



RIGHT MOVES: Will Smith as a date doctor in Hitch

MR RIGHT: Michael earns for his good advice

Picture: ROWAN GRIFFITHS



Works

THE LOVE DOCTOR

Date job is Michael's perfect match

DO FRIENDS always turn to you when they're having a relationship crisis? Do you reckon your advice is so good you could charge for it?

And when you saw Will Smith play a lovelorn date doctor in the movie *Hitch*, did you think 'I could do that'? Maybe you should follow Michael Myerscough's footsteps.

The 37-year-old trained counsellor holds workshops and seminars to help people with their love lives, and has a global network of clients.

He also works with SpeedDating, the world's biggest dating agency, and will soon host a TV show.

Michael, who lives in London, has just come out of a long-term relationship and is dating again. Here he tells Yvonne Swann why he chose to focus his talents on love.

I TRAINED as a counsellor and have been working in that area since I was 19. From an early age I felt passionate about helping people with their relationships because I knew from experience that love lives could be very messy! I decided to figure out how to

make it a little less messy and how to help people get their lives on track.

As a dating doctor my typical day starts at 6.30am and I'll get on the phone to coach three or four clients who I've built up through a mixture of advertising and word-of-mouth.

Later I'll have a few calls with my agent and the producer of our upcoming TV series.

In the afternoon I tend to work with a personal client face-to-face, typically out and about in London to work on their confidence in making approaches and getting dates.

In the evenings I run two programmes of workshops and seminars: *Finding Mr Right* and *How To Talk To Women*.

There is a big difference between the two. For women the major issue is to stop dating frogs and find princes.

Women don't have a problem getting into relationships, but what matters is working out what kind of relationship works long term.

I ask women to work out very specifically what they want from their perfect partner and to commit to going after that.

If a woman is looking for a guy who is caring and communicative, then she shouldn't settle for a guy who only has a sense of humour.

For men the biggest issue centres around "How do I talk to a beautiful woman?". If they can't talk to the women they really want, then they

often settle for anyone who gives them attention out of gratitude.

Guys like that in long-term relationships become more solid and dependable and learn more about their emotions.

Then affairs start happening. If they had learned those dating techniques before they got into a relationship they could have been with the woman of their dreams from the beginning.

At the moment I am working with a fighter pilot.

Initially I couldn't believe he was having trouble.

He couldn't be more James Bond. He had everything - looks and intelligence - but he was very insecure.

Over time I got him to do a few exercises and demonstrated to him that women were not going to kill him.

He was more than happy to fly into combat, but women terrified him.

Now he is free of his hang-ups. When I see people change that way I am very happy. My job is really wonderful.

I don't just teach how to get into a relationship, but how to stay in a relationship.

I help people make smart choices up front rather than keep on making the same mistakes.

I am very interested in past patterns. If you feel in your bones a relationship is not going to work it's best to leave.

● To find out more about Michael log on to: www.datemakeover.com

● The film *Hitch* is out now on DVD to buy or to rent.