

Relationship Expert Craig S. Wilson Says Using Effective Dating Tactics Can Build Healthier Relationships

***Dating for Life*** Book Shows Four Keys to Help Singles, Marrieds, Seniors and Millennials Have Passionate Relationships

CHICAGO, January 31, 2013 – To keep a relationship in full crescendo, people must use the positive skills of dating every day in every way, says Craig S. Wilson, author of ***Dating for Life*** (Publisher: TO COME, ISBN: TO COME, \$9.97 for soft cover, and \$6.95 for Kindle).

“Don’t alter whatever got you to the altar. That’s when the relationship begins to falter.” says Wilson, a relationship expert. “When people date, they are alive, involved and focused on the other person. They present themselves in the best possible light. Unfortunately, too many couples forget to use these same principles when they are in a long-term relationship.”

***Dating for Life*** separates dating from romance, and suddenly dating becomes simpler, more meaningful and enjoyable, but most of all more successful for people in all age groups and demographics – from singles to married with children to seniors to millennials,” said Wilson. ***Dating for Life*** will enrich your relationship with any family member, friend, colleague, casual companion, or even the date of your dreams.”

There were roughly 107.3 million unmarried people 18 years or older in America, according to most recent USA census. Of this number, roughly 59% have never been married, another 27% were divorced or separated, and 13% are widowed.

“Dating for singles is at a lull, according to a survey by It’s Just Lunch, half of all singles haven’t had a date in over two years,” he said.

“Dating doesn’t have to be complicated. Yet the world of dating seems to be more problematical than ever. Staying together appears to be even tougher. Marriage rates are at an all-time low, and divorce rates are at an all-time high. Dating for Life and its Four Keys will help simplify relationships for now and for all time,” he said.

The Four Keys Wilson promotes addresses universal truths regarding dating, relationships and romance.

- Pursue agreed-upon interests. Manage the event planning so that you and your date will have a nice time together.
- Set no expectations. Manage your mind and minimize any stress or phobias you may have about dating.
- Interconnect to learn and grow. You share time with your date.
- Continually express gratitude. If you don’t express gratitude, your date won’t know you feel it.

The book also includes advice on simple and cheap non-traditional first date ideas, such as walking your dogs at the park, playing Frisbee golf, volunteering, or playing Scrabble at a coffee shop.

“This is the kind of book every woman wishes her date had read before they met,” he said. “This book is not about hustling dates, pick-up strategies or role-playing techniques to be put to use in the bars. It is a book that can help build strong dating relationships.”

For information, go to <http://datingforlife.com/>

About Craig S. Wilson

Craig S. Wilson, a lifelong and passionate connector, successful entrepreneur and musician shares his enthusiasm for living life full out in his new book, *Dating for Life*. His mantra, “live life in crescendo,” reflects the common energies he’s discovered that drive the music world, the business world, creative endeavors, and all kinds of relationships.

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