

A person is sitting on a bed, using a laptop. The image is a close-up of their hands typing on the keyboard. They are wearing a white long-sleeved shirt, light-colored pants, a gold watch with a brown leather strap on their left wrist, and a ring on their left ring finger. The background is a blurred bedroom with a wooden headboard and a lamp.

10 Mistakes You're Making

in Online Dating

My first dating industry job was at an online dating site.

My first book was about online dating.

My first company was a site that writes better online dating profiles.

So believe me when I tell you: I know ALL your complaints about online dating.

- The men who want nothing else but sex.
- The men who write generic, misspelled profiles.
- The men who lie about their age and height.
- The men who are clearly shooting out of their league.
- The men who compose cut-and-paste one-line emails.
- The men who offer their number for you to call first.
- The men who seem really interested and then disappear.
- The men who refused to take down their profile when they're seeing you.

I make no apology for these men and am sorry you've had such a rough experience with online dating.



At the same time, online dating is the single best way to create a love life from scratch and accounts for almost twenty percent of all marriages. Thus, it's a phenomenon that should be embraced, not ignored. You can't let the bad apples spoil the whole lot. All you can do is make the best of your circumstances. That's where this important list comes in.

When I say that you're probably making these mistakes, that doesn't, for one second, mean I'm letting men off the hook. But since I can't change men and you can't change men, all we can do is set a realistic set of expectations about how online dating works.

Avoid making these mistakes and you will instantly see a difference in how you feel about the online dating process – with much less frustration and much more joy and excitement.

I appreciate you sticking with me, even when I tell you things you might not want to hear, and I look forward to getting an email with your online dating success story sometime soon.

Warmest wishes and much love,

10 Mistakes You're Making in Online Dating

Mistake #10: Thinking That Your Great Date Actually Meant Something

Mistake #9: Ignoring Your Own Intuition

Mistake #8: Waiting for Men to Write You First

Mistake #7: Expecting Him to Tell the Truth In His Profile

Mistake #6: Thinking You're Now Dating the Man You've Met Online

Mistake #5: Meeting for a Coffee Date to Save Time

Mistake #4: Expecting That You'll Succeed Online Because You're a Catch

Mistake #3: Trying to Stop the "Wrong" Men From Writing to You

Mistake #2: Signing Up for a One-Month Subscription

Mistake #1: Searching For The Right Dating Site

10 Mistakes You're Making in Online Dating

Mistake #10: Thinking That Your Great Date Actually Meant Something

Have you ever had a man say how much he likes you, how sexy you are, and how he's serious about finding a long-term relationship? Ever have an amazing date where the chemistry was great, the conversation flowed, and you hooked up with him afterwards?

Have you ever had a man do all of these things and then NOT call?

No, you're not crazy or delusional. The mistake is that you think that what a man says on a date actually means something. It doesn't. It means he's being in the moment.

Before you get upset at me: I'm not blaming you for something terrible that HE did. I'm saying that if 50% of great dates don't result in second dates, don't be too surprised when this happens to you.

The solution is not giving up on dating. It's about not getting too excited or emotionally involved after a fun night. The only way you can tell how a man REALLY feels about you is by how quickly he follows up for another date.

**It's about not getting too excited or
emotionally involved
after a fun night.**

10 Mistakes You're Making in Online Dating

Evan Marc Katz

10 Mistakes You're Making in Online Dating

Mistake #9: Ignoring Your Own Intuition

How many times have you been across a coffee table from some guy and found yourself wishing that you'd rather be anywhere else on earth? How many times have you felt deceived, angered, manipulated, or just plain turned off by the man in front of you?

Now, how many times have you considered that it was actually your fault that he was sitting there? I'm not blaming you. I've been there myself. But the common denominator in all your bad dates is not the awful men themselves, but YOU. If you find yourself losing hope that there are any great guys out there, do yourself a favor and only go out with men who truly interest you.

If you find yourself losing hope that there are any great guys out there, do yourself a favor and
only go out with men who truly interest you.

10 Mistakes You're Making in Online Dating

Evan Marc Katz

Instead of meeting total strangers, filter out men by email and phone. This strategy will prevent most bad dates before they happen. I know it sounds like I'm being harsh on you, but since you can't change how men act, the ONLY thing you can do is to make different decisions.

If you screen guys better, you go out with fewer losers. If you go out with fewer losers, you won't feel nearly as bad about the dating process. And if you don't feel bad about the dating process, you're going to be a much happier date for the next amazing man you meet!

10 Mistakes You're Making in Online Dating

Mistake #8: Waiting for Men to Write You First

Have you ever sat in front of your computer, reading emails from undesirable guys, and asked yourself why the winners never write to you? You look at your favorites list and wish you could say hi to them, but you know better.

It's tradition: men approach women. And you wouldn't want to come across as desperate. After all, what guy wants a woman who's so needy that she has to write him first?

Actually, all men do. We love it.

If you have a good photo, an original essay and you write a confident email, most guys will drop everything they're doing to talk to you.

The key is in learning how to write a confident email. An email that grabs a guy by the lapels and screams "Guess what, buddy? This is YOUR lucky day!"

I don't have the room in this short report to fully teach you how, but in my [Finding the One Online audio program](#), you will learn the art of the "Opinion Opener," a simple method for writing emails to men that get fast, enthusiastic responses.



what guy wants a woman who's so
needy that she has to write him first?
Actually, all men do.

10 Mistakes You're Making in Online Dating
Evan Marc Katz

10 Mistakes You're Making in Online Dating

Mistake #7: Expecting Him to Tell the Truth In His Profile

You don't like being lied to. Nobody does. And once you've gone out with a man who claimed to be 5'9" but is really 5'5", it's hard to keep dating. But haven't you ever done the same thing?

The typical woman exaggerates her height by one inch. She lowers her weight by twenty pounds. And it's not just a coincidence that the most popular ages for women on dating sites are 29, 39, 44, and 49.

You want to be given a chance. You don't want to be judged before you meet. And you may rightfully feel insecure that telling the truth won't get you in the door against younger or thinner women.

So if there are good reasons why an honest woman might be tempted to misrepresent herself, wouldn't it make sense that an honest man might be tempted to do the same thing?

Hey, I'm not defending it. I'm just saying it happens. So don't get too surprised or upset when it does.

**if there are good reasons why an honest woman
might be tempted to misrepresent herself,
wouldn't it make sense that an
honest man might be tempted to
do the same thing?**

10 Mistakes You're Making in Online Dating
Evan Marc Katz

10 Mistakes You're Making in Online Dating

Mistake #6: Thinking You're Now Dating the Man You've Met Online

Have you ever gone on an amazing date and saw that he was online right afterwards?

Have you ever emailed a man who seemed interested, then suddenly disappeared?

Have you ever gotten intimate with a man who never called again?

You're not alone. All of these things are common in the world of online dating. So instead of taking it as a personal rejection each time a man comes and goes, take a step back. Think of all the guys who have written to you that you weren't interested in. Imagine all of them taking it personally. It's ridiculous.

It's easy to forget how many choices men have. It's easy to forget how many other women they're contacting. And if you think that you're exclusive with every new guy that gets you excited, you're in for a lot of disappointment.

Mistake #5: Meeting for a Coffee Date to Save Time

Have you ever spent a month getting to know someone online and discovered on the date that he was a real-life dud? I have. I remember vowing not to waste that kind of time on a stranger ever again. You probably did, too. You probably started meeting guys right away to make sure that you had that "in-person chemistry". And at some point, on your tenth (or twentieth) bad date, you probably asked yourself, "Why do I ever bother?"

Online dating is NOT about meeting men as quickly as possible. Moving quickly means there is no screening. There is no getting-to-know-you process. You might as well have men at a bar pick a number to meet you.

The ONLY way to enjoy online dating is by going out with fewer men. It's far better to go on one comfortable date on a Friday night than five blind coffee dates during the week.

A man and a woman are seated at a table in a restaurant, smiling at each other. The man is on the left, wearing a light blue button-down shirt, and the woman is on the right, wearing a white ruffled top. They are both holding glasses of water. The table is set with plates of food, including a salad and a main dish. In the background, there are warm, glowing string lights hanging from the ceiling.

**It's far better to go on one
comfortable date on a Friday night
than five blind coffee dates
during the week.**

10 Mistakes You're Making in Online Dating

Evan Marc Katz

10 Mistakes You're Making in Online Dating

Mistake #4: Expecting That You'll Succeed Online Because You're a Catch

You're sweet. You're fun. You're attractive. You have no trouble meeting men in real life. You figure that, with all your good qualities, online dating should be a piece of cake. Except that's not how it's worked out. The only guys contacting you look like they've been let out of either jail or a retirement home.

There have to be better men out there. Then how come they aren't writing?

Simple. Any man who you think is a great catch has hundreds of options. And when a guy has that many choices, he's often going to search for younger women. Not always, but often. Why? Because he can.

So forget these guys and their unrealistic Playboy fantasies. Why try to convince some fool that you're his soulmate when he's looking to play with a girl ten years younger? It's like one of those older guys trying to convince you to give him a shot. Not gonna happen.

Remember, Mr. Right is the man who wants YOU as you are. Focus your attentions on the men who are searching for you, instead of the ones who aren't and you'll have far greater success and happiness online.

Mr. Right is the man who wants
YOU
as you are.

10 Mistakes You're Making in Online Dating

Evan Marc Katz

10 Mistakes You're Making in Online Dating

Mistake #3: Trying to Stop the “Wrong” Men From Writing to You

Have you ever had a profile that just seemed to attract all the wrong men? You want a man who is attractive, successful, and honest, and all you get are ugly unemployed guys who lie about their height.

So, to stop them from wasting your time, you decide to spell it out in your profile: “If you’re over the age of 50, live in another state, or have a substance abuse problem, don’t even bother writing”. And yet they STILL keep on contacting you!

What can you possibly do to stop these annoying men who can’t read?

Nothing. Ignore them. Pity them. But don’t try to stop them. After all, if you have any standards, most of your emails are going to be from the “wrong” guys. That’s okay. They’re allowed to write you. And you’re allowed to delete their email.

As a quality woman, you’re going to get all sorts of men who are interested in you. Your job isn’t to scare away the bad guys, it’s to attract the good ones. And profiles with negative warnings to the “wrong” men only make YOU sound bad.

A man with curly hair and a beard, wearing a red and blue plaid shirt, is smiling and looking at a woman. The woman has short dark hair and is wearing a black sleeveless top with white polka dots. They are standing outdoors at night, with city lights and a traffic light visible in the background. A semi-transparent white box with a teal border is overlaid on the image, containing text.

Your job isn't to scare away the bad guys,
it's to attract the
good ones.

10 Mistakes You're Making in Online Dating

Evan Marc Katz

10 Mistakes You're Making in Online Dating

Mistake #2: Signing Up for a One-Month Subscription

Have you ever felt hopeless after a date?

Have you ever felt that time was running out?

Have you ever wondered if there was a single good man left in the world?

And even though you know how difficult it is to find a soul mate, you signed up for a one month subscription on a date site. One month! You're going to fall in love before you get your next phone bill!

Clearly, you've created an unrealistic time table. So while you may not want to date online forever, you're shortchanging yourself if you act as if you have only 30 days to find a husband.

Remind yourself why you started dating online - it's hard to meet people in real life.

Even though it may be tough and it may be frustrating, you have to remember one important thing about online dating: quitting is not an option.

10 Mistakes You're Making in Online Dating

Mistake #1: Searching For The Right Dating Site

If a girlfriend told you that her biggest problem in losing weight was that she couldn't find the right gym, you'd probably shake your head. You know that it's not the gym, but your friend's dedication to using the gym that makes all the difference.

Yet you may think that you can cure your dating blues just by choosing the right website. Newsflash: ANY website with lots of single men can be the right website; your success is ultimately determined by how you use that site.

You can Google all day long to find a place that is populated with tall, honest, successful men. But at the end of the day, it's not the site that will determine your fate. It's you.

There IS a man online who is looking for you right this very moment. The question is how committed you are to doing things right, persevering when things get tough, keeping a positive attitude, and turning yourself into a success.

**There IS a man online
who is looking for you right
this very moment.**

10 Mistakes You're Making in Online Dating

Evan Marc Katz

10 Mistakes You're Making in Online Dating

If you read this special Top 10 Mistakes report and it evoked some emotion, that's good!

It means you care about your love life.

It means you take pride in doing thing right.

It means you feel stung that there are some things you can do differently to get different results.

As a dating coach for women since 2003, it is no fun to have to challenge my readers when it seems so self-evident that the problem is always MEN.

Except, of course, that such a claim can only be partially true. 😊

I led off this report by discussing what's wrong with men in online dating: men lie about their age, they search for younger women, they write to you without reading your profile, they keep their profile up even after you made a good connection, etc.

You've observed this. I've observed this. This is not a matter of opinion. Men act in simple, selfish, short-sighted ways – and there's nothing you or I can do about it.

Getting mad at men changes absolutely nothing.

Reframing how you view men will change your entire life. By way of example...

You may not like rush hour traffic, but hopefully, instead of getting road rage, you take the time to listen to an audio book or catch up with friends on the phone.

You may not like cold winters, but hopefully, you don't spend five months depressed that you can't wear a T-shirt outside. Instead, you bundle up and manage to enjoy the seasons.

You may not enjoy the gym when you don't lose weight. But you don't give up on maintaining your body; you just try a new workout or hire a personal trainer to guide you.

10 Mistakes You're Making in Online Dating

This is what I'm talking about when it comes to online dating.

Sure, it's flawed, but the way to succeed is not to give up or complain about the opposite sex.

The way to succeed is to avoid these 10 mistakes and then take one more step.

In my audio program, [Finding the One Online](#), I show you how to choose the right website, craft a creative username, write a one-of-a-kind profile, attract more high quality men, and use my fast and flirt email technique to screen for the best possible suitors.

It's not enough to know what you're doing wrong; you need to know how to do things RIGHT.

[Click here](#) to jumpstart your love life and attract the man you want to meet.



Evan Marc Katz

Your Personal Trainer For Love

Billed as a "personal trainer for smart, strong, successful women," dating coach Evan Marc Katz has been helping singles since 2003. He's the author of four books, most recently, "Believe in Love," and has been featured in hundreds of media outlets, including Today, the New York Times, and CNN. In 2016, Evan's blog got over 10 million readers and over 1000 women graduated from Love U, his six-month video course that helps women understand men and find love. Evan is very happily married and lives in Los Angeles with his wife and their two children. Reach him at www.evanmarckatz.com and read his regular advice columns on his blog.