

Breaking-up; How to Dump My Boyfriend / Girlfriend



"Dear John...," where the use of "John" was a generic name for a man; was the somewhat impersonal letters that date back to World War II when the soldier's girlfriend couldn't say "it's over" in person. Many sad servicemen got "Dear John" letters from lovers back home announcing they had been dumped.

The modern version of a "Dear John" letter happens but it's not a nice thing to do.

If you have decided not to date someone anymore, there is no need to give them a list of all shortcomings or cause them any more pain than is absolutely necessary. It may be difficult to do this in person and in a direct way however, the alternatives can have many, many lingering side effects.

In order to avoid a traumatic end to a relationship, some people choose not to break up in a direct way, but to simply to do a slow fade. Their calls become less frequent. They begin to argue and emphasize all the ways they are unsuitable for the other person. Eventually, unless the person being rejected is totally clueless, they usually realize what's happening. The slow fade can backfire though with someone who just can't take no for an answer. In most cases if you are sure you don't want to be with someone, it's best to let him down gently-but not so slowly that they don't get the message and holds onto false hope.

Adults should be able to handle bad news, even if it hurts. Although breaking up with someone in a restaurant or other visible location theoretically should force your newly liberated partner to refrain from screaming, crying, throwing food, etc., in reality public dumping do cause public scenes – so this isn't a recommended venue. Even if you are sure you don't mind being the public center of

Dating or courtship is the process of choosing and attracting a mate for companionship, sex, marriage and/or sexual reproduction. It is also the pre-arranged meeting (exclusive) of two people with mutual interest in one another to communicate with and to comprehend through shared participation in social activities. According to western tradition, a date is an occasion when one socializes with a potential lover or spouse for the purpose of being deeply acquainted with each other as also to come to an understanding whether they wish to have a purposeful relationship.

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Courtship is the process of selecting and attracting a mate.

It is governed by a complex set of unwritten rules that are loosely defined as etiquette. Such rules dictate where, when, with whom and in what manner we all attract the opposite sex. We generally obey these unofficial rules by instinct but we also only become aware of the rules when someone commits a breach of them.

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Online Advertising for Dating Services



Companies offering dating services are investing increasing amounts in advertising, according to a new study, with online advertising seeing particular growth.

Research carried out by Nielsen Monitor-Plus found that such firms in the US, in particular online dating sites, spent \$127.3 million advertising online in 2006. This is up from \$88.9 million spent the previous year and the second highest area of investment for dating services. Of the 12 dating services firms advertising online, seven companies were "almost exclusively using the internet for advertising", the report found.

The top ten dating services firms accounted for 96 per cent of the total advertising spend for the industry, some \$290 million of \$302 million.



It only makes sense to advertise your Dating Site online and it's even more important if your site is new in the industry.

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attention due consideration needs to be given to the person that doesn't know "bad news" is coming during an outing that would normally be filled with good news.

The kindest way to break up with someone in person is to do it in a private, quiet location. Breaking up with someone over the phone is also acceptable, but only if the relationship has been relatively short. If you are going to break up with someone over the phone, don't blurt it out the moment your soon-to-be ex picks up. Ask if they are alone and available to talk. If they are not, delay the news until you can give them the courtesy of being in a position to handle it.

When you have the person's attention, be firm, clear, and kind. Say that you enjoyed your time together, but affirm that your goal is to find the right partner and you need to keep looking. Be generous. Reiterate this person's good points and avoid as much negativity as possible. Wish your ex-partner love, success, and happiness. Do not say "we can still be friends." Maybe at some point you can be, but that's not the right thing to say right now. You may get tears, anger, or pleading as a response. Listen and be sympathetic for a short time, but remain firm in your decision. Taking someone back won't get you (or him) where either of you want to be.

Breaking up with someone can be

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Though dating was generally sponsored through friends or relatives, the Second World War diminished such opportunities to a great extent, giving rise to commercial dating agencies. Newspapers and magazine ads contributed to the cause too. However, post-Internet days have brought a sea change in dating and mate-finding anonymously. Online dating services today provide unlimited dating extravaganzas on the monitor without any commitment tagged to it. Ladies and men can now tap the online resources with the click of a mouse and carry on love duels without disclosing identity. Though this online intimacy can be instantly arousing, yet its pitfalls are of concern since none of the parties can ever guess an inch of the other's inner life or face read either of them. However, the world becoming more and more full of 'singles', online dating gives the opportunity to know more and more people and even find a life partner.

extremely upsetting. You'll probably try to plan out what you're going to say and review the words in your head a thousand times before you finally say them. However, it's best not to obsess over exactly the way you break up with someone, as the message will always be the same. Just be clear, firm, concise, and kind.