHARM YOUR DREAM WOMAN!

Here at CGull, we help men identify what women want, and what a modern man can do to satisfy these needs.

We guide you on what you can do to develop yourself into an attractive modern male. We help men understand the changes in the modern dating arena and unveil the steps of the modern courtship process. We would address matters from building an online profile, methods of texting, communication and speech patterns, dating etiquette, ways to dress to building chemistry.

WITH OUR 5C's

- Charm
- Charisma
- Confidence
- Communication
- Connection

HOW CAN CGULL HELP YOU?

By using our 5 C's - Charm, Charisma, Confidence, Communication and Connection as our core pillars, we have built systems, exercises and processes that we teach our clients to help them in their journey.

We also help ask thought invoking questions to help clarify sigmas in the modern dating arena. CGull is here to be a pillar of support for modern men who aim to improve their personal or dating life.

We at CGULL hope to pave the way to build meaningful and lasting relationships for both men and women. We hope to serve as a beacon for youths and others who hope to have this part of their life handled. Armed with the skills, knowledge and mentality, CGULL hopes to provide a space to lay out the information and mindset for others to better understand their emotions and why things are the way they are. And eventually give them the chance to become their ideal self.





ATTRACTION DONE RIGHT

THE SCIENCE TO BUILDING CHEMISTRY IN THE MODERN ERA



GET BETTER AT DATING WITH CGULL

At CGull, we conduct group workshops to bring about cohesion in this space. Using a collaborative group learning environment where everyone can learn from the insights and contributions of peers, as they do from their own reflections.

**SO REVAMP YOUR DATING LIFE BY REVAMPING YOUR
PERSONALITY, MINDSET AND COMMUNICATION STYLE WITH CGULL.**

**AND GET THE DREAM RELATIONSHIP YOU'VE
ALWAYS WANTED!**

FULL-DAY GROUP WORKSHOP



The full-day course involves a number of role-playing exercises to understand from perspectives of both genders, group psychology as well as the impact and importance of various types of communication.

Learn more about our Attraction Workshop:
<https://cgull.com.sg/cgull-attraction-introduction-workshop/>

PERSONALIZED CONSULTATION



We also provide a 1-to-1 consultation for individuals who would like to be more anonymous. Whereby we would pair clients with an attraction coach who would then aid them with a more 'focused' approach.

Book your 1-to-1 consult session at
<https://cgull.com.sg/cgull-1-to-1-consult/>