

GAYLE CRIST

In her 40-year career, Gayle has been a legal proofreader, promotional writer, medical copy editor, self-published author, ghost writer, life coach, dating coach, and motivational speaker. "Variety is the spice of life!" has always been Gayle's philosophy—and she follows it in her work, stretching herself in new ways to try things that help her make a difference in the world.

Crist Editorial Services

After earning a B.A. in English at Northern Illinois University, Gayle worked for a year at a Chicago publisher of legal books to save the money to go to graduate school at Syracuse University, where she earned an M.S. in Radio-TV-Film, with aspirations to be a film critic. "When I found out you needed a journalism degree to get a job writing movie reviews for a newspaper or magazine, I looked at other ways to use my writing and editing skills," says Gayle. She wound up writing sales promotion materials for an encyclopedia publisher and then PR materials for a financial services firm before starting her own editorial business in 1983 at age 30.

Gayle has had that business for 35 years now and still enjoys editing, proofing and writing—including her column for the *Bucks County Women's Journal*. She also loves her role as the copy editor for each issue of the *Journal*. Over the past year, Gayle has also found a great deal of satisfaction from helping would-be authors get their thoughts on paper, functioning as their ghost writer. And she thoroughly enjoys writing her dating success blog at www.datingsuccesscoaching.com – accessible through her dating coaching website – which provides dating tips and advice for people over 50.

Healthy Life Planning

In 2001, at age 48, Gayle was still happy as a writer/editor, but she wanted to branch out. "Friends had been telling me for years that I was a natural cheerleader, and I'd been doing that informally for many people for a long time," Gayle remembers. So she decided to act on a dream she had—to be in a helping profession. "A few people told me I'd make a great life coach," Gayle explains, "but I had no idea what that was. So I researched it and decided to try it."

She completed training at the Institute for Life Coach Training in 2002 and then founded Healthy Life Planning—her life coaching company. Gayle began offering group and individual coaching for people going through

divorce, since that was a life transition she had successfully navigated after her 16-year marriage ended. Then, in 2004, Gayle met her second husband on an online dating site after 9 months of learning the ins and outs of the Internet dating world. She realized she could use her writing skills to write profiles for single people who didn't feel comfortable writing about themselves. Which is about the time when the people she'd coached through the post-divorce process began saying they were ready for dating.

Dating Success Coaching

In 2005, Gayle added dating coaching to the coaching services she offered—a natural progression from working with divorced men and women.

At first, she just offered singles interested in trying online dating a profile-writing service. But soon, she realized divorced and widowed people who hadn't dated in years, if not decades, needed some moral support too as they put their toe in the water of the 21st century world of dating. So Gayle also guided them to singles groups and activities where they could cross paths with singles their age...as well as hobby groups where they could meet like-minded people who shared their passions. After 3 years of coaching, she was ready for the next step in her career—as an author.

"In 2008, I decided to pursue another dream of mine," says Gayle. "I'd been wanting to write a book for a long time and thought the things I'd learned about post-divorce dating before I met my second husband might help other people too."

Her self-published book *How I Met My Second Husband Online at Age 50: A dating coach shares the keys to her Internet dating success* told the story of her dating journey and is a how-to manual of tips for navigating the process of choosing websites, writing profiles, contacting prospects via email and phone, and having a stress-free and successful first meeting with a potential date.

Today, Gayle is still loving helping people have more success with dating. Her goal now is to work with more men. "Only about 10% of my clients over the years have been guys," Gayle recounts. "I really love helping men date smarter and more easily by learning more about how single women think and why they behave the way they do in the dating world." Fostering more understanding between the sexes and helping people have healthier relationships—and lives—has been Gayle's passion for many years. And her coaching businesses are a true reflection of that.

