

# DATING THE MATRIX



## Excerpts from Charlie Page Interview:

Eric Ivy has written *The Dating Matrix*, a 206 page instructional book helping men to initiate and date women. In addition he has created [www.thedatingmatrix.com](http://www.thedatingmatrix.com) as a paid online companion to his book.

**So tell us about yourself. Who is Eric Ivy?**

*My story probably isn't different from a lot of other guys out there who were frustrated with their lack of success with women. Basically, I grew up painfully shy and introverted-I lacked social confidence. I didn't know how to approach women or even talk to them without being overcome with anxiety. I desperately wanted to change my dating reality, but I just didn't believe in myself and I certainly had no idea how to go about it.*

*Amazingly, after a lifetime of having only 2 girlfriends, I got married. Not surprisingly, we were completely incompatible and the marriage ended in divorce. This caused me to ask myself some tough questions. Namely, if I had the skills and ability to date and relate to more women and learn about myself in the process, would I have made the same choice? If I were able to initiate and create relationships with women I truly desired, would the result have been the same? And finally, if I could openly admit to having experienced this, wouldn't there be other men in the same situation?*

*Being single once again, I didn't want to make the same mistakes. So I set out to get my hands on every bit of knowledge I could on how to talk to women, date them, relate to them, etc. I began to read books, attend seminars and boot camps, council with experts and seek role models. And then I started to apply what I learned in field. And what I found is that being good with girls isn't something you have to be born with. It's really a skill. A teachable and learnable skill and that's really the genesis of **The Dating Matrix** 28 day program.*

**What's your mission?**

*My ultimate goal is to help men initiate, create, and manage successful relationships with women they desire. **The Dating Matrix** program is designed for men who are unsatisfied with their level of success with women and are in need of the skills to create a rich and rewarding dating life.*

*Although the skills which comprise the program are designed for men to achieve any relationship goal successfully, I believe the knowledge and know how of approaching, opening, attracting, creating rapport, and dating women in and of itself is of far more value when used with the purpose of finding the right woman.*



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## Tell us about the book

**The Dating Matrix** 28 day program is based on 10 chapters or modules designed to provide men a step by step blueprint to initiate and create romantic relationships with women.

Readers begin by clearly defining relationship goals and ideal mate profiles. Next up is a needs analysis in the areas of grooming, wardrobe, living space, auto and creating a social budget.

From here the program shifts to the technical aspects of communicating with women by focusing on a verbal and non verbal skill set which models how to approach, open, attract, and create rapport. Places, activities, and events to source women are reviewed.

I then provide date examples which illustrate the verbal and non verbal skill sets including real life dialogue with commentary and analysis. A model is then given for physical escalation and how to properly execute it, followed by how to maintain a relationship based on specific relationship goals.

Also provided are SMS text examples, telephone guidelines, email samples, proper method for asking for contact information, etc.

At the conclusion of each day are a series of action steps/tasks and tracking sheets corresponding to that particular day's content. The reader is given exercises to begin practicing and internalizing the concepts immediately in real life settings. **The Dating Matrix** is not a book you simply read passively and set down. Rather, it's designed to require activity each day and therefore results driven.

## Your program is very comprehensive. Why so?

To change old patterns of beliefs and habits we have to deconstruct their validity. And because in this society men must initiate nearly every aspect of every component to a relationship, the nuances are many. We have to approach and open women in conversation, create attraction, develop rapport, ask for the number, ask for the date, design the date, introduce physical intimacy, etc. This doesn't come natural to most men, especially men who are inherently shy or introverted. Without the knowledge it's a difficult process, and part of the difficulty-even when knowing the verbal and non verbal skills it requires- is that many of these men possess very limiting self concepts based on their past experiences.

So what I've done with the program-aside from providing the technical/practical verbal and non verbal skill sets- is to challenge that self-concept. And one of the ways to do this is by addressing "inner game." "Inner game" refers to how you relate to life based on how you feel about yourself. It's your own self perception. Creating a proper self image combined with the technical skills and then providing exercises which lead to success is the platform that allows for positive change.



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## How do you respond to those who say you're fooling women?

*It's always interesting to me that although I believe women are the far more intuitive of the sexes, they seem oblivious to the real difficulty a majority of men experience when it comes to approaching them. Again, perhaps it's because in our society men must do nearly all the initiating in social interactions. But whatever the case, I'm helping men overcome this initial fear by providing a template to help ease the social interaction and speed rapport. By doing so, I'm allowing for two people to determine compatibility authentically in a far quicker time frame. I think that's very helpful to both sexes.*

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