



The Boomer Guide to Finding True Love Online

Ken Solin

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If all single boomers wanted from a dating book were tricks and gimmicks on how to get a date, there wouldn't be any need for Ken Solin's new book, *The Boomer Guide to Finding True Love Online*. But boomers want much more than a date. They want to meet their life partner, preferably one with some emotional skills. In reality, this is a tall order, as evidenced by a pervasive, contentious, gender, dating gap that is exacerbated by recently single boomers' distinct lack of dating skills. Ken's decades of working with men in groups has given him unique insight into male intimacy issues, and this hands-on experience is balanced by thousands of men and women who have commented on more than a hundred of his dating articles in *The Huffington Post*, *AARP.org*, and *DigitalRomanceInc.com*, where Ken is a Dating Expert. In addition, Ken was recently hired by *About.com* to write two, boomer, dating articles a week in *Senior Living* for the next year. In combination, writing for these online magazines has shown him how to bridge the gender gap. Ken details this game changer for the nearly thirty million single boomers, explaining how to engage their hearts and date in a manner men and women can both embrace, because it's doable, and it works. Ken is skillful at identifying the sources of boomer gender conflict. His article in *The Huffington Post* about why boomer men need to be emotionally honest with women, garnered 2,100 comments, rock star numbers for a dating article. The universally supportive comments from boomer women were countered by an equal number of fear-filled comments from men. This points to a problematic gender divide that boomer, dating books ignore. That thousands of men and women took the time to respond to his article, and to each other, suggests a far greater problem than is generally acknowledged. Ken's solutions are gleaned from his extensive online dating experience and the experiences of tens of thousands of his boomer readers. Ken aims for a higher dating purpose by helping boomers develop and practice emotional honesty skills so they can get it right from the first date. Emotional honesty is so critical to successful dating that Ken devotes a chapter to it. Boomer dating books rarely speak to men, particularly about emotional intimacy, which suggests men are indifferent or incapable. While neither is true, Ken also understands the critical role women have to play, because the manner in which they interact with men can determine success or failure. *The Boomer Dating Guide to Finding True Love Online* addresses boomer men and women, separately and together, in a manner that draws on their innate strengths and abilities. Ken shows men simple, effective ways to connect with women based on proven techniques that satisfy women's needs. Since this is new ground for many boomers, Ken offers a big payoff for the effort. The reward is the best sex imaginable, BSI, and Ken's chapter on sexual intimacy helps ensure that BSI is a major part of every boomer relationship. Viagra and Estrogen can't begin to rival the raw, sexual power of a deep emotional connection, and Ken shows boomers how to tap into that energy.

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Amy Christensen:

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