



# **INTERNET SEDUCTION**



**THE COMPLETE STEP-BY-STEP SYSTEM**

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# INTRODUCTION



Hey, this is your wingman Dean Cortez. I want to start off by saying congratulations on making one of the best moves you could possibly make to expand & elevate your dating life.

I'm the creator of [Mack Tactics](#), one of the world's most popular programs on how to turbo-charge your dating life, and even while I'm meeting hot women every day on the streets, and at coffee shops, parties, bars, and nightclubs, I *always* maintain profiles on at least three different dating sites. (That's in addition to social networking sites such as Facebook, Twitter, MySpace, Friendster, etc—I meet women on these sites, too.)

It doesn't matter whether you're alone right now and struggling to meet women, or if you're a seasoned player who is juggling multiple booty calls and is always looking to expand your "harem": ***There's no shame in the Internet dating game!*** A lot of guys who are trying out online dating for the first time are reluctant to share this fact with others. They feel embarrassed that their friends or family might think they can't find a girlfriend in the "real world," so they're resorting to online dating out of desperation. But there's nothing desperate about it! In fact, it's quite the opposite.

When you're a busy, popular Mack who's got a large network of friends and women and you're pursuing various interests and passions, you need to be as efficient as possible with your time. And perhaps the most efficient way to meet quality women is to use the Internet, which allows you to quickly sort through the losers and the "damaged goods" so that you focus your time and attention on the girls who seem to offer exactly what you're looking for.

At a bar or nightclub, you might invest a half-hour of conversation (and spend cash on drinks) before discovering that she is engaged to be married, or is a single mother raising three kids, or is a lesbian Scientologist...or has some other quality that turns you off. These types of questions are all answered when you simply glance at a girl's Internet profile.

And on the Internet, you have the opportunity to meet thousands of girls who *don't even set foot* in those loud, crowded bars and clubs. You will literally never have the chance to talk to these women *unless* you find them online!

Online dating also removes a lot of the work, stress and anxiety that most guys feel about approaching random women and starting conversations—and this process practically becomes *automatic* once you start using the techniques in this book. You'll practically be lining up dates on "autopilot" when you follow these step-by-step instructions. You won't have to wonder about what to write in your profile, which pictures to use, what to say in your emails, how to follow up if she doesn't reply, how to arrange the first date, etc...this book contains proven tactics for every step of the process!

Even better, once you've set up an awesome profile (which I'll show you how to do) and market yourself the right way, they'll start coming to *you*. While you're sleeping, working, or playing golf, your inbox will be receiving messages from women who are curious to know you.

Although I use the term "online dating" when I talk about meeting women on the Internet, it's up to you whether your goal is to find a girl to date (in other words, get a girlfriend) or if you're looking to have some fun, with no strings attached. I've used online dating for both purposes.

I once heard on a financial program that the average millionaire has seven different streams of income. I suggest taking the same approach towards meeting women. Here are my seven streams of girls:

- Platonic female friends, who sometimes accompany me when I go out.
- Women I meet during the daytime (at coffee shops, the gym, running errands, etc).
- Women I meet through my job.
- Women I pick up when I go out at night to bars and nightclubs.
- Women I meet when I travel internationally.
- Women I meet through my social circle (friends-of-friends).
- Women I meet online.

There is no question that I meet the *largest* number of women from stream #7: The Internet. And these women are not only some of the *hottest* I've ever been with, but also some of the coolest, most interesting people I've known.

Now it's time for you to master the online dating game, and open the gates to a never-ending supply of women.

Your Wingman,





### The Ultimate Target-Rich Environment

I call the Internet “the ultimate target-rich environment.” While looking for love online might have once sounded a tad desperate, this stigma has gone the way of the floppy disk drive. These days, it’s downright practical—and often necessary, if you’re busy with work and other responsibilities and can’t devote many late nights to sorting through all the crap at the singles bars and nightclubs.



As the Internet becomes an increasingly important tool in our daily lives, it hasn’t just become a socially acceptable form of meeting people. For many, it’s how they *prefer* to meet new people to date. While some of the Internet profiles that women post aren’t completely truthful, you can still gather lots of key Intell right away, screen out the profiles that don’t meet your criteria, and target the ones that have potential. The most important piece of Intell you gain from an Internet dating profile is that she’s single and hungry to meet a guy. When you’re hanging out in bars, you never know which girls are truly available.

This is why I’m *always* active on at least two dating websites. (For me, it’s three, because I have a separate Facebook profile for the purpose of meeting women.) Macks use the Internet as yet another “income stream,” a way to bring new women into their lives—and just as there are specific approaches and tactics that work best in bars, or during the daytime, or at the gym, there are certain techniques that work online. I’ll share them with you in this book.

Some women who post online profiles are looking to land a serious boyfriend or husband; others are down to have some no-strings-attached fun. (Sites like [adulthoodfinder.com](http://adulthoodfinder.com) are designed to facilitate these types of hook-ups.) Whatever their intention is, or yours, the most powerful advantage of Internet dating is that a typical female profile will give you all the Intell you need to possess a tactical advantage. Beyond seeing what she looks like, you get the key details up front without having to ask: her age, marital status, what type of guy she’s looking for, whether she has kids, her hobbies and interests, etc.

This is the Intell we *wish* we had every time we’re out in public and see an attractive girl. The reason we hold back is because we’re wondering whether she’s single and open to being approached. If her profile is posted on a dating site, that question has already been answered: she *wants* men to contact her, and she’s ready to start dating the right guy. Use the process explained in this book, and this guy will be *you*.

The methods outlined in this book are proven to psychologically attract people to your profile, get women to respond to your emails, and make them want to meet you “offline” as soon as possible. We’ve got you covered every step of the way—from the creation of your profile, to the way you construct your first message and first response, to the way you handle Internet chats and phone calls with the girls you meet online.

These steps are designed to result in a “real world seduction” as soon as possible. From there, where you take it is up to you. If you’re looking to meet the right girl to have a relationship with, these women will *want to date you* because you will have made them feel a powerful sense of chemistry, comfort and attraction. And if you just want some casual flings, that’s okay, too.

### The Ultimate Goal: SEX



Every guy who uses the Internet to meet women—whether his goal is to find a girlfriend, or bang a bunch of random women—is basically looking to have sex with someone attractive. Women join dating sites for the same reason. Yes, many of them are hoping to get into a relationship with the right guy who can provide them with marriage, security, etc., but underneath it all men and women are driven by biology. We are fueled by the need to *survive and replicate*, which can only be accomplished by having sex.

This is why I encourage you in this book to be flirtatious with women, get them to feel sexual curiosity and attraction instead of just thinking of you as a “nice guy,” and meet up with them and seduce them as soon as possible. Because this is what you ultimately want—and if you’ve done your job correctly and made her feel attraction, this is what she wants, too. Do you really think she spent all that time selecting her most attractive pictures and carefully crafting her Internet profile, so that she can go out on dinner dates with guys who bore the hell out of her? Do you think she’s looking to meet “nice guys” who she can be friends with?

**No.** Every woman with an Internet dating profile is hoping to meet the guy who sweeps her off her feet, fulfills her sexually, and makes her life more fun and exciting than it was before.

Here's a little pop quiz. Which one of these factors do you think affects our level of happiness the most?

- A) Money
- B) Enjoyment of Career
- C) Hobbies & Interests
- D) Having Children
- E) Sex

The answer is, without a doubt, E: Sex! Studies at Harvard University say that beyond making enough money to live comfortably (which is assumed to be approximately \$40,000 to \$50,000 a year), each incremental increase in annual income increases happiness in the long run by only a small margin. Having sexual intercourse with a *superior partner* is your ultimate goal on this planet, and so it makes sense that this would make you feel the greatest sense of satisfaction and happiness. (When I say "superior partner," I don't mean she is superior to you. She is superior to all the other women you know. You find her very attractive on all levels. When you're having regular sex with a woman like this, your confidence level skyrockets, life is great, and you're happy.

*The duration of the average life is only 28, 251 days.* It's time for you to seize the moment and start conquering the Internet dating game, because it's one of the fastest and most efficient ways to improve your dating life, sex life and overall happiness.

Of course, there's a difference between being "flirtatious" and being a "perv." Attractive women on dating sites are constantly receiving lewd, obnoxious or downright disgusting emails from guys who have absolutely no game. In this book you'll learn how to communicate with women in a way that makes them feel sexual attraction and curiosity, *without* turning them off.

You'll also learn techniques that will distinguish you from all the other guys. If a hottie receives ten emails a day from different guys trying to get something started, *yours* is the one she will feel compelled to reply to.

## Tactical Challenges

While the upside to Internet dating is huge, there are also some realities and challenges you need to be aware of. In many ways, it's a numbers game—and as members of the male species, the numbers are not stacked in our favor. For every girl with a cute-looking profile, there are easily *dozens* of guys emailing her and trying to get a response.

Sometimes the number of emails a woman receives can get overwhelming. This is because even the most socially awkward guy, who never studied Mack Tactics

and is terrible at meeting women in the “real world,” can set up an online profile and start emailing women without hesitation.

Even girls who are plain-looking can attract dozens of online suitors. A wallflower-type chick who doesn't normally get approached by guys can post a profile and suddenly find herself an “online celebrity,” receiving flattering emails left and right. Some girls get an ego rush from all of this attention; others get weirded out by it and end up replying to no one.

The bottom line is this: Keep in mind that no matter which girls you choose to email, *you're competing against other guys*. This means you've got to take steps to make sure your profile, and the way you compose your emails, are original, distinct, and designed to catch women's attention.

The second challenge you need to stay aware of is that these sites draw a significant number of dysfunctional (or just plain psycho) dudes. There are creeps and cyber-stalkers who bombard girls with emails that range from annoying to seriously disturbing. Then there are the married guys, who pretend to be single but are trolling for women to cheat on their wives with. Finally, there are guys who post phony profiles; their picture shows them 10 years and 50 pounds ago, or it's a picture of some other guy entirely.

If a girl hasn't yet encountered any of these chumps online, she's been warned that they exist. As a result, women tend to have some built-in objections about online dating, and may be leery about agreeing to meet a guy in person or hooking up with him. This must also be factored into your strategy. Overcoming the objections that are hard-wired into the female mind is necessary for any successful seduction, and macking online is no different.

You must also recognize that you should be actively screening women all the time and looking out for red flags. When you're using an online dating service, you're trading compatibility for chemistry, meaning that you'll find out a lot of things that will tell you how compatible you are in terms of interests (provided both of you were reasonably truthful in your profile), but until you meet her you'll have no idea how attractive she really is to you. In other areas of meeting women (bars, clubs, during the day), this is usually reversed; we only approach those women we know we're attracted to.

## Tactical Advantages

OK, now that we've discussed the challenges, it's time to deliver the good news about online dating. These facts should motivate and inspire you to get started right away! You can also use these to justify your online dating to anyone who mocks it (although really, anyone who thinks online dating is “desperate” is behind the times, and probably incredibly desperate for sex themselves).



**1.) The people who view your profile are going to be single women who are also interested in online dating.** Don't worry that someone you already know will come across your profile. Virtually all of the people who check out your profile are going to be single women who are on that site for the same reason as you. And if some friend of yours happens to find your profile, so what? They must be interested in online dating themselves. Why else would they be on the site? (The difference is, when you use the techniques in the book, your profile is going to get way more positive attention than theirs—so if they do make any jokes about your profile, it's probably because they're jealous!)

**2.) Tons of attractive people (both men and women) are all over these sites.** Anyone who thinks that dating sites are only for "unattractive" men needs to wake up and realize what year we're living in. Lots of super-successful, highly attractive Alpha Males use dating sites *because* they are choosy and don't want to limit their options to trying to meet women in bars and clubs. (In fact, if you're looking for a relationship with a high-quality woman who has her own money and career, one of the last places you'll find her is hanging around in nightclubs at two in the morning.)

There are sites like [www.SugarDaddie.com](http://www.SugarDaddie.com) that cater exclusively to wealthy, successful guys who want to date exceptionally attractive women. And most of the action that happens on these sites *doesn't* involve rich old farts and gold diggers! Again, these sites are being used by busy, successful guys who just don't have the time and patience to dig through all the "damaged goods" at bars and loud nightclubs.

I know good-looking guys in their 30s who have profiles on these "sugar daddy" type sites. These guys make a good income, but they're not millionaires. They use these sites because it is more efficient for them. The women who join these sites tend to be hot; unattractive women are usually too intimidated to join because of the competition. And most of them are *not* gold diggers who are just trying to find rich guys to pay their bills. More likely, they're beautiful women (often *young* beautiful women) who are self-confident and have standards.

A gorgeous, smart 25-year-old woman is going to have a difficult time meeting guys her own age who are at her maturity level. On the mainstream dating sites, she may get bombarded with emails from guys who can't even properly construct a sentence. So she turns to the dating websites where the mature, successful guys are. Nothing wrong with that, is there?

If you consider yourself to be a successful, mature guy (and maturity and age are *not* the same thing), I would encourage you to try some of those sites, in addition to putting your profile on the more "mainstream" dating sites like Match.com. The more bait you put out there, the more fish you'll reel in.

### 3.) Online dating allows you to maximize your dating options.

Put it this way: in 60 minutes of surfing profiles and sending out *effectively written* emails, you can potentially meet more hot, single women than you could ever meet during five trips to a bar or nightclub. *You just can't beat the fact that all of the women on dating sites are advertising the fact that they are single and hoping to meet a cool guy.* Plus, there's no chance of you getting too drunk and bringing home some gnarly beast.

Remember, I'm not saying that your dating options should be *all about* the Internet. Use the online dating game to maximize your dating & social life while you continue to meet women in the "real world"—during the day time, when you go out on the weekends, etc. Consider your "online game" to be one of the weapons in your arsenal.

**4.) You can rapidly expand your social network.** Later in the book, I'm going to explain how to meet the women that I call "Gatekeepers." (Basically, these are women who usually aren't attractive enough for you to want to date, but they're friendly and outgoing and have a network of attractive friends who they can introduce you to.)

When you've got a great profile, women are going to start contacting *you* first, and in most cases these won't be the "hotties" you are hoping to hook up with. The women who contact guys first tend to be more plain-looking, but by contacting you they're showing that they are friendly and fairly confident.

Sometimes it's a mistake for you to dismiss these emails just because their profile picture doesn't immediately turn you on. If she sends you a fun email and she demonstrates a sense of humor, take a minute to read her profile and check out her other pictures. You might suddenly get interested when you see that pic of her partying with her hottie friends! When I discuss Gatekeepers later in the book, I'll explain how you can befriend these girls and *get access to their hot friends* without offending them.

**5.) The love of your life could be out there right now, looking for a guy online.** So act now! Maybe she just posted her profile yesterday, and already there are a bunch of douche bags emailing her...*right this very moment* you could be missing out on the opportunity to meet that one amazing girl you've hoping to meet. But she'll never know you exist unless you set up that profile and get to work!

Yes, there are hordes of guys competing with you online for the attention of the same pool of women. But 90% of these guys have **absolutely no clue what they're doing**. They suck at attracting women in the "real world," and they're even worse in cyberspace.

## INTERNET DATING DOMINATION

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These wanna-be Internet casanovas don't know how to compose a coherent email, let alone persuade a woman to meet them one-on-one. Their profiles are poorly written and filled with spelling errors, they give off a "serial killer vibe" in their pictures, or everything about their profiles and the emails they send reeks of neediness and desperation.

In reality, a lot of these guys aren't even really planning on developing "offline" relationships; they're content with being "Internet players" in their own minds, talking up a storm from behind their keyboards but unwilling (or unable) to ever take it into the real world.

The reality is that very few men are willing to take any risks when it comes to playing the Internet game—and that's why the Mack has a significant advantage over nearly all of them. And you won't just be striking up "friendships" with these girls—you'll be getting them back to your place and completing the seduction.



### Rules of the Online Game



Internet dating can yield strong, steady results if you use this system. As with any male-female interaction, there are rules to this game that you can learn and master. Fundamentally, many of the same tactics you would use when interacting with a girl in the real world—using an original approach, using the right language to make her feel interest and attraction, getting her phone number, setting up the right type of first date—apply to the online dating world.

Just because it's the Internet doesn't mean you should say things you would never say to a woman if you'd met her on a street corner. Regardless of the environment—whether it's in cyberspace or at the local Starbucks—the Mack always plays it smooth and works his *strategy* when he's getting to know a woman. This means “planting seeds” in her mind that neutralize her doubts and objections, make her feel comfortable with you, and build up a fun level of *sexual tension* so that she feels eager to spend time with you in person. I'll explain how these techniques work later.

One of the coolest aspects of developing an online relationship is that by the time you *do* meet for a date, it feels in some ways like a second or third date. If you've laid the proper groundwork (as I'll explain how to do), you've already exchanged all kinds of information through emails and online chats and have developed a level of comfort with her. Much of the “small talk” is already out of the way. When the two of you meet up, there's no need to ask the standard “getting to know you” questions that usually take place on a first date. You can focus on enjoying each other's company, and the conversation should flow effortlessly since you already have a sense of who she is, what she's into, and what makes her laugh.

There are other important distinctions between online and offline approaches to women, and Mack Tactics techniques that specifically apply to the Internet. By using the approach that I teach, you're going to distinguish yourself from crowd and find online dating to be fun, rewarding, and highly cost-effective in terms of time and money. If this is the first time you're giving Internet dating a shot, you're going to wish you'd joined this world sooner. And if you've been trying it and

haven't been getting the results you want, now it's time to take your game to the next level.

### Other Reasons To Master Online Dating

Online dating is also an excellent tool for guys who are learning dating tactics and developing their skills. Dating sites give you the ability to interact with a limitless number of women and test out methods and techniques. Virtually all of the methods I teach in my programs—all the various ways to engage women in stimulating conversations and guide them towards the results you want—can be applied towards chatting online. Think of online dating as your laboratory where you can experiment, and reduce your social risk to just about zero.

Also, if you're interested in meeting women age 30 and up, the possibilities are *vast!* As women reach this age, they feel significant internal and social pressure to find the right guy and get a serious relationship going. Some are back in the dating scene after a divorce and decide the best way to meet a guy is online. While there are plenty of hotties in their 20s on these sites, girls in their 30s (and up) are less likely to "play games" and are more eager to line up dates—but only with the guys who make them feel *attraction*.

### Lost In Cyberspace

Before we go any further, I need to add a disclaimer. Chatting and flirting with girls online can be an ego rush for guys who lack the confidence to meet women in regular social settings. These guys often wind up spending seven nights a week sitting in front of their computer, chatting with girls they're probably never going to meet in person. Some guys don't even really care whether they line up any real dates. The back-and-forth emailing and chatting becomes their substitute for a social life. It feels comfortable and safe; online, they don't face awkward silences or embarrassing rejections.

As a Mack, however, your goal isn't to make a bunch of Internet buddies. The goal is to seek out women, cultivate relationships quickly and effectively, and move the relationship offline and into the real world as soon as possible.

### Target-Rich Sites

Nowadays, there are hundreds of online dating sites. Most charge a reasonable monthly fee, and others are completely free. Some of the more well-known sites include:

Yahoo Personals

PlentyOfFish.com (free to join)

DateInAsia.com (another cool free site if you're into Asian girls)



PerfectMatch.com  
eHarmony.com  
Friend Finder  
Match.com  
American Singles  
Chemistry.com  
Date.com  
Lavalife.com  
Matchmaker.com  
MetroDate.com  
ChristianCafe.com (geared towards Christian singles)  
JDate (designed for Jewish singles)  
CupidJunction.com  
DreamDates.com  
MatchDoctor.com

Most dating sites have the same basic structure and are easy to get started on. Some have special little features (like the ability to send a girl a “wink” to express interest). All of the sites listed above are popular and worth checking out (although obviously, ChristianCafe and JDate cater to a more specific audience).

**Spend the money to join at least one of the big paid sites.** There are a lot of free dating sites out there, which may have tons of members, but women don't tend to take them as seriously because anyone can join and they're usually overloaded with guys (who are too broke or cheap to pony up any money). A lot of the female profiles may appear to be active, but the girls who set them up stopped checking their messages months ago (when they got tired of receiving dozens of emails from weirdos and dorks).

On the other hand, when you're using a site where everyone's paying for the service, it means the girls are going to monitor their messages (probably every day) and are sincerely interested in meeting someone. They didn't just post their profile on a whim and then forget about it; they've invested time, effort and money. (Some dating sites charge the guy a monthly fee, but are free for women to join; still, the fact that it is technically a *paid site* makes a difference in the overall quality.)



Please don't tell me you don't have the money to pay \$19.99 a month to join a top dating site, where you can potentially hook up with *hundreds* of attractive women. Getting laid is much more important for your long-term happiness than video games or porn, yet guys will spend money on those things without thinking twice.

You can afford it. Make the investment, because with these techniques it will be money well spent.

## Taking An Original Approach



Each of the sites I mentioned above offers a large pool of attractive, available women. But also remember that they draw a large number of guys, many of whom are desperate and clueless. This is why using Mack Tactics is especially important when meeting women online.

Above all else, you must distinguish yourself from the pack. You should always be thinking along these lines, beginning with how you craft your profile. The “uniqueness” mentality extends to the way you introduce yourself to the girls whose profiles you like. (And 95% of the time, it’s going to be up to *you* to introduce yourself to the girls who catch your eye—just as it is in the real world. Women with attractive profiles almost never bother making the first move.)

Then, you’ve got use originality—and the correct strategies—to build a relationship that leads to meeting her in person and seducing her successfully.

### ***My typical progression goes like this:***

- 1 Sign up for a dating site and create a profile
- 2 Send introductory emails to a bunch of girls I’m interested in
- 3 Begin a correspondence with the girls who respond
- 4 Exchange IM addresses (so that we can chat online using a service like Skype, AOL Chat or Yahoo Messenger)
- 5 Exchange phone numbers
- 6 Chat with her on the phone and set up a date
- 7 Take the relationship “offline” and make it REAL.

You may want to skip Step 4 (online chatting) and go straight to talking on the phone. However, I’ve had more consistent success by inviting the girl to chat online, and then during that chat I get her phone number. Later, I’ll show you the tactic I use; it works like a charm.

With online dating, it’s very important for you to build some *rapport and comfort* with each step. Women tend to be bit cautious about getting to know guys online (which is completely understandable). This is why I include comfort-building tactics into my online game, which I’ll explain to you shortly.

Now, let's run down the key principles for successful Internet dating. These are my commandments for getting it done online.

**Be The Prize.** This is the mentality you must adopt in order to be massively successful with women, on- or offline. It's about role reversal (or as Steve Carell's buddy told him in the movie *The 40-Year-Old Virgin*, "*You gotta stop puttin' the pussy on a pedestal!*")

The greatest mistake that men make with women is treating *them* like they're the ultimate prize. These guys try to win a woman's affections by being super-nice, sweet, generous and patient. This is how you would *logically* try to attract women...but in reality, attraction has very little to do with logic!

Women are turned on by a *challenge*; when they feel they can't have something, they want it that much more. (Yes, women are like small children in this regard.)

But it needs to be more than an act. When you truly believe that she's lucky to meet you, because you're more confident, charismatic, interesting and FUN than the 327 shmucks who have emailed her so far...and when you *know* that you have plenty of options for sex beyond the girl you are contacting at this moment...that's when the "tables turn" and you'll find that women start to pursue YOU.

The mistake that many guys make when they study "pickup programs" is that they start using "cocky" routines and lines on women, but it comes off as phony or just plain obnoxious. I feel embarrassed when I watch wanna-be pickup artists trying to use their "skills" in bars and nightclubs, running silly routines on girls. Sometimes these routines are quite funny and clever, and they will capture the girl's interest for a few minutes. But the guy soon runs out of material, he has nothing else of interest to say, and the interaction fizzles out.

(This is when the girl says, "*Um...it was nice to meet you, but I need to go find my friend.*")

Portraying yourself as **the prize** doesn't mean bragging or boasting. It doesn't mean belittling women or "negging" them (another popular pickup artist technique that is totally overused and misused). One of the most powerful (and subtle) ways to convey your value is to receive **Social Proof** from other people. When women see you that you're a popular guy (especially if you're popular with other women), it automatically triggers their curiosity and attraction.

Basically, the other people are vouching for you—by hanging around you and treating you like you're "the man," they're communicating to every girl in the room that *you're a guy who has value*.

With online dating, you communicate your social value through your profile pictures (I'll explain this more in a moment), and in the little stories and references that you make when you're emailing and chatting with women.

For example, when you contact a girl for a first time (and are hoping for a response), you can end your email with a question and build some Social Proof into it.

**Wack Question:** You end the email by saying, "So what are your plans for next weekend?"

**Mack Question:** "I like your pics, I see you've got a nice sense of style. I need to buy a birthday gift to bring to my friend Amber's party on Saturday, and she loves clothes (don't all women?) What's a store that you would recommend?"

As I'll explain in more detail later, your first email has one main objective: **to get a response**. The Mack Question gets me a response around 90% of the time, for several reasons:

- 1 – I'm asking her about fashion, which is a topic that all attractive women are interested in and want to talk about. Women love being asked for their "expert opinion" about topics such as fashion, gossip, breakups, cheating, etc.
- 2 – I'm paying her an original compliment by saying she's got "a nice sense of style." Most guys wouldn't point this out. Women are very flattered by this.
- 3 – I'm building in Social Proof: the *underlying message* of this question is that I have a hot, fashionable friend named Amber who invited me to her birthday party (and also, that I'm a generous and thoughtful guy who buys birthday gifts for my hot female friends).

So you see, ending an email that way is a winner on *several* levels!

I got off on a bit of a tangent there, but those were some important points I had to make. Now let's move on to the next commandment for online dating success.

**Convey a healthy physical appearance.** Women are typically most attracted to men who are tall and have a V-shaped upper torso. Men are typically most attracted to women who have healthy skin, large breasts, and somewhat wide hip-bones. We find these qualities attractive in women because they indicate to our "animal brain" that they are capable of bearing us healthy children, thus carrying on our genetic legacy. Basically, men and women are both looking for visual cues that the other person has what we want in a mating partner.

Women want to mate with guys who are healthy and have good genetics. If you weren't blessed with height (and most of us aren't), there's nothing you can do

about it (besides maybe wearing shoes that give you an extra inch or two). But you can always improve your health and your physique. Eat well, sleep well, and exercise. You don't need to have six-pack abs or bulging muscles (in fact, a lot of women don't find huge muscles sexy). By simply leading a healthier lifestyle, getting enough exercise, and keeping yourself well-groomed, you will convey healthiness and more confidence and positive energy. This should be reflected in the pictures you include in your online dating profile. When you combine this with solid game, you'll have no problem meeting women. We'll talk more about profile pictures later.

**Communicate clearly and effectively.** This principle covers your verbal language as well as your body language. One of the most overlooked elements of attraction is being able to communicate in a clear, direct manner. Alpha Males, who know they are worthy of attention and respect, talk in a clear, concise way. For example, a guy like Donald Trump (a total Alpha Male), who has to make dozens of different important business decisions every day and whose time is extremely valuable, doesn't mumble, look down at his shoes, or go off on pointless tangents when he's communicating with people.

If you were trying to raise money to start a business, and Donald Trump granted you five minutes of his time to hear your pitch, I guarantee you that he would *control the frame*. He would ask the right questions to elicit the information he needed, and he would be in control of the flow of the conversation—which would make *you* want to be as clear, concise and impressive as possible. When you're talking to a person and you *know* their time is valuable, you naturally want to "step up your game." (Instead of Donald Trump, you can imagine yourself having five minutes to get advice from a celebrity you admire.)

**Think about how you speak to people.** Do you enunciate your words clearly? Do you project the image of a successful, confident, socially adept person? Or do you speak like someone who is shy and doesn't have anything particularly valuable or interesting to say?

I suggest you use a tape recorder (or maybe your computer's built-in microphone) to record some of the phone conversations you have with women. Notice whether you have a tendency to use "stall words" (such as "ummm," "like," "uh..." , etc. Also notice the pace at which you speak. Is it a relaxed-sounding flow, or do you rush through your words?

These principles apply to online dating. Your profile should be clear, concise, and hit the high points. Your emails and chat sessions should be the same way. And when you get her on the phone, the tone of your voice is crucial because she can't see you. During that phone call, even if your body language is relaxed, if you're talking too fast, or stalling and stammering, you communicate the image of an insecure, socially awkward guy.



On a side note, it's a well-accepted fact that 93% of total communication is based on body language. The way you walk, stand, gesture, and move speaks *louder than words* when it comes to making women feel attraction. Keep this in mind when you choose your profile pics, and of course if you chat with her on webcam, your body language will be on full display.

Here's my next commandment for massive online dating success...

**Control the frame.** I mentioned how a guy like Donald Trump (or any other big-time Alpha Male) will "control the frame" during the conversation. This is an essential part of seducing women. When I say "control," I'm not saying you should interrupt women, ignore what they're talking about, or be impolite in any way. *It means you are "invisibly" managing and directing where this interaction goes.*

In other words, you have a game plan. You're not chit-chatting aimlessly, talking about the weather and blurting out questions, hoping to find things in common with her. You don't get sucked into conversations about her horrible breakup with her ex-boyfriend. And you definitely don't allow *her* to control the frame and treat you like you're interviewing for a job.

The purpose of the conversation (or internet chat session) is never for you to demonstrate why you're worthy of dating her. It's for *her* to demonstrate that she's cool and fun enough to hang out with *you*. This is also your opportunity to plant seeds in her mind about your own most attractive qualities.

While you're talking to a girl and controlling the frame, you should have a smile on your face the whole time; to her, you seem like a fun, interesting, laidback guy who is simply enjoying talking to her. But the whole time, underneath it all, you are *managing the conversation* so that you gather the Intell that you need (to decide whether she meets your criteria), and saying things to make her feel comfort and attraction. You're following a plan. One of the biggest internet dating mistakes that guys make is having no plan at all.

**Convey a sense of humor and be FUN.** Ask women about the quality they find most attractive in a man, and they'll usually say "a sense of humor." Women are sincere when they say this, but it's actually a bit misleading. If this were really true, back in high school the "class clown" would have gotten laid more than the captain of the football team. Stand-up comics would get laid more than rock stars. So is being funny really *that* important to getting women?

The answer is yes—because the *right* sense of humor conveys intelligence and confidence. One of the greatest ways to attract and seduce women is to playfully banter with them and tease them. A nervous, socially awkward guy would never attempt to do that. So when women say they love a sense of humor, they're not saying they want to sleep with the guy who tells the best jokes. (In fact, a lot of

“funny guys” struggle to get laid because they don’t know when to *turn off* the humor and connect with women in a sexual way.)

What it means is that when you’re confident enough to joke around with women, not take things too seriously, and playfully tease them (in an appropriate way), they find that fun and sexy. If you’ve got a good sense of humor, you’ve got a huge built-in advantage with online dating because you can express it in your profile and in the emails you send. If you can make her smile every time she receives a message from you, she’ll always be looking forward to the next one.

Remember the words of my friend, the well-known pickup artist Jon Sinn: “Fun is the ultimate attraction switch.” He’s right.

**Don’t be complacent when it comes to your appearance.** When you wear old or out-of-style clothing, you communicate to women that you don’t value yourself. So why should *they* value you? This topic is too large for me to cover in this book, so refer to the chapter in the [Mack Tactics book](#) (“From The Fashion To The Passion”) for more on this. But I’ll share a few basic tips here that will help you come up with better profile pics.

If you have facial hair, I strongly recommend that you go clean-shaven. While you may think you’re pulling off a certain “look” with your facial hair, women almost universally agree that clean-shaven men look more handsome—and many of them are *turned off* by the idea of nuzzling up against a furry or stubbly face. (Put yourself in their shoes!)

I can’t say that I’ve ever seen a guy whose appearance was *improved* by facial hair. The same goes for long hair. If you’ve ever had a friend who had a goatee, beard and/or long hair for years, and then one day he suddenly got a haircut and a clean shave, you know how dramatic the difference in appearance is. They always look younger and better, don’t they?

Don’t be one of those guys who gets attached to a certain “look” and refuses to change it. This reminds me of a friend of mine who, well into his 30s, continued to wear the same faded rock n’ roll tee-shirts, ripped-up sneakers and long pony tail that he’d had since college.

One day he griped to me about his inability to meet women. I told him that before I gave him any seduction pointers, he needed a makeover. A few hours later, after a trip to the hair salon (*not* the \$10 barber shop) and the mall to pick up some new wardrobe items, he looked and felt like a completely new man. He also looked at least five years younger. This marked the beginning of a highly successful new chapter in his dating life.

**Have a passion and express it.** Women are attracted to men who are *passionate* about things, because it suggests they have the capacity to be

passionate in a relationship. Forget about telling women about your “hobbies” or your “personal interests.” Communicate the things that you are most passionate about, whether it’s playing the guitar, snowboarding, or excelling in your career. This is such a powerful part of your identity and who you are. It also shows that you have a direction in life. Most guys trudge through life without any passion at all (especially after they get into a relationship). Talking about your passions with women, and getting them to reveal their own, is one of the best ways to build attraction through conversation.

**Never communicate neediness.** I told you before that women are wired to desire men who seem to have *other options*. When a woman knows that she’s not your only option, you automatically have value in her mind. It may also trigger her jealous and competitive instincts.

The majority of guys who join these sites do so because they’re struggling badly in the “real world” of dating. They desperately want to find a girlfriend, and when they meet women online they’re very up-front about the fact that their love lives suck and they’re eager to find “the one.”

They broadcast the fact that they are TOTALLY SINGLE and WANT A RELATIONSHIP. But think about it: what kind of woman is going to go for a guy like that—who obviously has *low value* and can’t get a date? The answer is, a low-value loser chick who is in the same boat as him.

Don’t talk about your terrible breakup with your ex-girlfriend, your messy divorce, the fact that it’s impossible for you to meet quality women at bars, the fact that you’ve been single for four years, or say anything that implies you’ve been a failure with women lately. You attract women by radiating *confidence, fun* and *success*, not by trying to make them pity you, or trying to “bond” with them over the fact that you’ve both had awful luck with relationships.

In the Internet dating game, women will often ask you “So why did you join this site?” Or, “how’s your search going so far?” Never be embarrassed by these questions, and don’t “put down” the fact that you’re trying to meet women online. *Embrace it!* Put a positive spin on it. Make it sound like your experience has been cool so far, even if in reality you haven’t had much success yet. She’ll be wondering about all the other women you’ve met online, and how she measures up against them.

For example, she writes back to you in her email: “So why did you join this site? Any luck so far?”

**Wack Answer:** “I hate going to bars, and most of the women in those places are stuck-up, so my friend suggested I try this site. I’m not so sure about this whole internet dating thing, but I’m giving it a try. You’re the first girl who wrote me back.”

**Mack Answer:** “I’m super busy these days with work and my friends, and this site is a cool way to meet new people I have things in common with. I’ve met some interesting people so far, I like how you said in your profile that you’re taking a Thai cooking class...how’s your *Khao man kai*? That dish is the bomb...”

**Analysis of my response:**

- I’m busy with work and my friends—this gives me a bit of Social Proof and shows that I’m an active, social person.
- I said that I’ve met some interesting people so far. I didn’t say that I’ve dated a few girls from the site, which might imply that I’m A) a player who’s trying to screw a bunch of different women, or B) that I took several women on dates but they didn’t want to see me again. Instead, I keep it neutral and say that I’ve “met” some people. I don’t specify whether I actually went out on dates, or just chatted with them online.
- I switch the subject back to *her* and one of her interests (cooking). I’ll let you in on a little secret: I barely know anything about Thai food. I googled “thai cooking” and in less than five seconds I found out the name of a popular Thai dish. This is a great tactic for establishing a “commonality” with a girl; do a quick bit of research on one of her interests (if you aren’t already familiar with it) and end with a question about it.



## Playing It Safe & Avoiding Drama



When it comes to meeting people online, women are way more cautious than guys are—and for good reason. They naturally have objections and concerns about meeting up in person with guys they met on the Internet. Later, I'll show you how to *neutralize* these concerns by planting seeds that make her think of you as a cool guy she can feel comfortable with. Still, it's better to be safe than sorry when you're using the Internet to meet women. There are scammers and wackos out there of *both* genders, so protect yourself with these tips....

**#1** Your username shouldn't contain any information about your identity or whereabouts.

**#2** Don't put information in your profile that allow people to find out your identity or address. Don't mention where you work, and don't give out the address of your Facebook page. It's too soon for that.

**#3** Set up an email account that you will use specifically (and only) for online dating. You'll also set up an IM (Instant Messenger) account for online chatting. (Personally, I use a Yahoo email address along with Yahoo Messenger.) Dating sites have built-in email systems that you have to use to make your initial contact with women; some of them also have built-in IM programs. But you won't be using them. Your goal is to make contact with women and move the communication *off* the dating site as soon as possible.

You do this because it creates a "trust factor" between you and her. Psychologically, to her, there's a difference between the guys who email her through the dating site, and the people she communicates with using her personal email account. It's "random guys from the dating site" vs. people she knows and are part of her social network. You want to move yourself out of that first category as soon as possible, and into the second category.

I call this the "Strip Club Principle." As long as you're sitting in the strip club, the strippers are naturally going to view you as a customer. They have negative feelings towards customers—they think they're losers, creeps, can't meet women in normal environments, etc. That's why if you're going to hook up with a stripper, you've got to make her STOP viewing you as a customer and hang out with her away from the strip club as soon as possible.



The same idea applies to online dating. As long as you're communicating with her *through the dating site*, in her mind you're in the same category as all the other guys checking out her profile. You're a guy trying to get a date online. But as soon as you start chatting with her on her personal IM address, or on the phone, the two of you are socially connected. The two of you "know" each other in a more personal sense.

(By the way, I mentioned strippers a minute ago, and I spent years in Las Vegas learning how to master the strip club game. I've hooked up with dozens of 'em. If you want to learn my secret tactics for "strip club seduction," [click here](#).)

*Next commandment...*

**Never, ever send money to these women for any reason.** This may sound like a no-brainer, but you'll find on the Internet all kinds of crazy stories about scammers who pose as hot single women and get lonely guys to send them money. They might request it for help with some phony "emergency," or they may ask the guy to send them money for a plane ticket so they can come visit him. Of course, the chick never shows up.

On some of the foreign dating sites that I've used (to set up dates with women when I travel overseas), there are almost as many scammers as genuine profiles! Sometimes a girl will try to get you to join a website where you can "chat" with her in private on webcam, while your credit card gets charged by the minute. Others strike up an online friendship with you, and then tell you a sob story about some family emergency and ask you for help. It's all bullshit, but the reason these lowlifes continue to work their scams is that there are dumb-ass guys out there who *do* fall for them.



**Bonus Tip If You're Chatting With A Girl In Another Country:** Always insist that they turn on their webcams so that you can see what they really look like. I'm referring here to women who live in poorer countries that have a reputation for "mail order brides." 95% of these women will be at an Internet café, since they can't afford a computer and internet connection at home.

These days, Internet cafes always have webcams. If she says the webcam is broken or makes up an excuse, don't bother chatting with her again until she *is* on a webcam and you can see her. It's common for these girls to grab a picture off the Internet of some sexy actress or model (or use a picture of their much sexier friend) and use it in their profile in order to get attention. Worse, it could be a *dude* who is pretending to be a girl in order to scam money out of foreign men.

Most women in any country have access to a webcam. Have your first chat with both of your webcams turned on. This is the fastest, simplest way to find out how good she really looks (and to prove that she's the same girl in her profile picture). If she doesn't have a webcam, ask her to send you a few more pictures of herself. (Make it a fair exchange; say you're going to send her a few pics of you, and ask her to do the same in return.)

This is especially important if her profile pictures leave any doubt in your mind about her true age or looks. Overweight women will often use pictures that *don't* show their bodies. A headshot of a girl is not enough for you to assess the overall package—and don't forget, anyone can use programs like Photoshop to beautify their pictures.

**Use common sense and be aware of red flags.** Whether you're meeting women online or offline, don't hesitate to cut things off if you detect any serious red flags. If you get any indications of psycho/unstable behavior, or she tells you about her asshole ex-boyfriend who is stalking her, it's time for you to politely step away and move on to the next prospect. Part of being a Mack is knowing what you will and will not accept, and being willing to cut women loose (no matter how hot they may be).

With online dating, you've got a world of opportunities at your fingertips—and with this book, you now have the tools to capitalize on them. Don't waste your time and mental energy dealing with women who are screwed-up and will only bring drama into your life. Stick with the sweet ones and have fun!



# Crafting The Perfect Profile



Imagine that you are a salesman and you've been charged with selling an amazing, brand-new product that is totally unique. The public isn't familiar with this product yet; in fact, they've never heard of it. You know that if people would only *give it a chance*, it's going to blow their minds and improve their lives.

So, you set up a website to sell this product. Your challenge now is twofold. First, you've got to get *traffic*. The more people come to your website every day, the greater the chance that one of them is going to click the "buy" button and take a chance on purchasing it.

The second thing you need to do is give these visitors to your website *compelling reasons* to try the product. If you simply show a picture of the product and say "trust me, it's good—buy it now!", you're not going to close any deals. But if you take the time to write about the product in colorful, descriptive language that appeals to the reader's *emotions*...if you make them think it would be absolutely *crazy* to pass up this once-in-a-lifetime opportunity...and if you neutralize their apprehensions and doubts about giving it a try...then, you'll be making sales all day long.

Now let's put this in online dating terms. Here, you are the salesman—and the product is YOU.

Every aspect of your profile has to be fine-tuned to maximize the number of positive responses that you get. Every sentence must be carefully thought out, and each picture should project a strong, positive image of who you are and what you're all about.

This process doesn't end once you've set up your profile and clicked the "save" button. If you're serious about mastering the online game, you'll tweak your profile from time to time. You can try out a new headline, rewrite your description, and replace your old pics with some new ones you just took.

Just like with selling a product on a website, your #1 goal is to *get the clicks*. Make women want to click on your picture/headline to find out more about you. Then, make them want to click the button to contact you. A guy who seems funny, confident, sincere and interesting...and has a decent profile picture...presents an irresistible offer to a lot of women. They'll at least want to explore it further.



**Bonus Tip:** Use the site [www.HotOrNot.com](http://www.HotOrNot.com) to see which of your pictures gets the highest rating from its community of users. On this site, people vote on other people's pictures on a scale of 1 to 10, with 10 being the "hottest." Your identity is kept anonymous.

I've posted pictures of myself on there and received some pretty low scores...and then posted a different picture of myself, shot in a different environment, and received 7s, 8s and the occasional 9. The results may surprise you. This can be a good way to determine which picture you should choose for your main profile shot.

## Split Testing

In the realm of Internet marketing (i.e. websites that sell products, such as the site you purchased this book from), serious marketers use *split testing* to improve their sales. They don't just create the website, describe the product and say how great it is, and leave it at that. They measure the traffic and the *conversions*—the percentage of visitors to their website who wind up making a purchase. They'll test out different headlines, images, product descriptions, and other details in an effort to keep improving their conversion rate.

Look at your dating profile the same way. If you're not getting the results you're hoping for, take some time to browse the profiles of the other *guys* on the site. I like to do this for two reasons: first, it should boost your confidence because most of the profiles that are "competing" with you are awful. Second, when I come across a well-constructed profile that grabs my attention—and that I think women probably enjoy reading—I can borrow some ideas!

This technique is especially helpful if you don't consider yourself to be especially creative or funny, or if you have poor writing skills. When setting up a profile, the biggest stumbling block for most guys is not knowing what to write. Well, spend 30 minutes checking out your "competition!" Some of the guys are dorks, but are pretty snappy with their headlines and profile descriptions. Other guys might have lame headlines and descriptions, but they look cool in their pictures. This might inspire you to take similar shots of yourself.

Keep working on improving your conversions. You'll know you've hit the "sweet spot" when you start getting more *first contacts* from random women (ones you never contacted), and you're consistently getting responses from the attractive women you sent emails to.

Changing your profile picture or headline can mean the difference between a hot girl passing your profile by, or clicking on it to read more—and winding up in your bed two nights later. It happens!

### Don't Sweat The "Personality Tests"

Some dating sites offer personality tests and questionnaires that are supposed to help you find your "perfect mate" online. Then when you're browsing through the female profiles, you'll see some sort of "compatibility rating" (92%! ) that is supposed to mean she's a great match for you, based on how both of you answered the questions.

These are rarely useful in any way. The sites add these extra features to try to make you think you're getting more for your monthly subscription price. Most people don't answer the questions honestly. If you are required to fill a survey or compatibility questionnaire, give answers that will make you seem compatible with the largest possible number of women. You want to generate as many contacts and responses as possible. You can weed out the losers later.

*This brings me to my next rule...*

### Don't Be Too Specific About The Women You Want To Meet.

A lot of dating sites ask you to describe the type of girl you're looking for. *Don't be specific.* Again, you want to generate as many responses as possible. I know you don't want a bunch of dogs writing to you, but you never know how many attractive girls you might not contact you if they feel they don't match up to exactly what you're looking for.

If you say you're looking for a "tall, slim, sexy gal," a hot girl who is 5' 6" might wonder whether she's tall enough to qualify. She won't bother to email you. There are women who have beautiful bodies but are trying to lose a few pounds and don't consider themselves "slim" at the moment. There are other babes who are shy and inexperienced and don't think of themselves as "sexy," even though they're gorgeous.

You get the idea. *Cast out a wide net!* When you've got random women finding your profile every day and sending you the first email, *in addition* to all the first emails you're sending out, your pool of options grows rapidly.

Women fear rejection just as men do, and a lot of attractive women are insecure about certain aspects of their appearance or personalities. If they read your profile and feel that maybe they don't have the specific qualities you're looking for, they *won't* email you, out of fear that you won't respond.

The bottom line is, you should have high standards—but you don't want your profile to automatically turn off a lot of girls who could wind up being keepers, thereby robbing you of opportunities.



So keep this part of your profile fairly vague. When describing the type of girl you're looking for, use generic words and phrases like "sweet," "honest," "sincere," "genuine," "open to new adventures," "loves to laugh," etc.

You can also use this "descriptive writing" technique to make your profile *speak to her personally*, even though you don't even know her yet. When describing your perfect match, use this writing style:

"You're intelligent but you're down to earth. Every time we hang out and talk, we discover new things about each other."

"You're someone who makes me smile every time I think of you."

"You're someone who enjoys going out occasionally for a night of fun, but you also appreciate quiet evenings at home with take-out food, a good bottle of wine, a great movie, and the right man to cuddle with."

In other words, use language that applies to pretty much all women. Keep in mind, the hottest girls on your dating site will rarely (if ever) initiate contact with you. You'll need to reach out to *them*. When you do, they're going to check out your profile. This is when they'll read your clever writing. If they find your profile attractive, and feel that they fall within the range of what you're looking for, they'll write back to you.

*And one more commandment before we move on...*

**Be a complete package.** Don't give women any signs that you are needy, desperate or "incomplete" without a woman in your life. Usernames such as "Looking4Love," "AreYouTheOne," "LonelyAndSearching," etc. aren't romantic or cute; they're kind of pathetic. The goal of your profile is to convey a man who has an *awesome life currently in progress* and you're interested in sharing your awesome life with the right girl.

The typical guy's profile communicates, "I'm really hoping to meet someone because my life pretty much sucks."

The **MACK** profile communicates, "My life is awesome, fun and filled with passion...and I'm looking to share my adventure with someone extraordinary. Are you up for it?"

You should never mention any negative or unattractive details about yourself in your profile. It's not necessary to lie, either, because there is always a way to spin a negative into a positive.

For example, you might be asked to mention your occupation in your profile. You need to give an answer; leaving it blank will only make women suspicious. A guy who is currently unemployed could answer this in two different ways:

**Wack Answer:** “Can’t find a job because the economy sucks...if I don’t get any callbacks by next week I’ll be applying at McDonalds! LOL.”

**Mack Answer:** “Looking at several exciting business opportunities right now. Deciding where to focus next—weighing a possible management position with a global restaurant franchise.”

This example may be a bit extreme, but you see my point. You can always use *creative language* to disguise your vulnerable areas, and play up your attractive qualities.

If you’re an intern making \$200 a week at a movie company in Los Angeles (as I did, back in the day), you *don’t* tell women about the fact that you work 80 hours a week for slave wages and drive a piece of shit car and hate your asshole boss.

Instead you say, “I’m working with a major Hollywood movie company and it’s hard work and long hours, but it’s preparing me to be a producer and to direct my own movies...which is my passion.”

See the difference?

By the way, you should never state your specific job or the company where you work. Don’t put this information in your profile, and don’t tell women if they ask. Be vague; just mention the general field or industry you are in. Keep the “element of mystery” going.

## Choosing Your Username

Your “username” is the nickname which you’ll go by on the dating site. This deserves some careful thought. You definitely don’t want to pick one that *hurts* your chances of hooking up!

Your goal here is to give women the impression that you’re a confident, fun, social guy with a passion. Think about these qualities when coming up with your username. Like I said before, many guys make the mistake of choosing depressing or needy-sounding usernames (e.g. Looking4Love, SeekingAPrincess, HopelessRomantic, LonelyInLongIsland...you get the idea.

Yeah, okay, it worked in the movie “Sleepless In Seattle.” But that’s the *movies*.

You want to convey positivity, which begins with your username. You don’t want your username to be confusing, either. If it refers to your favorite band (e.g.

LedZep Lover) or your favorite movie or comic book character, she may have no idea what it means and it will only confuse her.

Also, don't use numbers in your username (e.g. FloridaBob464). You want it to be concise and memorable. Adding numbers makes it harder to remember, and she has no idea what those numbers are supposed to signify. Your date of birth? Your area code? Your actual weight? Also, on a psychological level, numbers make your username/profile seem more secretive—like you don't want to be identified.

If you're stuck for username ideas, think about the passions that you're going to mention in your profile. Come up with a word that refers to your passion and combine it with an exciting adjective. If you want to convey that you're an outgoing guy, use a thesaurus and perhaps use a word like "daring," "audacious," "intrepid" or "valiant." (The word "sexy" can catch a lot of attention when used in a username, and when it's backed up by a profile that conveys confidence.)

"SexySurfer"... "IntrepidJournalist"... "RealGuitarHero"... those usernames say things about a passion and are guaranteed to get more clicks than something lame like "VegasFred" or "DoctorLove."

Your username should be a positive reflection of you and establish an identity. Give women a "hook" to associate with you. If you're passionate about a particular hobby or your career, incorporate it into your username and include a couple of pictures that show you *doing what you love*.

Playing video games or watching sports on television doesn't count; you want to be *active* in these pictures. If your passion is business, cool—use a picture of you dressed in a sharp suit, networking at a business function. Show yourself in your element, doing what you love—whether it's swinging a golf club, or rocking out on the guitar. I'll talk more about the specifics of using the right pictures in a moment.

*When you construct your profile, make sure you convey positivity in every aspect.* Username, pictures, profile description... they should all work together to paint the best possible picture of you. Don't mention anything you hate, unless you're cracking a joke about something that women are sure to find funny (and make sure it's *not* offensive).

For example, one of the dating sites I joined asked me about my favorite movies and television shows. I wrote:

"As a child of the '80s, I grew up on fine television programs such as 'The Facts of Life,' 'Family Ties,' 'Silver Spoons,' and 'Different Strokes.' These days, I am disturbed by the fact that any Z-list celebrity with an I.Q. lower than their shoe size can get their own reality TV show, invade living rooms across America, and

make a gazillion dollars. If you are addicted to watching The Jersey Shore or that show about the Kardashians (I'm sorry, why are they all famous again?), I am deeply sorry but it won't work out between us."

### Your Pictures

It's been proven that you're at least nine times more likely to receive a random message from another user if you have good profile pictures. An attractive profile picture not only conveys how healthy your physical appearance is, but how well-off you are, your social status, your style, and many aspects of your personality that cannot be expressed in written language.

Don't put your profile online until you've got at least a few pictures that you feel confident about. Start bringing a digital camera with you whenever you go out to socialize. Have your friends take pictures of you doing the things you love, and hanging out with the people you're close with. In these pictures, project relaxed, confident body language and always smile.

Whenever I browse through the male profiles on dating sites, it amazes me how unattractive and downright creepy many of the profile pictures are. Shirtless guys in a dimly lit room taking pictures of themselves using a cheap webcam...what are they going for, the "Hannibal Lecter" look? Even worse, some guys have no pictures at all.

Your pictures are extremely important. Make them high quality. Do not take them with your webcam, or with the camera on your cell phone, unless it takes very crisp pictures and has a flash. (The flash not only helps to make you visible in dark locations; when taking daytime pictures, it helps eliminate unflattering shadows.) Your photos must be clearly lit and well-defined. If you don't have access to a good digital camera, you can use a scanner to put hard copy pictures of yourself on your computer.

But there's really no excuse nowadays for not having high quality pics taken by a good camera. You can get a nice digital camera at your local electronics store for under \$150, and it's an excellent investment in your online dating future.

The perfect picture is one that is well-composed and has sufficient lighting, but still looks natural—not "staged." You're not doing yourself any favors with profile pictures that looked like you hired a photographer to do a photo shoot with you. This just looks like you're trying way too hard.

If you're carrying some extra pounds, keep the camera level to your face or slightly above it. This way, you won't show a "double chin" in the picture. According to most photographers, the most attractive poses are ones where the body is faced 45 degrees towards the camera with the head slightly turned towards the camera. *Just remember, it should end up looking natural.*

I've found that women have a positive reaction to "cute" photos that show you when you were a kid. You can include one of these, especially if it's funny or especially adorable. But don't include pictures of yourself from 5 or 10 years ago. This may cause her to draw unflattering comparisons to how you looked then, versus how you look now (which means heavier with less hair, for most men).

If you're now 35, don't try to fool women into thinking you still look the 24-year-old version of yourself. When you meet her, the first thought in her head is that you look older than your pictures. You don't want to start a date with her thinking you deceived her.



**Bonus Tip:** **Include a picture of you wearing a suit and tie.** If you don't already have one of these shots, the next time you go somewhere in a suit, looking totally "GQ," be sure to bring your camera. Weddings are a perfect opportunity. Women love this classy look on men; you can't go wrong with it.

## Body Shots

When you view a profile of a pretty girl but she *only* shows her face, the first thing you're going to wonder about is her body. Women wonder the same thing about guys' profiles, and this is why you should include a shot that shows you from at least the waist up.

If you're carrying some extra weight and you're insecure about it, my first advice would be to get to the gym—but for right now, use photographs of yourself that show you from the best-looking angle possible. Let's face it, if you're massively overweight and conceal it from women by only showing your face or using old, skinnier pictures, she's going to instantly know you deceived her if and when you meet her in person.

If you're confident in your physique, you can include a pic in your profile that shows you without a shirt on. However, you should be shirtless in the picture *for a reason*: surfing, hanging out with friends at the beach, at a pool party, on a sailboat, etc. If you look like you're posing for the camera, you'll give women the impression that you're trying way too hard.

When taking pictures of yourself for your profile, be mindful of your body language. It should be open, not closed; don't cross your arms or legs, which conveys that you are uptight or insecure and "closed off" from people. Stand up (or sit) straight and look confident, relaxed and natural...and always smile. Scowling in your pictures like a bad-ass isn't going to inspire women to send you an email.



The great thing about digital cameras is that it doesn't cost you any extra money to shoot a ton of pictures. Take 10 pictures, or 50, if that's how many it takes to get the shot you want.



**Bonus Tip:** I recently decided to update the pictures in my Facebook profile. So when I went to a nightclub last weekend, I brought my digital camera. My buddy and I wound up meeting some girls. I told one of the girls, "I'm hiring you as my personal photographer tonight. Here's my camera, start taking pictures and don't stop. Your salary is free drinks all night. On me."

Like most girls, she could only handle around three drinks. So it's not like I had to spend much money. And over the next two hours she shot more than 50 pictures of me hanging out with my friends (including hot girls) in a really cool, fun environment. The next day, out of those 50 shots, I chose three that showed me *exactly* how I want to be perceived in my profile: as a confident, social, fun guy who knows cool people. I look like a leader in my photos—a guy who other guys want to hang out with, and women find attractive.

**Be THE MAN in your photos!** You may not actually be the most popular guy in the nightclub, but it should *look* this way in your pictures. You want to be surrounded by people—preferably cool-looking guys and attractive women. This gives you huge Social Proof. One of the most effective pictures to have is one of you standing in between two beautiful women, with your arms around them, looking relaxed and confident with a smile on your face. It should look like these women are friends (or possibly fuck buddies) of yours. The girls who view your profile don't know who they are! They'll just assume that these women are a part of your "inner circle."

If you don't have any hot female friends to take pictures with, just bring your camera along the next time you go to a bar or club. As long as you're friendly and cool about it, beautiful women (including waitresses) won't mind having their picture taken with you. Buy them a round of drinks to thank them. Then, hand one of them the camera and have her take a few more pics of you! I never mind paying for a few drinks if it means I go home with awesome new photos that I can use for my online game.

Once you **master** this game and start hanging out with lots of beautiful women for real, you can replace those pics with shots of you and the hot girls you are *actually* banging.

**Note:** Your main profile picture should be of you, solo. The party shots, shots of you with your buddies, girls, etc should be included among your other "secondary" pics.

Make it a habit to bring your camera whenever you go out, and over time you will compile a huge library of photos. You'll have hundreds to select from. This isn't just about having 3-7 pictures to post in your profile. Once I start chatting with a girl one-on-one, I like to invite her to see my "online photo album." There are lots of websites that allow you to put together photo slideshows for free; you can even set them to music. In one of these slideshows, I might have 30-40 different pictures.

It's also a good idea for you to include a *funny* picture among your profile pics. Do you have any ridiculous photos of you and your friends dressed up for Halloween? Maybe a shot of you striking a wild pose during a party? The right funny picture shows that you have a sense of humor and don't take yourself too seriously. This conveys confidence.

## Editing & Enhancements

As long as it's done subtly, a few enhancements can dramatically improve your pictures. Photoshop is the most professional photo editing software, but it's expensive and a big pain in the ass to learn. I use the free photo editor/viewer from [www.lrfanView.com](http://www.lrfanView.com). It's super easy to use and it allows me to quickly fix "red eyes," bump up the contrast (to make my skin seem clearer), remove blemishes, and crop my photos if I want to cut someone out or remove empty space.

You'll probably want to at least crop your photos a bit. Most people suck at photography, and when they take a picture of you there is often too much empty space between your head and the top of the photo. This has the effect of making you look short (or shorter than you already are).

If you want to get into more advanced photo editing, get a copy of Photoshop and do a search on YouTube for videos on how to fix photos, beautify your pictures, etc. You can transform your appearance with Photoshop; no picture of a celebrity goes on the cover of magazine without being thoroughly "touched up." But again, if you go too far, it's only going to backfire when the women you meet online wind up seeing in person.

Also, when you understand how photos can be manipulated and "fixed," you're going to notice when a woman's pictures have obviously been altered. Most women want to fix their photos but don't know how to do it properly. They use some free editing program to crank up the contrast and brightness, which can make a woman's skin seem smooth and flawless. Or, they'll use the "soften edges" tool, which creates a halo effect and gives the photo a dreamlike quality—again, to smooth out imperfections.

When I think a girl might have potential but her photos have obviously been tampered with, I always try to see her on webcam or get her to send me more photos ASAP.

### Your Headline

Now it's time for you to handle the writing portion of your profile, which begins with your headline. On most dating sites, when women browse through the guys' profiles what they see first are the pictures and headlines. *Both need to be on point.*

Follow the same rules that I explained about creating your username. Convey positivity—never negativity, loneliness or neediness. The best headlines are funny, unique and make women want to click.

Here are suggestions to help you come up with ideas:

**Use a great quote from your favorite writer or comedian.** Google is full of quotes from famous (and very funny) people that you can use.

**Use a line from a funny commercial — even one from your childhood.** Most people enjoy pop culture references (e.g. "Everything I need to know I got from watching *Gilligan's Island*.")

Or, browse the headlines that other guys are using. I wouldn't recommend stealing any of them directly, but you can certainly modify them. A few pretty good ones I noticed when I was online a few minutes ago:

"I'm here, so what are your other two wishes?"

"I run with scissors."

"I used to think I was indecisive, but now I'm not too sure."

"Meet your dream guy in 30 days or less—guaranteed!"

"As you wish." (Cute movie reference to "The Princess Bride." Understated. Could be lost on some women, but that could be your intent; a clever movie/music reference could spur a reply from the women who "get it.")

"Can vegetarians eat animal crackers?" (Clever. Shows a kind of Steven Wright sense of humor.)

"No artificial ingredients added..." (Cute, sense of humor, says something about the guy's natural lifestyle.)

“But wait...there’s more!” (Funny. Keeps them reading.)

“If my kitten likes you, anything is possible.” (You’re not open to corresponding with just anyone; they’ll need to meet certain criteria. And anything to do with kittens makes women *melt*.)

### Your Main Profile (where you describe yourself)

When crafting their profiles, women love to write on and on about themselves, their backgrounds, their idea of a dream date, their cute little quirks, their puppy, blah blah blah.

As a guy, you’ve got to take a different approach. Women are attracted to a man who presents a sense of mystery, who doesn’t provide all the answers and makes them *want* to ask more questions.

Now I’m going to tell you the **big secret** to writing a massively attractive profile. I referred to it earlier when I talked about using “descriptive language” to make it seem as if your profile is written for every girl that checks it out.

This is the vital piece of advice that is *lacking* in every guide to online dating that I’ve ever seen. (So thank your lucky stars that you bought this one...)

Here it is: You’ve got to center your profile on her.

When I say “her,” I mean **every woman** who reads your profile. Each and every one of those females who clicks to read your profile...no matter their age, their background, or whether they’re butt-ugly or smoking hot...should feel like you are speaking *directly to her* and offering to *fulfill her fantasies* of the perfect guy and the perfect relationship.

Look, the majority of females on dating sites are looking for attention and validation because it’s lacking in their real life. Either their boyfriend/husband is taking them for granted, or their situation (school, job) prevents them from meeting enough quality guys to fulfill their attention needs. *Women need attention*. That’s basically the reason why they took the time to create their profile and offer themselves up to the online dating world.

So how do you write your profile for “her,” when you don’t even know the girl who may be reading your profile? Well, you already *do* know her. She’s a female with an Internet dating profile, which means she wants attention from the perfect guy.

While the details in her profile will give you the specific Intel you need to write

your first email to her (her hobbies, where she went to college, her hometown, etc), all women on Internet dating sites are basically looking for the same thing.

They want the perfect guy to come into their lives and rescue them from their boredom and sense of unfulfillment. The “perfect guy” is a guy...

**Who can make them laugh.**

**Who is successful.**

**Who is physically healthy.**

**Who is honest.**

*Women are paranoid about being lied to, cheated on, etc. They're notorious for being huge liars themselves, but that's a subject for another book. I'm not saying you can't stretch the truth a bit in your profile or "creatively rephrase" certain things. But you can't let her catch you lying in your profile, or look drastically different in real life than you do in your pictures.*

**Who is confident.**

*Teasing is a big part of building attraction, but you can't come off as arrogant or self-centered. When you center your profile around her and her fantasies of a dream relationship, and don't go on and on about yourself, you're showing her right away that you are not narcissistic.*

**Who is successful.**

*For most women this simply means you need to be working, independent, goal-oriented, and be able to take care of a family financially. You may have no interest in starting a family anytime soon, but a woman wants to feel that you've got the ability to do so. One of the core needs that drives women is their need to find a mate who can provide stability and security.*

So now here's a great trick for conveying all these amazing things about yourself, while not sounding narcissistic and keeping it centered on her.

When you write your profile, you change around the phrasing like so...

Instead of saying, "I work out a lot and watch what I eat," you say, "*If you like a guy who is healthy and takes great care of himself, you'll love me.*"

Instead of saying, "I have a great sense of humor," you say "*If you're looking for a guy who will make you smile every time you see him, and knows how to make you laugh whenever you're feeling down, you and I are definitely going to get*



*along."*

Instead of saying, "I'm an honest person," you say *"I only date women who are totally honest, because I believe two people in a relationship need to be able to trust each other 100%."*

Instead of saying, "I'm an Executive Vice President of Business Development and I drive a BMW," you say *"I'm looking for a girl who values the type of guy that has his act together, financially and otherwise."*

You see? You're communicating extremely positive things about yourself without saying you are those things. You're leaving it up to her imagination. She'll read it and *imagine* herself experiencing amazing chemistry when she is with you.

So when you write your profile, craft it in a way that appeals to the individual who is reading it. Stroke her imagination. When you use this writing style, it doesn't feel to women like you're trying to "sell yourself" too hard, and it doesn't pressure her to make any choice. Instead of TELLING her you're the perfect guy for her, you're making her come to this conclusion on her own.

The genius of taking this approach is that it doesn't give her the opportunity to say "naw, this one's not for me. Next." What woman doesn't want to know a guy who she imagines to be healthy, successful, funny and confident? If this package doesn't appeal to her, there must be something wrong with her.

Here are some more examples....

To convey that you're successful and exciting, you say *"I'm looking for an adventurous girl who's willing to climb with me into the cockpit of a Cessna and take a Sunday afternoon flight over the Florida coastline. Flying a plane is the ultimate opportunity to marvel at our world from a different perspective."*

This communicates that you are successful (flying is a wealthy guy's hobby), and that you're adventurous, smart, and spontaneous. I have a buddy who has a pilot's license; he used to rent a Cessna to take the hottest women he met on dating sites out on mind-blowing first dates. It got him laid every time.

However, *you* could use that same example if you have never flown a plane in your life. Notice, I didn't say that I have a Cessna, or that I even know anything about flying! (I don't.) I just said I want an adventurous girl who would be up for something like that. *I'm casting out a wide net while portraying myself as adventurous, successful and fun-loving.* (That's a recipe for meeting a lot of hot girls online and getting laid!)

There are endless ways to rephrase things to make yourself sound super exciting, attractive, and all those other good things. The key is to use **sensory language** so that she imagines herself with you in the situations you are describing.

### More examples...

If you're a tall guy, include in your profile: *"If you like getting dressed up in your sexiest outfit and going out for a night on the town, you'll love how I'm still taller than you even when you're wearing heels."*

This paints a picture in her mind of why she loves tall men, and you're describing it in a way (her wearing a hot outfit, accompanied by a tall hunk) that fires up her imagination.

Here's one that really works well:

*"If you've got a spontaneous, adventurous side that you wish you could express more often, I'm going to bring it out of you—because I love to travel and explore amazing new places, and you're coming with me."*

Why are women on Internet dating sites? Because they're bored with the guys they're meeting and they crave excitement—something new, something *different*. This is also super-powerful bait for women who are in boring relationships. (Don't be surprised if you get a lot of married women writing to you!)

Whatever you're into, or passionate about, think in terms of **sensory language** when you craft your profile and send emails to women.

Consider the following two ways to communicate the same idea:

*"Hawaii is my favorite place."*

Or...

*"I love the feeling of the sand in my toes when I'm relaxing on Kaanapali Beach in Maui. That's my all-time favorite escape. The way the heat saturates my skin, and the electric tingle when you jump in the ocean to cool off... I can't wait to go back."*

Maybe this guy had only been to Hawaii once, and it was 15 years ago. It doesn't matter. He's painted a stimulating picture and conveyed the message that he is a well-traveled guy with a passion for exotic places. Remember, women think and speak in sensory and emotional terms; this is the way they experience life.

So now we've discussed how to use creative phrasing to *center your profile* around every woman that reads it. Here are other points to include in your profile:

**You have great friends and family.** Mention this as long as it's true. If you hate your family and haven't spoken to them in a decade, don't mention them, but at least mention that you're blessed with great friends. Remember the idea of Social Proof. By referring to your "amazing friends" or "incredible family," you imply that

people love you, and you are a loving person in return. You have close relationships and care about people. (This stuff is important to women.)

**You're versatile; you have depth.** This is reflected in your profile (e.g. "I love relaxing at home with a great book, but I also love those occasional nights when I hit the town and go home with the sun rising behind me." Or, "I love spending fixing up my new house and hanging out with my dog, but I also love hopping on a plane and traveling to some exotic destination for a few weeks of adventure.")

Your versatility should be reflected in your profile pics: a picture of you dressed for the beach, another of you at a wedding wearing a suit and tie, then dressed for a night out at a club, etc. You shouldn't look like someone who can be easily put into a certain "category."

**Mention what you are passionate about.** Forget about listing a bunch of different hobbies; mention one or two things which you have a burning passion for, and describe *why* these passions move you emotionally. ("I love hiking more than you know; it's one of my favorite ways to exercise and center myself, and reaching the peak of a mountain gives you a whole new perspective on everything.")

**Include Qualifiers.** This where you communicate that you have STANDARDS. You're not a typical desperate dude with an online dating profile who is trying to bang anyone (or anything) who replies to him. You have standards.

But remember what I said earlier about not being too picky, because you don't want attractive women to feel they shouldn't contact you. You should keep this part generic and make *all* women feel like they qualify for the opportunity to hang out with you—because you're an amazing guy, and they see in themselves the same qualities.

*"If you don't have any interest in exploring the world and having amazing experiences to tell our grandkids, then we probably aren't right for each other."*

*"I don't want to spend time with negative, closed-minded people. I believe in keeping an open mind and an open heart."*

*"If you're uptight and judgmental, we won't get along very well. I love life and I love people."*

Besides talking about your specific interests and unique qualities, also include some "power adjectives" to describe yourself. These are qualities that women find universally attractive: such as "confident," "funny," "sincere," "reliable," "ambitious," "passionate," "fun," "spontaneous," and "charming." Use the technique I explained before to communicate these qualities in a way that

appeals to her imagination (e.g. “I’m looking for a girl who values sincerity, because life is too short to waste your time with phony people.”)



**Bonus Tip:** Never use the word “nice” to describe yourself. It makes you sound like a pussy. When a girl describes a guy as being “nice,” what she’s really saying is “he’s okay, but I’d never sleep with him.” On the other hand, we all know how women love “bad boys.”

So you might include in the description of yourself, *“If the idea of dating a ‘bad boy’ makes you tingle with excitement, I need to let you know right now—I do have a bad boy side. I’m independent, I protect the people I love, and I normally stay out past your bedtime. But all my friends know I’ve got a heart of gold.”*

**Mention how you’re looking for someone who is laidback and cool...**no pressure, no expectations, you think things should happen naturally. This line is designed to eliminate her concern that you’re one of those needy, over-eager guys who is hoping to find a wife in the next 48 hours.

**Invite them to contact you.** You want to make women feel that they should make the first move and write to you. In many cases, a girl will find your profile appealing, but will be too chicken to write to you first. You want her to know it’s alright to do so.

So towards the end of your profile, say something like: “If you’ve read this far there must be some interest on your part. So send me an email. I promise, I don’t bite—at least not until the third date. Lol. Seriously...I look forward to chatting with you.”

**End with a cool quote.** Quotes are a great way for you to seem smart, literate, funny or profound by simply borrowing someone else’s material.



**Bonus Tip:** The bottom line is that your profile should be quirky and funny. This is usually the main difference between a good and bad profile. You need to differentiate yourself from all the LAME guys who say they like to “hang out with friends and party!”

My buddy Jon Sinn, the well-known pickup artist, says in his profile “I’m kinda like Tupac, except without the jail thing and the thug life tattoos.” (He’s a regular-looking white guy, so this is funny.) He also lists his interests as “ranging from 18<sup>th</sup> century Russian literature to being pretentious.” Again, short but quirky and humorous. The idea is to stand out and seem different and fun.

### Sample Profiles: The Good, The Bad & The Ugly

Now let's look at some profiles and dissect them—some awesome ones, some mediocre ones that *might* get responses, and some that are only going to get ignored.

**Username:** GuitarHero

**Headline:** Are you going to rock my world?

**Age:** 28

*The first thing you should know about me is that I absolutely LOVE to travel (did I stress that part enough?) I've visited some of the most beautiful, interesting and exotic places in the world, with many more adventures to come...for my next trip, I've got something incredible planned. I work hard and play hard—I'm passionate about my career and it's extremely rewarding, but I know there's more to life. I also love playing the guitar, especially performing for audiences. I'm interested in meeting someone who loves to laugh, appreciates exotic cuisine, takes good care of herself, and can carry on a conversation. A woman who is striking on the outside and down-to-earth on the inside. Negative people who take themselves too seriously need not apply, because it would never work out between us. Maybe I'm being a bit picky, but I figure...why not? I think I deserve someone great, don't you? =) E-mail me. Let's chat.*

This profile, combined with some decent pictures, is going to get responses. A few key points:

He mentioned that he's travelled to some amazing places (which women find exciting), but he doesn't say exactly where and he hints at an incredible trip he will be taking soon.

The phrase "I work hard and play hard" is a cliché (so don't use it), but the overall message is good—he's ambitious and hardworking but has a life outside of his job. He doesn't say exactly what he does for a living (neither should you), but he sounds like he loves his work and says it's "extremely rewarding." (Rewarding in a financial sense? Rewarding emotionally? Again, this creates curiosity.)

Then he mentions that one of his passions is playing guitar, and that he enjoys playing for audiences. This could mean he's in a well-known band, or that he enjoys playing for his friends when they come over. Again, there's an element of mystery.

Another thing I like about this profile is that he shows he's got standards; he mentions some types of women he's *not* interested in meeting. But he does it in a light, playful way that really doesn't rule anyone out and isn't going to offend anyone. This is important. Remember, your profile should not only convey that



you're an attractive guy, but that you're a guy with standards. Most guys on these sites seem like they're desperate to hear from any female with a pulse.

The phrase "a woman who is striking on the outside and down-to-earth on the inside" is excellent. It sounds like a Qualifier (something you say to convey you have standards), but it's not going to discourage any women from contacting him; most women like to think of themselves as have a "striking" quality and being "down to earth," so they will all feel like candidates.

The conclusion of this profile is particularly strong. He is *inviting women to contact him* in a confident manner. This profile would be even stronger if it included the other key points I mentioned earlier: mentioning how much he values friends and family, and including a cool quote.

Next, let's look at a crappy profile. See how many errors you spot, and what you might do to fix it. Then compare your changes to the "pimped" profile afterwards.

**Screen Name:** tallstud4u

**Headline:** Here Goes Nothing....

**Age:** 35

*I never thought I'd give this internet dating thing a try and I'm a little bit sketchy about the whole idea, but here goes. I'm tired of meeting all the fake, phony women that hang out in the bars and nightclubs in my town, and i'm looking for a real relationship that could lead to marriage and children. I'm past the bar stage of my life, so this seems like a good way to meet someone who I might end up as friends.*

*My female friends tell me I'm a "catch" but it's been difficult to get back into the dating scene after my divorce. i made a bad mistake with my first marriage (and she cheated on me) and this time I want to be careful and see what's out there. I'm a cool laidback guy who enjoys working out, hiking, bowling, italian food, and watching sports, especially basketball. (Go Lakers!)*

*I'm a cool, laidback guy who lives life to the fullest. I'm looking for an amazing woman who is very beautiful on the inside and out.*

*Im a big science fiction fan. Star Trek Voyager and Battlestar Galactica are two of my favorite shows. I have a killer home theater system.*

*I took a dance class last year which was fun. i got about halfway through before i decided i wanted to take up sailing, and I hope to get back to doing that again soon.*

*I like all kinds of music, from new age to rock to classical. I'll listen to anything.*

## INTERNET DATING DOMINATION

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*Please don't contact me unless you have pictures. And I'm ONLY interested in women between age 21 and 30.*

### **For Fun:**

A good run around the lake or in the hills, golf, hanging out with friends, dancing, weekend getaways, walking on the beach with the sunset. I like to run and to ski and to read by myself, and to drink beers and talk with my friends.

### **My Job:**

I'm a lawyer and my own boss. It gave me the freedom i always hoped for in my job, and i make good money. Sometimes it can be a bit dull, but it lets me afford all the toys I want.

### **Favorite Things:**

A long, hot shower, Chinese food, Merlot, spring, the view from the Altair hills, a smile on my niece's face, a great song, dancing, movies, writing

### **Favorite Spots:**

The fire trail in Noland Canyon, Riyune Park, Target, 4 thru 10 at Pebble Beach, Best Buy, farmers' markets, Marzone's Gentlemen's Club.

### **Last Read:**

"Political Power" by Derek Schoam. it talks about something EVERY person on this earth should know: political states do not last forever. America's international politics of today have a lot in common with the failed states in history.

### **ABOUT ME:**

<b>Hair:</b>	Dark brown
<b>Eyes:</b>	Brown
<b>Best Feature:</b>	No answer
<b>Body art:</b>	None
<b>Sports and exercise:</b>	No answer
<b>Exercise habits:</b>	No answer
<b>Daily diet:</b>	Keep it healthy
<b>Interests</b>	No answer
<b>Education:</b>	Bachelors degree

## INTERNET DATING DOMINATION

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**Occupation:** Artistic /  
Creative /  
Performance  
**Income:** \$150,000+  
**Languages:** No answer  
**Politics:** Some other  
viewpoint  
**Sign:** Virgo  
**My Place:** Live with  
roommate(s)  
**Pets I have:** No answer  
**Pets I like:** No answer

### About my date

**Hair:** Any  
**Eyes:** Any  
**Height:** 4'0" (121cms)  
to 8'0"  
(243cms)  
**Body type:** Any  
**Languages:** Any  
**Ethnicity:** Any  
**Faith:** Any  
**Education:** Any  
**Job:** Any  
**Income:** Any  
**Smoke:** Any  
**Drink:** Any  
**Relationships:** Any  
**Have kids:** Any  
**Want kids:** Any  
**Turn-ons:** No answer  
**Turn-offs:** No answer

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Oh, boy. We've got our work cut out for us here. The good news is that there are a lot of lessons to learn from this tragically misguided profile.

First of all:

**Screen Name:** *tallstud4u*

**Headline:** *Here Goes Nothing...*

**Age:** 35

As funny as “tallstud4u” might seem (in a gym locker room sort of way), it’s not that cool for a woman. She wants you to fulfill her image of the “knight in shining armor,” not “the guy with the mullet and the ’88 Camaro.” Don’t include ANY sexual innuendo in your profile.

Keep in mind that you want your profile to do many things, but first and foremost it should be:

- Fun
- Sensual (not sexual) in language
- Expressive
- REAL – authentic to you
- Demonstrating your confidence and Alpha masculinity

I’ve actually seen these as screen names:

- **Angryyoungman** – Anger is never attractive in a profile.
- **Kissingisfun** – What a wussy thing to say. And women agree.
- **UfoundaLover** – A tad egotistical, and getting WAY ahead of himself.
- **UveGotMale** – Corny to the tenth degree, dude.
- **PastyRecluse** – Ugh. Do we need to tell you why that one sucks?

Here are some that work much better:

- **Dance2dawn** – Expresses fun and a “seize the day” attitude
- **DepthofSoul** – Cool, expresses a “Don Juan DeMarco” romantic viewpoint
- **HanIsn’tSolo** – Funny, cute, and a nice play on words. Plus, any time you can bring Harrison Ford up in a woman’s mind...
- **TheHikingChef** – Not exceptionally clever, but it brings two good images to a woman’s mind: the great outdoors, and cooking. We’re hungry already.

And please don’t use your name and some random number. Remember that *every* part of your profile gives you the opportunity to communicate your personality and uniqueness. Use them!

Now the Headline: *“Here Goes Nothing.”*

Wow, that's so romantic we almost forgot this was an online dating profile instead of a job interview at McDonalds.

Right off the bat, this guy has come across with a withered attitude that says he has A) No hope, and B) No passion. It also speaks to the point I made earlier, about why you should never project a condescending attitude towards Internet dating. Many people feel a bit insecure about posting a profile online, as they worry it will somehow make them seem desperate. This is simply not true.

Get with the times; Internet dating is legit, and as a Mack, it's a great way for you to save time, money and energy. It's an excellent alternative to approaching women in bars and clubs, only to find out ten minutes into the conversation that she has a boyfriend, or a bunch of kids, or is otherwise incompatible with you.

A Mack does everything in life like he means it. Forget this half-assed attempt to salvage dignity. What a headline like this says is that you're going into it with a loser attitude, and you're setting yourself up to fail.

Some other bad ones I've seen:

- "Give me an old fashioned chocolate donut and you'll make my day."  
(Yeah, this guy is screaming "couch potato" at the top of his lungs. Meet you at the Krispy Kreme.)
- "Goofy and proud of it!" (At first this might seem cute, but he's breaking the first rule of good writing: "SHOW, don't tell." He needs to show his humorous edge in his writing, not announce it up front.)
- "Curious, intelligent, and creative seeks same with a travel bug and sense of adventure" (Boring. Lacks any hint of personality. Every guy says this.)
- "Honestly, I'm a bit dorky, but not in the dull stupid fatuous kind-of way."  
(Great, but she's got no reason to believe you. Stop making excuses.)
- "hi" (No, we're not kidding. Somebody actually used this. Think a little more, dude.)
- "Complete and utter dork looking for fellow dork" (If we had a dollar for every guy who used this in their headline thinking it was cute. It ain't. Drop it. Women really don't want an overtly geeky dork, and you don't either.)
- "Searching for my Soulmate" (The biggest cliché in cliché-land. Never use this in your profile. Let *women* talk about soulmates; you must maintain your masculinity.)

OK, moving on to the next phase of this problematic profile...



*"I never thought I'd give this Internet dating thing a try and I'm a little bit reluctant about the whole idea, but here goes."*

BAD BAD BAD. Never go into it with a failure mindset, trying to cushion yourself from disappointment. You're just setting yourself up for a self-fulfilling prophecy. As a Mack, you do everything full steam ahead—no excuses, no apologies—and this attitude applies to meeting girls online. Women can smell a guy who is afraid of rejection from a statement like this. He never really puts himself out there on view, and as a result he comes across as watered-down and insubstantial.

Try:

*"I'm excited about meeting awesome new people through this site... Maybe you could be one of them."*

---

The next section:

*"I'm tired of meeting all the fake, phony women that hang out in the bars and nightclubs in my town, and i'm looking for a real relationship that could lead to marriage and children."*

Sounds bitter and jaded. This will probably turn off women who can sense the anger.

Also, watch the spelling and capitalization! There's never an excuse to not capitalize "I" in a sentence. Really, in the age of spell-check, there's no excuse for misspelling *anything*—and this profile is full of typos. Remember, a woman is looking to interpret as much as she can from your behaviors. She will find out all the Intel on you she needs just by observing small things like the amount of effort you put into your grammar.

The next thing that needs to be repaired is that he's advertising his desperation by putting it out there that he's wife-hunting. Women are often thought of as the ones who are "on the prowl" for a husband, but an amazing number of guys think it's acceptable for a man to advertise this. It's not. It reeks of desperation. Marriage will not come quicker because you broadcast that goal in a profile. Take your time and screen your candidates.

Remember, your attitude is not "find a wife," it's "find a woman who proves herself to be girlfriend/wife material."

**Think:** Qualify, Qualify, Qualify.

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The next section:

*"I'm past the bar stage of life, so this seems like a good way to meet someone who I might end up as friends."*

Wow, yet another cliché of the Internet dating scene—advertising that you're "not into the bar scene." Don't bother. No one ever says they're into it in the first place.

The comment about wanting to find a "friend" is also weak. This shows an inability to project your sexuality, as if you're trying to cover up your desire to meet women and everything that should come with it—like physical affection, kissing, foreplay, and sex. All the women on this website know the deal, and they're all looking for those same things from a man. No one actually ponies up money to join one of these sites just to meet "a new friend."

This guy probably thought he was sneaking in under the radar, making himself sound like a "nice guy"... but come on, this is an online DATING service. Not a pen-pal service. You're an Alpha Male, so let her know it.

It's okay to reveal that you're looking for romance. Women will view this as honest and authentic. Talking about "being friends" will only make you look A) wimpy or B) suspicious.

How about this approach:

*"I'm not looking for 'just friends' and I know you're not really looking for that, either. I'm looking for a woman that will recognize the excitement and promise of someone authentic – even if she might find him online. Don't worry, I'll help you come up with a great story for all the people who ask (jealously), 'Where did you two meet?'"*

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Moving on to the next sentence...

*"My female friends tell me I'm a "catch" but it's been difficult to get back into the dating scene after my divorce. i made a bad mistake with my first marriage (and she cheated on me) and this time I want to be careful and see what's out there."*

It goes without saying that your female friends will always tell you you're a catch. The women who read this profile KNOW how girls say this about every single guy they're friends with, so it's not much of an endorsement. Better to make her realize what a catch you are through the strength of your profile, and eventually when she meets you in person and you knock her socks off.

---

But the most heinous thing here is that he goes into detail about the most negative topic of all: **Divorce**. Yes, that's a capital "D" on that, too. NEVER talk about a previous relationship in your profile – especially if it was negative. Revealing that his ex-wife cheated on him was even worse, because a woman will wonder what he did to deserve such treatment. It will not inspire sympathy, only suspicions.

And, yet again, watch the capitalization and spelling.

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The next section:

*"I'm a cool, laidback guy who enjoys working out, hiking, bowling, Italian food, and watching sports, especially basketball. (Go Spurs!) I'm looking for an amazing woman who is very beautiful on the inside and out."*

The reference to sports will do nothing for a woman. Yes, there are women who totally dig sports, but you need to drop the obvious card and play a better hand.

Calling himself a "Cool, laidback guy who lives life to the fullest" is another batch of clichés. Instead of wearing out another turn of phrase, *show* her you live an exciting, dynamic lifestyle by talking about the things you're passionate about, the places you've been, some of your most amazing experiences, your goals and ambitions, etc.

The comment about looking for a woman who is beautiful on the inside and out is also obvious. No man is going to say, "I'm looking for a total dog—inside and out." Leave the obvious stuff to your competition. They'll fail soon enough.

Also, don't even mention physical beauty as one of your criteria. Every woman defines physical beauty differently, and a lot of very attractive women don't consider themselves "beautiful" in the traditional sense. For that reason, they might not reply.

Instead, communicate the same things in better ways.

Try this:

*"I'm happiest when I'm being productive, but I value those moments of silent joy, like standing on top of a mountain—even if I drove up the access road to get there. Sure, I'm checking the scores of the Big Game now and then, but I'd rather be out there knocking a ball around with you—ping, basket, foot, volley, dodge—whatever ball is your game. But I'll warn you that we're going to have to recharge with a plate of the best Italian food on the planet when we're done, because I recently discovered the most amazing Italian restaurant in the city that I guarantee you've never heard of."*

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Remember that a woman sees you as a **situation**, not merely a *man*. You have a whole lifestyle that she's going to become a part of, and she wants that vision to be pretty damn exciting. Come up with things that a woman would find interesting. Look at the world through **her** eyes instead of your own.

*"I'm a big science fiction fan. Star Trek: Voyager and Battlestar Galactica are two of my favorite shows. I have a killer home theater system."*

Try spinning it like this:

*"I'm into experiencing life in the real world, but sometimes I like a little down-time in front of a good episode of 'Lost.' (Oh, admit it, you're either addicted already or afraid of being addicted.) But I'd much rather be writing the screenplay of my own life. Drama? Comedy? Thriller? Depends on the day and the way the stars align."*

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Next red flag...

*"I took a dance class last year which was fun. i got about halfway through before i decided i wanted 2 take up sailing, and I hope to gt back to doing that again soon, 2."*

Mentioning his failed attempts makes him sound more like a guy that can't commit or stick with anything. The positive spin here should be:

*"I enjoy trying new things and seeing what life has to offer, like when I took up dancing and sailing last year."*

This sounds much better and spins it in a positive direction.

Another important tip: Never abbreviate in your profile. This isn't a text message; show her you've got some language skills. Again, anything less than a honed appearance translates into "lazy, non-ambitious, won't work hard for anything, beta male."

Otherwise known as: NEXT!

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*"I like all kinds of music, from new age to rock to classical. I'll listen to anything."*

Even if this is true, it just sounds wishy-washy and not very insightful. AKA: Boring.

Instead, put yourself on the line and mention a few specific albums you're into at the moment. Make sure they're very different, and she'll get the picture—that you're a music lover with eclectic tastes—without you having to look indecisive.

Try this:

*"In my iPod right now: the new 'Kings of Leon' CD (which is even better than their last one), a ton of jazz and Motown, and some Mozart violin concertos that help me wind down after a long day."*

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The next section:

*"Please don't contact me unless you have pictures. And I'm ONLY interested in women between age 21 and 30. Thanks!"*

He's just labeled himself a superficial guy and eliminated the women who actually were in his range by saying this.

You may prefer women of a certain height or age, but it's always best to cast a wider net (within reason) so that you can be the one to choose. If she contacts you and doesn't have a picture, you ask for one. If she's well outside your age range and that is totally unacceptable to you, you don't write back.

But always look at the profile first. We've found some stellar women that were just a year older, or maybe hadn't gotten around to posting their picture.

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### **For Fun:**

*A good run around the lake or in the hills, golf, hanging out with friends, dancing, weekend getaways, walking on the beach with the sunset. I like to run and to ski and to read by myself, and to drink beers and talk with my friends.*

Very non-specific and boring. Don't talk in facts; talk in **feelings**.

*"I love the sensation of heart-pounding exercise as I run laps around the lake in the afternoon sunshine, or losing myself in a few holes of golf when I'm pushing myself to improve my handicap. I like to balance this energy out by reading a good book."*

This communicates sensation and experience. The other one communicated a lack of imagination. Paint a picture for her: Your life is vibrant, colorful and

exciting.

Oh, and if we ever find out that you used the phrase “walking on the beach at sunset,” we’ll come over there and give you a wedgie you’ll never forget. Women know instantly that you’re a supplicating wimp when you use this in your profile.

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### **My Job:**

*I'm a lawyer and my own boss. It gave me the freedom i always hoped for in my job, and i make good money. Sometimes it can be a bit dull, but it lets me afford all the toys I want.*

Too much emphasis on money and material things. It sounds as if he’s trying to impress her with his wealth rather than himself. And an Alpha Man’s life is never “dull.” It’s brimming over with passion and excitement. (And before you say, “But my life isn’t that interesting!” – just remember, that’s **your** choice.)

Try this:

*“My passion is working in the legal field (not currently chasing any ambulances), and helping people get justice in their lives. I work hard to build the exciting lifestyle I live every day.”*

**Think:** Vision. Passion. Purpose.

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### **Favorite Things:**

*A long, hot shower, Chinese food, Merlot, spring, the view from the Altair hills, a smile on my niece's face, a great song, dancing, movies, writing*

Not very imaginative. Again, put some thought into the sensory details here.

Try this:

*“I love the sensation of standing under a cool waterfall, or a steaming shower... eating an exotic dish from Tommy’s Wok ... the vibration of a symphony as the sound resonates in your bones... swaying to an old Benny Goodman standard ... or just seeing the joy in my niece’s face...”*

**Think:** Poetry, sensation, images she can latch on to.

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### ***Favorite Spots:***

*The fire trail in Noland Canyon, Riyune Park, Target, 4 thru 10 at Pebble Beach, Best Buy, farmers' markets, Marzone's Gentlemen's Club.*

Well, the fire trail is a bit obscure. She needs specifics about the location, or he needs to tell why that location is one of his favorites.

Target? Uh, not a good revelation there. However, he could turn it into something funny with a quick re-write:

*"Target. Oh, admit it, you've caught yourself in this slice of retail heaven more than once..."*

The mention of the golf course could be improved by adding in some sensory detail that she can grab onto.

*"4 thru 10 at Pebble Beach... a cool on-shore wind in my hair – that doesn't hook me into the trees."*

Best Buy can be safely left out of the mix, too. She's just going to hear "gadget freak" no matter what you say.

Farmer's markets are great (not only to mention in a profile, but to actually *shop at* since there are so many single women shopping there.) But let's pimp this out a little more:

*"Have you ever found the juiciest peaches in your life at the farmer's market? You'll find me there on the weekends with a big ol' guilty smile and a bag of plump fruit ..."*

Marzone's Gentlemen's Club. Here we have an egregious foul – a flag on this play that probably kills the whole profile.

Never – EVER – mention strip clubs, your taste in porn, or any kinky side diversions into sex in your profile. Even if you're going there to entertain some foreign investors on the occasional lunch, this will NOT endear you to even the most liberal-minded of ladies.

Women enjoy the pretense of romance and fun of the courting ritual up front, and you have to give her as much of that as possible. Just because you're on a site where you can just fill-in-the-blanks on what you want and who you are, doesn't mean she needs to get the grim details of your more risqué behavior.

Trust us when we say that women want just as much kinky, dirty, fun, sheet-tearing sex as you do (even **more**, in fact), but that you must honor the pretense of romance to your dying breath.

### **Last Read:**

*“Political Power” by Derek Schoam. It talks about something EVERY person on this earth should know: political states do not last forever. America's international politics of today have a lot in common with the failed states in history.*

Whoah, there, dogma-boy. Before you go off on a rant, consider the old standard rule: Never talk about religion, politics, or sex on the first date. (Well, the first two you have to be very careful about, anyway.) Keep your political views in your pocket for the first couple of dates, and definitely out of your profile.

Keep everything light and fluffy in the profile. This is cotton candy you're using as bait, not a hammer. Only crazy women are turned on by manifestos in online dating, trust me.

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Now, let's take a look at the pick-boxes where you selected some easy descriptions about yourself.

### **ABOUT ME:**

<b>Hair:</b>	Dark brown
<b>Eyes:</b>	Brown
<b>Best Feature:</b>	No answer
<b>Body art:</b>	None
<b>Sports and exercise:</b>	No answer
<b>Exercise habits:</b>	No answer
<b>Daily diet:</b>	Keep it healthy
<b>Interests</b>	No answer
<b>Education:</b>	Bachelors degree
<b>Occupation:</b>	Artistic / Creative / Performance
<b>Income:</b>	\$150,000+
<b>Languages:</b>	No answer
<b>Politics:</b>	Some other viewpoint

## INTERNET DATING DOMINATION

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**Sign:** Virgo  
**My Place:** Live with roommate(s)  
**Pets I have:** No answer  
**Pets I like:** No answer

Here the big mistakes are:

- 1) Listing your income. Let her look you up in the Gold-digger's Blue Book later on. By putting your salary out there you're practically begging every superficial woman in need of a sugar-daddy to come knocking.

**Think:** Mystery, understatement.

- 2) Listing that you live with roommates. Not attractive. You're better off leaving this one "No answer." Let her see the pros first before you reveal some of the cons.
- 3) Leaving too many fields "No answer." This shows you might not be putting a whole lot of thought and effort behind this Internet dating. Or worse – you're hiding something.

### About my date

**Hair:** Any  
**Eyes:** Any  
**Height:** 4'0" (121cms)  
to 8'0"  
(243cms)  
**Body type:** Any  
**Languages:** Any  
**Ethnicity:** Any  
**Faith:** Any  
**Education:** Any  
**Job:** Any  
**Income:** Any  
**Smoke:** Any  
**Drink:** Any  
**Relationships:** Any  
**Have kids:** Any  
**Want kids:** Any  
**Turn-ons:** No answer  
**Turn-offs:** No answer

Here we encounter the age-old debate: whether you should list a lot of criteria and seem demanding, or list nothing and come across as desperate and open to any chick with a pulse.

In reality, as we've been telling you all along, you're not going to get your perfect woman just because you isolated every trait you were looking for in the profile and listed it online. The most important part of your profile is where you are allowed to free-form your description of yourself. (And, ironically, the one place that guys put the least amount of effort.)

Our feeling is that you should definitely identify the "Must haves" here, but leave a good number of the "nice to haves" unspecified. You'll cast a wider net, and have a little qualification done in advance. It's a balance. Be firm about the qualities you know you can't accept (such as smoking, a woman that has kids, or lives 100 miles from you). These "unacceptables" should be listed in this "checklist" section of your profile; you shouldn't write about them in your main introductory letter. That's where you highlight yourself, not the types of women you won't accept.

Now here are some examples of *very well-written* profiles that were designed by online dating coach Evan Marc Katz. Keep in mind, they could be made even better if they incorporated the techniques I gave above.

**Username:** 1in6Billion

**Headline:** A Barrel of Monkeys Has Nothing on Me

**Vitals:** Male, 28, Brooklyn NY

**About Me:**

Funny things happen to me; nothing that you should be scared of, but just realize that if we get together, you're in for a wild ride. I've driven a go-kart for seven laps with the back of the car in flames. My VW has broken down in front of a dozen honking customers in the drive-thru line at McDonald's (I've since upgraded to a better model). I work in public relations. I spend my days getting press coverage for people in the film and television industries, but the truth is, I'd rather be making my own headlines. My ultimate goal is to move to Los Angeles to be a writer/producer of feature films. Storytelling is my passion, but it won't be easy to leave my family behind because they are my anchor and the paradigm of everything that I aspire to be. I'm fortunate to have them in my life, not to mention a legion of close friends from high school and college. I'm pragmatic but spontaneous. Kind-hearted but competitive. Peaceful but energetic. I love staying up late -- whether it's to party, have sex or just read a good book -- but I almost always sleep in on weekends. I definitely have an adventurous streak -- whether it's trying out an exotic recipe in the kitchen, running with my dog or traveling the world thanks to my good friends at Orbitz and Priceline. My dream trip is taking the Orient Express from Paris to Venice to Budapest, then relaxing on a Greek

island with nothing but sunscreen and a great book. Are you in?

**About the One I'm Looking For:** I'm looking for some fun and companionship (not necessarily in that order). I also love creativity and passion. Maybe it's your love of '80s movies, your baseball card collection or the fact that you moved across country with only a duffel bag -- it doesn't matter. The right woman not only fascinates me but also brings out the best in me. We push each other to be the greatest people we can be. We bolster each other's egos and we leave short, thoughtful love messages for each other when we're away on business trips. If you're comfortable in your own skin, have a strong sense of self and aren't afraid to expose your flaws, I'm sure we'll get along just fine. But I will say that if you've are a serious movie buff or a Mets fan, I'm already melting.

**My Perception of an Ideal Relationship:**

Complete and utter comfort. I can be myself around you without feeling judged. You can sit in your room working while I read a book and I'm entirely content. I only have eyes for you, you only have eyes for me and we communicate this verbally, physically and often. Down and dirty sex and warm and comforting cuddling are ever present. Fights are rare and when we do get into it, we don't stop talking until we've reached some sort of peace. Unparalleled companionship, unprecedented generosity and unconditional love grant us the foundation for a lasting long-term relationship.

**What I've Learned from Past Relationships:**

Flossing is important. Laughing is essential. Perfection is impossible. Better to be single than to be in a bad relationship. If it's worth it, I'll work for it; if it's not, I won't. Don't say anything you'll regret because you can't take it back. Finally, you must expose yourself emotionally -- it's the only way to reap love's greatest rewards.

\* \* \*

This profile rocks on many different levels. It's creative, funny and even tugs at the heartstrings a little without being corny. He mentions how important is family is to him; women obviously see this as a plus, since their goal is to start a family with the right guy.

In the "About Me" section, he portrays himself as an adventuresome person looking for someone to share the ride. And I love the line "if you're are a serious movie buff or a Mets fan, I'm already melting"—it shows a hint of vulnerability and a flair for the romantic.

Now here's another...

**Username:** PowerNerd

**Headline:** Objects in This Mirror Are Not as Dorky As They Might Appear

**Vitals:** Male, 43, Bloomington, IN

**About Me:**

Once you get past the self-deprecating humor, you will soon learn that I'm a raging egomaniac. Nah, that's not true, either. How do you just say that you're a nice, successful guy looking to share his life with his future soul mate? I guess that would do it. I'm the proud dad of a six-year-old boy, and my wife and I have been amicably divorced for a year now. I'm past the breakup and excited to meet some good people on here. Friendship is not at all out of the question. It's welcomed. My business isn't glamorous -- I own my own Web design firm -- but it is lucrative, and I love the challenge of running my own company. I'm not married to my work, and even when I was actually married, I found time for tae kwon do (yes, nice guys can kick ass!), classic movies (you MUST see *Sunset Boulevard* and *The Philadelphia Story* if you haven't yet) and the occasional fishing excursion (nothing like a little time alone to recharge your batteries). Things are different now, but I look forward to taking some chances and seeing who's out there.

**About the One I'm Looking For:**

I smile when I think of you. I walk down College Avenue and I want to buy you a \$400 purse that you pointed out but would never get for yourself. You like my kids. You put up with my mom. (She means well; really, she does!) You fawn over me, cook me dinner, massage me before bed and have a highly developed sense of sarcasm. I think it's cute when you snort as you laugh. You make fun of me when I can't leave the house without forgetting my cell phone. You act younger than you look because I like mature women who haven't forgotten what it's like to be a girl.

**My Idea of a Perfect First Date:**

It doesn't involve a chain restaurant, a roller coaster or a movie. It may involve eating, excitement or entertainment. It definitely involves me, you and a long, drawn-out moment where we don't want to say good night.

**My Perception of an Ideal Relationship:**

After a 10-year relationship, I may be rusty about this courting stuff, but I'm not jaded by divorce. It's even clearer to me that there's not just one person out there. And even if you get lucky and meet a winner, there's a mountain of work ahead, no matter what. It's knowing that the work is worth it, that the whole is greater than the sum of its parts, which redeems the institution of marriage. I'm not looking to jump into anything, but I'm a firm believer in chemistry and wouldn't turn my back on someone incredible just because I'm recently single. A perfect relationship is one in which the reality is not that far from your fantasy. As long as you have a realistic fantasy, you are bound to one day find your bliss.



### **What I've Learned from Past Relationships:**

It's better to understand than to be understood. Laughter can save a relationship; lack of laughter can kill it. Having kids makes you a better person, but it will also complicate your marriage in ways impossible to understand from the outside. The Hoosiers will tear your heart out, but it's fun to have something outside yourself to root for together. Soup can actually be an aphrodisiac if served at the right time of night. And finally, this being-single thing isn't going to be nearly as bad as I thought it might be...

What PowerNerd does extraordinarily well is to remain extremely optimistic despite being a newly divorced father. You don't hear him talking about his awful ex-wife or his annoyance at the online dating process. In the first essay, he discusses finding a soul mate. In the fourth essay, he talks about the validity of marriage. In the fifth essay, he closes on a note of optimism as well. What's not to like about someone who has overcome such big obstacles and has maintained a smile in the process? Plus, he's a combination of humility -- witness his headline -- and assuredness, as shown by his career as an entrepreneur and a martial artist. Those touches, in addition to doses of humor about his forgetfulness, his meddling mother and the sexual properties of soup, make him a genuine catch for any woman who is looking to settle down with a nice, normal, grounded man. Subtle use of details regarding his love of Indiana basketball, his willingness to be generous (a \$400 purse?) and his occasional need for personal space add to the profile. Alternating tones between warmth and sarcasm doesn't feel like a contradiction as much as it seems to be the sign of a fully formed human being.



**Bonus Tip:** I've found that some dating sites will rank your profile higher in their search results if you update your profile on a regular basis. Instead of spending time rewriting your profile or changing your pictures every week, you can switch in a new quote. You can find "famous quotes" on a million different websites. By simply adding something new on a weekly basis, your profile will appear on the site to a ton of women when they browse for guys.

### Your First Email To Her



Now that you've crafted a great profile, it's time for you to start contacting the women you're interested in. You'll probably start receiving emails soon from women who come across your profile and make the first move to get in touch. But the more in-demand women on the site generally won't do this. It's up to *you* to act first.

The goal of this first email isn't to get a date with her. It's to capture her interest and make her click on your profile to learn more about you. Hopefully, she'll like what she sees and reads, and will email you back.

Your first email should also convey a few things about you:

- You're confident
- You're perceptive (you noticed something interesting in her profile)
- You're funny
- You know how lame and annoying most of the *other guys* are, but she can relax with you...you're not anything like them
- You don't have any big expectations
- You've got attractive qualities (as she'll also see in your profile)

Hey, this is Dean. Your profile caught my eye because you mentioned Spain is one of your favorite places, and I'm thinking of visiting there next summer for some rest and relaxation.

I'm sure that with a profile like yours, you've gotten about 400 emails so far from 65-year-old men wanting to be your sugar daddy. Or, saying corny stuff like: "hi, my name is Ted and I like long walks on the beach, cuddling, and wine."

So hopefully receiving an email from me is refreshing. I'm 34, attractive, confident, and I have my act together. I'm also pretty funny. So if you don't like to laugh then we're in trouble.

So what's the best time of the year to visit Spain, and what part of the country were you in? I'd love to hear more about it.

Dean  
[deanc \(at\) yahoo.com](mailto:deanc@yahoo.com)

Notice how I included my personal email address at the end. You should always do this, so that she can write back to you at your personal address and you can steer this correspondence *away* from the dating site.

Also note that I used the word (at) instead of using the @ symbol. This is actually a clever technique. Some dating sites (including my favorite, Match.com) have a filter that blocks any email that includes that @ symbol, because they'd rather have all their members communicating through the site (which keeps them paying their memberships every month).

There is another reason I use this technique. A lot of sites are free to join but you've got to "upgrade" to a paid membership in order to respond to the emails you receive. If you send an email to a girl who has a free account, she won't be able to write back to you unless she forks over the \$20 or \$30 to join—and no matter how charming your message is, she probably won't do that. But if you include your email address, now she has a way to contact you. Just be sure to use (at) instead of @ so that your message doesn't get blocked.



**Bonus Tip:** While I was doing research to write this book, I set up a *phony female profile* on a popular dating site. (It was one of the free sites; this didn't cost me any money.) I grabbed some pictures of a hot blonde girl off of Myspace and created a whole fake profile. Within days, I'd received dozens of messages from guys...and this was great "Intell" for me to use.

Most of the emails were absolutely pathetic (two sentences long, every other word spelled wrong, asking the girl for sex, etc)...but some were actually pretty sharp, so I visited the profiles of *those* guys and picked up some tips & ideas that I could use.

You can try the same thing. Create a phony female profile to gather Intell. Not only will you get some good ideas, but you'll also start to understand what beautiful women have to contend with on these dating sites! The amount of crap that gets sent their way is amazing. All the more reason for you to use the techniques in this book to make you STAND OUT.

## Twelve "Power Principles" For the First Email:

1 – Keep it brief. A long first message conveys way too much interest; you don't even know the girl yet, so you shouldn't already seem like you're totally into her. Only a desperate guy would spend a half-hour composing a page-long email to a stranger. I limit my first emails to one of two paragraphs *maximum*. My first emails are usually no longer than 6-7 sentences.

2 – Have a playful subject line. The highly-desired women on the site receive lots of messages every day. If they've been using the site for a while, they no longer waste time opening and reading every message. It's too overwhelming and most of the messages are completely uninteresting to her. This is why you must create curiosity and interest right away, starting with your subject line. This is the first step: getting her to open and read your email.

3 – Include some references to things she mentioned in her profile. This is key. Each email you send out should be personalized. In a moment I'll tell you how to use the "Shotgun Method" so that you can contact a lot of women in a short period of time by using "templates." But every message you send must seem original and specific to that girl. If you give any indication that you're using the "copy & paste" approach to send the same email to every girl on the site, she will *never* bother to respond.

4 – Be completely non-threatening and respect her privacy. Do not ask her for any personal information. Don't ask her where she lives, where she works, to add you to her Facebook friends, etc. If you ask any question that she doesn't feel comfortable answering, she will ignore your message completely.

Also, don't offer any personal information about *yourself*, besides your email address. Telling her your phone number is pointless. She's not going to call you at this stage (unless she's a desperate, low-value chick). It also raises suspicions about you, since a high-value guy isn't going to immediately give his phone number to a woman he doesn't even know. And this leads to my next point...

5 – Convey high social value. If a hot girl believes that your value is lower than hers, she's not going to bother to reply. Why should she? When you come across as being confident and on a *higher level* than the other guys using this dating site (in a playful way, never sounding arrogant or mean), you'll make her think you're a guy who is worth responding to...even worth *pursuing*. So, you'll also want to include a funny reference to all the WRONG guys who have already written to her, and make them sound ridiculous compared to you.

6 – Never say anything like "I'll probably never hear from you again, but..." or "If you don't reply to me, I'll understand..." or "Maybe I'm not what you're looking for, but..." This reeks of insecurity and weakness. Your attitude should be, "This girl is going to be eager to get back to me once she reads this message and sees my profile. She'd be crazy not to."

Another line that guys use, that makes me cringe: "If you're not interested in me, would you please tell me why? Is there something in my profile that you don't like?" etc. Here, the guy is desperately seeking approval—which is something you must *never* do.

8—Don't lead off with something like, "Hi, I was just browsing and I came across your profile..." This is totally generic and lame. Of course you came across her profile! Why else would you be contacting her?

9—Don't include any sexual innuendo, sexual references, etc. Hopefully you would never do this anyway, but you'd be amazed at how many social misfits are on these sites, emailing women with subject lines such as "wanna fuck?" I'd personally like to give these guys a smack upside the head because all they're doing is *scaring* hot women away from these sites. Don't include any sexual language whatsoever.

10—Don't use the line "I wanted to see if you were more than just a pretty face." I'll admit that I was guilty of using this line when I first attempted online dating. It's not that terrible, it's just generic, and women are used to hearing it. It also implies that you didn't bother to read her profile and only checked out her picture, because she probably makes it quite clear in her profile that she *is* much more than a pretty face.

You can use the same general idea, but put a more confident, cocky spin on it: "You look kinda cute, but maybe you just take nice pictures." Or, "Your pictures look good, but these days you can really work wonders with Photoshop...I'll have to see you in person to believe it."

11—Don't mention anything about going on a date in the first message. It's too soon. Remember, the goal of Message #1 is simply to get her to email you back. Anything about dating, hanging out, etc. is premature...because she hasn't proven yet that she's *on your level*.

12—Don't make any references to how much money you've got. An automatic red flag to women is guys who immediately mention the big house they own, how much they make, the nice car they drive, etc. Women either read this as a sign of insecurity, or will think that you're an arrogant douche bag who thinks he can "buy" women. Plus, any intelligent woman knows that guys who are truly successful and smart don't boast about their money—because all that does is attract gold-diggers.

Remember, this is about role reversal! When the average guy sends one of these emails, he's basically saying "I really hope you give me a chance and write me back."

The Mack is saying, "There's something about you that I find interesting. I'm a confident, attractive guy who's worth getting to know...so let's talk."

### The Shotgun Approach

Since this is a numbers game, you'll want to reach out to as many attractive girls as possible. When you sign up for a site, it costs you the same amount of money whether you email four girls or 400. Why not cast out a wide net?

A buddy of mine named Keith recently complained to me that he'd paid \$30 to join an internet dating site, but all the girls were "stuck up" and weren't replying to him. I asked him how many girls he'd written to. He said three. Knowing Keith, he probably only emailed the three hottest girls on the site, who undoubtedly receive dozens of emails a week, if not every day.

But it's going to be extremely time-consuming if you craft a letter from scratch for every girl you want to contact. You're also going to get burned-out and frustrated rather quickly if you're spending twenty minutes to craft every email and not getting the replies you're hoping for.

The smartest approach is to create a **template**. Write a couple of short paragraphs, based on the sample "first email" I showed you earlier. Then personalize each email to include two things: a reference to something in her profile that caught your eye, and a question at the end that also refers to that thing.

Remember, ending with a question is key, and the question should be thoughtful. In the example I gave earlier, I didn't ask "So did you like Spain?" I asked about the best time of the year to visit. This sounds like I'm sincerely interested in knowing the answer; I'm not just asking the first question that pops into my head to try to make her respond to me.

The question could be...

*"Looks like we have the same favorite food, sushi. I'm always looking for new restaurants to try out, what do you think is the best place in town for sushi?"*

*"I see you just read the latest book by (insert author). What'd you think? I've been meaning to pick it up."*

Or the question could refer to one of her favorite movies or TV shows that she mentioned in her profile; the fact that she's into fitness; her hometown; etc. Create a question that stimulates her to craft a thoughtful answer, and she's much more likely to begin a correspondence with you.

Here's another tip for creating an introductory email: if she's originally from a foreign country, put a phrase from her native language in the subject line. On the Internet, you can quickly find lists of basic phrases in practically any language. Even better, come up with a clever headline and then have someone who speaks



that language translate it for you. This is guaranteed to catch the girl's attention and distinguish *your* email from the others she gets that day.

### **Introduce yourself properly.**

A lot of sites offer a feature that allows you to click a button to show a girl that you're interested in them, without having to compose an email. (On Match.com, it's called sending a girl a "wink.") This is a weak move. Women tend to ignore these empty gestures because in most cases, it means a guy doesn't want to bother composing emails and is sending out winks to dozens of girls, shooting in the dark and hoping to hit something. For guys, this is pretty much a worthless feature. On the other hand, if a girl winks at you, it's a green light for you to go ahead and write her...if you like what you see.



### The Second Email



So let's assume your first email is a hit, and she writes back to you. Now the dance has begun. She will probably ask you some questions in her reply. This is good; it means she's interested, and now she's going to poke and pry a little and see what more she can find out.

The two "big ones" that women will ask are,

"So why did you decide to give internet dating a try?"

And...

"So have you had any luck on the site so far?"

In my book [Mack Tactics](#), I refer to these as "Baiting Questions": things a woman asks in order to *test* you. Fail the test, and she'll lose interest.

**The reason why women ask these questions is to TEST you. What they really want to know is, are you as cool and confident as you seem?**

Most guys will fail these tests by giving answers that show weakness. They'll mention the awful breakup they went through a while back, or admit they haven't had any luck finding a girlfriend so they gave online dating a try, or they say they're trying to find a serious relationship and feel online dating is a way to do it.

While these may not sound like wrong answers, they may cause women to generate suspicions about you. A guy on the rebound from a failed relationship, or one who seems lonely and eager to find a girlfriend, doesn't seem like much of a *prize*. If no other women desire him, why should she?

She's more likely to wonder what's *wrong* with you, than be interested in what you might have to offer.

When asked why you're looking to meet people online, give a confident, straightforward answer along these lines: "I'm a busy guy, and this makes a lot more sense than trying to meet the right person on the bar scene. I can read a person's profile and get a sense if I'd be compatible with them, which saves me a lot of time." (Notice, you're saying that you *read* women's profiles. Don't let them think that you're only judging their profiles based on looks.)

As for Question #2, "how's your luck been going so far," this is a BIG baiting question. The *logical* answer is to let her know that it hasn't been going to great, because you want her to know you're still single and available. But this is the wrong reply. It makes you look undesired by other women. You don't need to

mention that you've been on a bunch of dates, or that you haven't met anyone at all; keep it vague. Say something along the lines of, "So far it's been fun. I've met some cool people." And leave it at that. Let her *wonder* whether you're dating anyone you met through the site.

As I've said before, the Mack always projects the sense that he is busy, his time is valuable, and he has *options*. The answers you're giving will be truthful: Internet dating really can be a much more time-effective way to meet girls than trolling the bars and clubs. And when you use the techniques in this book, you truly will be meeting fun, cool people. Give women the impression that you're getting lots of positive attention on this dating site, and she'll appreciate that you're spending time getting to know *her*.

This second email should be concise—no longer than two paragraphs. A lot of guys make the mistake of thinking now that she has responded, it's time for him to crank out a long email that tells him everything she could possibly want to know about him.

That's the wrong move. The purpose of the second email is simple: to move to the next stage and start chatting with her on the phone, or on Instant Messenger.

Here's how I structure my second emails:

- 1—I thank her for her response. This is just the polite thing to do.
- 2—Mention something from her email to show her that I didn't just skim through it. She might share a few other details about herself, tell me what she's been up to lately, etc. I make a comment on it.
- 3—If she has any questions for me, I answer them—but I keep it vague and short. I maintain the element of mystery.
- 4—I share a link with them. This link is to a website that reveals more about you. It could be your profile on a social networking site (such as Facebook or MySpace), or it could be a website for your company, a project you are working on, your online photo album, etc. Sharing this with women is a way to build trust and comfort. You're allowing her a peek into your world. It also motivates her to reciprocate and share something with you.

At the end of this second email, ask for her phone number and find out how to chat with her online (if she uses an Instant Messenger program).

The way you ask for this information is important; you've got to give her a reason to give it to you. I usually say, "I'm really busy and not online much—what's your phone number? Or we can set a time to chat online if you use Yahoo Messenger."

Finally, underneath your name, put your email address again, using (at) instead of the @ symbol. Also include your Instant Messenger name.

If she wants to pursue this (and with this second email, you've given her no reason *not* to), she'll respond with her phone number, her IM details, or both. If she only provides her IM details, it means she's not quite comfortable yet with talking to you on the phone. She may be a little shy or nervous. That's fine. If she gives her phone number, then you've been given a big green light. Don't call her immediately; call her an hour later (as long as it's not past 9pm), or tomorrow.

*She'll be waiting...*



### Instant Messaging



I like chatting with girls using Instant Messenger programs (such as Yahoo! Messenger, AOL Live, and Skype) because I'm comfortable expressing my thoughts, and my sense of humor, in writing. If you struggle with this area, you may want to try to skip straight to talking to her on the phone.

But I suggest using online chatting as a "bridge step" before I do the first phone call, and one of the reasons why is that it's *really easy* to get her number if you use the chat techniques I'm about to give you.

Look at it this way. If you email her and ask for her number, this gives her time to think it over, re-examine your profile to try to spot any problems, and wonder whether she wants you to have her number (which women consider to be a much more private piece of information than their email address or chat ID). But when I use my techniques, I can easily get her phone number within a few minutes (or even a few seconds!) of online chatting.

So what should you chat with her about? If you've read my book [Mack Tactics](#), you've already learned how to control the flow of a conversation, avoid the wrong subjects, and hit the right emotional buttons. The same basic rules apply to chatting online.

You don't want to sit there fielding her questions and trying to come up with the answers that fit what *she* is looking for. *Don't play defense—take the lead.* You ask the questions and Qualify her (get her to tell you positive things about herself, which implies that you've got standards). You also want to say things that show you've got high value, and bring up original topics that she finds interesting and allow you to demonstrate *your* sense of humor.

**The bottom line is, *you* stay in command of the chat.** This principle applies to your first face-to-face conversation with a woman. It also applies to the first phone call. You run the show.

Virtually all of the openers, questions (getting her opinion on something), conversational topics, teases, Cold Reads, Hypotheticals and Qualifiers that I give you in the [Mack Tactics book](#) can be used in online chats. Just like with face-to-face conversations, as you gain experience with online chatting you should be able to come up with our own material and routines, and figure out which ones work the best.

**The main rule to remember: keep this first chat short and sweet.** No matter how attracted you are to her, don't try to turn this into a two-hour chat marathon. The purpose of this chat is not to tell her everything she wants to know about you

and “bond” with her from behind your keyboard. It’s to set up the first phone call, which leads to meeting her in person.

Another thing to be aware of is the *pace* of the online conversation. You should be writing and replying at a pace that is close to hers. If you reply too quickly, it can make you seem over-eager. If you take too long to reply, it may seem you’re over-thinking how to respond—which shows lack of confidence. She might also lose interest if she’s sitting there waiting for 15 seconds every time it’s your turn to say something...especially if you never say anything interesting.

So let’s say during your email exchange, you request her Yahoo! Messenger ID so the two of you can chat. She sends it to you. You add it to your list of contacts. *The next time you see that she is online*, you initiate a conversation. (Don’t expect her to make the first move!)

Like I said, to get things started you can use any of the openers in the [Mack Tactics](#) book, since they’re designed to hook a girl’s interest right away AND portray you in a positive way. Grab her attention and jump into it! Don’t waste time and bore her with a standard back-and-forth: “hey what are you doing...” “nothing, what are you doing?” “Nothing, just chillin lol...” blah blah.

Use a Mack opener and get down to business. You can also imply in your opener that you can’t chat for long. This works on two levels. 1) It makes you look like a busy, active guy; she immediately knows you’re not the typical “internet dating guy” who is desperate for a woman to pay attention to him. And 2) It makes her more likely to respond, because she knows that if she does, you’re not going to try to drag her into some endless chat session. You can only chat “for a minute” or “for a sec,” or you’ve got a “quick question.”

So here are some examples of openers I might use:

*Hey, it's Dean. Quick question...I love the picture in your profile of you sky diving. My friend Jennifer made me promise I would take her sky diving for her birthday. Where did you do it?*

Chances are, she did it while she was on vacation somewhere. Now I can chat with her about travel, the greatest adrenaline rush we ever experienced, etc. Maybe the picture showed her hiking, or mountain climbing, or doing yoga, and “my friend Jennifer” made me promise to take her to do that. Whatever! The point here is to break the ice and immediately engage her interest. It’s *obviously* something she’s interested in, because she selected that picture to include in her profile...so naturally she’ll want to talk about it. This makes it a great opener.

Also, notice the Social Proof I built into it: I’ve got a friend named Jennifer, and I’m a generous guy who takes his friends sky diving. This makes it a cool opener on a few different levels. What woman wouldn’t respond to a question like that?



Or, I can use this routine to get her number *quick*...

Me: Hi, it's Dean...how's it going?

Her: I'm good

Me: Quick question because my friend Mike just emailed me and he needs some female advice

Her: Sure...

Me: If you're dating someone is it OK for them to keep pictures in their Facebook profile of them and their ex?

Her: What kind of pictures?

Me: Um...wedding pictures from her and her ex. Is that weird?

Her: Yeah I think so if they are no longer together

Me: I totally agree. I need to send Mike an email, let me give you a call in a little while and tell you the story, it's going to crack you up...what's your number?

*(She gives me her number. I call her 30 minutes later.)*

Refer to the [Mack Tactics book](#) for other examples of openers, transitions and topics that you can use to inject fun and energy into the way you chat with women online. In the example above, I used "relationship drama" as a way to hook her interest. Women always have an opinion about this stuff.

Here's another one I've used:

Me: Hey it's Dean, how's your day been?

Her: Hi, it's ok...how are you?

Me: Confused. Lol. My friend Jay put me in charge of planning his bachelor party and his fiancée Michelle just emailed me and says she's holding me responsible for anything that happens. So let me ask you...are strippers a good idea or bad idea? And do midget strippers count?

I like this particular opener because it draws upon my own experiences with planning bachelor parties for my friends. (I have a theory that the way a woman regards her husband-to-be's bachelor party says a lot about how she will be once they are married. Either the girl trusts the guy and respects that he's just having fun with his buddies, or she tries to get involved and lays down all sorts of rules.)

Maybe you haven't been put in that exact situation yourself, but feel free to use the opener!

Just remember, keep this first chat short and *you* should be the one to end it—by getting her phone number.

I suggest you chat for no longer than 10 minutes. And when it's time to end it, use a good closing line to grab her digits:

*Argh. My cell phone won't stop ringing! My friends need directions to this party we're going to...let me call you before I head out tonight, what's your number?*

*I just got back from the gym...let me give you a call after I take a shower, what's your number?*

*I've been working on the computer all day on this project and I need a break. I'll give you a call in a little while, what's your number?*

*My friend Jennifer needs to chat with me for a minute...I'm her "relationship coach," lol...she should pay me!!...anyway I'll call you in a little while and tell you about it, what's your number?*

Notice the Social Proof and indications of your value that are built into those lines. (You're heading off to a party with your friends, you work out, your female friends come to you for advice, etc.) When you phrase the "close" this way, she shouldn't think twice about giving you her number. Then you call her 20 or 30 minutes later, and move on to the next step.

And keep in mind...

### **Respect the fact that she might have apprehensions about meeting guys online.**

Many girls have had negative experiences online, or heard horror stories about creeps and cyber-stalkers, and therefore they want to develop a certain level of comfort with you before exchanging phone numbers or agreeing to meet you in person. Some girls want to take things at a slow pace that might get a little frustrating. This may be her way of testing you, to see whether you're honestly interested in developing a relationship, or are just looking for a quick score. If she's worth pursuing, you've got to respect her pace—because the moment she feels pressured by you she can simply stop responding. All she has to do then is click on her inbox, where there are undoubtedly emails waiting from other potential suitors.

When a girl seems hesitant about whether to meet you, never say anything that is going to raise her stress level. For example, some guys will crack a joke like, "Don't worry, I'm not a serial killer. Or, "What are you worried about? If we meet at Starbucks it's not like I can kidnap you or anything." Guys say this kind of stupid stuff all the time, and it completely backfires.

Instead, **increase** her comfort level by laying out parameters for your get-together. When a girl is hesitant about meeting you, the best approach is to make the date sound as laidback and innocent as possible—and to **add a time limit**.

For example:

**“Let’s grab a drink Thursday night. I can only stay for an hour because I have an appointment later in the evening, but that will give us enough time to have a drink and talk.”**

That sounds like a perfectly acceptable proposal, doesn’t it? To a woman who’s a little bit nervous about meeting you (or any guy from the website), she now knows that if the two of you *don’t* click, she’s not going to have to spend hours of her time trapped in an awkward situation. You’ve given her an “exit option.”

This artificial time limit is designed to make her shed any apprehensions she has about meeting up. Of course, if the two of you wind up hitting it off and you want to extend the date through the end of the night, you can always take out your cell phone and pretend to cancel your “other appointment.”

Just remember, if a girl seems reluctant to meet you at first, there may be reasons you’re unaware of. Our friend Rick told us it took him weeks just to get a girl named Michelle to meet him for coffee. They’d been chatting online every day and calling each other every few days, but it was impossible for him to get her to agree to a meet; she always claimed to be busy with various commitments. When he finally wound up meeting her, she explained why she’d been hesitant to get together: the last guy she met online turned out to be a complete jackass. After their first date, he’d called and emailed her constantly to try to see her again. This made her uncomfortable, and when she told him she didn’t think it was going to work out, he got angry and blasted her with a rude email.

After hearing this story, Rick knew it would be extra important for him to gain Michelle’s trust and make sure she *didn’t* feel pressured by him. Their date went fine, but he decided to wait a week to ask her out again in order to let her know he wasn’t in any rush. On their second date they hooked up and they’ve been dating ever since.

You don’t know what type of experiences these women have been through already in the online dating world. Practically every girl who’s been trying it for awhile has at least one story about a guy who couldn’t take a hint, or who looked completely different in person than he did on his profile (not in a good way), or otherwise made her feel uncomfortable. Operate under this assumption and play it accordingly.

Just remember to not go overboard with online chatting. As entertaining as it might be, refrain from chatting for long stretches. As a Mack, you’re an active guy with other business and people to attend to. You didn’t join this dating site to spend hours every evening typing messages to women. You joined this site to meet interesting girls and develop real-world relationships. Women should

understand this. In fact, they're going to begin to suspect you lack a social life if you're constantly available online to chat for however long she wants to.

Also be aware that the *inflection* of the things you say can often get lost or misunderstood when chatting. If you've got a sarcastic sense of humor, it's not always easy to get a joke across the way you want to when you're forced to type it, rather than say it. And don't give up too much personal information. Don't tell her everything about yourself. You've got to save some of this stuff for when you meet her in person.

If you read the [Mack Tactics book](#) you're familiar with "Minimal Encouragers." These are short phrases that you use to keep the conversation flowing and to prompt her to keep divulging details about herself. The more she opens up to you, the more she is going to trust you and feel comfortable with you. The idea is to get her to share things with you that she isn't telling any other guy, thereby creating a unique bond.

So instead of cracking jokes and typing "lol" (really, if you're past your teen years you should refrain from this type of jargon), or telling her lots of details about yourself, steer the conversation onto a subject that is going to engage her imagination and be an attentive listener. Where does she see herself, career-wise, 10 years from now? What's the most amazing place she's ever visited? Who's the person she trusts more than anyone else? What's the song on her Ipod she's been playing a lot lately? After she types her answer, prod her along with Minimal Encouragers. "Wow, that's interesting." "I can totally relate to that." "I feel the same way." "That's interesting, why do you feel that way?" Keep it flowing.

The more personal information she shares, the stronger the bond grows...and the more those other guy's she's been emailing with become a distant memory...

### **But never get into a discussion about exes or other online dates.**

Whether it's emailing, chatting online, or meeting in person, at some point she's probably going to bring up the subject of Internet dating—which is only natural, since it's how the two of you met in the first place. Due to their competitive (and gossip-loving) nature, women are often very curious to know what our online dating experiences have been like, and what her "competition" (the other girls on the site) are like.

When a girl asks how you've been doing with the whole Internet dating thing, consider it another "Baiting Question." She wants to know how she fits into your intentions. Are you an "Internet player" who's been dating a bunch of different girls? Or, have you been on a lot of first dates that didn't lead to anything (which suggests that you've been trying and failing)?

You don't want to admit that you've dated, or are corresponding with, a bunch of different girls. At the same time, if your experiences so far have been disappointing, you don't want to admit failure. The correct way to answer this question is to keep it simple and vague: "I've met some cool people. It's been fun."

She may press for more details and want to know if anything serious developed with any of the girls you met. Whatever the case may be with your dating history, again, you want to keep this answer vague and keep things focused on the present, not the past. Say, "I'm still single, keeping my options open...but you know I'm glad we met up tonight, I've been curious to meet you in person." (Now you're steering the conversation away from past experiences, and onto the present moment.)

Talking about the girls you've previously dated from the website is only going to create challenges for you. If you say that you used to date a girl you met online, 99% of the time you're going to be asked another big Baiting Question: "So what happened? Why didn't it work out?"

Girls LOVE to ask this question, and you've got to have an answer ready. Whenever you get asked about a previous relationship, don't get sucked into the trap of telling a long-winded story about how things fell apart. Basically, no matter why you broke up with your ex, or stopped going out with any girl, it's going to make you look bad when you try to explain it to another woman. Any type of explanation can have negative implications. If you say you broke up with her, you seem like a jerk; if she broke up with you, you seem like a chump; and if you say anything derogatory about your ex, you look bitter.

Breakups are usually because of a number of different factors. There may have been complicated issues. Keep this information to yourself and explain the situation as simply as possible. "She was a great girl, but it just wasn't meant to be" is pretty much all the explanation you need to give. Then, steer the conversation back to the present. You've got plenty of material to use for conversational topics: just based on her profile, you should know her hometown, her interests, etc. You've got the Intell. Use it.

In summary, talking about exes and previous online dates is always a conversational minefield. It's difficult to give an answer that will improve her opinion of you, and very easy to say something that gives a negative impression. And if she wants to tell *you* a story about some guy she met online in the past, listen for a few minutes and then guide the conversation back to the present moment. If she met her ex-boyfriend online, or has a story about some loser from the website who took her on the "date from hell," it's not a topic you want to allow her to dwell on because it raises her stress level.

Your goal is to maintain a positive, upbeat vibe on any first date. You want to keep the conversation focused on the present moment and future possibilities—not on other dudes from her past.

### **Be careful about maintaining multiple online relationships.**



Once you get into the swing of Internet dating, you can easily find yourself corresponding with a half-dozen different girls. This is a great thing. You're going to be far less concerned about making progress with a certain girl, or awaiting her replies, if you have other girls you're also corresponding with and/or dating offline. But it can become a challenge to keep track of which girl is which (especially with the girls you haven't met in person yet). This becomes even more confusing because most girls use "screen names" on instant messenger. Suddenly, a message pops up on your screen from "cutie77" and you're trying to remember what her first name is, and where she's from.

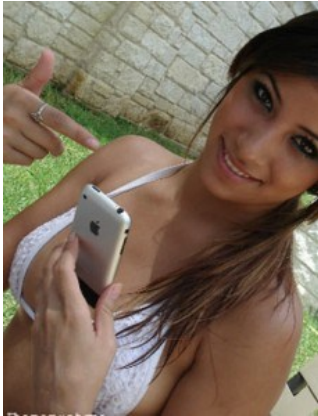
Keep a notepad next to your computer and maintain a list of which girls you've been interacting with. Jot down their screen names, their first names, and any details that you might need to jog your memory. Girls get offended when you have to ask her to remind you who she is, or her first name, or to remind you what her profile # is, or when you ask her a question that she already answered. Girls will pounce on you for this, and it implies you've been chatting with a ton of different girls and lost track. On the other hand, it earns you points if you're always able to reply to her by mentioning her first name and referencing something you discussed in your last conversation.

To women, this is major. Online, they're on "high alert" for guys who they suspect are players or liars. Juggling a bunch of different girls online is a smart approach; you want to have as many irons in the fire as possible. But don't blow it by losing track and making any of these girls *feel* like you're they're just one of many you are corresponding with.

Even if you meet a girl for a date and it goes well, *maintain your other online relationships*. Don't forget the progress you've been making with other girls; never surrender any ground you've worked hard to gain. Keep cultivating all relationships, and developing new ones, until you have achieved your goal. For most guys, this means finding a serious girlfriend; for others (like myself), it means building a "stable" of 3-5 girls that they can date on a rotating basis.



### First Dates



Between her profile on the dating site, and the exchanges you've had online, you should have all the Intel you need to call her and lay out a gameplan for a first date. You should know her work schedule, whether she likes (or hates) bars and clubs, etc.

You should always propose this date over the phone. As effective as email and instant messaging can be for certain things, when it's time to escalate things into the "real world" there's no substitute for a phone call in which she hears the tone and inflection of your voice.

Your voice should convey confidence and enthusiasm—you're looking forward to meeting her in person and you've got a fun plan in mind.

For this first date, suggest a casual get-together. Meeting for coffee or drinks is a good way to go. Inviting her to have dinner at a restaurant, or to a pricey event such as a show or concert, adds pressure to the situation for both people. She'll think that you expect something in return, and you'll probably have inflated expectations as well because of the money you're laying out. Better to keep it casual and let things flow.

**Don't offer to pick her up for the date.** A girl who meets a guy online is going to be leery of giving out her home address. She'll need to meet you in person first and make sure things are cool before she lets you know where she lives, which is totally understandable. Therefore, avoid the awkwardness of offering to pick her up and having her say she'd rather meet you somewhere. You should *assume* that she wants to meet you in a public place for this first date.

### Setting Up The First Date

I recommend setting up the first date when you talk to her on the phone. It can be done over email or instant messaging, but you'll have a higher success rate on the phone because it's more personal. She's able to hear your tone of voice, which should convey confidence and a fun personality. Your tone can also get her excited about how much fun this date is going to be.

Also, if she's staring at your date request in her email inbox, she has all the time in the world to think of reasons why she *shouldn't* agree to meet you. (She might check her dating profile in the meantime, and start looking at the four or five *new* guys who just contacted her.)

On the other hand, when you use the phone tactic I'm about to give you, it won't sound like a "request" for her to consider and find a reason to reject—you'll lay out a *game plan* which sounds fun and agreeable.

This is the key to securing the first date: laying out a specific game plan. It's not a *typical* date invite, which sounds something like this...

*"If you're not busy this weekend, maybe we could hang out." Or, "Let me know when you'll be free. We can meet up sometime and do something."*

These "invitations" are weak and vague. What are you suggesting, exactly? Is this going to be a "date," or are you some lonely guy who needs a friend? When you're non-specific, it causes her to raise questions in her mind, and find reasons to say "um, thanks but I'm really busy this week, and next..."

Or, this might go through her mind...

*"What does 'meet up and do something' mean? Meet for coffee? Dinner and a movie? I'd meet him for coffee maybe, but I don't want to commit to spending a whole evening with some guy I've never met in person, because that might get weird or boring...on second thought, maybe I should just forget this guy and tell him I'm busy."*

Instead, when you talk to her on the phone lay out a plan that is easy for her to agree to. Have a *weeknight* game plan in mind, and a *weekend* game plan. If she's only free on Tuesday nights, you'll have a great date plan for that night of the week. If she is free on the weekends, you've got a plan for Saturday night that sounds fun.

During the internet messaging chat that I had with her earlier, one thing I try to find out is her work schedule. "So what's your schedule like? Do you work Monday through Friday?" This helps me to formulate the first date plan.

Or, you can ask about her work schedule when you're on the phone with her.

If she says she works Monday-Friday, you can say,

"That's cool because I'm booked up for the next few days, but Saturday night let's grab a drink at the Firefly lounge...I have to show you this place, you're going to love the music and the ambience. How's eight o'clock?"

If she says she's got a busy week but she's off work next Tuesday, you say,

"Tuesday works for me, actually. There's this great coffee shop over on Parkview Ave that I know you're going to love. Let's meet there at seven, I'll text you the address."

Now, if she says that she already has plans that night, you can be fairly certain that she's not just *saying* she's busy to blow you off. She probably has real plans. No problem. Ask her which night she'll be free.

If she tells you a night when she's free, cool. Schedule it for then.

If she says she needs to "look at her schedule" or whatever...if she needs to *get back to you* on this...then tell her no problem, you'll talk to her soon to figure out the plan.

At this point, don't email with her or chat with her online. All communication should be done over the phone. Text her two or three days later. Keep the message very short. Suggest a time and place to meet up, and as always, throw in a *compelling reason* why this is an opportunity she shouldn't pass up:

*"It will become your new favorite bar, believe me." "You're going to totally love the music at this lounge, the DJ is amazing." "You're going to wish you discovered this place already." "You'll be telling all your friends about this coffee shop." Etc.*

If scheduling the first date turns into a headache—if two or three times, she has reasons why she can't meet you—then my last-ditch move is to suggest meeting for a drink or coffee and attaching a "time constraint."

*"Meet for a quick drink, Friday 8 pm? I have an appointment at 9:30 but we can grab a drink and catch up."*

*"I'll be in your area on Wednesday during lunch time. Let's get coffee, I have a funny story to tell you. I can only stay for one cup, I have a 2pm meeting."*

This requires her to make a "minimal investment." She knows that even if this meeting turns out to be awkward, there's an exit strategy—you're only proposing to meet her for an hour or so. This should be enough to convince even the most cautious girl to meet you. If she *still* turns you down for whatever reason, forget about her for now and focus on your other prospects. It will be up to *her* to contact *you* if she really wants to meet up.



**Bonus Tip:** If she agrees to meet you at a nightlife environment (bar, club, lounge, etc) *tell her what to wear.* This technique is killer! Women always worry about dressing appropriately for the date. She wants to look attractive, but not slutty. She wants to look good, but not too "formal" for the environment.

By telling her what to wear, you remove stress and make it easier for her...and you're also demonstrating Alpha Male behavior which women instinctively *love*.

If I invite a girl to a trendy bar/lounge/club, I'll say...

"Wear something sexy. It's that type of crowd."

If it's a daytime date where you'll be walking around, you can say...

"We'll be walking around, so wear something casual and comfortable."

Personally, I always meet girls at night. I like taking girls to cool, cozy bars and lounges. That's my scene. And I love telling a girl to dress "sexy" to meet me. (This is a *great* tactic!) She'll put extra effort into looking hot, because she doesn't want to disappoint me. When she walks in, I have a routine: I stand up, smile, take her by the hands, and slowly twirl her around to check out her whole outfit. Then I tell her, "You look *amazing*." This always gets a huge smile.

I've framed this date so that she wants to look good and impress me. When she arrives, I give her some validation so that she feels beautiful and good about herself. Subconsciously, she feels like she has passed my "test."

I'll go easy on the challenging and teasing because it isn't necessary at this point. I'll spend this time learning more about her, planting seeds about myself, and getting comfortable and intimate with her.

When I combine this strategy with an awesome bar/lounge that has great music, a cool crowd, and a comfortable area where we can chill out with each other and enjoy body contact, most of these first dates wind up leading back to my place...



### What If She Doesn't Respond?

Even when your profile is well-crafted, and your pictures show you at your very best, and your initial email is perfect, there's still a chance that she won't respond. *Don't get discouraged.* There are many possible reasons for her lack of response, which have nothing to do with you.

Maybe...

- She's had a horrible day and isn't in the mood to send emails.
- She has been super busy (honestly), and hasn't had time to reply.
- She's only using her online dating profile for fun and to get attention; she has a boyfriend (this is annoying, but not uncommon on dating sites).
- You simply came along too late. She recently started dating a guy she met on the site, and isn't looking to hook up with anyone else.
- If she's really hot, there's a chance that she's been getting *so many emails* (many of which are crude and idiotic) that she isn't responding to anyone.
- Her house burned down, so she lost her internet connection.

*Etc...*

There are a million possible explanations! Don't sweat it. Still, if she's hot, you'll probably want to follow up and find out whether this situation is dead or has potential. So if she doesn't respond, follow up with a clever message 4-6 days later.

The key to this follow-up email is to be funny, and *give her an excuse* for not writing back to you. In many cases, the girl really did get busy or lost track of the guys writing to her, and after a few days pass, she won't write back to you because then she would have to apologize for a late reply.

You want to hit three points in this email:

- 1) Make her feel that it's okay that she didn't write back yet. She has another chance now.
- 2) Let her know that it's cool to "be friends" (you don't have any big expectations).
- 3) Throw in a reference to all of the lame, weird guys who have probably been contacting her. This will make her smile, and think of you as being different.

The bottom line is, the purpose of this email is to get a response. That is your goal. As long as she writes back to you, you can chat with her online, get her number, and meet up with her.

So you write something like,

“Hey, it’s Dean. I wrote to you a few days ago but I understand you’ve probably been getting bombarded with emails from guys who work at Taco Bell and have five children, or 65-year-old men who are looking for a naughty massage...

Anyway, I’ll assume you’re still single because you are still active on this site. We should talk. At the very least, you’d be a cool friend so we should talk sometime.”

Then, use the same closing strategy that you used in your first email. Hit the high points.

“I’m 34, attractive, confident, and I have my act together. I’ve also got a sense of humor, so we should talk. It will be fun.”

You can also use this strategy if a girl “winks” at you but doesn’t send you a message. (Some sites allow people to “wink at” or “poke” each other to indicate their interest).

In this case, you could write: “A few days ago you sent me a wink and I sent an email to you, but I didn’t get a reply. Maybe you’ve been busy with all the emails from weirdo guys who just got out of jail and work at McDonalds, or the 70-year-old guys who want to be your sugar daddy? Lol...anyway you should get back to me because we’ll have fun talking. Otherwise I’ll write you off as one of those flaky girls...”

This will grab her attention because women *hate* to be thought of as flakes.

Get the response. That is the key. Once you move into the internet chatting and the first phone call, your **Mack Tactics** will carry you though.





### Final Rules Before We Finish...

#### **Know what you want, and accept nothing less.**

If you're new to Internet dating, it can be a rush getting emails from random women. The attention can be flattering. But don't waste your time on women who don't meet your criteria. Maintain your standards. And don't worry about being polite and writing back to every girl who sends you a note; on dating sites, girls blow off *tons* of dudes without a second thought.



If a girl's profile doesn't have a picture, request one if the rest of her profile seems like it might have potential. Some girls don't post their pictures because they have safety concerns, which is somewhat understandable, and offer to send their pictures privately to the guys who write to them. That's ok (if just a bit paranoid). But if she declines to send you her picture, or doesn't have one to send, don't waste any more time on her.

#### **Be patient, but know when to walk away.**

Some girls will want to chat with you online for weeks or even months and decline your requests to talk on the phone or meet. Our advice is to not waste your time with them. These girls obviously have serious hang-ups about online dating and really shouldn't even be doing it in the first place. Even if you finally *do* meet up with a girl like this, she's probably got such a shy or uptight personality that it's going to be an uncomfortable experience and a waste of your time.

*And finally...*

#### **A Mack handles himself with class.**

I'll state this once more: it's unbelievable how many vulgar, clueless guys are online doing their best to ruin it for the rest of us. Some guys will email a girl once, and if they don't get a reply, will send her another email bitching her out. Others will meet a girl for a date, and if she declines a second date, he'll send her an obnoxious email.

Here's the bottom line: if a girl you meet online agrees to go on a date with you, the situation is yours to win or lose. She's already seen your profile and knows what you look like and what you're about. By agreeing to the date, she's telling you she's willing to explore the idea of having a relationship with you. If she ultimately decides that she's not interested in going any further with you, you

can't blame her. Learn from the experience—because chances are, during that date, you ignored certain [Mack Tactics rules](#) that *caused* her to lose interest.

Never take it as an insult if you don't get a response to an introductory email you send out, and your follow-up email gets ignored, too. Don't assume it's because she's stuck up, or because your profile is unappealing. Like I said, there are endless reasons for a girl to *not* reply.

Another reason for not getting a reply is that some women have *unrealistic expectations* about online dating. They can't meet their idea of a "dream guy" in the real world (rich, handsome, romantic), so they figure they'll try to find him online. Their chances of scoring a guy like this online are about as good as you landing one of Hugh Hefner's bunnies on Match.com.

Better to just forget about these girls and let them waste their time, pining for a fantasy rather than an actual flesh-and-blood guy who could make them happy. Reassure yourself with the thought that if you ever did meet a girl like this in person, you'd surely charm her—but if she's not willing to give you a chance and reply to your email, for whatever reason, just leave her be and keep doing your thing.

"Some of the guys online are so sensitive it's ridiculous," says Melissa, a cute 30-year-old we hang out with. "I stated very clearly in my profile that I'm looking for a guy age 25-35. One of the guys who emailed me was 43, so I didn't bother to write back. A few days later he sends me a bitchy email, wanting to know why I didn't respond and telling me that older men are better because they're more mature and more financially stable. My God...if a guy can't deal with a girl not replying to his email, a girl he doesn't even know, then obviously he'd be a nightmare to date."

In our online dating adventures, we've come across a lot of fun, sexy girls. On the other hand, we've found that a significant number of women with online profiles are bitter and jaded about men and dating. There are a lot of girls online who aren't giving the process a fair shot and either have unrealistic expectations, or are still upset about a recent breakup and are carrying around a lot of psychological baggage. The beauty of online dating is that you can meet these girls, chat with them, and determine which ones are worthy of your time and energy...before ever shelling out a dollar on a date.

Here's a list that I came across on the Internet. It's humorous, a little harsh, but actually there's quite a bit of truth to it...

### **Decoding a Woman's Internet Dating Profile:**

BBW = fat  
Voluptuous = fat  
Curvy = fat  
Curvaceous = fat  
Thick = fat  
Rubenesque = fat  
Womanly = fat  
Gives bra size only? = fat  
Busty = either saggy or fat  
Naturally busty = saggy and fat  
Real woman = saggy, fat and ugly

Slim = no boobs  
Svelte = no boobs  
Slender = no boobs  
Dancer's body = no boobs

Bombshell = fake boobs  
Baywatch = fake boobs  
Playboy = fake boobs  
Model = fake boobs

Mature = old  
Courtesan = old  
Gracious = old  
Refined = old  
Elegant = old  
Classic = old

Age = generally add a few years to whatever she says. Here are some exceptions:

College Student = late 20's  
Just turned 18 = mid 20's  
19 = possible jailbait  
21 = late 20's  
28 = late 30's

Intelligent = brunette  
Sorority Girl = blonde  
Selective = overpriced

Exclusive = very overpriced  
Freaky = doesn't shower between dates  
Upscale = snooty personality  
All American = trailer trash  
Princess = I have an attitude problem  
Las Vegas = Bellagio prices, Motel 6 service  
coed = plain looking with acne problem  
girl next door = looks like the boy next door  
Energetic = methamphetamine addict  
Down to earth = boring

Good luck with your online dating adventures. Always remember that developing relationships over the Internet takes strategy and discipline just like it does in the real world. Every email you send, every online chat you participate in, should have a purpose behind it—to enhance her view of you, advance the relationship another step, and take things towards a successful offline conclusion. Never lose sight of the main goal here: to use online dating websites as a vehicle for real-world hookups.

Now get to it—the woman of your dreams, or the hottest girl you've ever slept with in your life, may be only a few mouse-clicks away!

Your Wingman,



## Recommended Resources

### **For Learning To Approach Women In Any Situation, Start Conversations & Build Attraction FAST...**

Are you curious to know the best openers & lines to use on women—whether it's a day time situation, or you're looking to pull off a "Same Night Lay" at a bar or nightclub? How'd you like to know EXACTLY what you have to do to approach and meet women and start conversations *without* ever getting blown off—or having to struggle as you figure out what to say next?

Approaching women and getting the results you want is simple, once you learn the science behind the "Ultimate Approach." Best of all, this 80+ page book is only **\$1!** You can download it right here:

[How To Approach Hot Women Any Time, Any Place - \\$1 Offer](#)



You'll get the *full arsenal* of practical, real-world, FIELD-TESTED tips, tactics & techniques that you can use immediately to meet & get the women you want.

You'll learn specific "bulletproof" openers and word-for-word routines that you can use anywhere (*bars, clubs, fitness centers, cafes, hotels, shopping malls, etc*)...and also, how to RAMP UP your social value every time you're around attractive women with NO extra effort on your part:

[The Ultimate Guide To Approaching Women](#)

**For Dating Hot YOUNGER Women...**

If you're in your 30s, 40s or beyond, and you're close to "giving up" on the idea of dating women younger than you, now is the time to destroy the MYTH that you can only get women close to your own age. There are, in fact, proven ways for you to use your maturity, sophistication, knowledge and life experience as huge tactical *advantages*!

The truth is, there are also specific techniques and strategies for you to use the "age gap" as your own unique 'weapon' to get younger women! I'm talking about being able to approach, flirt with, and seduce ANY hot younger woman, at ANY time. No more hesitation, no more guess-work.

You can get all of the details by clicking this banner:



[Secrets Of Dating Younger Women](#)

### If You Want To Score With Sexy, Exotic STRIPPERS (Without Having To Spend Money...)

If you enjoy visiting strip clubs once in a while, I'm sure you've thought about how awesome it would be to bang one of those scorching-hot, hard-bodied stunners. But if you're like most guys, the strippers are treating you only as a *customer*. You blow a bunch of money on lap-dances and drinks, and go home alone and sexually frustrated...

But what if I told you some of the world's top pickup artists have figured out a SYSTEM for picking up strippers and getting all the sex you want—for free? I'm talking about being able to push a stripper's "attraction buttons" and connect with them on an *authentic sexual level*—so that instead of viewing you as a customer, they want to hang out with you after their shift and have wild sex.

(Or even *date* you, if you think you can handle having a hot stripper girlfriend!)

**"Secrets Of Strip Club Seduction"** is JAM-PACKED with the best techniques on how to read a stripper's body language, how to flirt, create unstoppable confidence, "dominate" strip clubs and the attention of the hottest women, and especially how to CLOSE super-hot dancers!

If you're serious about wanting to become a guy who bangs "Perfect 10s" every night of the week (and not just strippers, but hot girls from all backgrounds who are downright *untouchable* for most men)... you've got to check out this highly controversial program.

This is the ultimate resource for developing ADVANCED game and seducing the most stunningly beautiful, sexually adventurous women. Click here and check it out:

[Strip Club Seduction Secrets](#)





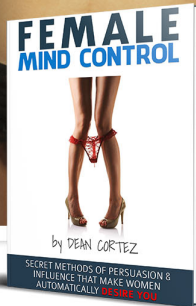


# EXTRA RESOURCES

## FEMALE MIND CONTROL

The world's top pickup artists agree:

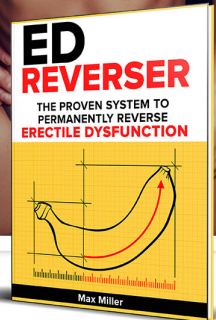
this is the ultimate "stealth method" for seducing women and getting laid! [Click here](#) to learn the secrets of "Female Mind Control," and make any woman psychologically & sexually **ADDICTED TO YOU.**



[GET IT NOW](#)

## ED REVERSER

[Click here](#) to watch this short presentation, and discover the ancient, all-natural secret that gives you bulging, **ROCK HARD ERECTIONS** on command!



[GET IT NOW](#)

## PE SUPERSIZER

[Click here](#) and learn one weird trick that naturally adds extra inches AND girth to your penis. Now you can get the **SIZE** that women crave - without pumps, injections or surgery!

These penis enlargement secrets are easy and 100% all-natural.



[GET IT NOW](#)

## MONEY SHOT MAXIMIZER

Want to shoot massive "money shots" from now on?

[Click here](#) to discover how to shoot huge, thick loads that will **AMAZE** women!

(It's the secret used by top porn stars...)



[GET IT NOW](#)