

local personality

Dating Maven Julia Jane

by Taylor Arnold

Author, coach, columnist...there isn't much that Julia Jane doesn't do. Not only is she the powerhouse behind *Secrets to Date By* and *Secrets of a High-Maintenance Woman*, but she also pens a must-read dating column in the publication that you are reading now.

Julia Jane is best known for her cut-to-the-chase advice on men, love and sex, and she has been featured on numerous radio shows and was voted Atlanta's top bachelorette by Jezebel magazine. Through her popular column, Dear Julia, she offers relationship advice based on her own experiences and that of her readers. "I listen to everyone," she says. "I coach my friends left and right."

In her latest book, *Secrets to Date By*, Jane teaches readers the dos and don'ts of dating, works with you to improve your image so you can attract the best of the best, and she teaches you how to flirt effectively—all in a fun and relaxed atmosphere. "This is the textbook we didn't get in high school," she says. "It is very real and relatable...take this advice and it will work."

Today, she works with both men and women ranging in age from 18 to 88, and she is the first to say that you are never too old to enjoy the pleasures of dating. "Dating is 100 percent cause and effect," she says. "It is all about watching for patterns. Everywhere I go, I research men and women. It's the same everywhere." "I shopped jewelry for family and friends," she says. "My pieces got an immediate reaction, and I sold several necklaces right off my neck. The business just snowballed from there. I've been extremely gratified by the support of Saks. The buyers have been very positive, and I've gotten a tremendous response about the new luxury line," she says.

And this is something she would know. This twice-married Georgia State alum has lived all over the world

and studied every type of relationship under the sun. "I started writing when I moved to the Middle East," she says. "I teach myself whatever I want to know. If you can live it and breathe it, you can learn it."

It was following a divorce, however, that Jane truly became inspired to start her next career venture. "I owned a business, and I was married," she says. "When I got divorced, I knew nothing about dating, so I studied it like I studied business."

The result was *Secrets of a High-Maintenance Woman*, her premiere book that got America asking, "What am I waiting for?"

"It was about three years of research and one solid year of writing," she says. "It's not just writing a book, it is creating a book...and I am definitely a perfectionist."

She followed this up with *Secrets to Date By*, an honest and humorous guide to meeting and attracting what she calls a GREAT man. "You have to work on you," she says. "Become the complete package. Confident women attract every type of man."

As for attracting that GREAT man, Jane says it never hurts to look amazing. "You get one chance to make a first impression, so always look your best," she says. "Even if I am working from home all day, I will still do my hair and put on my makeup. I work better when I feel better, and I am more productive."

She also says that it is important not to take it all so seriously. "Date for fun and not for the future," she says. "That's when it happens." Mixing it up keeps it interesting, too. "Date a pair and a spare," she says. "There is no reason to date just one type of man."

When asked how to dazzle him on a first date, Jane has plenty of pointers for that too. "Ask less and he'll

tell you more," she says. "Being a good conversationalist means listening more than talking. Instead of asking him what he does for a living, ask him how he likes to spend his time. Change up the questions, and he'll tell you more."

And don't forget to keep some of your mystery. "Don't reveal too much of yourself," she says. "Don't answer questions about your past. If he asks you if you want to get married, answer with a snippet and change the subject. A man assumes you want to marry him."

After this, play hard to get. "Never call a man," she says. "Let him pursue you. 'Don't kiss until the fifth date...it is Chick-fil-A on Sundays. You want it when you can't have it.' And don't ever assume that he is scared or intimidated by you. 'He is not,' she says. 'He will let you know if he likes you.'"

When asked if she has any advice to offer other single girls looking to follow her path, Jane says it takes a lot of dedication and perseverance. "Write at least a page a day or you'll never write a book," she says. "I think everyone has a book in them. That's why I started a publishing company. Writing was my therapy."

As for the future of this dating empire, the sky is the limit for Jane. "I want to be on the best-seller list," she says. "I am in no rush to get married. I'd love to be traveling with my man and writing more great books. That would be the dream."

Julia Jane's books are available at www.amazon.com. For more information, visit www.julajane.com.



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